



Retail Marketplace Profile Report

Putnam County, IL (17155), LaSalle County, IL (17099) et al.
Geography: County

Summary Demographics

2018 Population	152,352
2018 Households	61,174
2018 Median Disposable Income	\$43,274
2018 Per Capita Income	\$28,227

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,051,242,410	\$2,295,684,451	-\$244,442,041	-5.6	1,228
Total Retail Trade	44-45	\$1,861,208,790	\$2,098,551,139	-\$237,342,349	-6.0	788
Total Food & Drink	722	\$190,033,620	\$197,133,312	-\$7,099,692	-1.8	440

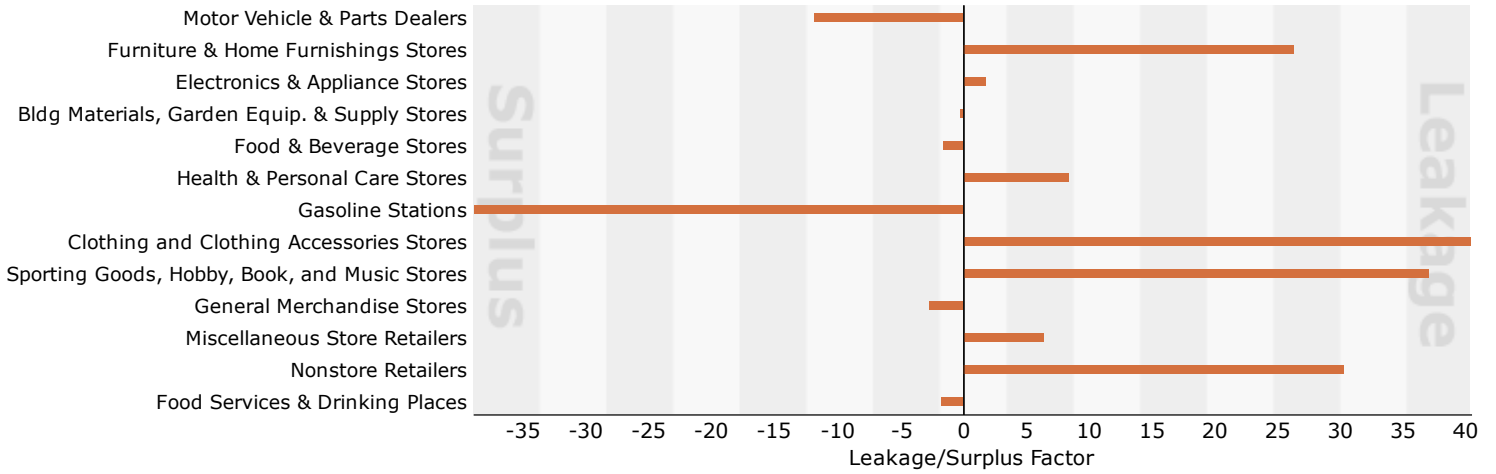
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$406,026,068	\$516,197,862	-\$110,171,794	-11.9	101
Automobile Dealers	4411	\$335,934,327	\$435,071,520	-\$99,137,193	-12.9	44
Other Motor Vehicle Dealers	4412	\$35,478,220	\$41,016,134	-\$5,537,914	-7.2	24
Auto Parts, Accessories & Tire Stores	4413	\$34,613,521	\$40,110,208	-\$5,496,687	-7.4	33
Furniture & Home Furnishings Stores	442	\$57,041,281	\$33,192,003	\$23,849,278	26.4	37
Furniture Stores	4421	\$32,796,624	\$19,645,299	\$13,151,325	25.1	18
Home Furnishings Stores	4422	\$24,244,657	\$13,546,704	\$10,697,953	28.3	19
Electronics & Appliance Stores	443	\$66,272,021	\$63,818,044	\$2,453,977	1.9	51
Bldg Materials, Garden Equip. & Supply Stores	444	\$137,079,742	\$137,911,229	-\$831,487	-0.3	85
Bldg Material & Supplies Dealers	4441	\$122,781,265	\$113,769,916	\$9,011,349	3.8	64
Lawn & Garden Equip & Supply Stores	4442	\$14,298,477	\$24,141,313	-\$9,842,836	-25.6	21
Food & Beverage Stores	445	\$302,613,972	\$312,314,615	-\$9,700,643	-1.6	104
Grocery Stores	4451	\$267,053,316	\$299,231,470	-\$32,178,154	-5.7	81
Specialty Food Stores	4452	\$15,682,175	\$4,499,046	\$11,183,129	55.4	14
Beer, Wine & Liquor Stores	4453	\$19,878,481	\$8,584,099	\$11,294,382	39.7	9
Health & Personal Care Stores	446,4461	\$126,219,906	\$106,526,443	\$19,693,463	8.5	55
Gasoline Stations	447,4471	\$199,146,290	\$453,863,394	-\$254,717,104	-39.0	71
Clothing & Clothing Accessories Stores	448	\$89,562,804	\$37,933,897	\$51,628,907	40.5	70
Clothing Stores	4481	\$61,330,264	\$26,069,093	\$35,261,171	40.3	54
Shoe Stores	4482	\$13,057,244	\$3,799,693	\$9,257,551	54.9	5
Jewelry, Luggage & Leather Goods Stores	4483	\$15,175,296	\$8,065,111	\$7,110,185	30.6	11
Sporting Goods, Hobby, Book & Music Stores	451	\$46,051,609	\$21,126,590	\$24,925,019	37.1	47
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,235,185	\$20,425,577	\$17,809,608	30.4	44
Book, Periodical & Music Stores	4512	\$7,816,424	\$701,013	\$7,115,411	83.5	3
General Merchandise Stores	452	\$309,053,176	\$325,981,650	-\$16,928,474	-2.7	38
Department Stores Excluding Leased Depts.	4521	\$216,999,674	\$304,215,840	-\$87,216,166	-16.7	14
Other General Merchandise Stores	4529	\$92,053,502	\$21,765,810	\$70,287,692	61.8	24
Miscellaneous Store Retailers	453	\$70,961,764	\$62,350,556	\$8,611,208	6.5	115
Florists	4531	\$4,579,591	\$3,024,868	\$1,554,723	20.4	15
Office Supplies, Stationery & Gift Stores	4532	\$11,156,588	\$14,068,192	-\$2,911,604	-11.5	23
Used Merchandise Stores	4533	\$6,016,490	\$10,513,112	-\$4,496,622	-27.2	26
Other Miscellaneous Store Retailers	4539	\$49,209,095	\$34,744,384	\$14,464,711	17.2	51
Nonstore Retailers	454	\$51,180,157	\$27,334,856	\$23,845,301	30.4	14
Electronic Shopping & Mail-Order Houses	4541	\$38,579,325	\$26,437,978	\$12,141,347	18.7	9
Vending Machine Operators	4542	\$1,373,114	\$788,042	\$585,072	27.1	3
Direct Selling Establishments	4543	\$11,227,718	\$108,836	\$11,118,882	98.1	2
Food Services & Drinking Places	722	\$190,033,620	\$197,133,312	-\$7,099,692	-1.8	440
Special Food Services	7223	\$4,898,217	\$3,774,965	\$1,123,252	13.0	8
Drinking Places - Alcoholic Beverages	7224	\$6,133,897	\$13,067,167	-\$6,933,270	-36.1	75
Restaurants/Other Eating Places	7225	\$179,001,506	\$180,291,180	-\$1,289,674	-0.4	357

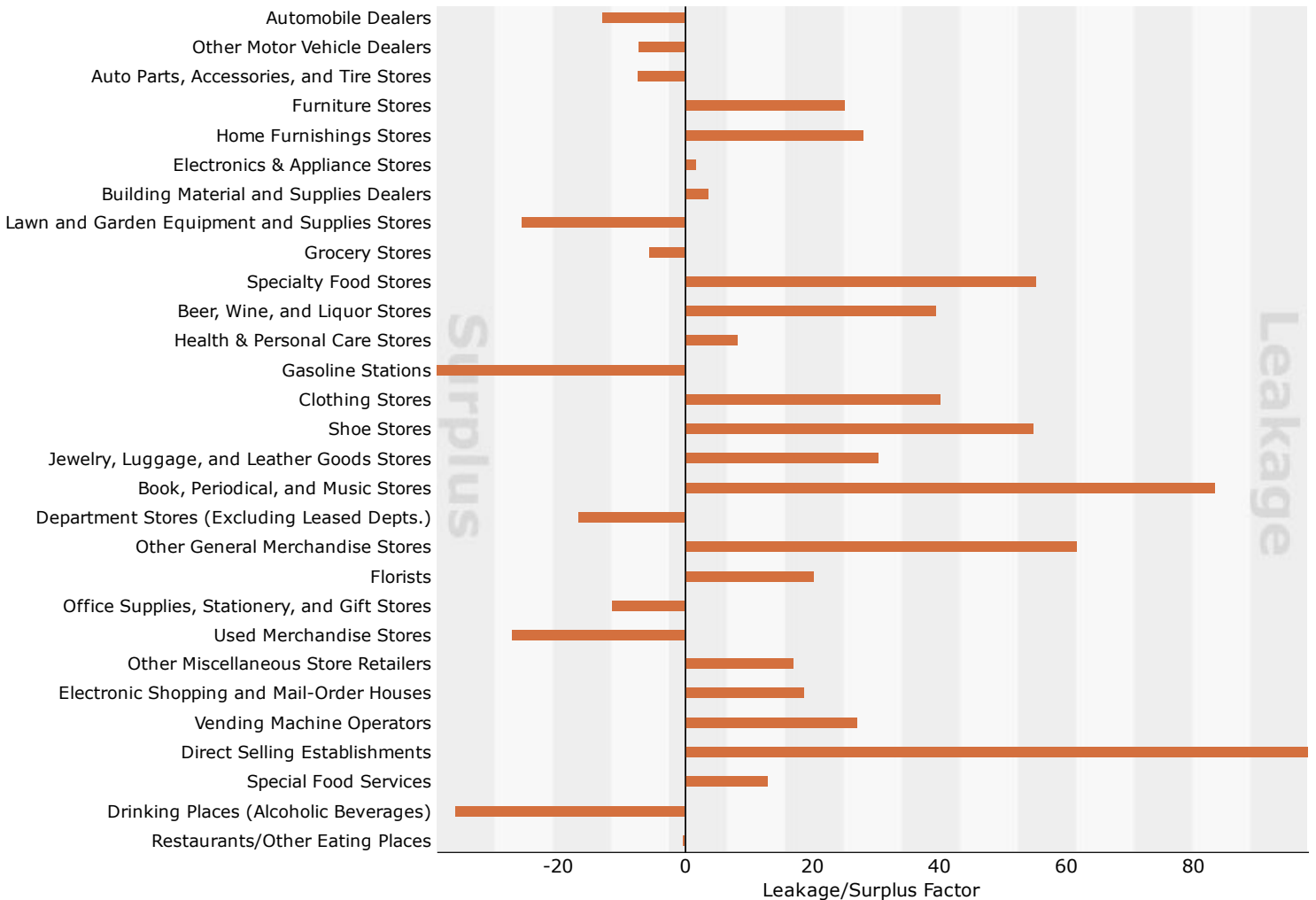
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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



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