



Demographic and Income Profile Report

Galva City, IL
Galva city, IL (1728430)
Geography: Place

Prepared by RETAC IIRA

Summary	2010	2011	2016
Population	2,589	2,558	2,546
Households	1,117	1,104	1,105
Families	695	693	687
Average Household Size	2.32	2.32	2.30
Owner Occupied Housing Units	822	806	809
Renter Occupied Housing Units	295	298	296
Median Age	42.2	42.9	44.1

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.09%	0.16%	0.67%
Households	0.02%	0.25%	0.71%
Families	-0.17%	0.08%	0.57%
Owner HHs	0.07%	0.50%	0.91%
Median Household Income	3.72%	3.37%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	123	11.1%	120	10.9%
\$15,000 - \$24,999	238	21.6%	193	17.5%
\$25,000 - \$34,999	152	13.8%	128	11.6%
\$35,000 - \$49,999	161	14.6%	149	13.5%
\$50,000 - \$74,999	227	20.6%	227	20.5%
\$75,000 - \$99,999	108	9.8%	156	14.1%
\$100,000 - \$149,999	77	7.0%	107	9.7%
\$150,000 - \$199,999	12	1.1%	19	1.7%
\$200,000+	6	0.5%	7	0.6%

Median Household Income	\$37,785	\$45,361
Average Household Income	\$49,045	\$56,138
Per Capita Income	\$21,130	\$24,340

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	151	5.8%	146	5.7%	144	5.7%
5 - 9	175	6.8%	174	6.8%	170	6.7%
10 - 14	180	7.0%	177	6.9%	176	6.9%
15 - 19	162	6.3%	157	6.1%	145	5.7%
20 - 24	140	5.4%	134	5.2%	125	4.9%
25 - 34	285	11.0%	274	10.7%	270	10.6%
35 - 44	289	11.2%	282	11.0%	267	10.5%
45 - 54	379	14.6%	375	14.7%	333	13.1%
55 - 64	321	12.4%	324	12.7%	339	13.3%
65 - 74	234	9.0%	246	9.6%	297	11.7%
75 - 84	172	6.6%	172	6.7%	175	6.9%
85+	101	3.9%	98	3.8%	103	4.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,503	96.7%	2,476	96.8%	2,457	96.5%
Black Alone	26	1.0%	25	1.0%	26	1.0%
American Indian Alone	2	0.1%	2	0.1%	3	0.1%
Asian Alone	11	0.4%	11	0.4%	11	0.4%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	15	0.6%	14	0.5%	16	0.6%
Two or More Races	32	1.2%	30	1.2%	33	1.3%
Hispanic Origin (Any Race)	80	3.1%	77	3.0%	92	3.6%

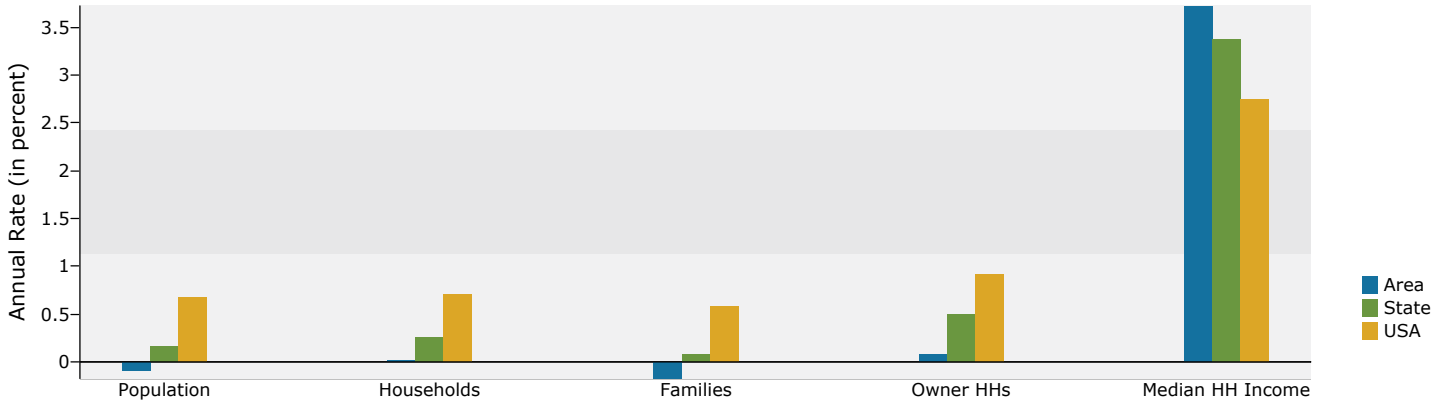
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

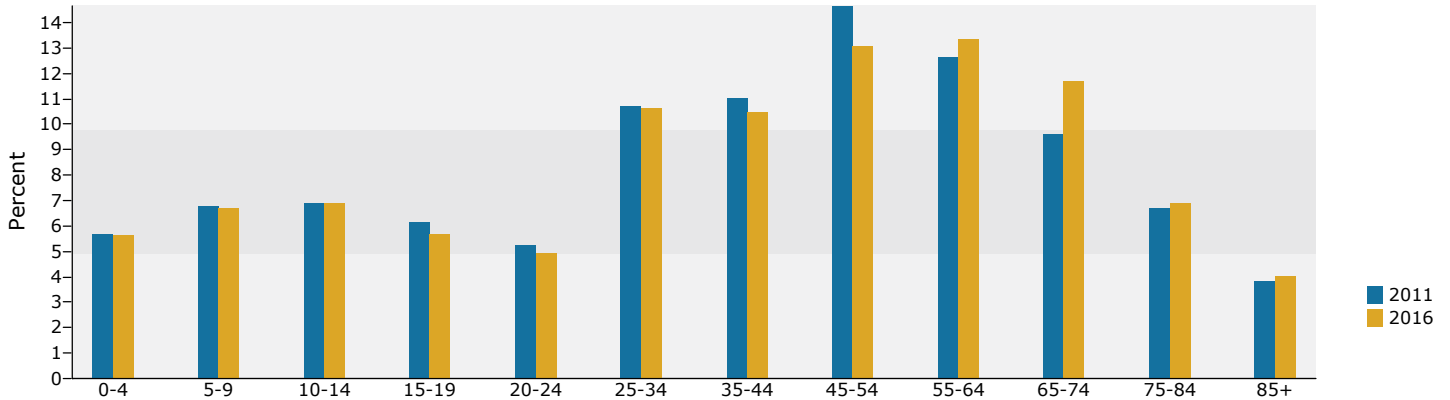
December 22, 2011

Made with Esri Community Analyst

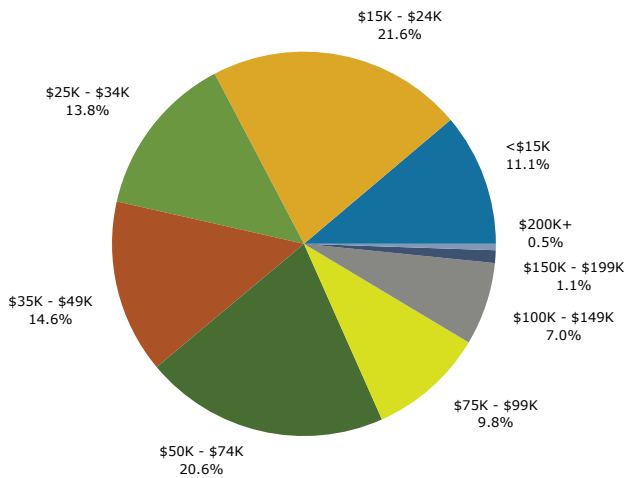
Trends 2011-2016



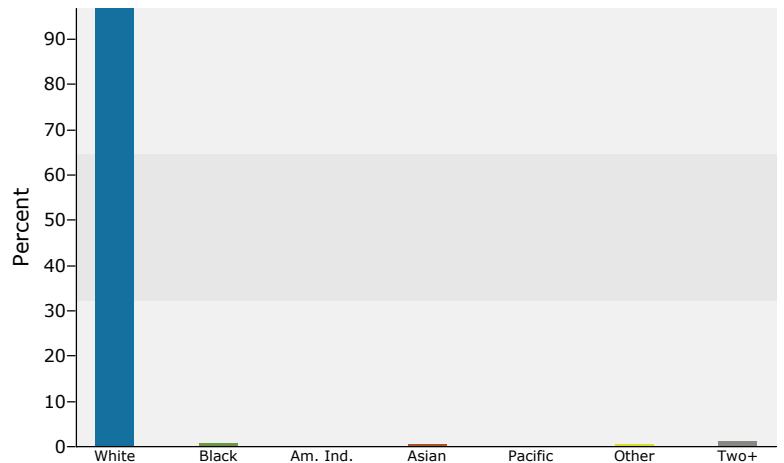
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.0%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Census 2010 Summary Profile

Galva City, IL
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	2000	2010	2000-2010 Annual Rate
Population	2,793	2,589	-0.76%
Households	1,177	1,117	-0.52%
Housing Units	1,278	1,281	0.02%

Population by Race	Number	Percent
Total	2,589	100.0%
Population Reporting One Race	2,557	98.8%
White	2,503	96.7%
Black	26	1.0%
American Indian	2	0.1%
Asian	11	0.4%
Pacific Islander	0	0.0%
Some Other Race	15	0.6%
Population Reporting Two or More Races	32	1.2%
Total Hispanic Population	80	3.1%

Population by Sex	Number	Percent
Male	1,291	49.9%
Female	1,298	50.1%

Population by Age	Number	Percent
Total	2,589	100.0%
Age 0 - 4	151	5.8%
Age 5 - 9	175	6.8%
Age 10 - 14	180	7.0%
Age 15 - 19	162	6.3%
Age 20 - 24	140	5.4%
Age 25 - 29	131	5.1%
Age 30 - 34	154	5.9%
Age 35 - 39	134	5.2%
Age 40 - 44	155	6.0%
Age 45 - 49	203	7.8%
Age 50 - 54	176	6.8%
Age 55 - 59	171	6.6%
Age 60 - 64	150	5.8%
Age 65 - 69	132	5.1%
Age 70 - 74	102	3.9%
Age 75 - 79	98	3.8%
Age 80 - 84	74	2.9%
Age 85+	101	3.9%
Age 18+	1,985	76.7%
Age 65+	507	19.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	42.2
Male	38.0
Female	45.4
White Alone	42.9
Black Alone	15.0
American Indian Alone	57.5
Asian Alone	48.8
Pacific Islander Alone	0.0
Some Other Race Alone	28.8
Two or More Races	13.3
Hispanic Population	26.7

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

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Households by Type		
Total	1,117	100.0%
Households with 1 Person	356	31.9%
Households with 2+ People	761	68.1%
Family Households	695	62.2%
Husband-wife Families	515	46.1%
With Own Children	191	17.1%
Other Family (No Spouse Present)	180	16.1%
With Own Children	108	9.7%
Nonfamily Households	66	5.9%
All Households with Children	330	29.5%
Multigenerational Households	27	2.4%
Unmarried Partner Households	100	9.0%
Male-female	96	8.6%
Same-sex	4	0.4%
Average Household Size	2.32	

Family Households by Size		
Total	695	100.0%
2 People	336	48.3%
3 People	146	21.0%
4 People	126	18.1%
5 People	59	8.5%
6 People	18	2.6%
7+ People	10	1.4%
Average Family Size	2.91	

Nonfamily Households by Size		
Total	422	100.0%
1 Person	356	84.4%
2 People	57	13.5%
3 People	7	1.7%
4 People	0	0.0%
5 People	2	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.19	

Population by Relationship and Household Type		
Total	2,589	100.0%
In Households	2,589	100.0%
In Family Households	2,088	80.6%
Householder	695	26.8%
Spouse	515	19.9%
Child	759	29.3%
Other relative	50	1.9%
Nonrelative	69	2.7%
In Nonfamily Households	501	19.4%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder		
Total	695	100.0%
Householder Age 15 - 44	259	37.3%
Householder Age 45 - 54	142	20.4%
Householder Age 55 - 64	127	18.3%
Householder Age 65 - 74	82	11.8%
Householder Age 75+	85	12.2%

Nonfamily Households by Age of Householder		
Total	422	100.0%
Householder Age 15 - 44	92	21.8%
Householder Age 45 - 54	62	14.7%
Householder Age 55 - 64	76	18.0%
Householder Age 65 - 74	66	15.6%
Householder Age 75+	126	29.9%

Households by Race of Householder		
Total	1,117	100.0%
Householder is White Alone	1,101	98.6%
Householder is Black Alone	2	0.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	4	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.4%
Householder is Two or More Races	5	0.4%
Households with Hispanic Householder	22	2.0%

Husband-wife Families by Race of Householder		
Total	515	100.0%
Householder is White Alone	508	98.6%
Householder is Black Alone	1	0.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	4	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	1	0.2%
Husband-wife Families with Hispanic Householder	6	1.2%

Other Families (No Spouse) by Race of Householder		
Total	180	100.0%
Householder is White Alone	174	96.7%
Householder is Black Alone	1	0.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	1.1%
Householder is Two or More Races	3	1.7%
Other Families with Hispanic Householder	5	2.8%

Nonfamily Households by Race of Householder		
Total	422	100.0%
Householder is White Alone	419	99.3%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.5%
Householder is Two or More Races	1	0.2%
Nonfamily Households with Hispanic Householder	11	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

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Total Housing Units by Occupancy

Total	1,281	100.0%
Occupied Housing Units	1,117	87.2%
Vacant Housing Units		
For Rent	32	2.5%
Rented, not Occupied	1	0.1%
For Sale Only	14	1.1%
Sold, not Occupied	1	0.1%
For Seasonal/Recreational/Occasional Use	16	1.2%
For Migrant Workers	0	0.0%
Other Vacant	100	7.8%
Total Vacancy Rate	12.8%	

Households by Tenure and Mortgage Status

Total	1,117	100.0%
Owner Occupied	822	73.6%
Owned with a Mortgage/Loan	485	43.4%
Owned Free and Clear	337	30.2%
Average Household Size	2.42	
Renter Occupied	295	26.4%
Average Household Size	2.04	

Owner-occupied Housing Units by Race of Householder

Total	822	100.0%
Householder is White Alone	814	99.0%
Householder is Black Alone	1	0.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.2%
Householder is Two or More Races	2	0.2%
Owner-occupied Housing Units with Hispanic Householder	7	0.9%

Renter-occupied Housing Units by Race of Householder

Total	295	100.0%
Householder is White Alone	287	97.3%
Householder is Black Alone	1	0.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	1.0%
Householder is Two or More Races	3	1.0%
Renter-occupied Housing Units with Hispanic Householder	15	5.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.31
Householder is Black Alone	6.00
Householder is American Indian Alone	0.00
Householder is Asian Alone	3.50
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.60
Householder is Two or More Races	2.40
Householder is Hispanic	2.23

Source: U.S. Census Bureau, Census 2010 Summary File 1.



ACS Housing Summary

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Geography: Place

Prepared by RETAC IIRA

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	2,659		99	High
Total Households	1,219		89	High
Total Housing Units	1,273		91	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	912	100.0%	102	High
Less than \$10,000	0	0.0%	119	Low
\$10,000 to \$14,999	12	1.3%	19	Low
\$15,000 to \$19,999	0	0.0%	119	Low
\$20,000 to \$24,999	11	1.2%	17	Low
\$25,000 to \$29,999	18	2.0%	21	Low
\$30,000 to \$34,999	50	5.5%	36	Low
\$35,000 to \$39,999	61	6.7%	38	Medium
\$40,000 to \$49,999	78	8.6%	53	Low
\$50,000 to \$59,999	119	13.0%	51	Medium
\$60,000 to \$69,999	90	9.9%	40	Medium
\$70,000 to \$79,999	67	7.3%	41	Medium
\$80,000 to \$89,999	74	8.1%	40	Medium
\$90,000 to \$99,999	73	8.0%	44	Medium
\$100,000 to \$124,999	34	3.7%	30	Low
\$125,000 to \$149,999	74	8.1%	39	Medium
\$150,000 to \$174,999	77	8.4%	49	Medium
\$175,000 to \$199,999	15	1.6%	17	Low
\$200,000 to \$249,999	0	0.0%	119	Low
\$250,000 to \$299,999	0	0.0%	119	Low
\$300,000 to \$399,999	23	2.5%	33	Low
\$400,000 to \$499,999	12	1.3%	19	Low
\$500,000 to \$749,999	24	2.6%	25	Low
\$750,000 to \$999,999	0	0.0%	119	Low
\$1,000,000 or more	0	0.0%	119	Low
Median Home Value	\$72,500		\$10,735	High
Average Home Value	\$106,069		\$26,530	Medium
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	912	100.0%	102	High
Housing units with a mortgage/contract to purchase/similar debt	519	56.9%	97	High
Second mortgage only	9	1.0%	15	Low
Home equity loan only	51	5.6%	40	Low
Both second mortgage and home equity loan	0	0.0%	119	Low
No second mortgage and no home equity loan	459	50.3%	101	Medium
Housing units without a mortgage	393	43.1%	90	Medium
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$97,495		\$34,981	Medium
Housing units without a mortgage	\$117,392		\$49,966	Medium

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

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ACS Housing Summary

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	307	100.0%	98	■ ■
With cash rent	276	89.9%	93	■ ■
Less than \$100	0	0.0%	119	
\$100 to \$149	0	0.0%	119	
\$150 to \$199	17	5.5%	21	■
\$200 to \$249	19	6.2%	19	■
\$250 to \$299	43	14.0%	30	■
\$300 to \$349	22	7.2%	24	■
\$350 to \$399	63	20.5%	55	■
\$400 to \$449	76	24.8%	68	■
\$450 to \$499	11	3.6%	18	■
\$500 to \$549	9	2.9%	15	■
\$550 to \$599	0	0.0%	119	
\$600 to \$649	0	0.0%	119	
\$650 to \$699	0	0.0%	119	
\$700 to \$749	0	0.0%	119	
\$750 to \$799	0	0.0%	119	
\$800 to \$899	10	3.3%	15	■
\$900 to \$999	0	0.0%	119	
\$1,000 to \$1,249	6	2.0%	11	■
\$1,250 to \$1,499	0	0.0%	119	
\$1,500 to \$1,999	0	0.0%	119	
\$2,000 or more	0	0.0%	119	
No cash rent	31	10.1%	25	■
Median Contract Rent	\$379		\$36	■ ■ ■
Average Contract Rent	\$389		\$193	■ ■
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	307	100.0%	98	■ ■
Pay extra for one or more utilities	287	93.5%	101	■ ■
No extra payment for any utilities	20	6.5%	22	■
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	1,273	100.0%	91	■ ■ ■
1, detached	1,037	81.5%	105	■ ■ ■
1, attached	0	0.0%	119	
2	27	2.1%	27	■
3 or 4	69	5.4%	46	■
5 to 9	69	5.4%	55	■
10 to 19	9	0.7%	13	■
20 to 49	11	0.9%	14	■
50 or more	20	1.6%	25	■
Mobile home	31	2.4%	23	■
Boat, RV, van, etc.	0	0.0%	119	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ ■ high ■ medium ■ low

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	1,273	100.0%	91	High
Built 2005 or later	13	1.0%	19	Low
Built 2000 to 2004	57	4.5%	35	Medium
Built 1990 to 1999	18	1.4%	20	Low
Built 1980 to 1989	120	9.4%	66	Medium
Built 1970 to 1979	147	11.5%	54	Medium
Built 1960 to 1969	62	4.9%	41	Low
Built 1950 to 1959	176	13.8%	61	Medium
Built 1940 to 1949	123	9.7%	50	Medium
Built 1939 or earlier	557	43.8%	99	High
Median Year Structure Built	1946		7	High
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	1,219	100.0%	89	High
Owner occupied				
Moved in 2005 or later	104	8.5%	53	Medium
Moved in 2000 to 2004	205	16.8%	57	Medium
Moved in 1990 to 1999	244	20.0%	77	Medium
Moved in 1980 to 1989	105	8.6%	49	Medium
Moved in 1970 to 1979	83	6.8%	44	Medium
Moved in 1969 or earlier	171	14.0%	64	Medium
Renter occupied				
Moved in 2005 or later	136	11.2%	81	Medium
Moved in 2000 to 2004	156	12.8%	71	Medium
Moved in 1990 to 1999	8	0.7%	13	Low
Moved in 1980 to 1989	7	0.6%	13	Low
Moved in 1970 to 1979	0	0.0%	119	
Moved in 1969 or earlier	0	0.0%	119	
Median Year Householder Moved Into Unit	2000		3	High
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	1,219	100.0%	89	High
Utility gas	1,050	86.1%	104	High
Bottled, tank, or LP gas	0	0.0%	119	
Electricity	143	11.7%	79	Medium
Fuel oil, kerosene, etc.	0	0.0%	119	
Coal or coke	0	0.0%	119	
Wood	12	1.0%	19	Low
Solar energy	0	0.0%	119	
Other fuel	14	1.1%	21	Low
No fuel used	0	0.0%	119	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

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ACS Housing Summary

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	1,219	100.0%	89	
Owner occupied				
No vehicle available	49	4.0%	44	
1 vehicle available	286	23.5%	82	
2 vehicles available	347	28.5%	67	
3 vehicles available	172	14.1%	65	
4 vehicles available	58	4.8%	34	
5 or more vehicles available	0	0.0%	119	
Renter occupied				
No vehicle available	47	3.9%	31	
1 vehicle available	156	12.8%	67	
2 vehicles available	49	4.0%	36	
3 vehicles available	55	4.5%	68	
4 vehicles available	0	0.0%	119	
5 or more vehicles available	0	0.0%	119	
Average Number of Vehicles Available	1.8		0.2	

Data Note: N/A means not available.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

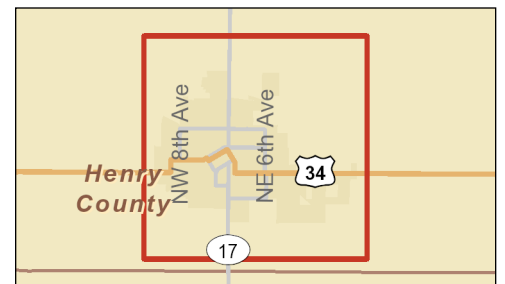
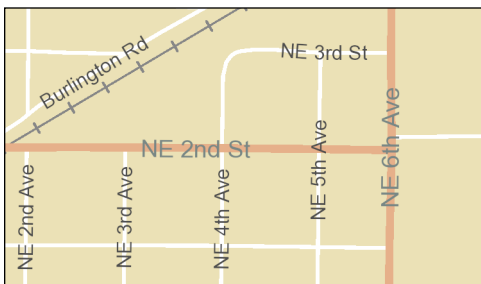
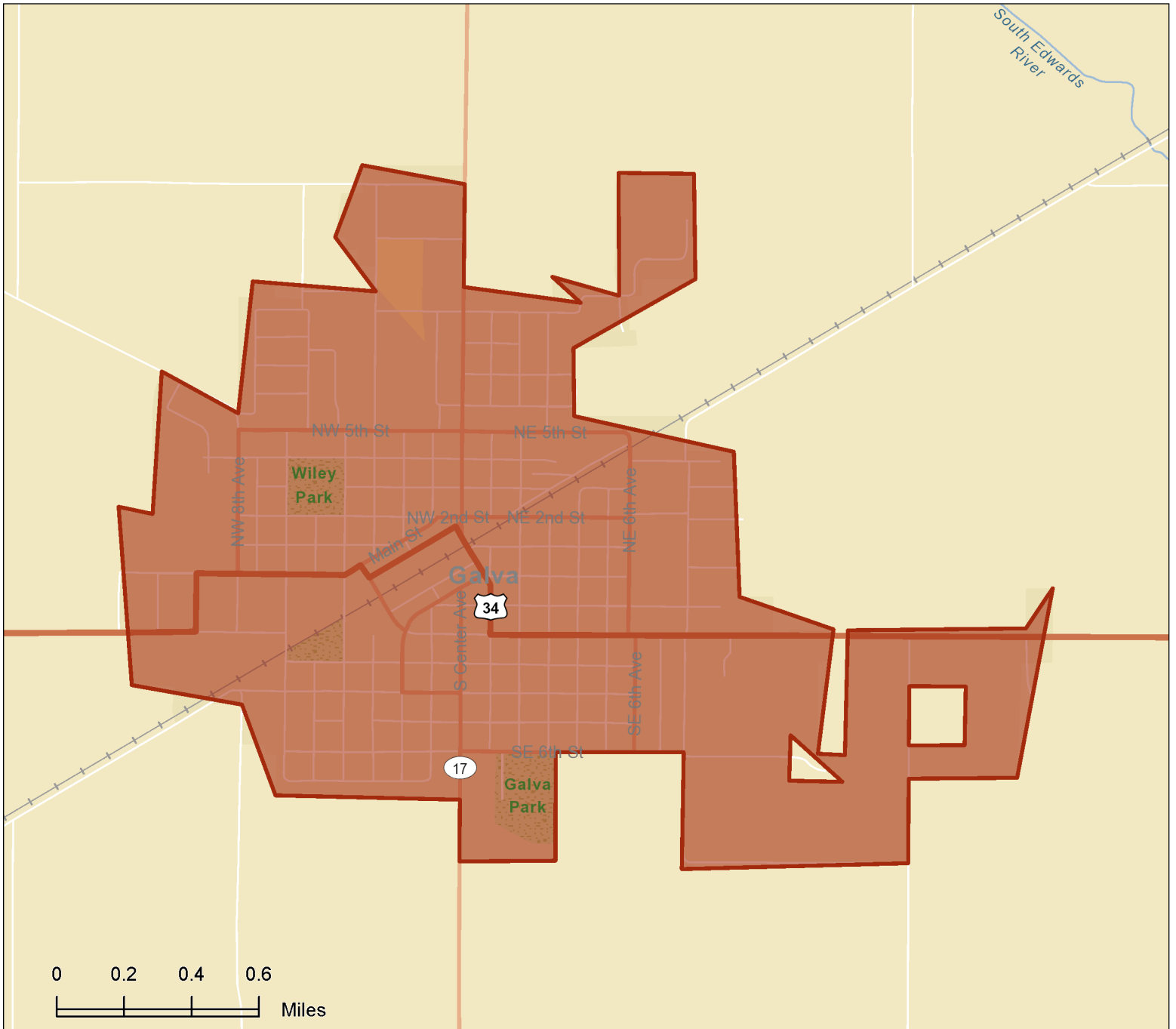
- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

December 22, 2011

Made with Esri Community Analyst





Retail Goods and Services Expenditures

Galva City, IL
Galva city, IL (1728430)
Geography: Place

Prepared by RETAC IIRA

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Heartland Communities	71.5%	Population	2,631	2,582
Rustbelt Retirees	28.5%	Households	1,118	1,099
Top Rung	0.0%	Families	701	679
Suburban Splendor	0.0%	Median Age	42.4	43.5
Connoisseurs	0.0%	Median Household Income	\$41,611	\$49,393
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		46	\$1,101.05	\$1,230,972
Men's		43	\$198.00	\$221,366
Women's		41	\$338.67	\$378,636
Children's		52	\$206.82	\$231,224
Footwear		34	\$140.00	\$156,515
Watches & Jewelry		65	\$127.20	\$142,214
Apparel Products and Services (1)		97	\$90.35	\$101,016
Computer				
Computers and Hardware for Home Use		65	\$125.07	\$139,833
Software and Accessories for Home Use		63	\$18.04	\$20,171
Entertainment & Recreation		74	\$2,374.54	\$2,654,732
Fees and Admissions		57	\$354.30	\$396,110
Membership Fees for Clubs (2)		58	\$95.22	\$106,460
Fees for Participant Sports, excl. Trips		61	\$64.76	\$72,402
Admission to Movie/Theatre/Opera/Ballet		58	\$88.24	\$98,657
Admission to Sporting Events, excl. Trips		61	\$36.10	\$40,360
Fees for Recreational Lessons		51	\$69.58	\$77,792
Dating Services		51	\$0.39	\$439
TV/Video/Audio		72	\$891.26	\$996,429
Community Antenna or Cable TV		79	\$567.20	\$634,130
Televisions		62	\$119.07	\$133,115
VCRs, Video Cameras, and DVD Players		66	\$13.50	\$15,094
Video Cassettes and DVDs		69	\$36.18	\$40,452
Video and Computer Game Hardware and Software		61	\$34.24	\$38,275
Satellite Dishes		74	\$0.93	\$1,040
Rental of Video Cassettes and DVDs		67	\$27.46	\$30,704
Streaming/Downloaded Video		48	\$0.67	\$747
Audio (3)		60	\$87.47	\$97,787
Rental and Repair of TV/Radio/Sound Equipment		60	\$4.55	\$5,085
Pets		97	\$417.08	\$466,290
Toys and Games (4)		73	\$106.24	\$118,770
Recreational Vehicles and Fees (5)		92	\$295.57	\$330,443
Sports/Recreation/Exercise Equipment (6)		60	\$109.23	\$122,121
Photo Equipment and Supplies (7)		69	\$70.97	\$79,343
Reading (8)		74	\$114.80	\$128,348
Catered Affairs (9)		61	\$15.10	\$16,879
Food		72	\$5,537.46	\$6,190,885
Food at Home		74	\$3,333.39	\$3,726,725
Bakery and Cereal Products		76	\$456.00	\$509,811
Meats, Poultry, Fish, and Eggs		73	\$757.64	\$847,041
Dairy Products		78	\$386.11	\$431,675
Fruits and Vegetables		71	\$557.47	\$623,252
Snacks and Other Food at Home (10)		75	\$1,176.16	\$1,314,946
Food Away from Home		68	\$2,204.08	\$2,464,160
Alcoholic Beverages		64	\$363.09	\$405,936
Nonalcoholic Beverages at Home		75	\$326.27	\$364,770

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	82	\$1,425.88	\$1,594,133
Vehicle Loans	80	\$3,933.84	\$4,398,028
Health			
Nonprescription Drugs	91	\$94.03	\$105,119
Prescription Drugs	99	\$492.40	\$550,500
Eyeglasses and Contact Lenses	76	\$58.52	\$65,428
Home			
Mortgage Payment and Basics (11)	62	\$5,809.09	\$6,494,560
Maintenance and Remodeling Services	62	\$1,234.90	\$1,380,615
Maintenance and Remodeling Materials (12)	82	\$305.07	\$341,066
Utilities, Fuel, and Public Services	79	\$3,567.16	\$3,988,088
Household Furnishings and Equipment			
Household Textiles (13)	70	\$93.01	\$103,984
Furniture	65	\$388.16	\$433,963
Floor Coverings	68	\$50.71	\$56,690
Major Appliances (14)	81	\$246.13	\$275,171
Housewares (15)	62	\$52.98	\$59,227
Small Appliances	78	\$25.60	\$28,616
Luggage	65	\$5.98	\$6,680
Telephones and Accessories	46	\$19.55	\$21,852
Household Operations			
Child Care	58	\$268.21	\$299,854
Lawn and Garden (16)	78	\$324.70	\$363,016
Moving/Storage/Freight Express	66	\$39.85	\$44,554
Housekeeping Supplies (17)	77	\$537.35	\$600,754
Insurance			
Owners and Renters Insurance	80	\$372.56	\$416,517
Vehicle Insurance	74	\$858.48	\$959,785
Life/Other Insurance	81	\$337.98	\$377,859
Health Insurance	88	\$1,699.86	\$1,900,443
Personal Care Products (18)	70	\$280.39	\$313,471
School Books and Supplies (19)	69	\$73.31	\$81,966
Smoking Products	93	\$396.88	\$443,715
Transportation			
Vehicle Purchases (Net Outlay) (20)	75	\$3,308.96	\$3,699,420
Gasoline and Motor Oil	80	\$2,301.11	\$2,572,641
Vehicle Maintenance and Repairs	72	\$680.46	\$760,750
Travel			
Airline Fares	53	\$241.81	\$270,343
Lodging on Trips	65	\$282.30	\$315,613
Auto/Truck/Van Rental on Trips	50	\$18.35	\$20,514
Food and Drink on Trips	67	\$293.06	\$327,646

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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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