



Retail MarketPlace Profile

Elgin, Illinois, United States
Ring: 1 mile radius

Latitude: 42.03725
Longitude: -88.28119

Summary Demographics

2015 Population	26,239
2015 Households	7,763
2015 Median Disposable Income	\$36,963
2015 Per Capita Income	\$16,925

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	\$237,146,299	\$138,446,900	\$98,699,399	26.3	149
Total Retail Trade	44-45	\$212,504,240	\$122,672,019	\$89,832,221	26.8	108
Total Food & Drink	722	\$24,642,059	\$15,774,881	\$8,867,178	21.9	41

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$45,555,407	\$12,360,125	\$33,195,282	57.3	13
Automobile Dealers	4411	\$38,258,024	\$2,566,633	\$35,691,391	87.4	2
Other Motor Vehicle Dealers	4412	\$4,347,467	\$6,187,983	-\$1,840,516	-17.5	4
Auto Parts, Accessories & Tire Stores	4413	\$2,949,916	\$3,605,509	-\$655,593	-10.0	8
Furniture & Home Furnishings Stores	442	\$5,980,456	\$3,686,498	\$2,293,958	23.7	6
Furniture Stores	4421	\$3,801,722	\$2,784,323	\$1,017,399	15.4	3
Home Furnishings Stores	4422	\$2,178,734	\$902,175	\$1,276,559	41.4	3
Electronics & Appliance Stores	443	\$10,689,072	\$8,458,027	\$2,231,045	11.7	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,584,105	\$16,847,097	-\$7,262,992	-27.5	11
Bldg Material & Supplies Dealers	4441	\$8,343,739	\$16,716,606	-\$8,372,867	-33.4	11
Lawn & Garden Equip & Supply Stores	4442	\$1,240,366	\$130,491	\$1,109,875	81.0	1
Food & Beverage Stores	445	\$43,009,101	\$22,791,854	\$20,217,247	30.7	14
Grocery Stores	4451	\$38,215,231	\$20,408,460	\$17,806,771	30.4	12
Specialty Food Stores	4452	\$2,340,921	\$48,786	\$2,292,135	95.9	1
Beer, Wine & Liquor Stores	4453	\$2,452,949	\$2,334,608	\$118,341	2.5	2
Health & Personal Care Stores	446,4461	\$10,356,836	\$8,001,933	\$2,354,903	12.8	8
Gasoline Stations	447,4471	\$14,627,948	\$37,304,391	-\$22,676,443	-43.7	7
Clothing & Clothing Accessories Stores	448	\$12,389,219	\$3,469,758	\$8,919,461	56.2	12
Clothing Stores	4481	\$8,705,373	\$1,080,907	\$7,624,466	77.9	6
Shoe Stores	4482	\$1,791,373	\$440,777	\$1,350,596	60.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,892,474	\$1,948,074	-\$55,600	-1.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$6,353,756	\$814,755	\$5,539,001	77.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,187,202	\$762,766	\$4,424,436	74.4	3
Book, Periodical & Music Stores	4512	\$1,166,554	\$0	\$1,166,554	100.0	0
General Merchandise Stores	452	\$40,248,253	\$1,585,315	\$38,662,938	92.4	3
Department Stores Excluding Leased Depts.	4521	\$30,637,185	\$0	\$30,637,185	100.0	0
Other General Merchandise Stores	4529	\$9,611,068	\$1,585,315	\$8,025,753	71.7	3
Miscellaneous Store Retailers	453	\$6,942,614	\$5,029,997	\$1,912,617	16.0	16
Florists	4531	\$315,257	\$793,177	-\$477,920	-43.1	3
Office Supplies, Stationery & Gift Stores	4532	\$698,458	\$1,164,876	-\$466,418	-25.0	3
Used Merchandise Stores	4533	\$606,987	\$2,049,810	-\$1,442,823	-54.3	7
Other Miscellaneous Store Retailers	4539	\$5,321,912	\$1,022,134	\$4,299,778	67.8	4
Nonstore Retailers	454	\$6,767,473	\$2,322,268	\$4,445,205	48.9	3
Electronic Shopping & Mail-Order Houses	4541	\$5,433,298	\$1,840,902	\$3,592,396	49.4	2
Vending Machine Operators	4542	\$230,873	\$0	\$230,873	100.0	0
Direct Selling Establishments	4543	\$1,103,302	\$481,366	\$621,936	39.2	1
Food Services & Drinking Places	722	\$24,642,059	\$15,774,881	\$8,867,178	21.9	41
Full-Service Restaurants	7221	\$13,582,636	\$8,275,573	\$5,307,063	24.3	29
Limited-Service Eating Places	7222	\$9,547,033	\$6,488,230	\$3,058,803	19.1	7
Special Food Services	7223	\$518,989	\$572,234	-\$53,245	-4.9	4
Drinking Places - Alcoholic Beverages	7224	\$993,401	\$438,844	\$554,557	38.7	2

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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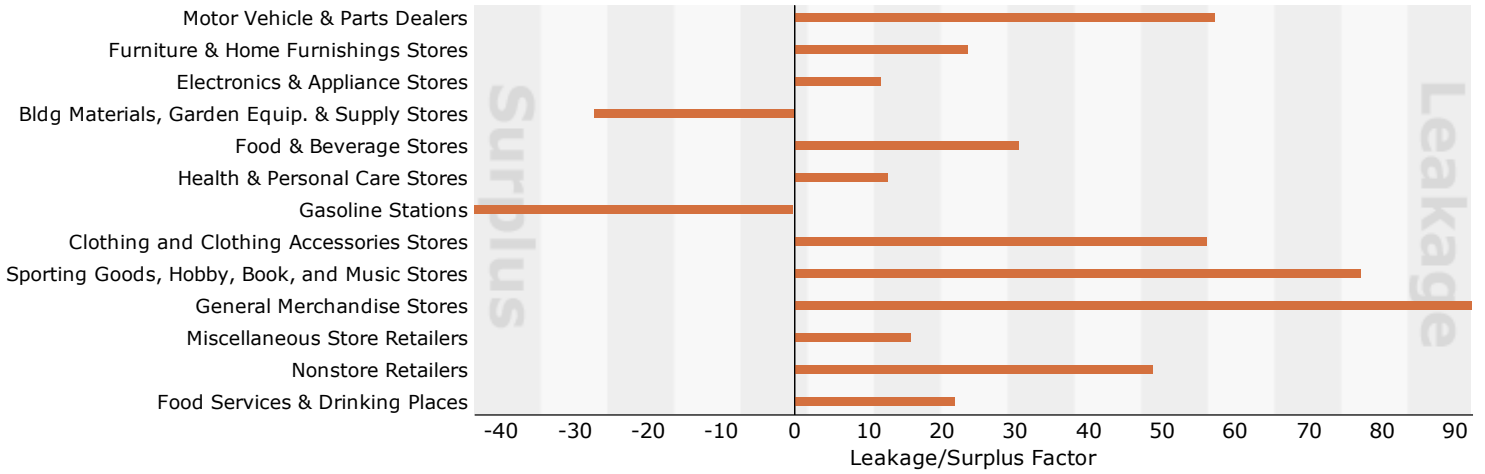


Retail MarketPlace Profile

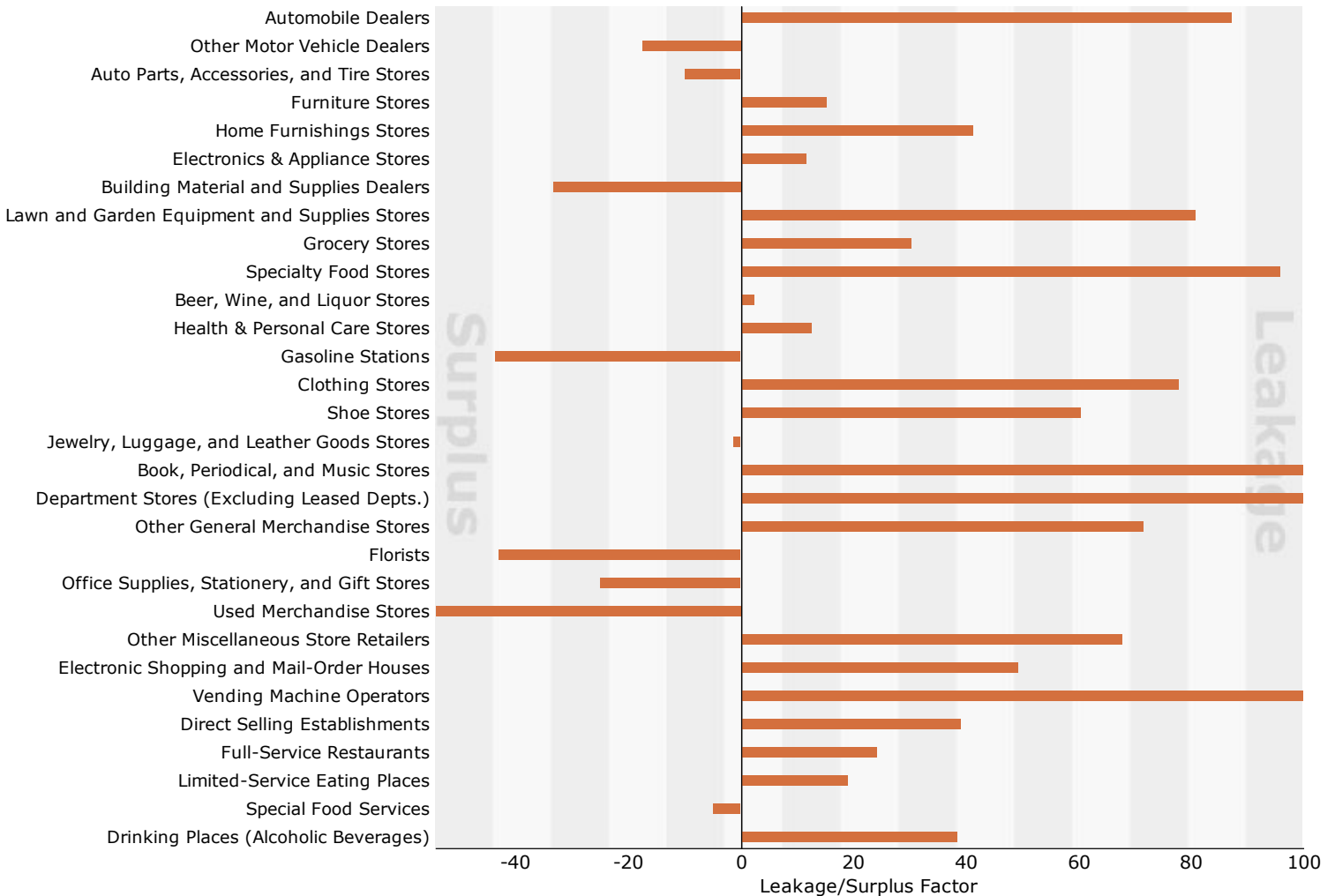
Elgin, Illinois, United States
 Ring: 1 mile radius

Latitude: 42.03725
 Longitude: -88.28119

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Elgin, Illinois, United States
 Ring: 3 mile radius

Latitude: 42.03725
 Longitude: -88.28119

Summary Demographics

2015 Population	101,276
2015 Households	32,767
2015 Median Disposable Income	\$46,341
2015 Per Capita Income	\$23,297

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	\$1,258,548,116	\$1,089,922,029	\$168,626,087	7.2	603
Total Retail Trade	44-45	\$1,130,049,968	\$1,000,369,814	\$129,680,154	6.1	432
Total Food & Drink	722	\$128,498,148	\$89,552,215	\$38,945,933	17.9	172

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$254,087,672	\$481,811,244	-\$227,723,572	-30.9	65
Automobile Dealers	4411	\$213,328,779	\$457,204,117	-\$243,875,338	-36.4	32
Other Motor Vehicle Dealers	4412	\$25,107,615	\$8,048,194	\$17,059,421	51.5	6
Auto Parts, Accessories & Tire Stores	4413	\$15,651,278	\$16,558,933	-\$907,655	-2.8	27
Furniture & Home Furnishings Stores	442	\$33,124,806	\$17,176,481	\$15,948,325	31.7	23
Furniture Stores	4421	\$21,007,271	\$5,729,561	\$15,277,710	57.1	7
Home Furnishings Stores	4422	\$12,117,535	\$11,446,921	\$670,614	2.8	16
Electronics & Appliance Stores	443	\$57,634,299	\$43,818,358	\$13,815,941	13.6	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$54,861,793	\$52,957,040	\$1,904,753	1.8	43
Bldg Material & Supplies Dealers	4441	\$47,790,132	\$51,387,672	-\$3,597,540	-3.6	39
Lawn & Garden Equip & Supply Stores	4442	\$7,071,661	\$1,569,368	\$5,502,293	63.7	4
Food & Beverage Stores	445	\$217,727,116	\$171,435,337	\$46,291,779	11.9	51
Grocery Stores	4451	\$192,904,995	\$157,134,760	\$35,770,235	10.2	33
Specialty Food Stores	4452	\$11,755,580	\$2,652,019	\$9,103,561	63.2	4
Beer, Wine & Liquor Stores	4453	\$13,066,540	\$11,648,558	\$1,417,982	5.7	14
Health & Personal Care Stores	446,4461	\$55,151,051	\$67,465,595	-\$12,314,544	-10.0	34
Gasoline Stations	447,4471	\$77,356,237	\$92,343,087	-\$14,986,850	-8.8	32
Clothing & Clothing Accessories Stores	448	\$63,337,017	\$20,559,258	\$42,777,759	51.0	38
Clothing Stores	4481	\$44,152,246	\$12,691,801	\$31,460,445	55.3	21
Shoe Stores	4482	\$8,577,604	\$2,299,236	\$6,278,368	57.7	4
Jewelry, Luggage & Leather Goods Stores	4483	\$10,607,168	\$5,568,221	\$5,038,947	31.2	14
Sporting Goods, Hobby, Book & Music Stores	451	\$34,170,169	\$8,487,109	\$25,683,060	60.2	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$28,094,356	\$6,932,240	\$21,162,116	60.4	18
Book, Periodical & Music Stores	4512	\$6,075,813	\$1,554,869	\$4,520,944	59.2	5
General Merchandise Stores	452	\$208,946,798	\$13,801,773	\$195,145,025	87.6	13
Department Stores Excluding Leased Depts.	4521	\$159,768,056	\$6,943,219	\$152,824,837	91.7	1
Other General Merchandise Stores	4529	\$49,178,742	\$6,858,554	\$42,320,188	75.5	12
Miscellaneous Store Retailers	453	\$37,536,069	\$25,824,300	\$11,711,769	18.5	57
Florists	4531	\$1,871,639	\$1,862,208	\$9,431	0.3	9
Office Supplies, Stationery & Gift Stores	4532	\$3,666,373	\$6,680,649	-\$3,014,276	-29.1	13
Used Merchandise Stores	4533	\$3,167,262	\$2,867,633	\$299,629	5.0	12
Other Miscellaneous Store Retailers	4539	\$28,830,795	\$14,413,811	\$14,416,984	33.3	23
Nonstore Retailers	454	\$36,116,942	\$4,690,231	\$31,426,711	77.0	10
Electronic Shopping & Mail-Order Houses	4541	\$29,178,918	\$2,336,642	\$26,842,276	85.2	2
Vending Machine Operators	4542	\$1,163,560	\$592,743	\$570,817	32.5	2
Direct Selling Establishments	4543	\$5,774,464	\$1,760,847	\$4,013,617	53.3	6
Food Services & Drinking Places	722	\$128,498,148	\$89,552,215	\$38,945,933	17.9	172
Full-Service Restaurants	7221	\$70,914,599	\$42,735,925	\$28,178,674	24.8	103
Limited-Service Eating Places	7222	\$49,569,552	\$41,655,334	\$7,914,218	8.7	53
Special Food Services	7223	\$2,750,423	\$2,486,872	\$263,551	5.0	7
Drinking Places - Alcoholic Beverages	7224	\$5,263,574	\$2,674,084	\$2,589,490	32.6	9

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.

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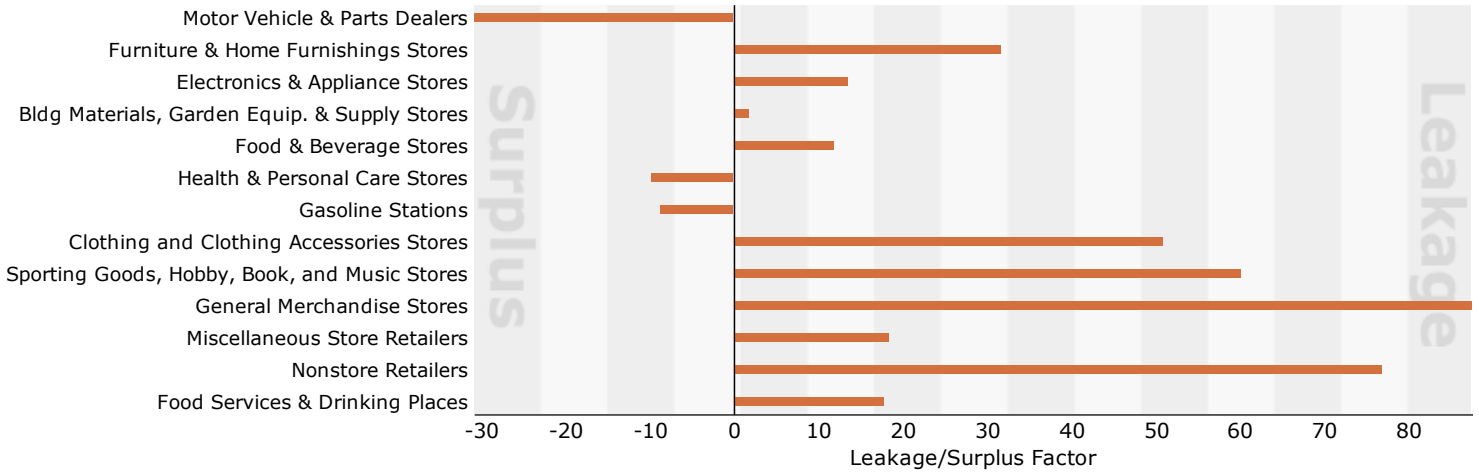


Retail MarketPlace Profile

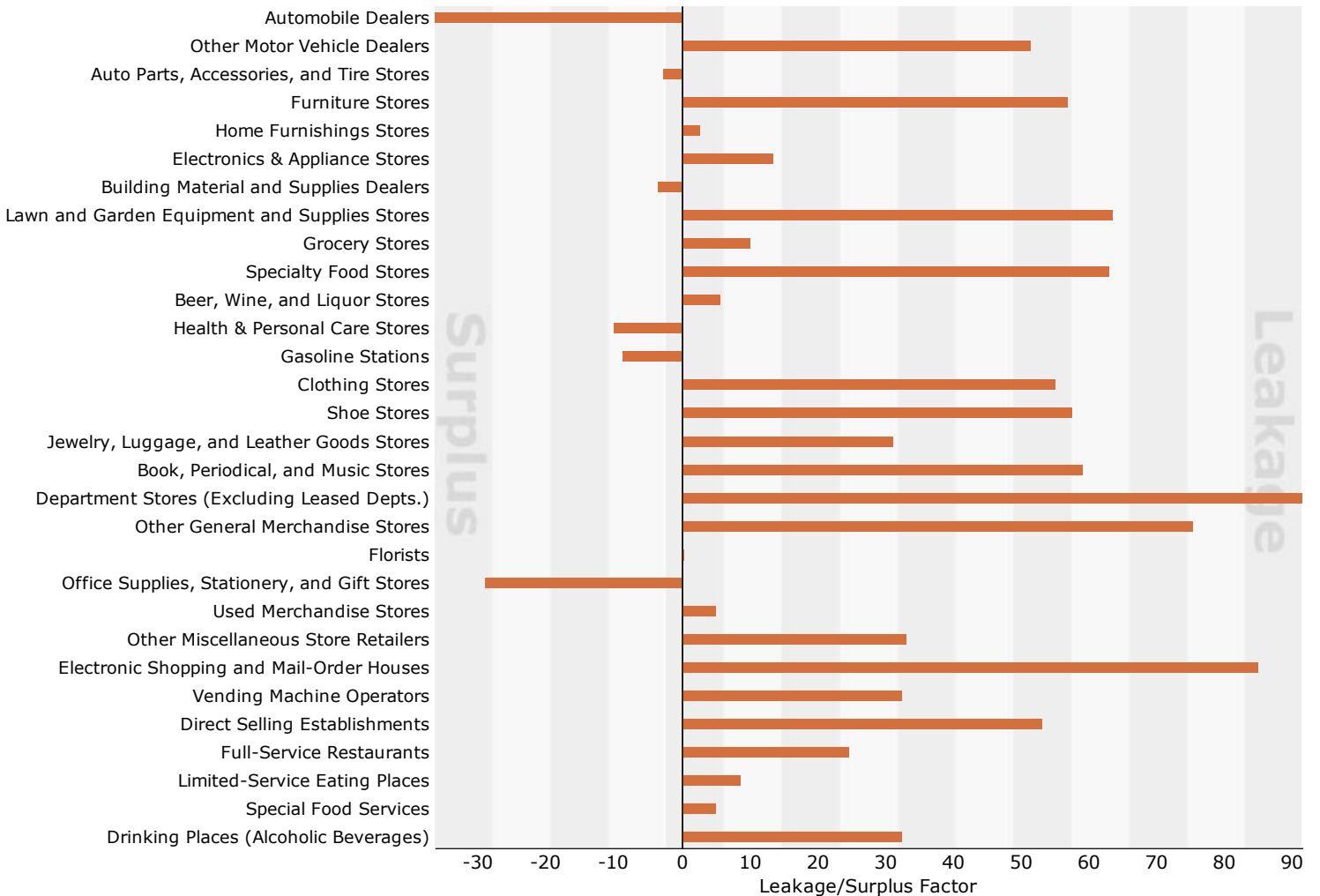
Elgin, Illinois, United States
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Elgin, Illinois, United States
Ring: 5 mile radius

Latitude: 42.03725
Longitude: -88.28119

Summary Demographics

2015 Population	176,134
2015 Households	59,003
2015 Median Disposable Income	\$54,145
2015 Per Capita Income	\$29,329

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	\$2,736,425,486	\$2,367,480,452	\$368,945,034	7.2	1,197
Total Retail Trade	44-45	\$2,457,812,436	\$2,146,845,109	\$310,967,327	6.8	853
Total Food & Drink	722	\$278,613,049	\$220,635,343	\$57,977,706	11.6	344

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$563,063,163	\$628,937,972	-\$65,874,809	-5.5	97
Automobile Dealers	4411	\$472,318,858	\$590,409,047	-\$118,090,189	-11.1	48
Other Motor Vehicle Dealers	4412	\$56,814,081	\$11,882,649	\$44,931,432	65.4	9
Auto Parts, Accessories & Tire Stores	4413	\$33,930,223	\$26,646,276	\$7,283,947	12.0	39
Furniture & Home Furnishings Stores	442	\$73,611,175	\$37,578,717	\$36,032,458	32.4	51
Furniture Stores	4421	\$46,732,847	\$16,587,223	\$30,145,624	47.6	19
Home Furnishings Stores	4422	\$26,878,328	\$20,991,494	\$5,886,834	12.3	32
Electronics & Appliance Stores	443	\$126,220,137	\$86,819,686	\$39,400,451	18.5	79
Bldg Materials, Garden Equip. & Supply Stores	444	\$121,991,448	\$128,966,936	-\$6,975,488	-2.8	71
Bldg Material & Supplies Dealers	4441	\$106,043,749	\$100,893,179	\$5,150,570	2.5	61
Lawn & Garden Equip & Supply Stores	4442	\$15,947,699	\$28,073,757	-\$12,126,058	-27.5	10
Food & Beverage Stores	445	\$463,666,216	\$345,293,208	\$118,373,008	14.6	93
Grocery Stores	4451	\$410,308,618	\$317,255,345	\$93,053,273	12.8	55
Specialty Food Stores	4452	\$24,973,101	\$9,617,937	\$15,355,164	44.4	15
Beer, Wine & Liquor Stores	4453	\$28,384,497	\$18,419,926	\$9,964,571	21.3	23
Health & Personal Care Stores	446,4461	\$119,714,998	\$123,962,530	-\$4,247,532	-1.7	72
Gasoline Stations	447,4471	\$166,452,350	\$130,347,538	\$36,104,812	12.2	48
Clothing & Clothing Accessories Stores	448	\$136,275,281	\$83,284,770	\$52,990,511	24.1	111
Clothing Stores	4481	\$94,671,737	\$53,014,898	\$41,656,839	28.2	66
Shoe Stores	4482	\$17,944,200	\$12,481,359	\$5,462,841	18.0	15
Jewelry, Luggage & Leather Goods Stores	4483	\$23,659,344	\$17,788,513	\$5,870,831	14.2	30
Sporting Goods, Hobby, Book & Music Stores	451	\$74,936,168	\$47,327,488	\$27,608,680	22.6	47
Sporting Goods/Hobby/Musical Instr Stores	4511	\$61,824,478	\$41,070,462	\$20,754,016	20.2	40
Book, Periodical & Music Stores	4512	\$13,111,690	\$6,257,027	\$6,854,663	35.4	7
General Merchandise Stores	452	\$451,093,573	\$423,461,813	\$27,631,760	3.2	37
Department Stores Excluding Leased Depts.	4521	\$345,967,528	\$334,277,810	\$11,689,718	1.7	18
Other General Merchandise Stores	4529	\$105,126,045	\$89,184,003	\$15,942,042	8.2	20
Miscellaneous Store Retailers	453	\$81,724,374	\$98,975,277	-\$17,250,903	-9.5	130
Florists	4531	\$4,295,887	\$2,817,665	\$1,478,222	20.8	16
Office Supplies, Stationery & Gift Stores	4532	\$7,972,037	\$15,896,058	-\$7,924,021	-33.2	31
Used Merchandise Stores	4533	\$6,852,443	\$7,424,557	-\$572,114	-4.0	20
Other Miscellaneous Store Retailers	4539	\$62,604,007	\$72,836,997	-\$10,232,990	-7.6	63
Nonstore Retailers	454	\$79,063,552	\$11,889,174	\$67,174,378	73.9	18
Electronic Shopping & Mail-Order Houses	4541	\$63,734,293	\$8,325,663	\$55,408,630	76.9	5
Vending Machine Operators	4542	\$2,475,874	\$850,524	\$1,625,350	48.9	4
Direct Selling Establishments	4543	\$12,853,385	\$2,712,987	\$10,140,398	65.1	10
Food Services & Drinking Places	722	\$278,613,049	\$220,635,343	\$57,977,706	11.6	344
Full-Service Restaurants	7221	\$153,895,533	\$111,998,102	\$41,897,431	15.8	194
Limited-Service Eating Places	7222	\$107,009,679	\$101,287,871	\$5,721,808	2.7	125
Special Food Services	7223	\$6,164,879	\$2,821,365	\$3,343,514	37.2	9
Drinking Places - Alcoholic Beverages	7224	\$11,542,958	\$4,528,005	\$7,014,953	43.6	16

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.

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February 25, 2016

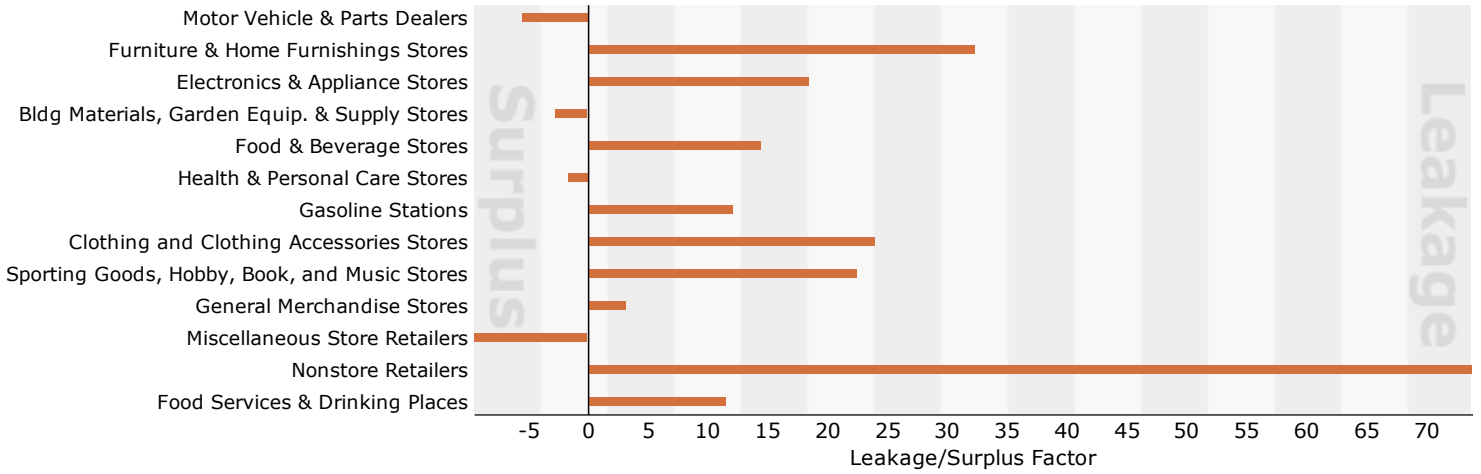


Retail MarketPlace Profile

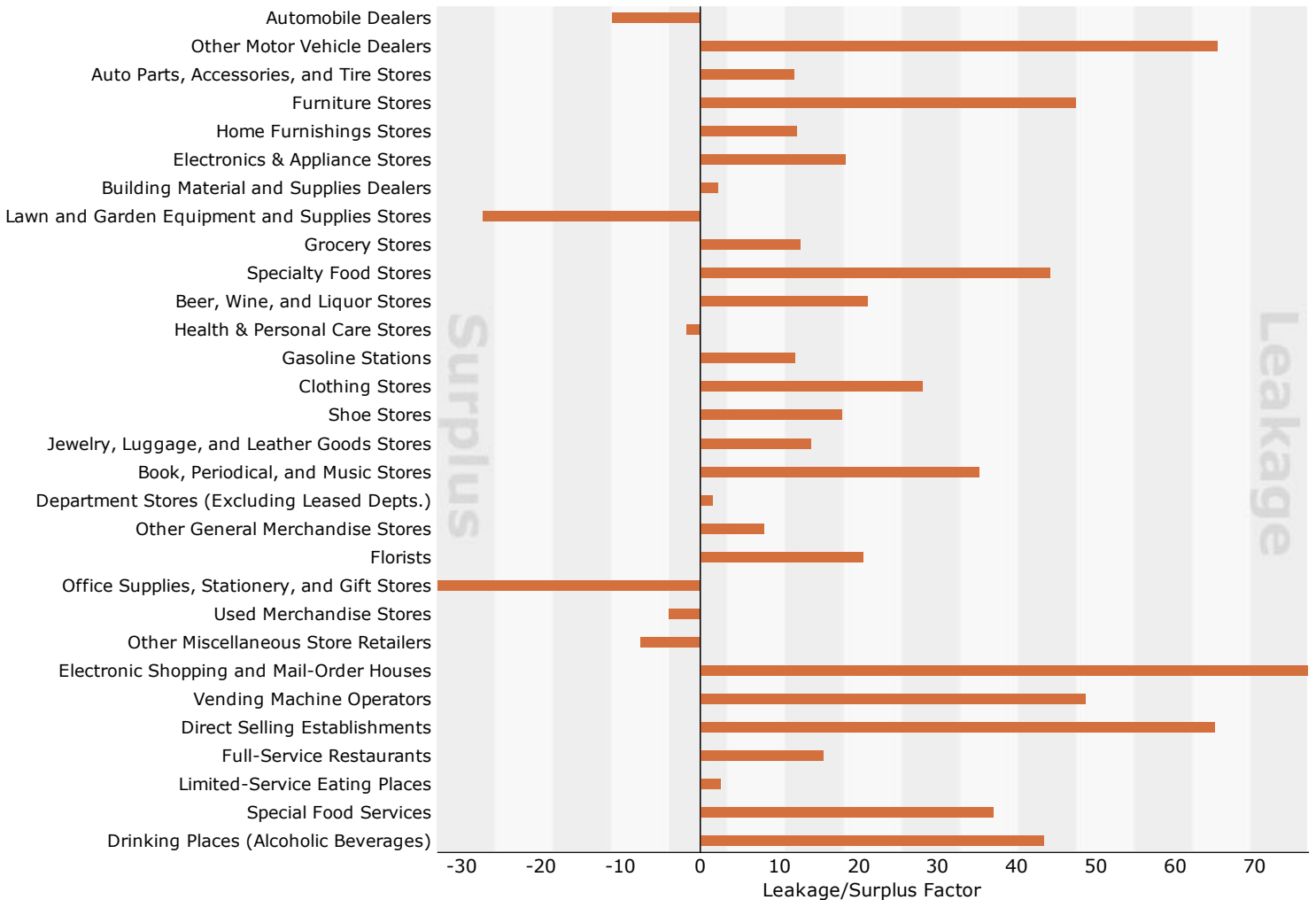
Elgin, Illinois, United States
 Ring: 5 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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