



Retail MarketPlace Profile

3 Counties
 Marshall County, IL (17123) et al. Putnam County, Stark County
 Geography: County

Prepared by Esri

Summary Demographics

2016 Population	24,218
2016 Households	9,982
2016 Median Disposable Income	\$39,955
2016 Per Capita Income	\$26,953

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	\$373,456,637	\$176,520,324	\$196,936,313	35.8	188
Total Retail Trade	44-45	\$341,223,739	\$155,450,784	\$185,772,955	37.4	122
Total Food & Drink	722	\$32,232,898	\$21,069,540	\$11,163,358	20.9	66

Industry Group

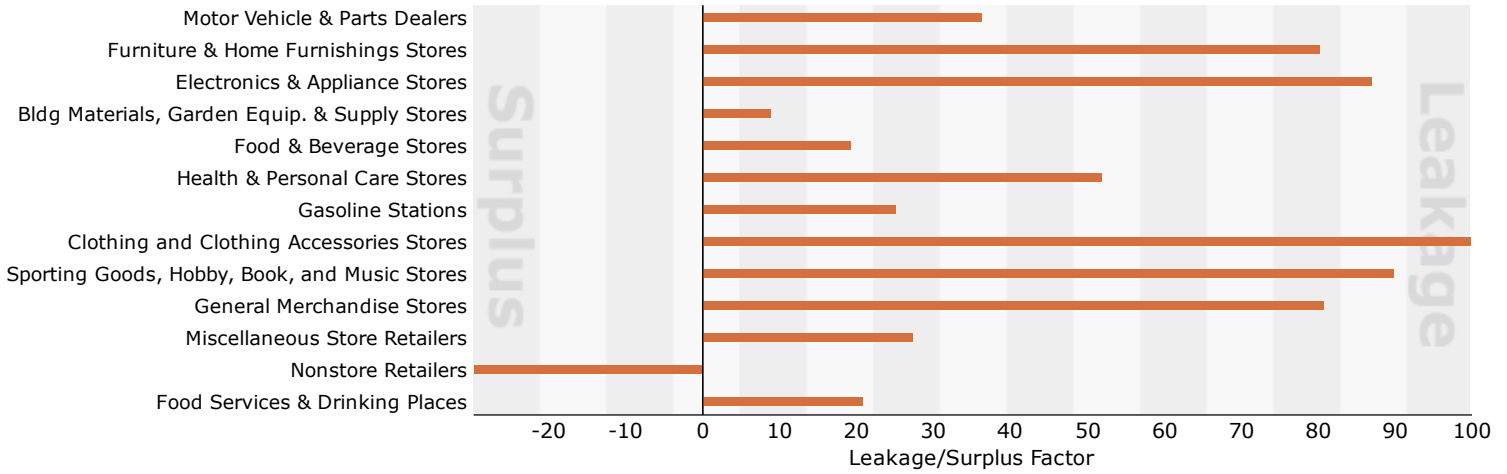
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$80,701,209	\$37,597,969	\$43,103,240	36.4	18
Automobile Dealers	4411	\$68,343,684	\$21,971,698	\$46,371,986	51.3	10
Other Motor Vehicle Dealers	4412	\$7,068,538	\$14,525,708	-\$7,457,170	-34.5	5
Auto Parts, Accessories & Tire Stores	4413	\$5,288,987	\$1,100,563	\$4,188,424	65.6	3
Furniture & Home Furnishings Stores	442	\$8,845,470	\$961,909	\$7,883,561	80.4	3
Furniture Stores	4421	\$5,184,429	\$0	\$5,184,429	100.0	0
Home Furnishings Stores	4422	\$3,661,041	\$961,909	\$2,699,132	58.4	3
Electronics & Appliance Stores	443	\$17,726,932	\$1,213,955	\$16,512,977	87.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,174,458	\$19,353,557	\$3,820,901	9.0	24
Bldg Material & Supplies Dealers	4441	\$20,019,494	\$16,135,342	\$3,884,152	10.7	19
Lawn & Garden Equip & Supply Stores	4442	\$3,154,964	\$3,218,215	-\$63,251	-1.0	5
Food & Beverage Stores	445	\$57,278,190	\$38,682,965	\$18,595,225	19.4	19
Grocery Stores	4451	\$50,119,444	\$38,089,057	\$12,030,387	13.6	17
Specialty Food Stores	4452	\$3,961,901	\$210,332	\$3,751,569	89.9	1
Beer, Wine & Liquor Stores	4453	\$3,196,845	\$383,576	\$2,813,269	78.6	1
Health & Personal Care Stores	446,4461	\$21,698,553	\$6,840,195	\$14,858,358	52.1	7
Gasoline Stations	447,4471	\$23,487,277	\$14,040,203	\$9,447,074	25.2	7
Clothing & Clothing Accessories Stores	448	\$14,049,655	\$0	\$14,049,655	100.0	0
Clothing Stores	4481	\$9,638,743	\$0	\$9,638,743	100.0	0
Shoe Stores	4482	\$1,931,787	\$0	\$1,931,787	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,479,125	\$0	\$2,479,125	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,625,816	\$399,501	\$7,226,315	90.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,174,541	\$399,501	\$5,775,040	87.8	2
Book, Periodical & Music Stores	4512	\$1,451,275	\$0	\$1,451,275	100.0	0
General Merchandise Stores	452	\$59,520,208	\$6,293,610	\$53,226,598	80.9	9
Department Stores Excluding Leased Depts.	4521	\$43,613,850	\$146,966	\$43,466,884	99.3	1
Other General Merchandise Stores	4529	\$15,906,358	\$6,146,644	\$9,759,714	44.3	8
Miscellaneous Store Retailers	453	\$15,672,195	\$8,911,457	\$6,760,738	27.5	27
Florists	4531	\$836,142	\$528,660	\$307,482	22.5	5
Office Supplies, Stationery & Gift Stores	4532	\$1,815,469	\$4,150,082	-\$2,334,613	-39.1	4
Used Merchandise Stores	4533	\$975,616	\$999,840	-\$24,224	-1.2	9
Other Miscellaneous Store Retailers	4539	\$12,044,968	\$3,232,875	\$8,812,093	57.7	9
Nonstore Retailers	454	\$11,443,776	\$21,155,463	-\$9,711,687	-29.8	4
Electronic Shopping & Mail-Order Houses	4541	\$7,696,362	\$18,646,396	-\$10,950,034	-41.6	1
Vending Machine Operators	4542	\$288,667	\$2,509,067	-\$2,220,400	-79.4	3
Direct Selling Establishments	4543	\$3,458,747	\$0	\$3,458,747	100.0	0
Food Services & Drinking Places	722	\$32,232,898	\$21,069,540	\$11,163,358	20.9	66
Special Food Services	7223	\$853,400	\$0	\$853,400	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$975,059	\$1,082,504	-\$107,445	-5.2	11
Restaurants/Other Eating Places	7225	\$30,404,439	\$19,987,036	\$10,417,403	21	55

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/data/esri_data/methodology-statements

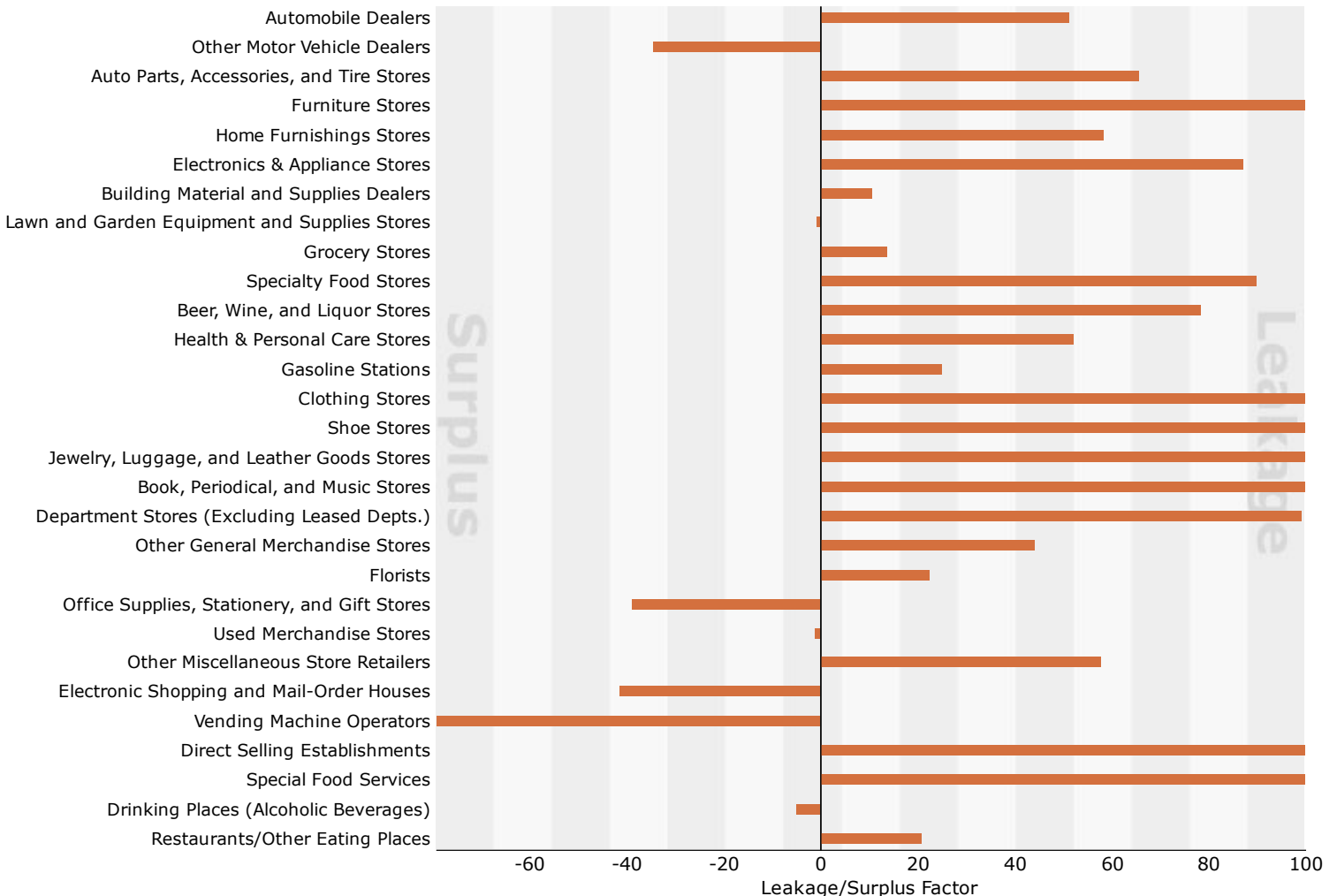
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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