



Retail MarketPlace Profile

224 Park Ave E, Hollowayville, Illinois 61356
 Ring: 15 miles radius

Prepared By Brian Gift
 Latitude: 41.36783443
 Longitude: -89.4621750

Summary Demographics

2013 Population	35,867
2013 Households	14,799
2013 Median Disposable Income	\$37,201
2013 Per Capita Income	\$24,680

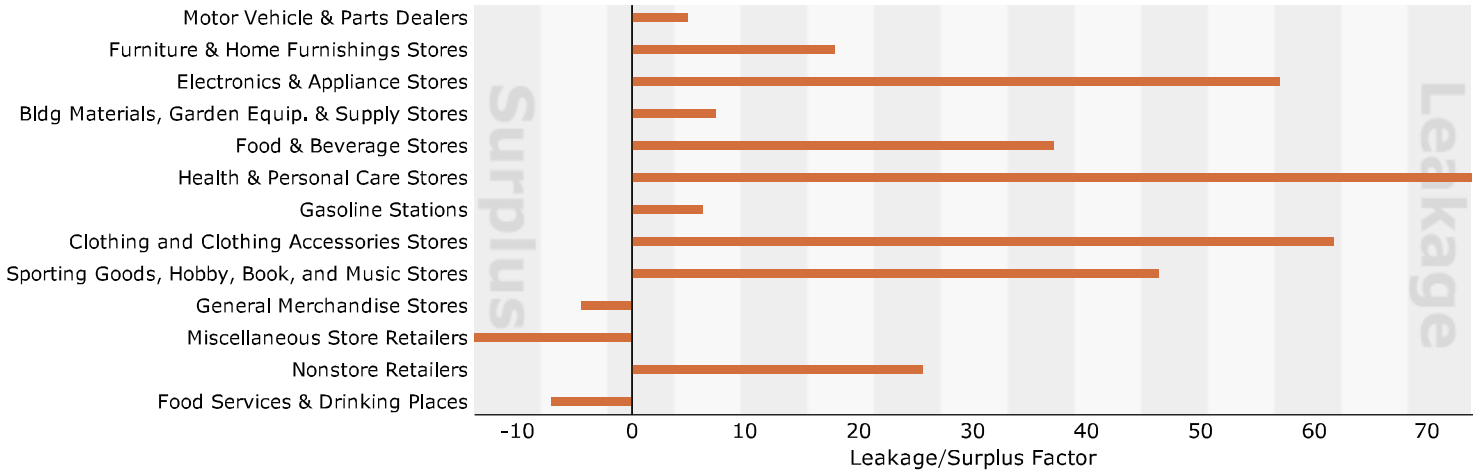
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$356,006,955	\$265,074,870	\$90,932,085	14.6	231
Total Retail Trade	44-45	\$323,853,825	\$228,056,786	\$95,797,039	17.4	168
Total Food & Drink	722	\$32,153,130	\$37,018,084	-\$4,864,954	-7.0	63

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$60,917,775	\$55,082,531	\$5,835,244	5.0	23
Automobile Dealers	4411	\$52,631,219	\$45,939,099	\$6,692,120	6.8	13
Other Motor Vehicle Dealers	4412	\$3,812,752	\$4,436,160	-\$623,408	-7.6	6
Auto Parts, Accessories & Tire Stores	4413	\$4,473,804	\$3,166,937	\$1,306,867	17.1	4
Furniture & Home Furnishings Stores	442	\$6,364,050	\$4,436,160	\$1,927,890	17.9	9
Furniture Stores	4421	\$3,786,015	\$252,930	\$3,533,085	87.5	1
Home Furnishings Stores	4422	\$2,578,034	\$4,183,230	-\$1,605,196	-23.7	8
Electronics & Appliance Stores	443	\$8,394,826	\$2,293,902	\$6,100,924	57.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,811,561	\$10,166,727	\$1,644,834	7.5	7
Bldg Material & Supplies Dealers	4441	\$9,397,586	\$6,640,426	\$2,757,160	17.2	4
Lawn & Garden Equip & Supply Stores	4442	\$2,413,975	\$3,526,301	-\$1,112,326	-18.7	3
Food & Beverage Stores	445	\$52,028,842	\$23,803,886	\$28,224,956	37.2	24
Grocery Stores	4451	\$46,612,586	\$21,049,869	\$25,562,717	37.8	15
Specialty Food Stores	4452	\$1,555,590	\$562,034	\$993,556	46.9	6
Beer, Wine & Liquor Stores	4453	\$3,860,666	\$2,191,982	\$1,668,684	27.6	3
Health & Personal Care Stores	446,4461	\$29,009,689	\$4,342,576	\$24,667,113	74.0	13
Gasoline Stations	447,4471	\$35,192,253	\$30,929,313	\$4,262,940	6.4	7
Clothing & Clothing Accessories Stores	448	\$17,852,091	\$4,220,315	\$13,631,776	61.8	8
Clothing Stores	4481	\$12,878,255	\$3,786,813	\$9,091,442	54.6	6
Shoe Stores	4482	\$2,762,071	\$0	\$2,762,071	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,211,764	\$433,502	\$1,778,262	67.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$8,021,134	\$2,933,052	\$5,088,082	46.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,299,528	\$2,550,033	\$3,749,495	42.4	13
Book, Periodical & Music Stores	4512	\$1,721,607	\$383,019	\$1,338,588	63.6	1
General Merchandise Stores	452	\$56,984,331	\$62,366,680	-\$5,382,349	-4.5	5
Department Stores Excluding Leased Depts.	4521	\$20,815,395	\$87,468	\$20,727,927	99.2	1
Other General Merchandise Stores	4529	\$36,168,936	\$62,279,212	-\$26,110,276	-26.5	4
Miscellaneous Store Retailers	453	\$7,463,216	\$9,857,199	-\$2,393,983	-13.8	42
Florists	4531	\$482,544	\$631,244	-\$148,700	-13.4	3
Office Supplies, Stationery & Gift Stores	4532	\$1,140,865	\$466,119	\$674,746	42.0	7
Used Merchandise Stores	4533	\$609,251	\$1,265,554	-\$656,303	-35.0	10
Other Miscellaneous Store Retailers	4539	\$5,230,556	\$7,494,282	-\$2,263,726	-17.8	22
Nonstore Retailers	454	\$29,814,058	\$17,624,445	\$12,189,613	25.7	11
Electronic Shopping & Mail-Order Houses	4541	\$25,362,672	\$5,624,747	\$19,737,925	63.7	4
Vending Machine Operators	4542	\$882,354	\$237,161	\$645,193	57.6	1
Direct Selling Establishments	4543	\$3,569,032	\$11,762,537	-\$8,193,505	-53.4	6
Food Services & Drinking Places	722	\$32,153,130	\$37,018,084	-\$4,864,954	-7.0	63
Full-Service Restaurants	7221	\$14,200,568	\$12,573,128	\$1,627,440	6.1	15
Limited-Service Eating Places	7222	\$14,941,154	\$17,175,005	-\$2,233,851	-7.0	21
Special Food Services	7223	\$1,475,270	\$2,466,559	-\$991,289	-25.1	5
Drinking Places - Alcoholic Beverages	7224	\$1,536,139	\$4,803,393	-\$3,267,254	-51.5	22

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

