



Marengo, Illinois
Drive Time: 10 Minutes

Summary Demographics

2009 Population	10,915
2009 Households	4,033
2009 Median Disposable Income	\$54,278
2009 Per Capita Income	\$29,951

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$121,462,438	\$67,529,603	\$53,932,835	28.5	63
Total Retail Trade (NAICS 44-45)	\$103,724,043	\$55,098,280	\$48,625,763	30.6	41
Total Food & Drink (NAICS 722)	\$17,738,395	\$12,431,323	\$5,307,072	17.6	22

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$25,545,586	\$7,347,781	\$18,197,805	55.3	4
Automobile Dealers (NAICS 4411)	\$21,832,783	\$6,841,748	\$14,991,035	52.3	2
Other Motor Vehicle Dealers (NAICS 4412)	\$2,003,741	\$0	\$2,003,741	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,709,062	\$506,033	\$1,203,029	54.3	2
Furniture & Home Furnishings Stores (NAICS 442)	\$3,197,133	\$4,990,697	-\$1,793,564	-21.9	2
Furniture Stores (NAICS 4421)	\$1,672,404	\$0	\$1,672,404	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,524,729	\$4,990,697	-\$3,465,968	-53.2	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,435,627	\$646,201	\$1,789,426	58.1	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,345,263	\$1,146,188	\$4,199,075	64.7	8
Building Material and Supplies Dealers (NAICS 4441)	\$4,529,689	\$804,803	\$3,724,886	69.8	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$815,574	\$341,385	\$474,189	41.0	2
Food & Beverage Stores (NAICS 445)	\$22,146,305	\$16,297,050	\$5,849,255	15.2	7
Grocery Stores (NAICS 4451)	\$20,143,445	\$15,380,300	\$4,763,145	13.4	4
Specialty Food Stores (NAICS 4452)	\$1,092,170	\$531,777	\$560,393	34.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$910,690	\$384,973	\$525,717	40.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,341,162	\$1,532,405	\$2,808,757	47.8	2
Gasoline Stations (NAICS 447/4471)	\$15,418,544	\$16,521,442	-\$1,102,898	-3.5	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,017,614	\$179,708	\$2,837,906	88.8	2
Clothing Stores (NAICS 4481)	\$2,065,405	\$0	\$2,065,405	100.0	0
Shoe Stores (NAICS 4482)	\$423,569	\$179,708	\$243,861	40.4	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$528,640	\$0	\$528,640	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,046,942	\$147,693	\$1,899,249	86.5	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$882,633	\$147,693	\$734,940	71.3	3
Book, Periodical, and Music Stores (NAICS 4512)	\$1,164,309	\$0	\$1,164,309	100.0	0

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.

Source: ESRI and infoUSA®



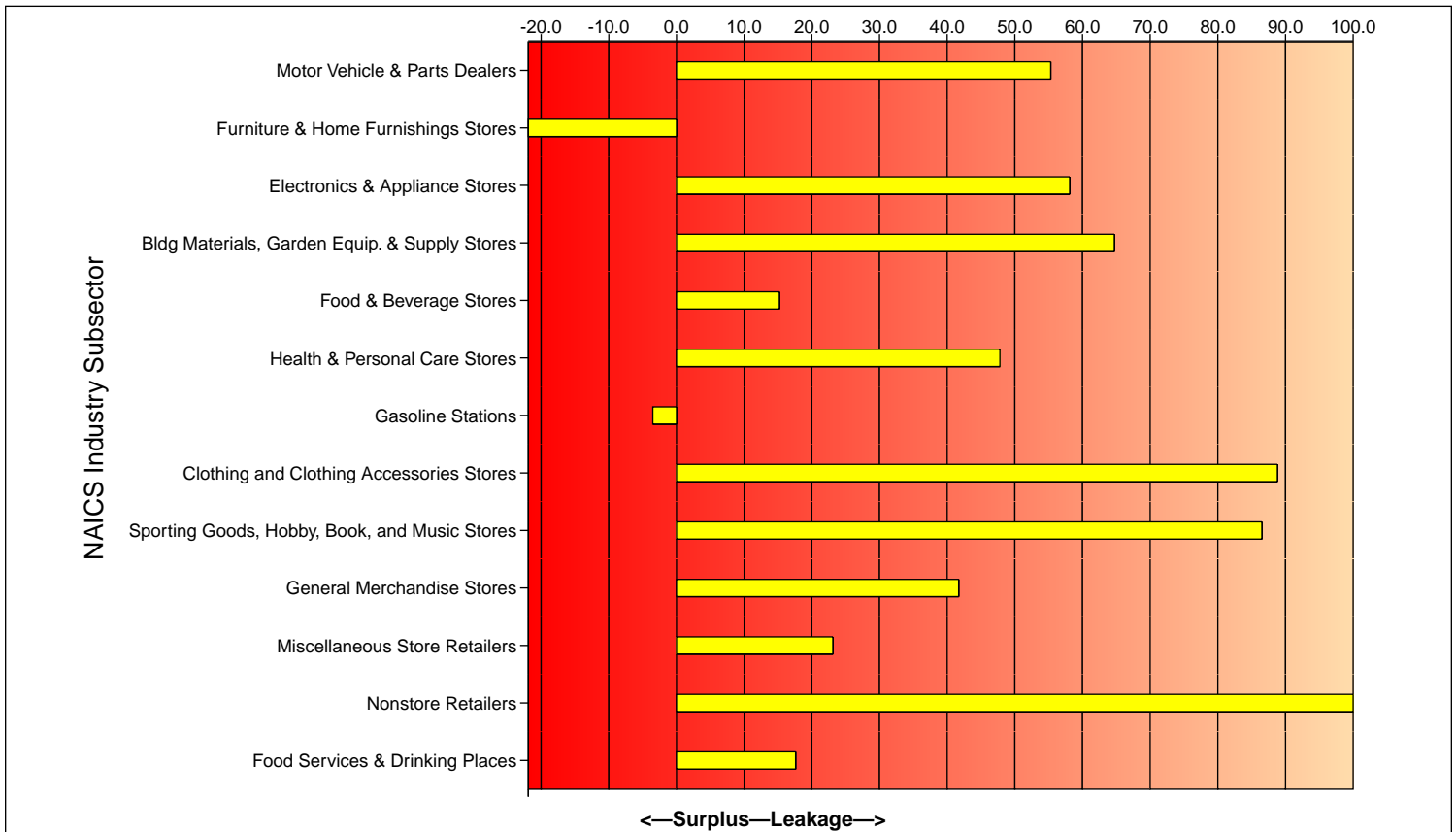
Retail MarketPlace Profile

Marengo, Illinois
Drive Time: 10 Minutes

Latitude: 42.24997
Longitude: -88.60757

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,372,322	\$5,085,906	\$7,286,416	41.7	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,261,230	\$0	\$8,261,230	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$4,111,092	\$5,085,906	\$-974,814	-10.6	1
Miscellaneous Store Retailers (NAICS 453)	\$1,926,379	\$1,203,209	\$723,170	23.1	6
Florists (NAICS 4531)	\$188,960	\$142,868	\$46,092	13.9	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$258,327	\$658,839	\$-400,512	-43.7	1
Used Merchandise Stores (NAICS 4533)	\$294,637	\$74,464	\$220,173	59.7	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,184,455	\$327,038	\$857,417	56.7	1
Nonstore Retailers (NAICS 454)	\$5,931,166	\$0	\$5,931,166	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,824,165	\$0	\$4,824,165	100.0	0
Vending Machine Operators (NAICS 4542)	\$575,730	\$0	\$575,730	100.0	0
Direct Selling Establishments (NAICS 4543)	\$531,271	\$0	\$531,271	100.0	0
Food Services & Drinking Places (NAICS 722)	\$17,738,395	\$12,431,323	\$5,307,072	17.6	22
Full-Service Restaurants (NAICS 7221)	\$7,929,622	\$6,563,884	\$1,365,738	9.4	11
Limited-Service Eating Places (NAICS 7222)	\$8,208,737	\$2,719,741	\$5,488,996	50.2	2
Special Food Services (NAICS 7223)	\$896,026	\$1,928,376	\$-1,032,350	-36.6	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$704,010	\$1,219,322	\$-515,312	-26.8	6

Leakage/Surplus Factor by Industry Subsector



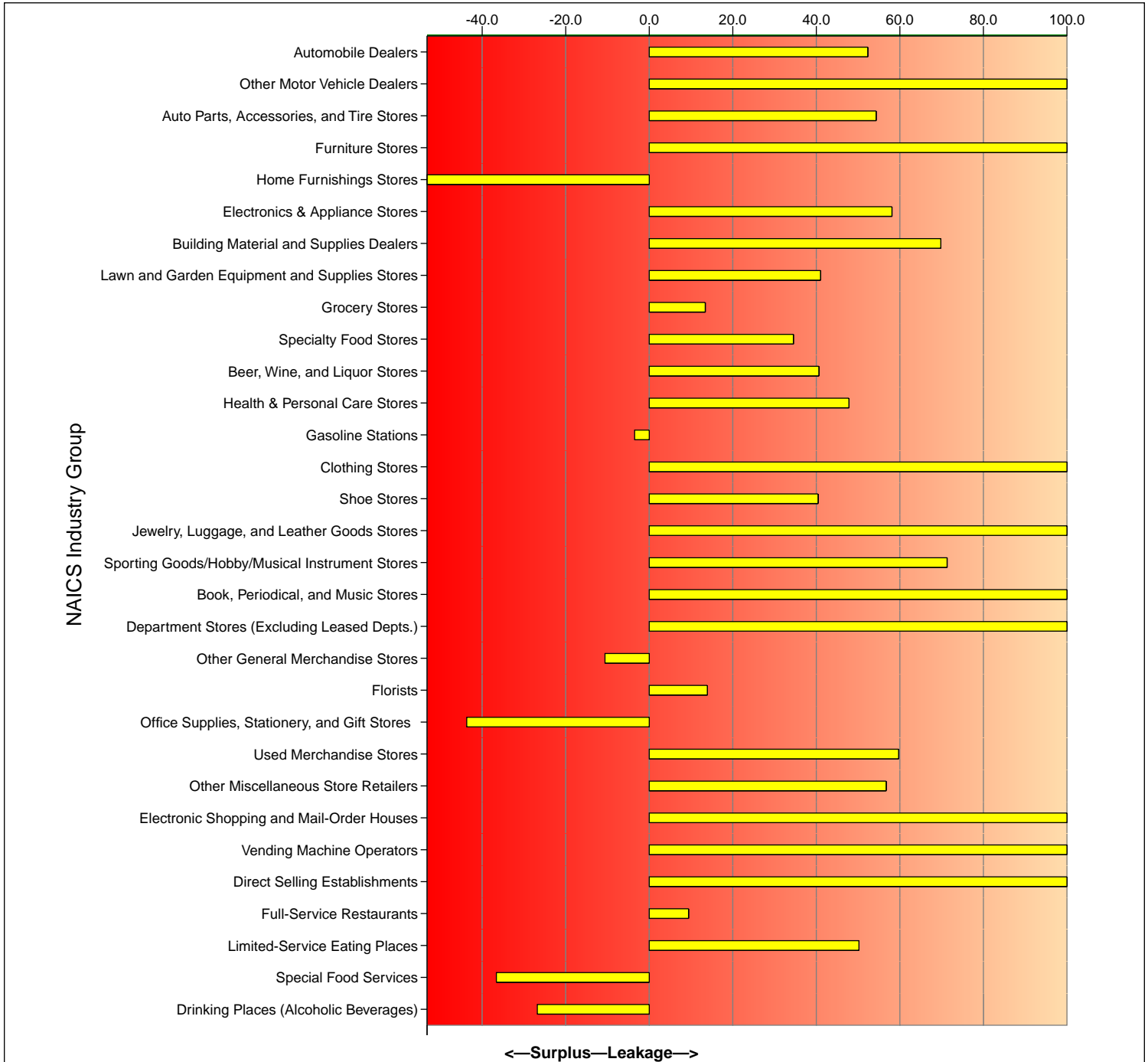
Source: ESRI and infoUSA®



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Leakage/Surplus Factor by Industry Group



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