



# Retail Marketplace Profile Report

Bureau County, IL (17011)  
Geography: County

## Summary Demographics

2018 Population	34,496
2018 Households	14,116
2018 Median Disposable Income	\$41,332
2018 Per Capita Income	\$27,999

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$475,703,269	\$360,687,303	\$115,015,966	13.8	236
Total Retail Trade	44-45	\$432,999,749	\$324,253,815	\$108,745,934	14.4	147
Total Food & Drink	722	\$42,703,520	\$36,433,488	\$6,270,032	7.9	89

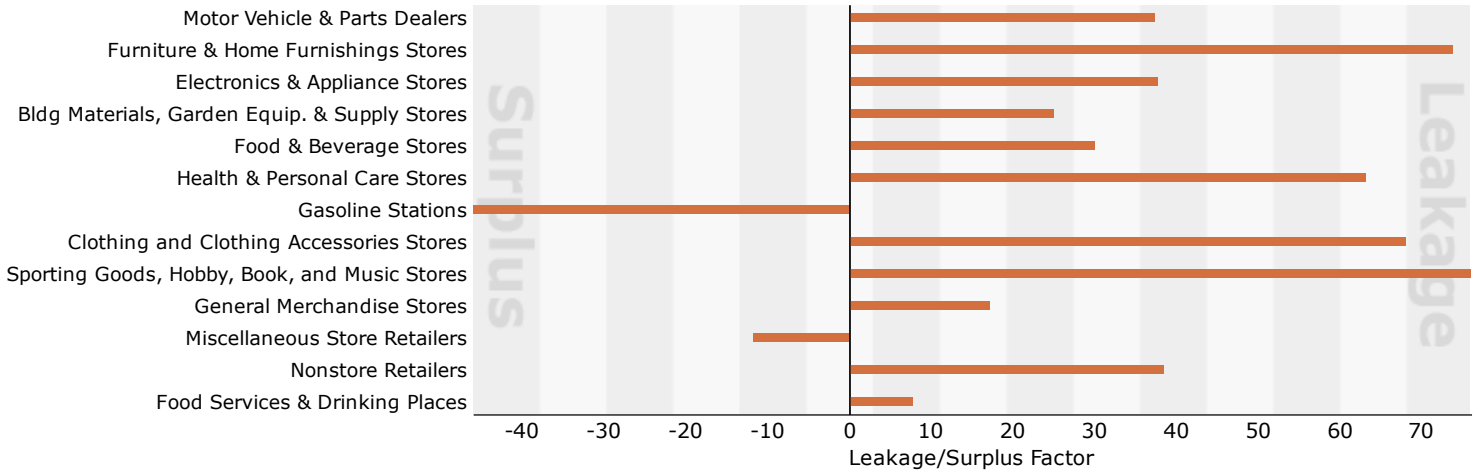
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$96,277,193	\$43,786,765	\$52,490,428	37.5	16
Automobile Dealers	4411	\$79,681,713	\$40,707,152	\$38,974,561	32.4	9
Other Motor Vehicle Dealers	4412	\$8,580,433	\$806,867	\$7,773,566	82.8	1
Auto Parts, Accessories & Tire Stores	4413	\$8,015,047	\$2,272,746	\$5,742,301	55.8	6
Furniture & Home Furnishings Stores	442	\$12,789,819	\$1,908,129	\$10,881,690	74.0	6
Furniture Stores	4421	\$7,326,039	\$119,759	\$7,206,280	96.8	1
Home Furnishings Stores	4422	\$5,463,780	\$1,788,370	\$3,675,410	50.7	5
Electronics & Appliance Stores	443	\$15,018,744	\$6,777,216	\$8,241,528	37.8	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,450,955	\$19,379,842	\$13,071,113	25.2	16
Bldg Material & Supplies Dealers	4441	\$28,972,759	\$12,267,946	\$16,704,813	40.5	12
Lawn & Garden Equip & Supply Stores	4442	\$3,478,196	\$7,111,896	-\$3,633,700	-34.3	4
Food & Beverage Stores	445	\$70,123,961	\$37,566,087	\$32,557,874	30.2	21
Grocery Stores	4451	\$62,004,102	\$35,661,527	\$26,342,575	27.0	18
Specialty Food Stores	4452	\$3,638,453	\$1,714,035	\$1,924,418	36.0	2
Beer, Wine & Liquor Stores	4453	\$4,481,406	\$190,525	\$4,290,881	91.8	1
Health & Personal Care Stores	446,4461	\$29,545,699	\$6,645,837	\$22,899,862	63.3	9
Gasoline Stations	447,4471	\$46,801,935	\$126,415,454	-\$79,613,519	-46.0	19
Clothing & Clothing Accessories Stores	448	\$19,888,200	\$3,758,713	\$16,129,487	68.2	14
Clothing Stores	4481	\$13,677,113	\$2,494,881	\$11,182,232	69.1	11
Shoe Stores	4482	\$2,917,541	\$0	\$2,917,541	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,293,546	\$1,263,832	\$2,029,714	44.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,464,737	\$1,412,728	\$9,052,009	76.2	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,706,552	\$1,323,564	\$7,382,988	73.6	7
Book, Periodical & Music Stores	4512	\$1,758,185	\$89,164	\$1,669,021	90.3	1
General Merchandise Stores	452	\$70,833,521	\$49,930,998	\$20,902,523	17.3	5
Department Stores Excluding Leased Depts.	4521	\$49,393,377	\$47,400,000	\$1,993,377	2.1	1
Other General Merchandise Stores	4529	\$21,440,144	\$2,530,998	\$18,909,146	78.9	4
Miscellaneous Store Retailers	453	\$16,888,796	\$21,390,363	-\$4,501,567	-11.8	23
Florists	4531	\$1,049,779	\$635,446	\$414,333	24.6	3
Office Supplies, Stationery & Gift Stores	4532	\$2,521,683	\$755,664	\$1,766,019	53.9	5
Used Merchandise Stores	4533	\$1,348,983	\$1,184,576	\$164,407	6.5	8
Other Miscellaneous Store Retailers	4539	\$11,968,351	\$18,814,677	-\$6,846,326	-22.2	7
Nonstore Retailers	454	\$11,916,189	\$5,281,683	\$6,634,506	38.6	2
Electronic Shopping & Mail-Order Houses	4541	\$8,820,697	\$5,103,840	\$3,716,857	26.7	1
Vending Machine Operators	4542	\$315,977	\$177,843	\$138,134	28.0	1
Direct Selling Establishments	4543	\$2,779,515	\$0	\$2,779,515	100.0	0
Food Services & Drinking Places	722	\$42,703,520	\$36,433,488	\$6,270,032	7.9	89
Special Food Services	7223	\$1,123,616	\$73,299	\$1,050,317	87.8	1
Drinking Places - Alcoholic Beverages	7224	\$1,357,626	\$1,986,473	-\$628,847	-18.8	16
Restaurants/Other Eating Places	7225	\$40,222,278	\$34,373,716	\$5,848,562	7.8	72

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

