



Retail Marketplace Profile Report

I-39 and I-80 Intersection - North Central IL
 Ring: 10 mile radius

Latitude: 41.3482
 Longitude: -89.0592

Summary Demographics

2018 Population	39,616
2018 Households	16,599
2018 Median Disposable Income	\$41,363
2018 Per Capita Income	\$28,657

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	\$544,177,669	\$866,875,874	-\$322,698,205	-22.9	445
Total Retail Trade	44-45	\$493,306,456	\$785,705,449	-\$292,398,993	-22.9	278
Total Food & Drink	722	\$50,871,212	\$81,170,424	-\$30,299,212	-22.9	167

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$106,973,442	\$150,748,085	-\$43,774,643	-17.0	27
Automobile Dealers	4411	\$88,540,576	\$113,957,438	-\$25,416,862	-12.6	11
Other Motor Vehicle Dealers	4412	\$9,241,497	\$11,046,361	-\$1,804,864	-8.9	7
Auto Parts, Accessories & Tire Stores	4413	\$9,191,368	\$25,744,286	-\$16,552,918	-47.4	10
Furniture & Home Furnishings Stores	442	\$15,284,157	\$8,690,739	\$6,593,418	27.5	9
Furniture Stores	4421	\$8,826,931	\$4,982,634	\$3,844,297	27.8	5
Home Furnishings Stores	4422	\$6,457,226	\$3,708,104	\$2,749,122	27.0	4
Electronics & Appliance Stores	443	\$17,722,647	\$26,710,495	-\$8,987,848	-20.2	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$35,852,555	\$79,855,298	-\$44,002,743	-38.0	28
Bldg Material & Supplies Dealers	4441	\$32,138,229	\$74,446,598	-\$42,308,369	-39.7	21
Lawn & Garden Equip & Supply Stores	4442	\$3,714,325	\$5,408,699	-\$1,694,374	-18.6	6
Food & Beverage Stores	445	\$80,426,467	\$65,412,906	\$15,013,561	10.3	32
Grocery Stores	4451	\$70,945,407	\$61,614,018	\$9,331,389	7.0	25
Specialty Food Stores	4452	\$4,167,899	\$1,128,568	\$3,039,331	57.4	5
Beer, Wine & Liquor Stores	4453	\$5,313,162	\$2,670,320	\$2,642,842	33.1	2
Health & Personal Care Stores	446,4461	\$33,421,992	\$35,082,229	-\$1,660,237	-2.4	19
Gasoline Stations	447,4471	\$52,784,691	\$171,268,171	-\$118,483,480	-52.9	23
Clothing & Clothing Accessories Stores	448	\$24,042,076	\$24,116,357	-\$74,281	-0.2	35
Clothing Stores	4481	\$16,451,435	\$16,162,263	\$289,172	0.9	26
Shoe Stores	4482	\$3,499,980	\$3,034,238	\$465,742	7.1	4
Jewelry, Luggage & Leather Goods Stores	4483	\$4,090,661	\$4,919,856	-\$829,195	-9.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$12,278,139	\$12,526,763	-\$248,624	-1.0	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,177,321	\$11,825,750	-\$1,648,429	-7.5	19
Book, Periodical & Music Stores	4512	\$2,100,819	\$701,013	\$1,399,806	50.0	3
General Merchandise Stores	452	\$82,312,304	\$174,939,026	-\$92,626,722	-36.0	18
Department Stores Excluding Leased Depts.	4521	\$57,888,949	\$164,691,396	-\$106,802,447	-48.0	9
Other General Merchandise Stores	4529	\$24,423,354	\$10,247,631	\$14,175,723	40.9	9
Miscellaneous Store Retailers	453	\$18,664,502	\$22,370,784	-\$3,706,282	-9.0	40
Florists	4531	\$1,206,840	\$1,287,299	-\$80,459	-3.2	6
Office Supplies, Stationery & Gift Stores	4532	\$2,981,033	\$8,336,697	-\$5,355,664	-47.3	8
Used Merchandise Stores	4533	\$1,616,806	\$5,102,640	-\$3,485,834	-51.9	9
Other Miscellaneous Store Retailers	4539	\$12,859,823	\$7,644,148	\$5,215,675	25.4	16
Nonstore Retailers	454	\$13,543,485	\$13,984,596	-\$441,111	-1.6	6
Electronic Shopping & Mail-Order Houses	4541	\$10,275,267	\$13,333,636	-\$3,058,369	-13.0	3
Vending Machine Operators	4542	\$365,737	\$542,124	-\$176,387	-19.4	1
Direct Selling Establishments	4543	\$2,902,481	\$108,836	\$2,793,645	92.8	2
Food Services & Drinking Places	722	\$50,871,212	\$81,170,424	-\$30,299,212	-22.9	167
Special Food Services	7223	\$1,296,752	\$369,437	\$927,315	55.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,650,578	\$3,235,251	-\$1,584,673	-32.4	28
Restaurants/Other Eating Places	7225	\$47,923,882	\$77,565,737	-\$29,641,855	-23.6	138

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>

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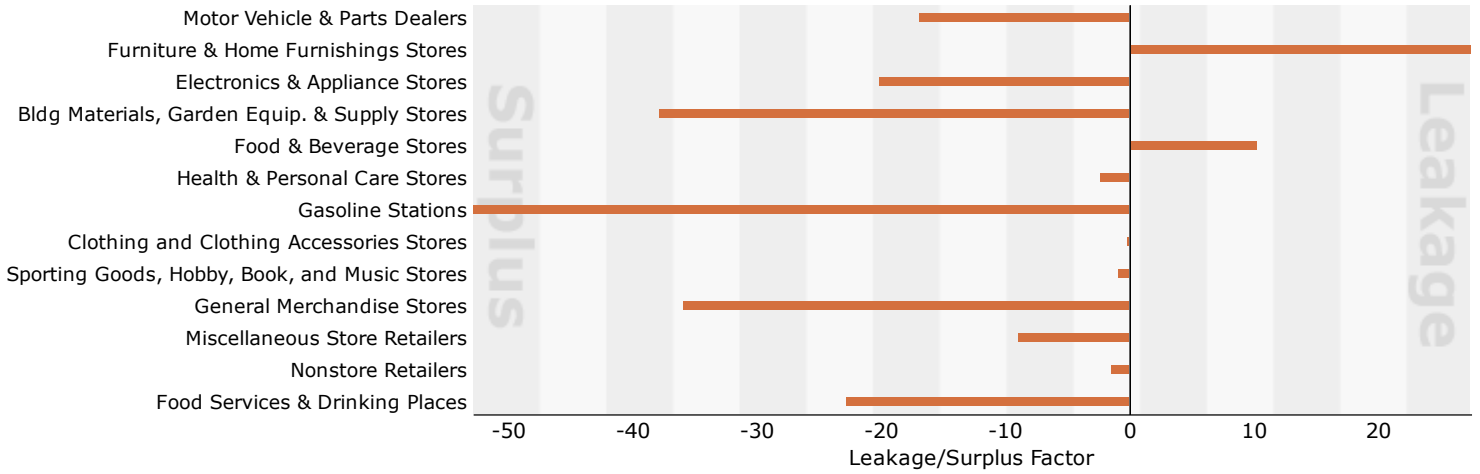


Retail Marketplace Profile Report

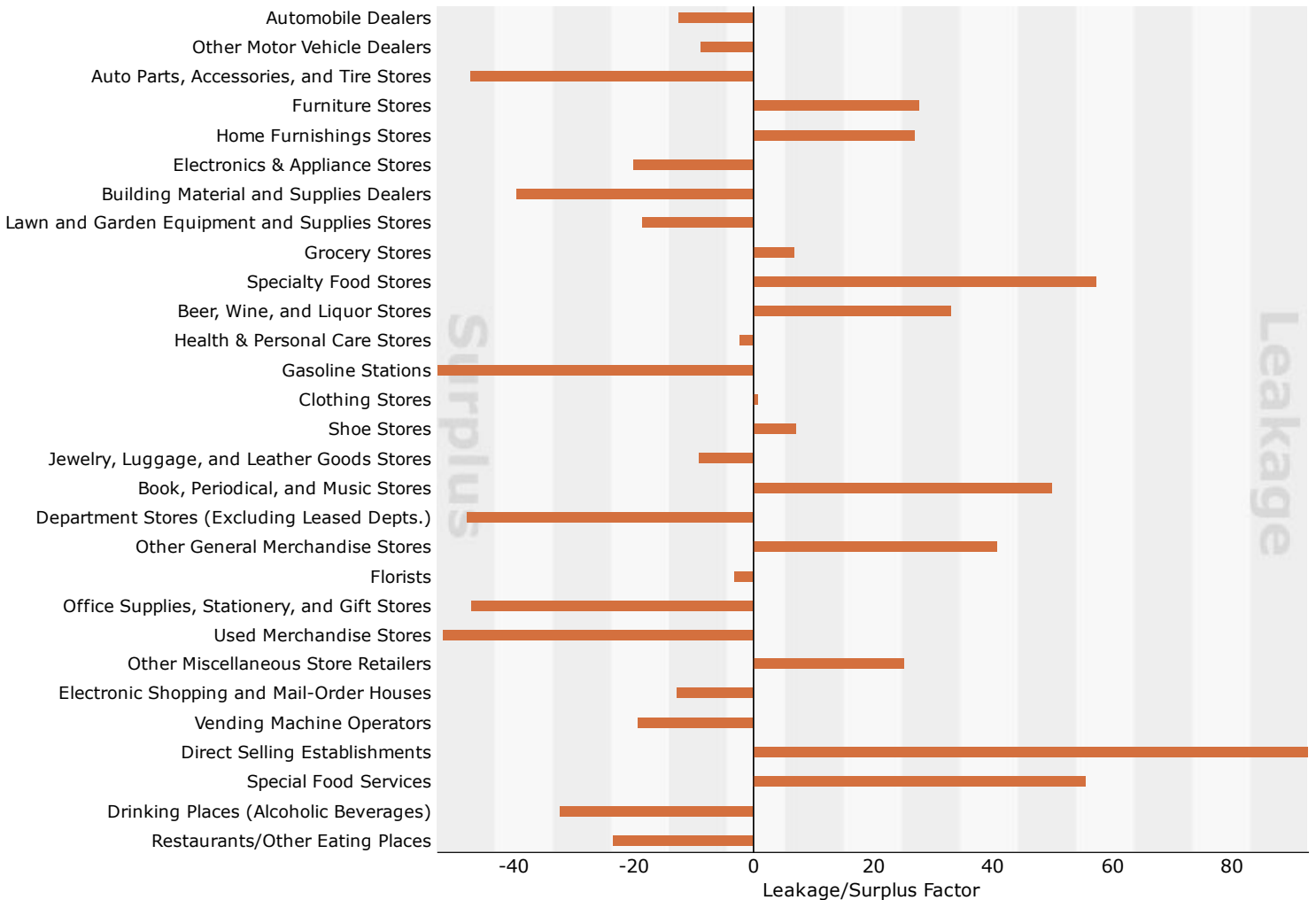
I-39 and I-80 Intersection - North Central IL
 Ring: 10 mile radius

Latitude: 41.3482
 Longitude: -89.0592

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Marketplace Profile Report

I-39 and I-80 Intersection - North Central IL
 Ring: 25 mile radius

Latitude: 41.3482
 Longitude: -89.0592

Summary Demographics

2018 Population	147,124
2018 Households	59,410
2018 Median Disposable Income	\$42,528
2018 Per Capita Income	\$28,102

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	\$1,974,742,044	\$2,309,004,961	-\$334,262,917	-7.8	1,256
Total Retail Trade	44-45	\$1,792,258,136	\$2,109,298,875	-\$317,040,739	-8.1	813
Total Food & Drink	722	\$182,483,909	\$199,706,086	-\$17,222,177	-4.5	443

2017 Industry Group

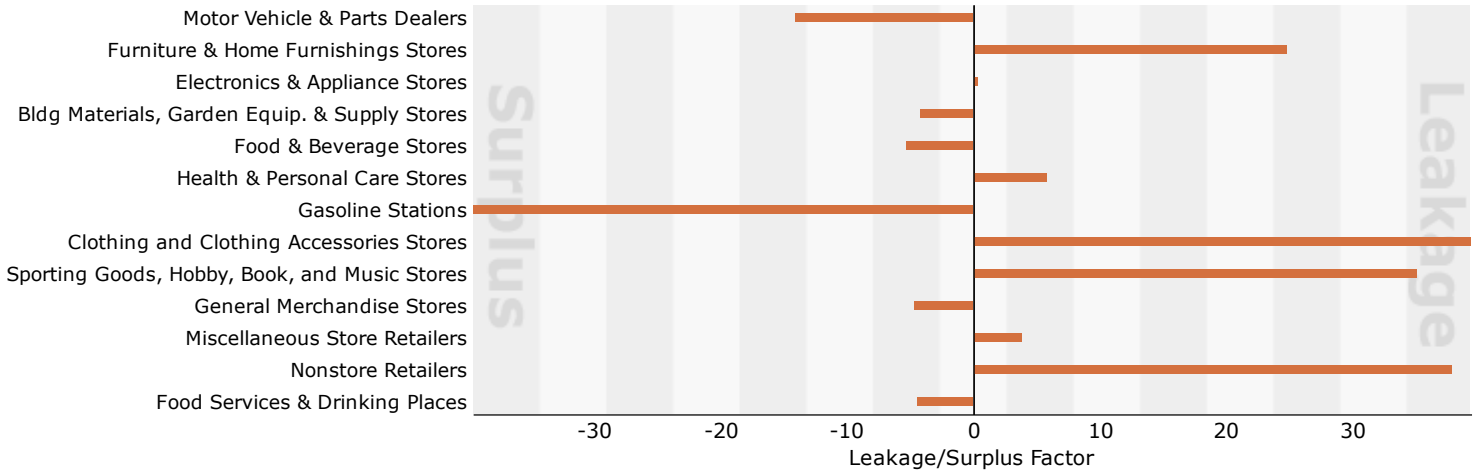
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$391,532,699	\$520,977,392	-\$129,444,693	-14.2	106
Automobile Dealers	4411	\$324,016,669	\$437,441,966	-\$113,425,297	-14.9	46
Other Motor Vehicle Dealers	4412	\$34,198,137	\$42,007,265	-\$7,809,128	-10.2	23
Auto Parts, Accessories & Tire Stores	4413	\$33,317,893	\$41,528,161	-\$8,210,268	-11.0	36
Furniture & Home Furnishings Stores	442	\$54,770,805	\$33,031,287	\$21,739,518	24.8	37
Furniture Stores	4421	\$31,521,326	\$19,645,299	\$11,876,027	23.2	18
Home Furnishings Stores	4422	\$23,249,478	\$13,385,988	\$9,863,490	26.9	19
Electronics & Appliance Stores	443	\$63,692,074	\$63,197,080	\$494,994	0.4	51
Bldg Materials, Garden Equip. & Supply Stores	444	\$131,849,319	\$143,768,772	-\$11,919,453	-4.3	94
Bldg Material & Supplies Dealers	4441	\$118,073,754	\$119,468,285	-\$1,394,531	-0.6	71
Lawn & Garden Equip & Supply Stores	4442	\$13,775,565	\$24,300,487	-\$10,524,922	-27.6	22
Food & Beverage Stores	445	\$291,457,460	\$324,538,944	-\$33,081,484	-5.4	111
Grocery Stores	4451	\$257,266,054	\$312,235,803	-\$54,969,749	-9.7	87
Specialty Food Stores	4452	\$15,107,252	\$3,351,287	\$11,755,965	63.7	14
Beer, Wine & Liquor Stores	4453	\$19,084,155	\$8,951,854	\$10,132,301	36.1	10
Health & Personal Care Stores	446,4461	\$121,636,415	\$108,143,148	\$13,493,267	5.9	55
Gasoline Stations	447,4471	\$192,178,162	\$444,000,359	-\$251,822,197	-39.6	71
Clothing & Clothing Accessories Stores	448	\$85,929,603	\$37,380,737	\$48,548,866	39.4	67
Clothing Stores	4481	\$58,879,491	\$25,660,986	\$33,218,505	39.3	52
Shoe Stores	4482	\$12,538,323	\$3,799,693	\$8,738,630	53.5	5
Jewelry, Luggage & Leather Goods Stores	4483	\$14,511,790	\$7,920,058	\$6,591,732	29.4	10
Sporting Goods, Hobby, Book & Music Stores	451	\$44,236,569	\$21,269,627	\$22,966,942	35.1	48
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,724,808	\$20,568,614	\$16,156,194	28.2	45
Book, Periodical & Music Stores	4512	\$7,511,761	\$701,013	\$6,810,748	82.9	3
General Merchandise Stores	452	\$297,307,912	\$327,501,763	-\$30,193,851	-4.8	42
Department Stores Excluding Leased Depts.	4521	\$208,614,745	\$304,349,613	-\$95,734,868	-18.7	15
Other General Merchandise Stores	4529	\$88,693,167	\$23,152,150	\$65,541,017	58.6	27
Miscellaneous Store Retailers	453	\$68,429,488	\$63,336,172	\$5,093,316	3.9	119
Florists	4531	\$4,384,143	\$3,006,897	\$1,377,246	18.6	14
Office Supplies, Stationery & Gift Stores	4532	\$10,716,352	\$14,053,014	-\$3,336,662	-13.5	23
Used Merchandise Stores	4533	\$5,780,658	\$10,719,977	-\$4,939,319	-29.9	27
Other Miscellaneous Store Retailers	4539	\$47,548,334	\$35,556,284	\$11,992,050	14.4	55
Nonstore Retailers	454	\$49,237,629	\$22,153,592	\$27,084,037	37.9	13
Electronic Shopping & Mail-Order Houses	4541	\$37,087,122	\$21,256,714	\$15,830,408	27.1	8
Vending Machine Operators	4542	\$1,321,904	\$788,042	\$533,862	25.3	3
Direct Selling Establishments	4543	\$10,828,603	\$108,836	\$10,719,767	98.0	2
Food Services & Drinking Places	722	\$182,483,909	\$199,706,086	-\$17,222,177	-4.5	443
Special Food Services	7223	\$4,699,836	\$3,809,389	\$890,447	10.5	8
Drinking Places - Alcoholic Beverages	7224	\$5,881,950	\$12,135,824	-\$6,253,874	-34.7	71
Restaurants/Other Eating Places	7225	\$171,902,123	\$183,760,873	-\$11,858,750	-3.3	364

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>

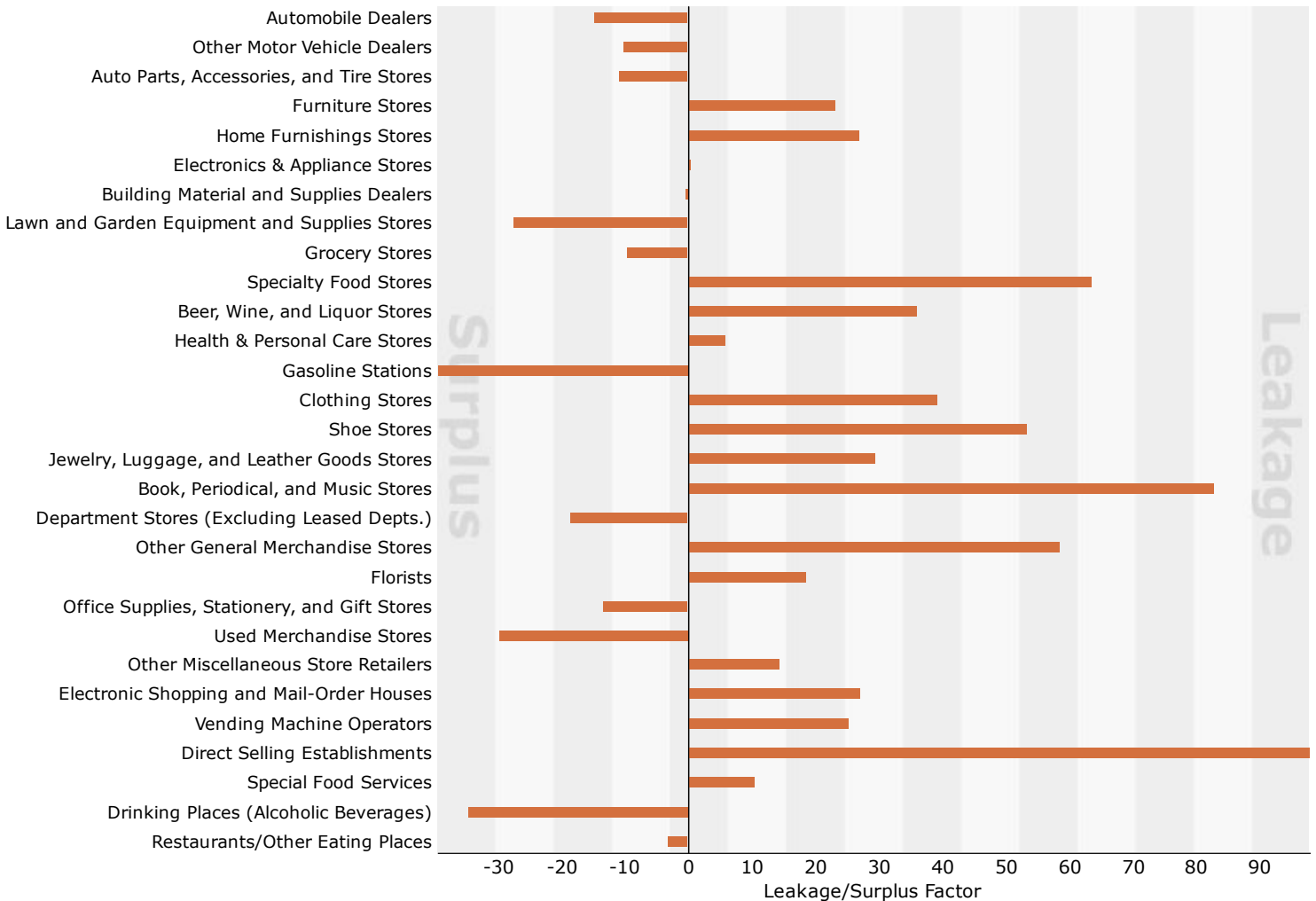
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July 08, 2018

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Marketplace Profile Report

I-39 and I-80 Intersection - North Central IL
 Ring: 60 mile radius

Latitude: 41.3482
 Longitude: -89.0592

Summary Demographics

2018 Population	2,337,169
2018 Households	841,352
2018 Median Disposable Income	\$54,914
2018 Per Capita Income	\$34,211

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	\$35,928,854,332	\$34,457,449,003	\$1,471,405,329	2.1	14,649
Total Retail Trade	44-45	\$32,331,281,917	\$31,323,841,042	\$1,007,440,875	1.6	9,916
Total Food & Drink	722	\$3,597,572,415	\$3,133,607,961	\$463,964,454	6.9	4,732

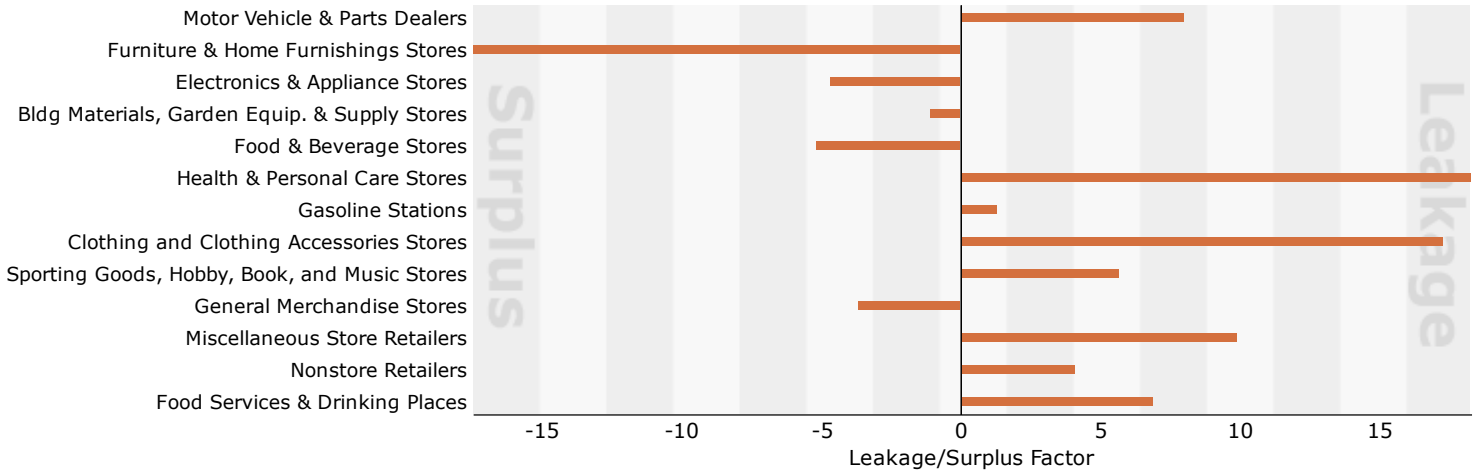
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,804,929,849	\$5,798,063,636	\$1,006,866,213	8.0	1,189
Automobile Dealers	4411	\$5,626,570,800	\$4,969,100,236	\$657,470,564	6.2	537
Other Motor Vehicle Dealers	4412	\$573,580,972	\$326,606,262	\$246,974,710	27.4	167
Auto Parts, Accessories & Tire Stores	4413	\$604,778,077	\$502,357,138	\$102,420,939	9.3	485
Furniture & Home Furnishings Stores	442	\$1,073,964,369	\$1,529,748,917	-\$455,784,548	-17.5	591
Furniture Stores	4421	\$620,460,142	\$1,057,906,077	-\$437,445,935	-26.1	274
Home Furnishings Stores	4422	\$453,504,227	\$471,842,840	-\$18,338,613	-2.0	318
Electronics & Appliance Stores	443	\$1,233,453,157	\$1,355,853,113	-\$122,399,956	-4.7	539
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,307,840,779	\$2,359,654,531	-\$51,813,752	-1.1	1,014
Bldg Material & Supplies Dealers	4441	\$2,090,490,645	\$2,115,507,489	-\$25,016,844	-0.6	790
Lawn & Garden Equip & Supply Stores	4442	\$217,350,134	\$244,147,042	-\$26,796,908	-5.8	224
Food & Beverage Stores	445	\$5,258,395,074	\$5,829,952,254	-\$571,557,180	-5.2	1,202
Grocery Stores	4451	\$4,615,909,532	\$5,445,014,351	-\$829,104,819	-8.2	779
Specialty Food Stores	4452	\$271,708,155	\$146,462,573	\$125,245,582	30.0	206
Beer, Wine & Liquor Stores	4453	\$370,777,387	\$238,475,330	\$132,302,057	21.7	217
Health & Personal Care Stores	446,4461	\$2,107,009,980	\$1,453,707,534	\$653,302,446	18.3	769
Gasoline Stations	447,4471	\$3,347,633,037	\$3,259,139,870	\$88,493,167	1.3	571
Clothing & Clothing Accessories Stores	448	\$1,748,869,738	\$1,233,114,658	\$515,755,080	17.3	1,061
Clothing Stores	4481	\$1,177,739,807	\$934,039,951	\$243,699,856	11.5	729
Shoe Stores	4482	\$253,501,821	\$170,579,095	\$82,922,726	19.6	137
Jewelry, Luggage & Leather Goods Stores	4483	\$317,628,110	\$128,495,612	\$189,132,498	42.4	195
Sporting Goods, Hobby, Book & Music Stores	451	\$853,771,450	\$761,012,060	\$92,759,390	5.7	645
Sporting Goods/Hobby/Musical Instr Stores	4511	\$708,124,410	\$664,176,358	\$43,948,052	3.2	553
Book, Periodical & Music Stores	4512	\$145,647,040	\$96,835,701	\$48,811,339	20.1	91
General Merchandise Stores	452	\$5,546,665,857	\$5,975,165,651	-\$428,499,794	-3.7	506
Department Stores Excluding Leased Depts.	4521	\$3,964,800,873	\$3,894,699,770	\$70,101,103	0.9	194
Other General Merchandise Stores	4529	\$1,581,864,985	\$2,080,465,881	-\$498,600,896	-13.6	312
Miscellaneous Store Retailers	453	\$1,168,685,476	\$958,230,555	\$210,454,921	9.9	1,643
Florists	4531	\$80,331,495	\$41,083,727	\$39,247,768	32.3	182
Office Supplies, Stationery & Gift Stores	4532	\$207,825,043	\$200,405,437	\$7,419,606	1.8	369
Used Merchandise Stores	4533	\$112,893,067	\$153,868,335	-\$40,975,268	-15.4	353
Other Miscellaneous Store Retailers	4539	\$767,635,871	\$562,873,055	\$204,762,816	15.4	738
Nonstore Retailers	454	\$880,063,152	\$810,198,265	\$69,864,887	4.1	186
Electronic Shopping & Mail-Order Houses	4541	\$695,009,490	\$632,010,203	\$62,999,287	4.7	68
Vending Machine Operators	4542	\$24,370,785	\$19,852,869	\$4,517,916	10.2	41
Direct Selling Establishments	4543	\$160,682,876	\$158,335,193	\$2,347,683	0.7	77
Food Services & Drinking Places	722	\$3,597,572,415	\$3,133,607,961	\$463,964,454	6.9	4,732
Special Food Services	7223	\$88,118,274	\$51,811,427	\$36,306,847	25.9	124
Drinking Places - Alcoholic Beverages	7224	\$116,674,469	\$116,989,388	-\$314,919	-0.1	450
Restaurants/Other Eating Places	7225	\$3,392,779,672	\$2,964,807,147	\$427,972,525	6.7	4,159

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>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

