



Demographic and Income Profile Report

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

Summary	2010	2011	2016
Population	12,916	12,971	13,122
Households	5,188	5,211	5,278
Families	3,216	3,252	3,256
Average Household Size	2.40	2.41	2.41
Owner Occupied Housing Units	3,556	3,546	3,613
Renter Occupied Housing Units	1,632	1,665	1,664
Median Age	37.7	38.4	39.2
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.23%	0.16%	0.67%
Households	0.26%	0.25%	0.71%
Families	0.03%	0.08%	0.57%
Owner HHs	0.38%	0.50%	0.91%
Median Household Income	2.08%	3.37%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	921	17.7%	961	18.2%
\$15,000 - \$24,999	905	17.4%	773	14.6%
\$25,000 - \$34,999	831	16.0%	685	13.0%
\$35,000 - \$49,999	959	18.4%	869	16.5%
\$50,000 - \$74,999	867	16.6%	966	18.3%
\$75,000 - \$99,999	326	6.3%	480	9.1%
\$100,000 - \$149,999	267	5.1%	359	6.8%
\$150,000 - \$199,999	97	1.9%	141	2.7%
\$200,000+	36	0.7%	44	0.8%
Median Household Income	\$34,160		\$37,870	
Average Household Income	\$45,034		\$50,804	
Per Capita Income	\$19,230		\$21,616	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	901	7.0%	869	6.7%	877	6.7%
5 - 9	886	6.9%	868	6.7%	862	6.6%
10 - 14	910	7.0%	893	6.9%	898	6.8%
15 - 19	1,061	8.2%	1,072	8.3%	1,013	7.7%
20 - 24	776	6.0%	782	6.0%	752	5.7%
25 - 34	1,543	11.9%	1,527	11.8%	1,569	12.0%
35 - 44	1,451	11.2%	1,442	11.1%	1,391	10.6%
45 - 54	1,787	13.8%	1,792	13.8%	1,651	12.6%
55 - 64	1,482	11.5%	1,569	12.1%	1,686	12.8%
65 - 74	921	7.1%	973	7.5%	1,185	9.0%
75 - 84	783	6.1%	792	6.1%	814	6.2%
85+	415	3.2%	390	3.0%	425	3.2%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,241	87.0%	11,363	87.6%	11,400	86.9%
Black Alone	633	4.9%	608	4.7%	655	5.0%
American Indian Alone	38	0.3%	37	0.3%	42	0.3%
Asian Alone	51	0.4%	50	0.4%	55	0.4%
Pacific Islander Alone	4	0.0%	5	0.0%	6	0.0%
Some Other Race Alone	624	4.8%	596	4.6%	625	4.8%
Two or More Races	325	2.5%	313	2.4%	339	2.6%
Hispanic Origin (Any Race)	1,350	10.5%	1,294	10.0%	1,445	11.0%

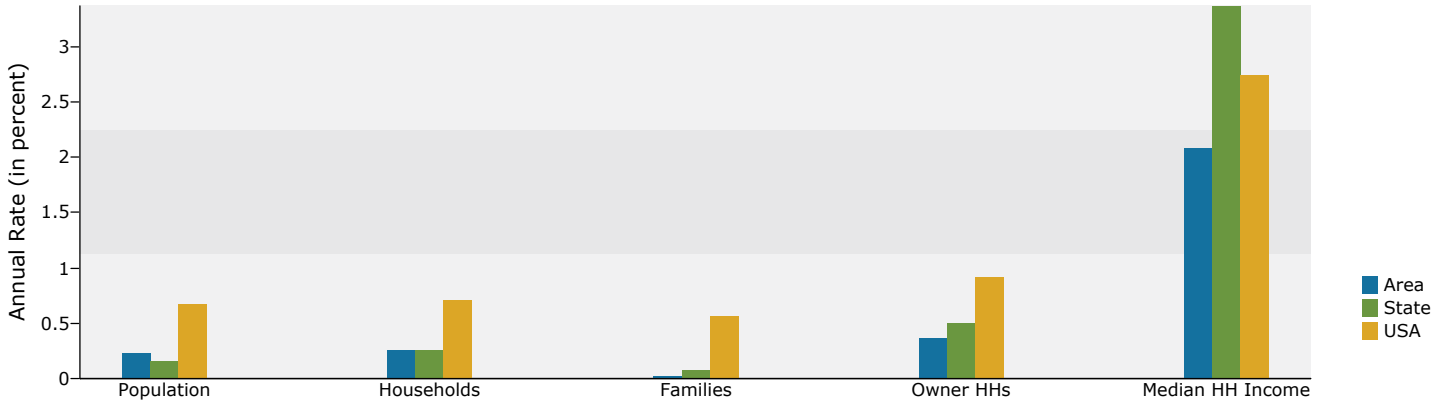
Data Note: Income is expressed in current dollars.

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

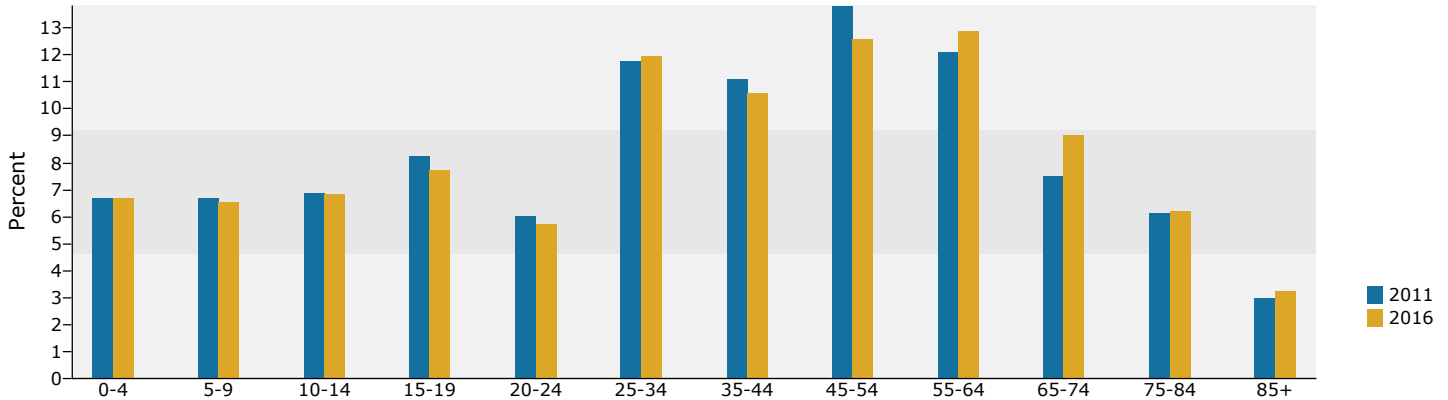
December 22, 2011

Made with Esri Community Analyst

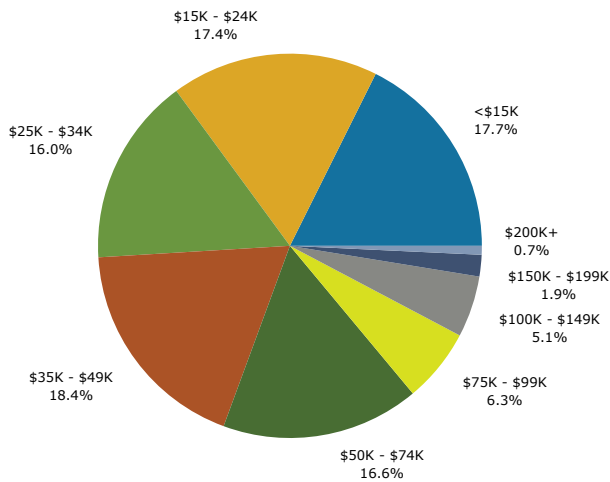
Trends 2011-2016



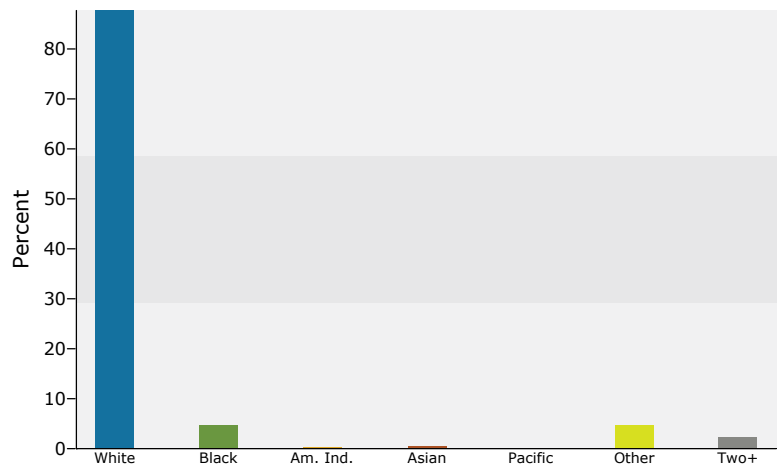
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 10.0%

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



Census 2010 Summary Profile

Kewanee City, IL
Kewanee city, IL (1739727)
Geography: Place

Prepared by RETAC IIRA

	2000	2010	2000-2010 Annual Rate
Population	12,959	12,916	-0.03%
Households	5,316	5,188	-0.24%
Housing Units	5,839	5,887	0.08%

Population by Race	Number	Percent
Total	12,916	100.0%
Population Reporting One Race	12,591	97.5%
White	11,241	87.0%
Black	633	4.9%
American Indian	38	0.3%
Asian	51	0.4%
Pacific Islander	4	0.0%
Some Other Race	624	4.8%
Population Reporting Two or More Races	325	2.5%

Total Hispanic Population	1,350	10.5%
---------------------------	-------	-------

Population by Sex	Number	Percent
Male	6,372	49.3%
Female	6,544	50.7%

Population by Age	Number	Percent
Total	12,916	100.0%
Age 0 - 4	901	7.0%
Age 5 - 9	886	6.9%
Age 10 - 14	910	7.0%
Age 15 - 19	1,061	8.2%
Age 20 - 24	776	6.0%
Age 25 - 29	807	6.2%
Age 30 - 34	736	5.7%
Age 35 - 39	701	5.4%
Age 40 - 44	750	5.8%
Age 45 - 49	878	6.8%
Age 50 - 54	909	7.0%
Age 55 - 59	798	6.2%
Age 60 - 64	684	5.3%
Age 65 - 69	509	3.9%
Age 70 - 74	412	3.2%
Age 75 - 79	425	3.3%
Age 80 - 84	358	2.8%
Age 85+	415	3.2%
Age 18+	9,558	74.0%
Age 65+	2,119	16.4%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.7
Male	34.5
Female	40.7
White Alone	40.9
Black Alone	22.7
American Indian Alone	24.0
Asian Alone	30.4
Pacific Islander Alone	22.5
Some Other Race Alone	22.3
Two or More Races	14.0
Hispanic Population	21.7

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

Kewanee City, IL
Kewanee city, IL (1739727)
Geography: Place

Prepared by RETAC IIRA

Households by Type		
Total	5,188	100.0%
Households with 1 Person	1,699	32.7%
Households with 2+ People	3,489	67.3%
Family Households	3,216	62.0%
Husband-wife Families	2,185	42.1%
With Own Children	838	16.2%
Other Family (No Spouse Present)	1,031	19.9%
With Own Children	654	12.6%
Nonfamily Households	273	5.3%
All Households with Children	1,667	32.1%
Multigenerational Households	160	3.1%
Unmarried Partner Households	411	7.9%
Male-female	385	7.4%
Same-sex	26	0.5%
Average Household Size	2.40	

Family Households by Size		
Total	3,216	100.0%
2 People	1,392	43.3%
3 People	747	23.2%
4 People	568	17.7%
5 People	317	9.9%
6 People	118	3.7%
7+ People	74	2.3%
Average Family Size	3.03	

Nonfamily Households by Size		
Total	1,972	100.0%
1 Person	1,699	86.2%
2 People	231	11.7%
3 People	20	1.0%
4 People	17	0.9%
5 People	4	0.2%
6 People	0	0.0%
7+ People	1	0.1%
Average Nonfamily Size	1.17	

Population by Relationship and Household Type		
Total	12,916	100.0%
In Households	12,474	96.6%
In Family Households	10,158	78.6%
Householder	3,216	24.9%
Spouse	2,185	16.9%
Child	3,969	30.7%
Other relative	382	3.0%
Nonrelative	406	3.1%
In Nonfamily Households	2,316	17.9%
In Group Quarters	442	3.4%
Institutionalized Population	415	3.2%
Noninstitutionalized Population	27	0.2%

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.



Census 2010 Summary Profile

Kewanee City, IL
Kewanee city, IL (1739727)
Geography: Place

Prepared by RETAC IIRA

Family Households by Age of Householder		
Total		3,216 100.0%
Householder Age 15 - 44	1,341	41.7%
Householder Age 45 - 54	694	21.6%
Householder Age 55 - 64	549	17.1%
Householder Age 65 - 74	320	10.0%
Householder Age 75+	312	9.7%

Nonfamily Households by Age of Householder		
Total		1,972 100.0%
Householder Age 15 - 44	459	23.3%
Householder Age 45 - 54	340	17.2%
Householder Age 55 - 64	345	17.5%
Householder Age 65 - 74	279	14.1%
Householder Age 75+	549	27.8%

Households by Race of Householder		
Total		5,188 100.0%
Householder is White Alone	4,757	91.7%
Householder is Black Alone	197	3.8%
Householder is American Indian Alone	14	0.3%
Householder is Asian Alone	11	0.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	155	3.0%
Householder is Two or More Races	53	1.0%
Households with Hispanic Householder	329	6.3%

Husband-wife Families by Race of Householder		
Total		2,185 100.0%
Householder is White Alone	2,027	92.8%
Householder is Black Alone	45	2.1%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	6	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	93	4.3%
Householder is Two or More Races	11	0.5%
Husband-wife Families with Hispanic Householder	190	8.7%

Other Families (No Spouse) by Race of Householder		
Total		1,031 100.0%
Householder is White Alone	886	85.9%
Householder is Black Alone	76	7.4%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	4	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	37	3.6%
Householder is Two or More Races	26	2.5%
Other Families with Hispanic Householder	70	6.8%

Nonfamily Households by Race of Householder		
Total		1,972 100.0%
Householder is White Alone	1,844	93.5%
Householder is Black Alone	76	3.9%
Householder is American Indian Alone	9	0.5%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	25	1.3%
Householder is Two or More Races	16	0.8%
Nonfamily Households with Hispanic Householder	69	3.5%

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



Census 2010 Summary Profile

Kewanee City, IL
Kewanee city, IL (1739727)
Geography: Place

Prepared by RETAC IIRA

Total Housing Units by Occupancy

Total	5,887	100.0%
Occupied Housing Units	5,188	88.1%
Vacant Housing Units		
For Rent	248	4.2%
Rented, not Occupied	8	0.1%
For Sale Only	111	1.9%
Sold, not Occupied	55	0.9%
For Seasonal/Recreational/Occasional Use	39	0.7%
For Migrant Workers	0	0.0%
Other Vacant	238	4.0%
Total Vacancy Rate	11.9%	

Households by Tenure and Mortgage Status

Total	5,188	100.0%
Owner Occupied	3,556	68.5%
Owned with a Mortgage/Loan	2,009	38.7%
Owned Free and Clear	1,547	29.8%
Average Household Size	2.45	
Renter Occupied	1,632	31.5%
Average Household Size	2.32	

Owner-occupied Housing Units by Race of Householder

Total	3,556	100.0%
Householder is White Alone	3,357	94.4%
Householder is Black Alone	72	2.0%
Householder is American Indian Alone	5	0.1%
Householder is Asian Alone	6	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	97	2.7%
Householder is Two or More Races	19	0.5%
Owner-occupied Housing Units with Hispanic Householder	216	6.1%

Renter-occupied Housing Units by Race of Householder

Total	1,632	100.0%
Householder is White Alone	1,400	85.8%
Householder is Black Alone	125	7.7%
Householder is American Indian Alone	9	0.6%
Householder is Asian Alone	5	0.3%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	58	3.6%
Householder is Two or More Races	34	2.1%
Renter-occupied Housing Units with Hispanic Householder	113	6.9%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.34
Householder is Black Alone	2.53
Householder is American Indian Alone	2.14
Householder is Asian Alone	3.36
Householder is Pacific Islander Alone	1.00
Householder is Some Other Race Alone	3.97
Householder is Two or More Races	2.96
Householder is Hispanic	3.65

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



ACS Housing Summary

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	12,819		214	High
Total Households	5,415		256	High
Total Housing Units	6,143		238	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	3,621	100.0%	268	High
Less than \$10,000	55	1.5%	40	Low
\$10,000 to \$14,999	69	1.9%	53	Low
\$15,000 to \$19,999	44	1.2%	33	Low
\$20,000 to \$24,999	169	4.7%	70	Medium
\$25,000 to \$29,999	132	3.6%	75	Medium
\$30,000 to \$34,999	248	6.8%	98	Medium
\$35,000 to \$39,999	97	2.7%	56	Medium
\$40,000 to \$49,999	446	12.3%	103	Medium
\$50,000 to \$59,999	480	13.3%	112	Medium
\$60,000 to \$69,999	502	13.9%	129	Medium
\$70,000 to \$79,999	274	7.6%	83	Medium
\$80,000 to \$89,999	287	7.9%	97	Medium
\$90,000 to \$99,999	122	3.4%	50	Medium
\$100,000 to \$124,999	160	4.4%	73	Medium
\$125,000 to \$149,999	121	3.3%	60	Medium
\$150,000 to \$174,999	170	4.7%	70	Medium
\$175,000 to \$199,999	41	1.1%	33	Low
\$200,000 to \$249,999	112	3.1%	58	Medium
\$250,000 to \$299,999	24	0.7%	28	Low
\$300,000 to \$399,999	10	0.3%	13	Low
\$400,000 to \$499,999	0	0.0%	119	Low
\$500,000 to \$749,999	31	0.9%	48	Low
\$750,000 to \$999,999	0	0.0%	119	Low
\$1,000,000 or more	27	0.7%	24	Low
Median Home Value	\$61,400		\$3,755	High
Average Home Value	\$87,006		\$14,957	High
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	3,621	100.0%	268	High
Housing units with a mortgage/contract to purchase/similar debt	1,888	52.1%	217	High
Second mortgage only	64	1.8%	32	Medium
Home equity loan only	107	3.0%	45	Medium
Both second mortgage and home equity loan	0	0.0%	119	Low
No second mortgage and no home equity loan	1,717	47.4%	210	High
Housing units without a mortgage	1,733	47.9%	213	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$83,480		\$19,793	Medium
Housing units without a mortgage	\$90,847		\$22,278	Medium

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

Reliability: High Medium Low

December 22, 2011



ACS Housing Summary

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	1,794	100.0%	236	High
With cash rent	1,714	95.5%	238	High
Less than \$100	97	5.4%	70	Low
\$100 to \$149	31	1.7%	28	Low
\$150 to \$199	90	5.0%	60	Low
\$200 to \$249	91	5.1%	61	Low
\$250 to \$299	135	7.5%	102	Low
\$300 to \$349	304	16.9%	105	Medium
\$350 to \$399	176	9.8%	94	Medium
\$400 to \$449	228	12.7%	108	Medium
\$450 to \$499	320	17.8%	138	Medium
\$500 to \$549	63	3.5%	55	Low
\$550 to \$599	9	0.5%	16	Low
\$600 to \$649	20	1.1%	30	Low
\$650 to \$699	22	1.2%	26	Low
\$700 to \$749	24	1.3%	39	Low
\$750 to \$799	0	0.0%	119	Low
\$800 to \$899	12	0.7%	18	Low
\$900 to \$999	0	0.0%	119	Low
\$1,000 to \$1,249	22	1.2%	33	Low
\$1,250 to \$1,499	37	2.1%	43	Low
\$1,500 to \$1,999	21	1.2%	17	Low
\$2,000 or more	12	0.7%	19	Low
No cash rent	80	4.5%	50	Medium
Median Contract Rent	\$381		\$35	High
Average Contract Rent	\$430		\$90	Medium
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	1,794	100.0%	236	High
Pay extra for one or more utilities	1,410	78.6%	217	High
No extra payment for any utilities	384	21.4%	131	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	6,143	100.0%	238	High
1, detached	4,760	77.5%	289	High
1, attached	85	1.4%	68	Low
2	272	4.4%	96	Medium
3 or 4	213	3.5%	130	Medium
5 to 9	282	4.6%	120	Medium
10 to 19	148	2.4%	89	Medium
20 to 49	118	1.9%	69	Medium
50 or more	146	2.4%	55	Medium
Mobile home	110	1.8%	76	Low
Boat, RV, van, etc.	9	0.1%	15	Low

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

Reliability: High Medium Low

December 22, 2011



ACS Housing Summary

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	6,143	100.0%	238	High
Built 2005 or later	31	0.5%	48	Low
Built 2000 to 2004	136	2.2%	90	Low
Built 1990 to 1999	217	3.5%	114	Medium
Built 1980 to 1989	340	5.5%	125	Medium
Built 1970 to 1979	623	10.1%	154	Medium
Built 1960 to 1969	550	9.0%	140	Medium
Built 1950 to 1959	1,049	17.1%	194	High
Built 1940 to 1949	811	13.2%	153	High
Built 1939 or earlier	2,386	38.8%	260	High
Median Year Structure Built	1948		4	High
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	5,415	100.0%	256	High
Owner occupied				
Moved in 2005 or later	440	8.1%	130	Medium
Moved in 2000 to 2004	700	12.9%	154	Medium
Moved in 1990 to 1999	1,001	18.5%	162	High
Moved in 1980 to 1989	509	9.4%	138	Medium
Moved in 1970 to 1979	421	7.8%	108	Medium
Moved in 1969 or earlier	550	10.2%	128	Medium
Renter occupied				
Moved in 2005 or later	956	17.7%	225	Medium
Moved in 2000 to 2004	556	10.3%	150	Medium
Moved in 1990 to 1999	202	3.7%	81	Medium
Moved in 1980 to 1989	44	0.8%	28	Medium
Moved in 1970 to 1979	11	0.2%	17	Low
Moved in 1969 or earlier	25	0.5%	27	Low
Median Year Householder Moved Into Unit	2000		2	High
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	5,415	100.0%	256	High
Utility gas	4,768	88.1%	269	High
Bottled, tank, or LP gas	48	0.9%	36	Low
Electricity	572	10.6%	142	Medium
Fuel oil, kerosene, etc.	12	0.2%	19	Low
Coal or coke	0	0.0%	119	
Wood	8	0.1%	14	Low
Solar energy	0	0.0%	119	
Other fuel	7	0.1%	12	Low
No fuel used	0	0.0%	119	

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

Reliability: High Medium Low

December 22, 2011



ACS Housing Summary

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	5,415	100.0%	256	
Owner occupied				
No vehicle available	146	2.7%	63	
1 vehicle available	1,145	21.1%	172	
2 vehicles available	1,582	29.2%	171	
3 vehicles available	470	8.7%	102	
4 vehicles available	166	3.1%	74	
5 or more vehicles available	112	2.1%	94	
Renter occupied				
No vehicle available	503	9.3%	140	
1 vehicle available	973	18.0%	199	
2 vehicles available	264	4.9%	119	
3 vehicles available	54	1.0%	47	
4 vehicles available	0	0.0%	119	
5 or more vehicles available	0	0.0%	119	
Average Number of Vehicles Available	1.6		0.1	

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.

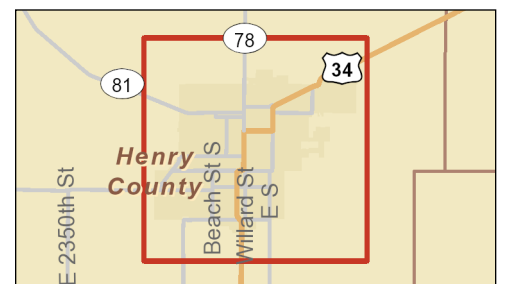
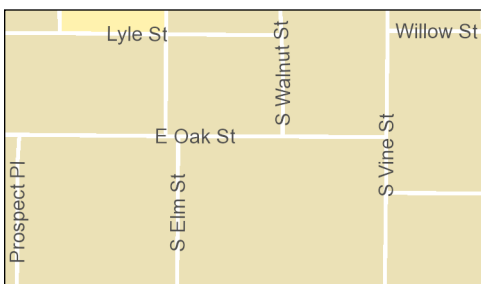
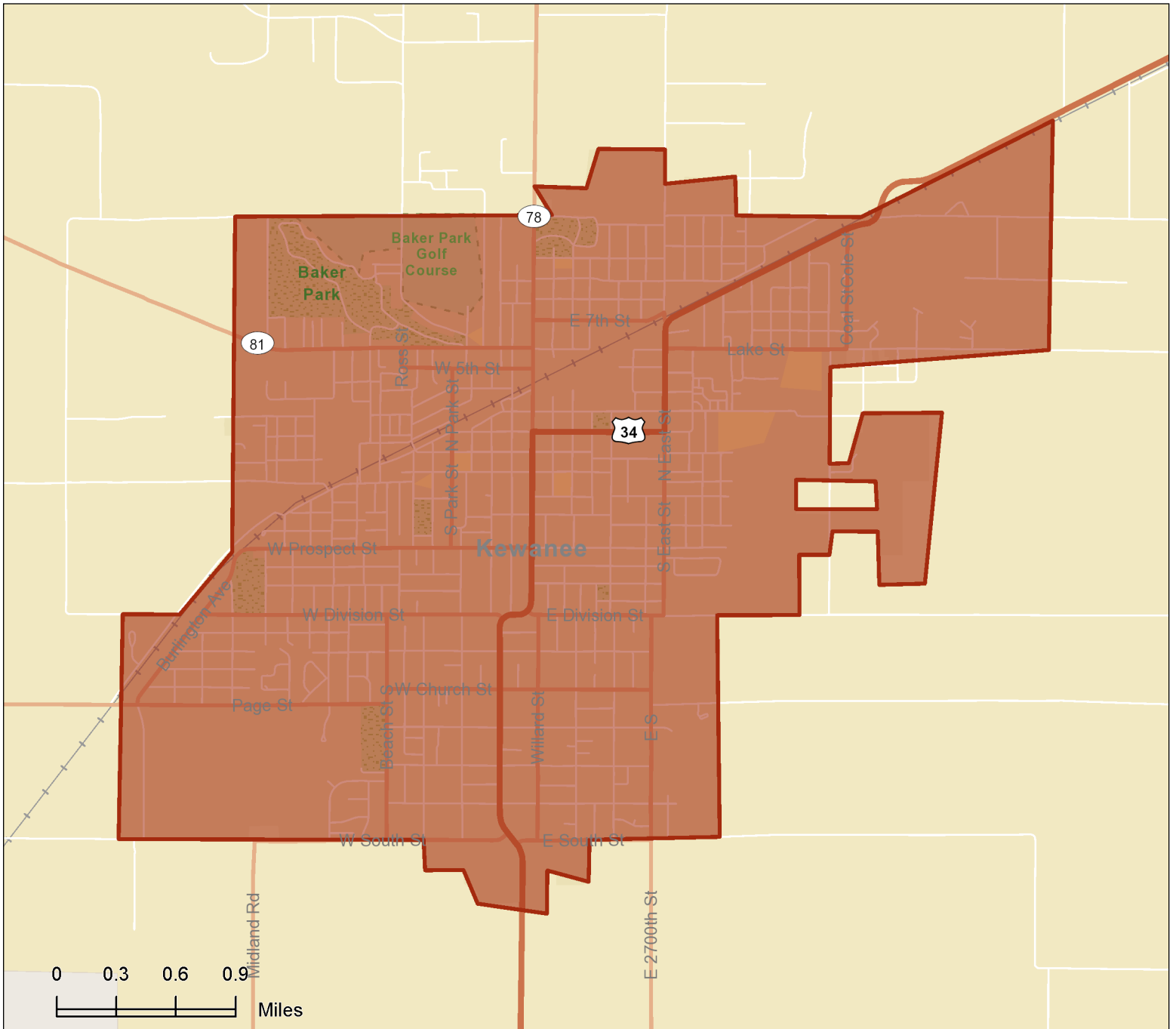
- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: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

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Heartland Communities	36.0%	Population	12,703	12,557
Home Town	32.8%	Households	5,298	5,249
Rustbelt Retirees	7.3%	Families	3,288	3,211
Rooted Rural	7.0%	Median Age	39.8	40.1
Rustbelt Traditions	6.6%	Median Household Income	\$37,419	\$43,606
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,077.39	\$5,708,001
Men's		42	\$193.54	\$1,025,386
Women's		40	\$330.52	\$1,751,114
Children's		51	\$202.83	\$1,074,572
Footwear		33	\$136.78	\$724,652
Watches & Jewelry		62	\$121.19	\$642,066
Apparel Products and Services (1)		99	\$92.53	\$490,211
Computer				
Computers and Hardware for Home Use		64	\$123.07	\$652,035
Software and Accessories for Home Use		63	\$17.84	\$94,523
Entertainment & Recreation		69	\$2,224.65	\$11,786,185
Fees and Admissions		56	\$348.92	\$1,848,567
Membership Fees for Clubs (2)		57	\$93.61	\$495,927
Fees for Participant Sports, excl. Trips		60	\$63.56	\$336,719
Admission to Movie/Theatre/Opera/Ballet		58	\$87.34	\$462,715
Admission to Sporting Events, excl. Trips		60	\$35.99	\$190,666
Fees for Recreational Lessons		50	\$68.04	\$360,474
Dating Services		51	\$0.39	\$2,066
TV/Video/Audio		69	\$857.89	\$4,545,108
Community Antenna or Cable TV		74	\$535.24	\$2,835,674
Televisions		61	\$118.72	\$628,959
VCRs, Video Cameras, and DVD Players		65	\$13.32	\$70,583
Video Cassettes and DVDs		68	\$35.73	\$189,289
Video and Computer Game Hardware and Software		64	\$35.54	\$188,313
Satellite Dishes		67	\$0.85	\$4,503
Rental of Video Cassettes and DVDs		67	\$27.53	\$145,863
Streaming/Downloaded Video		50	\$0.71	\$3,743
Audio (3)		58	\$85.86	\$454,895
Rental and Repair of TV/Radio/Sound Equipment		58	\$4.40	\$23,288
Pets		89	\$381.58	\$2,021,617
Toys and Games (4)		70	\$101.45	\$537,483
Recreational Vehicles and Fees (5)		75	\$243.23	\$1,288,627
Sports/Recreation/Exercise Equipment (6)		56	\$100.97	\$534,953
Photo Equipment and Supplies (7)		66	\$68.28	\$361,765
Reading (8)		69	\$106.57	\$564,604
Catered Affairs (9)		64	\$15.75	\$83,460
Food		69	\$5,286.46	\$28,007,678
Food at Home		70	\$3,149.22	\$16,684,588
Bakery and Cereal Products		72	\$427.85	\$2,266,724
Meats, Poultry, Fish, and Eggs		70	\$721.44	\$3,822,193
Dairy Products		72	\$359.69	\$1,905,610
Fruits and Vegetables		67	\$526.82	\$2,791,070
Snacks and Other Food at Home (10)		71	\$1,113.44	\$5,898,991
Food Away from Home		66	\$2,137.24	\$11,323,090
Alcoholic Beverages		64	\$363.91	\$1,927,992
Nonalcoholic Beverages at Home		71	\$311.03	\$1,647,819

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.

December 22, 2011

Made with Esri Community Analyst



Retail Goods and Services Expenditures

Kewanee City, IL
 Kewanee city, IL (1739727)
 Geography: Place

Prepared by RETAC IIRA

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	72	\$1,247.24	\$6,607,850
Vehicle Loans	75	\$3,666.75	\$19,426,451
Health			
Nonprescription Drugs	81	\$83.36	\$441,629
Prescription Drugs	87	\$434.67	\$2,302,855
Eyeglasses and Contact Lenses	71	\$54.74	\$290,005
Home			
Mortgage Payment and Basics (11)	59	\$5,529.89	\$29,297,370
Maintenance and Remodeling Services	59	\$1,165.81	\$6,176,480
Maintenance and Remodeling Materials (12)	72	\$268.81	\$1,424,144
Utilities, Fuel, and Public Services	74	\$3,364.10	\$17,822,984
Household Furnishings and Equipment			
Household Textiles (13)	66	\$88.00	\$466,220
Furniture	62	\$375.30	\$1,988,352
Floor Coverings	64	\$48.11	\$254,890
Major Appliances (14)	73	\$221.65	\$1,174,308
Housewares (15)	58	\$50.25	\$266,239
Small Appliances	73	\$23.93	\$126,754
Luggage	62	\$5.71	\$30,240
Telephones and Accessories	46	\$19.46	\$103,107
Household Operations			
Child Care	58	\$268.01	\$1,419,924
Lawn and Garden (16)	70	\$293.28	\$1,553,792
Moving/Storage/Freight Express	60	\$36.65	\$194,158
Housekeeping Supplies (17)	72	\$506.80	\$2,685,028
Insurance			
Owners and Renters Insurance	74	\$341.93	\$1,811,569
Vehicle Insurance	70	\$812.27	\$4,303,420
Life/Other Insurance	74	\$309.77	\$1,641,145
Health Insurance	79	\$1,535.64	\$8,135,803
Personal Care Products (18)	68	\$269.65	\$1,428,612
School Books and Supplies (19)	72	\$77.27	\$409,358
Smoking Products	86	\$368.19	\$1,950,659
Transportation			
Vehicle Purchases (Net Outlay) (20)	71	\$3,108.44	\$16,468,530
Gasoline and Motor Oil	76	\$2,169.77	\$11,495,457
Vehicle Maintenance and Repairs	68	\$644.84	\$3,416,373
Travel			
Airline Fares	52	\$240.06	\$1,271,839
Lodging on Trips	61	\$263.99	\$1,398,611
Auto/Truck/Van Rental on Trips	50	\$18.71	\$99,126
Food and Drink on Trips	63	\$274.13	\$1,452,325

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.

December 22, 2011



Retail Goods and Services Expenditures

Kewanee City, IL
Kewanee city, IL (1739727)
Geography: Place

Prepared by RETAC IIRA

- (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.

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.

December 22, 2011