



Retail Marketplace Profile Report

Putnam County, IL (17155)

Geography: County

Summary Demographics

2018 Population	5,759
2018 Households	2,425
2018 Median Disposable Income	\$45,216
2018 Per Capita Income	\$31,294

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	\$85,117,789	\$37,917,249	\$47,200,540	38.4	43
Total Retail Trade	44-45	\$77,510,403	\$35,237,130	\$42,273,273	37.5	29
Total Food & Drink	722	\$7,607,386	\$2,680,119	\$4,927,267	47.9	14

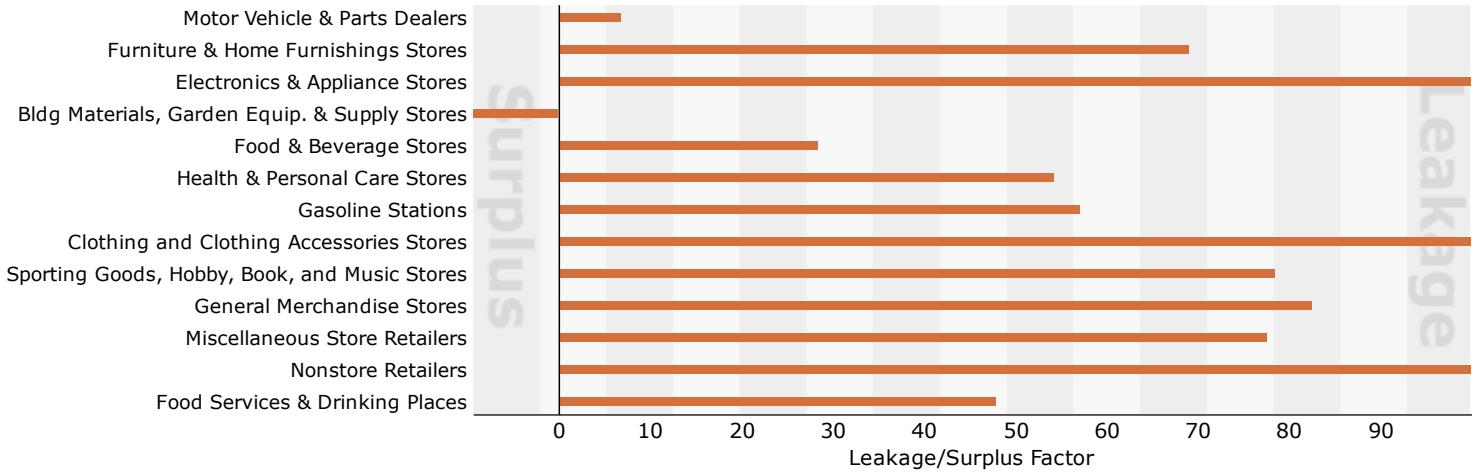
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,268,610	\$15,040,979	\$2,227,631	6.9	7
Automobile Dealers	4411	\$14,277,320	\$3,588,527	\$10,688,793	59.8	3
Other Motor Vehicle Dealers	4412	\$1,555,349	\$11,452,452	-\$9,897,103	-76.1	4
Auto Parts, Accessories & Tire Stores	4413	\$1,435,941	\$0	\$1,435,941	100.0	0
Furniture & Home Furnishings Stores	442	\$2,279,477	\$415,958	\$1,863,519	69.1	1
Furniture Stores	4421	\$1,299,453	\$0	\$1,299,453	100.0	0
Home Furnishings Stores	4422	\$980,024	\$415,958	\$564,066	40.4	1
Electronics & Appliance Stores	443	\$2,669,331	\$0	\$2,669,331	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,941,705	\$7,168,771	-\$1,227,066	-9.4	7
Bldg Material & Supplies Dealers	4441	\$5,301,356	\$4,936,875	\$364,481	3.6	4
Lawn & Garden Equip & Supply Stores	4442	\$640,349	\$2,231,896	-\$1,591,547	-55.4	3
Food & Beverage Stores	445	\$12,494,445	\$6,958,650	\$5,535,795	28.5	5
Grocery Stores	4451	\$11,045,376	\$6,958,650	\$4,086,726	22.7	5
Specialty Food Stores	4452	\$647,320	\$0	\$647,320	100.0	0
Beer, Wine & Liquor Stores	4453	\$801,749	\$0	\$801,749	100.0	0
Health & Personal Care Stores	446,4461	\$5,309,366	\$1,571,089	\$3,738,277	54.3	1
Gasoline Stations	447,4471	\$8,343,746	\$2,271,122	\$6,072,624	57.2	1
Clothing & Clothing Accessories Stores	448	\$3,533,833	\$0	\$3,533,833	100.0	0
Clothing Stores	4481	\$2,432,782	\$0	\$2,432,782	100.0	0
Shoe Stores	4482	\$516,159	\$0	\$516,159	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$584,892	\$0	\$584,892	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,864,152	\$224,942	\$1,639,210	78.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,552,418	\$224,942	\$1,327,476	74.7	1
Book, Periodical & Music Stores	4512	\$311,734	\$0	\$311,734	100.0	0
General Merchandise Stores	452	\$12,625,047	\$1,205,324	\$11,419,723	82.6	2
Department Stores Excluding Leased Depts.	4521	\$8,800,810	\$0	\$8,800,810	100.0	0
Other General Merchandise Stores	4529	\$3,824,237	\$1,205,324	\$2,618,913	52.1	2
Miscellaneous Store Retailers	453	\$3,028,190	\$380,295	\$2,647,895	77.7	4
Florists	4531	\$193,687	\$156,364	\$37,323	10.7	2
Office Supplies, Stationery & Gift Stores	4532	\$449,146	\$0	\$449,146	100.0	0
Used Merchandise Stores	4533	\$239,086	\$148,072	\$91,014	23.5	1
Other Miscellaneous Store Retailers	4539	\$2,146,271	\$75,859	\$2,070,412	93.2	1
Nonstore Retailers	454	\$2,152,501	\$0	\$2,152,501	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,577,612	\$0	\$1,577,612	100.0	0
Vending Machine Operators	4542	\$56,202	\$0	\$56,202	100.0	0
Direct Selling Establishments	4543	\$518,687	\$0	\$518,687	100.0	0
Food Services & Drinking Places	722	\$7,607,386	\$2,680,119	\$4,927,267	47.9	14
Special Food Services	7223	\$202,569	\$0	\$202,569	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$241,590	\$358,141	-\$116,551	-19.4	2
Restaurants/Other Eating Places	7225	\$7,163,227	\$2,321,978	\$4,841,249	51.0	12

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

