



# Retail Goods and Services Expenditures

152 W Jourdan St, Newton, Illinois, 62448  
 Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089  
 Longitude: -88.16191

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Prairie Living	42.5%	Population	9,468	9,365
Heartland Communities	32.1%	Households	3,862	3,846
Salt of the Earth	18.1%	Families	2,729	2,698
Rooted Rural	7.3%	Median Age	43.1	44.3
Southern Satellites	0.1%	Median Household Income	\$48,564	\$52,540
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		45	\$1,028.01	\$3,970,158
Men's		44	\$186.21	\$719,126
Women's		39	\$313.18	\$1,209,489
Children's		55	\$202.64	\$782,598
Footwear		36	\$154.56	\$596,896
Watches & Jewelry		64	\$95.52	\$368,887
Apparel Products and Services (1)		80	\$75.91	\$293,164
<b>Computer</b>				
Computers and Hardware for Home Use		72	\$146.99	\$567,676
Portable Memory		66	\$5.06	\$19,538
Computer Software		68	\$13.41	\$51,786
Computer Accessories		79	\$13.23	\$51,086
<b>Entertainment &amp; Recreation</b>		85	\$2,777.64	\$10,727,246
Fees and Admissions		56	\$352.29	\$1,360,527
Membership Fees for Clubs (2)		56	\$93.91	\$362,684
Fees for Participant Sports, excl. Trips		54	\$63.31	\$244,493
Admission to Movie/Theatre/Opera/Ballet		56	\$88.02	\$339,951
Admission to Sporting Events, excl. Trips		65	\$40.61	\$156,851
Fees for Recreational Lessons		53	\$65.90	\$254,499
Dating Services		123	\$0.53	\$2,050
TV/Video/Audio		84	\$1,085.29	\$4,191,394
Cable and Satellite Television Services		90	\$780.04	\$3,012,503
Televisions		72	\$114.76	\$443,216
Satellite Dishes		118	\$1.86	\$7,180
VCRs, Video Cameras, and DVD Players		67	\$8.58	\$33,119
Miscellaneous Video Equipment		45	\$3.47	\$13,410
Video Cassettes and DVDs		75	\$26.47	\$102,243
Video Game Hardware/Accessories		77	\$20.88	\$80,628
Video Game Software		74	\$21.92	\$84,662
Streaming/Downloaded Video		52	\$1.94	\$7,487
Rental of Video Cassettes and DVDs		72	\$19.64	\$75,860
Installation of Televisions		51	\$0.44	\$1,706
Audio (3)		68	\$79.16	\$305,707
Rental and Repair of TV/Radio/Sound Equipment		127	\$6.13	\$23,673
Pets		125	\$665.14	\$2,568,765
Toys and Games (4)		81	\$112.43	\$434,215
Recreational Vehicles and Fees (5)		98	\$221.41	\$855,076
Sports/Recreation/Exercise Equipment (6)		81	\$145.19	\$560,707
Photo Equipment and Supplies (7)		76	\$59.16	\$228,484
Reading (8)		81	\$124.59	\$481,167
Catered Affairs (9)		46	\$12.15	\$46,911
<b>Food</b>		83	\$6,837.46	\$26,406,288
Food at Home		88	\$4,441.11	\$17,151,579
Bakery and Cereal Products		90	\$633.39	\$2,446,145
Meats, Poultry, Fish, and Eggs		86	\$949.07	\$3,665,318
Dairy Products		92	\$494.33	\$1,909,086
Fruits and Vegetables		81	\$771.82	\$2,980,768
Snacks and Other Food at Home (10)		92	\$1,592.51	\$6,150,261
Food Away from Home		75	\$2,396.35	\$9,254,709
Alcoholic Beverages		68	\$362.40	\$1,399,585
Nonalcoholic Beverages at Home		92	\$433.81	\$1,675,390

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 29, 2014



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	35	\$726.17	\$2,804,461
Vehicle Loans	85	\$3,253.14	\$12,563,632
<b>Health</b>			
Nonprescription Drugs	108	\$133.95	\$517,330
Prescription Drugs	111	\$536.49	\$2,071,906
Eyeglasses and Contact Lenses	99	\$85.55	\$330,377
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$6,637.39	\$25,633,615
Maintenance and Remodeling Services	90	\$1,459.08	\$5,634,961
Maintenance and Remodeling Materials (12)	137	\$396.59	\$1,531,646
Utilities, Fuel, and Public Services	88	\$4,463.20	\$17,236,891
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	74	\$78.54	\$303,339
Furniture	78	\$376.15	\$1,452,678
Rugs	69	\$17.44	\$67,352
Major Appliances (14)	99	\$273.77	\$1,057,302
Housewares (15)	70	\$51.92	\$200,505
Small Appliances	89	\$39.70	\$153,311
Luggage	54	\$4.80	\$18,532
Telephones and Accessories	62	\$33.53	\$129,508
<b>Household Operations</b>			
Child Care	60	\$264.26	\$1,020,565
Lawn and Garden (16)	107	\$455.51	\$1,759,177
Moving/Storage/Freight Express	59	\$38.42	\$148,361
Housekeeping Supplies (17)	92	\$654.22	\$2,526,596
<b>Insurance</b>			
Owners and Renters Insurance	95	\$469.50	\$1,813,222
Vehicle Insurance	80	\$950.02	\$3,668,959
Life/Other Insurance	104	\$452.81	\$1,748,744
Health Insurance	94	\$2,340.78	\$9,040,082
Personal Care Products (18)	79	\$353.02	\$1,363,358
School Books and Supplies (19)	83	\$154.72	\$597,514
Smoking Products	125	\$609.17	\$2,352,611
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	89	\$3,217.06	\$12,424,296
Gasoline and Motor Oil	94	\$2,903.98	\$11,215,165
Vehicle Maintenance and Repairs	82	\$895.99	\$3,460,323
<b>Travel</b>			
Airline Fares	55	\$254.00	\$980,936
Lodging on Trips	77	\$329.30	\$1,271,740
Auto/Truck/Van Rental on Trips	59	\$20.00	\$77,222
Food and Drink on Trips	76	\$333.57	\$1,288,242

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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# Recreation Expenditures

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<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		9,468	9,365
Households		3,862	3,846
Families		2,729	2,698
Median Age		43.1	44.3
Median Household Income		\$48,564	\$52,540
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		56	\$1,360,527
Admission to Movies, Theater, Opera, Ballet		56	\$339,951
Admission to Sporting Events, excl.Trips		65	\$156,851
Fees for Participant Sports, excl.Trips		54	\$244,493
Fees for Recreational Lessons		53	\$254,499
Membership Fees for Social/Recreation/Civic Clubs		56	\$362,684
Dating Services		123	\$2,050
Rental of Video Cassettes and DVDs		72	\$75,860
<b>Toys &amp; Games</b>		81	\$434,215
Toys and Playground Equipment		81	\$414,569
Play Arcade Pinball/Video Games		85	\$10,102
Online Entertainment and Games		69	\$9,544
<b>Recreational Vehicles and Fees</b>		98	\$855,076
Docking and Landing Fees for Boats and Planes		53	\$25,012
Camp Fees		54	\$75,706
Purchase of RVs or Boats		113	\$732,592
Rental of RVs or Boats		68	\$21,766
<b>Sports, Recreation and Exercise Equipment</b>		81	\$560,707
Exercise Equipment and Gear, Game Tables		74	\$194,445
Bicycles		58	\$57,157
Camping Equipment		38	\$27,280
Hunting and Fishing Equipment		108	\$169,990
Winter Sports Equipment		96	\$25,986
Water Sports Equipment		111	\$28,525
Other Sports Equipment		125	\$41,252
Rental/Repair of Sports/Recreation/Exercise Equipment		109	\$16,071
<b>Photographic Equipment and Supplies</b>		76	\$228,484
Film		70	\$3,891
Film Processing		94	\$50,724
Photographic Equipment		68	\$91,841
Photographer Fees/Other Supplies & Equip Rental/Repair		78	\$82,028
<b>Reading</b>		81	\$481,167
Magazine/Newspaper Subscriptions		92	\$193,670
Magazine/Newspaper Single Copies		82	\$53,352
Books		74	\$184,569
Digital Book Readers		73	\$49,576

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# Medical Expenditures

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<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		9,468	9,365
Households		3,862	3,846
Families		2,729	2,698
Median Household Income		\$48,564	\$52,540
Males per 100 Females		99.5	100.8
<b>Population By Age</b>			
Population <5 Years		5.6%	5.5%
Population 65+ Years		17.8%	20.0%
Median Age		43.1	44.3
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	96	\$4,296.56	\$16,593,297
<b>Medical Care</b>	99	\$1,955.78	\$7,553,215
Physician Services	86	\$216.43	\$835,843
Dental Services	83	\$318.18	\$1,228,829
Eyecare Services	107	\$54.51	\$210,504
Lab Tests, X-Rays	108	\$69.74	\$269,323
Hospital Room and Hospital Services	107	\$178.63	\$689,863
Convalescent or Nursing Home Care	109	\$16.26	\$62,811
Other Medical services (1)	86	\$93.60	\$361,484
Nonprescription Drugs	108	\$133.95	\$517,330
Prescription Drugs	111	\$536.49	\$2,071,906
Nonprescription Vitamins	90	\$59.49	\$229,752
Medicare Prescription Drug Premium	126	\$105.86	\$408,837
Eyeglasses and Contact Lenses	99	\$85.55	\$330,377
Hearing Aids	119	\$24.37	\$94,119
Medical Equipment for General Use	66	\$2.88	\$11,129
Other Medical Supplies (2)	97	\$59.84	\$231,107
<b>Health Insurance</b>	94	\$2,340.78	\$9,040,082
Blue Cross/Blue Shield	90	\$713.66	\$2,756,172
Commercial Health Insurance	78	\$364.93	\$1,409,342
Health Maintenance Organization	77	\$321.15	\$1,240,275
Medicare Payments	118	\$579.13	\$2,236,582
Long Term Care Insurance	106	\$99.86	\$385,654
Other Health Insurance (3)	120	\$262.05	\$1,012,056

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

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# Household Budget Expenditures

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Demographic Summary		2013	2018
Population		9,468	9,365
Households		3,862	3,846
Families		2,729	2,698
Median Age		43.1	44.3
Median Household Income		\$48,564	\$52,540

  

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	78	\$54,277.30	\$209,618,949	100.0%
Food	83	\$6,837.46	\$26,406,288	12.6%
Food at Home	88	\$4,441.11	\$17,151,579	8.2%
Food Away from Home	75	\$2,396.35	\$9,254,709	4.4%
Alcoholic Beverages	68	\$362.40	\$1,399,585	0.7%
Housing	71	\$15,216.79	\$58,767,237	28.0%
Shelter	66	\$10,753.59	\$41,530,347	19.8%
Utilities, Fuel and Public Services	88	\$4,463.20	\$17,236,891	8.2%
Household Operations	76	\$1,317.00	\$5,086,244	2.4%
Housekeeping Supplies	92	\$654.22	\$2,526,596	1.2%
Household Furnishings and Equipment	72	\$1,290.09	\$4,982,332	2.4%
Apparel and Services	45	\$1,028.01	\$3,970,158	1.9%
Transportation	87	\$8,376.27	\$32,349,152	15.4%
Travel	72	\$1,327.14	\$5,125,430	2.4%
Health Care	96	\$4,296.56	\$16,593,297	7.9%
Entertainment and Recreation	85	\$2,777.64	\$10,727,246	5.1%
Personal Care Products & Services	76	\$562.53	\$2,172,508	1.0%
Education	60	\$874.06	\$3,375,618	1.6%
Smoking Products	125	\$609.17	\$2,352,611	1.1%
Miscellaneous (1)	100	\$1,178.22	\$4,550,271	2.2%
Support Payments/Cash Contributions/Gifts in Kind	89	\$2,036.19	\$7,863,748	3.8%
Life/Other Insurance	104	\$452.81	\$1,748,744	0.8%
Pensions and Social Security	73	\$5,080.76	\$19,621,882	9.4%

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

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# House and Home Expenditures

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2013 Housing Summary		2013 Demographic Summary		
Housing Units	4,267	Population	9,468	
2013-2018 Percent Change	0.02%	Households	3,862	
Percent Occupied	90.5%	Families	2,729	
Percent Owner Households	82.2%	Median Age	43.1	
Median Home Value	\$100,903	Median Household Income	\$48,564	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		74	\$8,529.72	\$32,941,767
Mortgage Interest		64	\$2,706.58	\$10,452,795
Mortgage Principal		73	\$1,588.45	\$6,134,607
Property Taxes		73	\$1,834.18	\$7,083,588
Homeowners Insurance		96	\$458.14	\$1,769,327
Ground Rent		72	\$50.05	\$193,299
Maintenance and Remodeling Services		90	\$1,459.08	\$5,634,961
Maintenance and Remodeling Materials		137	\$396.59	\$1,531,646
Property Management and Security		35	\$36.65	\$141,545
<b>Rented Dwellings</b>		45	\$1,822.67	\$7,039,165
Rent		43	\$1,687.70	\$6,517,911
Rent Received as Pay		68	\$76.03	\$293,613
Renters' Insurance		66	\$11.37	\$43,895
Maintenance and Repair Services		130	\$36.09	\$139,393
Maintenance and Repair Materials		80	\$11.48	\$44,354
<b>Owned Vacation Homes</b>		57	\$340.37	\$1,314,497
Mortgage Payment		64	\$131.24	\$506,852
Property Taxes		69	\$110.65	\$427,313
Homeowners Insurance		81	\$11.48	\$44,350
Maintenance and Remodeling		34	\$64.45	\$248,906
Property Management and Security		79	\$22.55	\$87,077
Housing While Attending School		69	\$60.83	\$234,917
<b>Household Operations</b>		76	\$1,317.00	\$5,086,244
Child Care		60	\$264.26	\$1,020,565
Care for Elderly or Handicapped		42	\$25.63	\$98,993
Appliance Rental and Repair		98	\$26.19	\$101,127
Computer Information Services		80	\$327.24	\$1,263,810
Home Security System Services		69	\$23.22	\$89,683
Non-Apparel Household Laundry/Dry Cleaning		11	\$3.17	\$12,252
Housekeeping Services		56	\$83.74	\$323,391
Lawn and Garden		107	\$455.51	\$1,759,177
Moving/Storage/Freight Express		59	\$38.42	\$148,361
Installation of Computers		77	\$0.44	\$1,718
PC Repair (Personal Use)		75	\$7.10	\$27,406
Reupholstering/Furniture Repair		79	\$6.50	\$25,111
Termite/Pest Control		72	\$22.28	\$86,042
Water Softening Services		135	\$7.76	\$29,961
Internet Services Away from Home		66	\$4.02	\$15,519
Voice Over IP Service		39	\$5.28	\$20,406
Other Home Services (1)		69	\$16.24	\$62,719

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	88	\$4,463.20	\$17,236,891
Bottled Gas	229	\$172.89	\$667,712
Electricity	95	\$1,839.23	\$7,103,125
Fuel Oil	84	\$95.39	\$368,401
Natural Gas	70	\$411.95	\$1,590,964
Phone Services	86	\$1,408.23	\$5,438,572
Water and Other Public Services	74	\$504.83	\$1,949,642
Coal/Wood/Other Fuel	244	\$30.68	\$118,476
<b>Housekeeping Supplies</b>	92	\$654.22	\$2,526,596
Laundry and Cleaning Supplies	96	\$194.09	\$749,574
Postage and Stationery	92	\$165.11	\$637,668
Other HH Products (2)	89	\$295.02	\$1,139,354
<b>Household Textiles</b>	74	\$78.54	\$303,339
Bathroom Linens	64	\$9.50	\$36,707
Bedroom Linens	69	\$34.39	\$132,805
Kitchen and Dining Room Linens	74	\$1.85	\$7,160
Curtains and Draperies	83	\$16.48	\$63,632
Slipcovers, Decorative Pillows	61	\$3.01	\$11,638
Materials for Slipcovers/Curtains	105	\$12.49	\$48,220
Other Linens	57	\$0.82	\$3,178
<b>Furniture</b>	78	\$376.15	\$1,452,678
Mattresses and Box Springs	77	\$57.69	\$222,810
Other Bedroom Furniture	76	\$69.26	\$267,498
Sofas	76	\$91.63	\$353,881
Living Room Tables and Chairs	87	\$60.19	\$232,471
Kitchen, Dining Room Furniture	76	\$30.90	\$119,331
Infant Furniture	68	\$7.63	\$29,485
Outdoor Furniture	70	\$16.02	\$61,882
Wall Units, Cabinets, Other Furniture (3)	87	\$42.81	\$165,320
<b>Major Appliances</b>	99	\$273.77	\$1,057,302
Dishwashers and Disposals	71	\$15.91	\$61,461
Refrigerators and Freezers	108	\$82.53	\$318,718
Clothes Washers	107	\$49.85	\$192,516
Clothes Dryers	116	\$41.78	\$161,364
Cooking Stoves and Ovens	83	\$33.35	\$128,802
Microwave Ovens	87	\$11.60	\$44,786
Window Air Conditioners	127	\$8.79	\$33,954
Electric Floor Cleaning Equipment	94	\$20.35	\$78,585
Sewing Machines and Miscellaneous Appliances	78	\$9.61	\$37,117

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 29, 2014





# House and Home Expenditures

152 W Jourdan St, Newton, Illinois, 62448  
Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089  
Longitude: -88.16191

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	69	\$17.44	\$67,352
Housewares	70	\$51.92	\$200,505
Small Appliances	89	\$39.70	\$153,311
Window Coverings	52	\$13.81	\$53,324
Lamps and Other Lighting Fixtures	65	\$13.34	\$51,502
Infant Equipment	33	\$6.99	\$26,997
Rental of Furniture	89	\$6.33	\$24,462
Laundry and Cleaning Equipment	97	\$23.44	\$90,533
Closet and Storage Items	13	\$2.90	\$11,190
Luggage	54	\$4.80	\$18,532
Clocks and Other Household Decoratives	21	\$31.53	\$121,762
Telephones and Accessories	62	\$33.53	\$129,508
Telephone Answering Devices	98	\$0.64	\$2,462
Grills and Outdoor Equipment	21	\$9.73	\$37,568
Power Tools	41	\$21.56	\$83,260
Hand Tools	88	\$6.51	\$25,129
Office Furniture/Equipment for Home Use	65	\$9.43	\$36,414
Computers and Hardware for Home Use	72	\$146.99	\$567,676
Portable Memory	66	\$5.06	\$19,538
Computer Software	68	\$13.41	\$51,786
Computer Accessories	79	\$13.23	\$51,086
Personal Digital Assistants	92	\$6.86	\$26,475
Other Household Items (4)	99	\$82.51	\$318,641

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 29, 2014



# Financial Expenditures

152 W Jourdan St, Newton, Illinois, 62448  
Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089  
Longitude: -88.16191

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		9,468	9,365
Households		3,862	3,846
Families		2,729	2,698
Median Age		43.1	44.3
Median Household Income		\$48,564	\$52,540
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	77	\$4,431.27	\$17,113,557
Savings Accounts	89	\$11,577.89	\$44,713,812
U.S. Savings Bonds	86	\$295.53	\$1,141,336
Stocks, Bonds & Mutual Funds	55	\$16,937.66	\$65,413,237
<b>Annual Changes</b>			
Checking Accounts	68	\$147.98	\$571,518
Savings Accounts	116	-\$414.44	-\$1,600,560
U.S. Savings Bonds	405	\$59.97	\$231,621
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	85	\$741.87	\$2,865,083
Interest from Savings Accounts or Bonds	76	\$462.36	\$1,785,643
Retirement Plan Contributions	65	\$914.16	\$3,530,500
<b>Liabilities</b>			
Original Mortgage Amount	53	\$7,669.69	\$29,620,332
Vehicle Loan Amount 1	78	\$1,462.42	\$5,647,866
<b>Amount Paid: Interest</b>			
Home Mortgage	64	\$2,706.58	\$10,452,795
Lump Sum Home Equity Loan	88	\$85.96	\$331,990
New Car/Truck/Van Loan	85	\$126.44	\$488,302
Used Car/Truck/Van Loan	94	\$137.52	\$531,095
<b>Amount Paid: Principal</b>			
Home Mortgage	73	\$1,588.45	\$6,134,607
Lump Sum Home Equity Loan	88	\$106.16	\$410,008
New Car/Truck/Van Loan	85	\$798.98	\$3,085,668
Used Car/Truck/Van Loan	99	\$738.28	\$2,851,247
Checking Account and Banking Service Charges	91	\$27.93	\$107,870
Finance Charges, excluding Mortgage/Vehicle	71	\$162.48	\$627,504

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Automotive Aftermarket Expenditures

152 W Jourdan St, Newton, Illinois, 62448  
 Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089  
 Longitude: -88.16191

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		9,468	9,365
Households		3,862	3,846
Families		2,729	2,698
Median Age		43.1	44.3
Median Household Income		\$48,564	\$52,540

  

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	108	\$6.31	\$24,351
Gasoline	92	\$2,784.79	\$10,754,875
Motor Oil	126	\$18.17	\$70,175
Vehicle Parts/Equipment and Accessories	93	\$57.46	\$221,895
Tire Purchase/Replacement	92	\$178.77	\$690,413
Vehicle Audio/Video Equipment and Installation	44	\$2.10	\$8,097
Vehicle Cleaning Products and Services	66	\$6.84	\$26,406
<b>Services</b>			
Auto Repair Service Policy	75	\$15.97	\$61,669
Membership Fees for Automobile Service Clubs	81	\$21.92	\$84,642
Global Positioning Services	91	\$2.16	\$8,353
Vehicle Air Conditioning Repair	71	\$13.53	\$52,243
Vehicle Body Work and Painting	65	\$22.21	\$85,764
Vehicle Brake Work	75	\$63.18	\$243,987
Vehicle Clutch/Transmission Repair	80	\$37.15	\$143,475
Vehicle Cooling System Repair	78	\$24.37	\$94,132
Vehicle Drive Shaft and Rear-end Repair	117	\$10.40	\$40,153
Vehicle Electrical System Repair	80	\$32.65	\$126,096
Vehicle Exhaust System Repair	68	\$10.75	\$41,515
Vehicle Front End Alignment/Wheel Balance & Rotation	81	\$19.45	\$75,123
Lube/Oil Change and Oil Filters	96	\$98.49	\$380,362
Vehicle Motor Repair/Replacement	66	\$58.61	\$226,358
Vehicle Motor Tune-up	57	\$37.49	\$144,779
Vehicle Shock Absorber Replacement	64	\$4.69	\$18,094
Vehicle Steering/Front End Repair	83	\$23.07	\$89,083
Tire Repair and Other Repair Work	75	\$52.26	\$201,832

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.