



Retail MarketPlace Profile

600 Main St NW, Bourbonnais, Illinois, 60914
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.15942
 Longitude: -87.88681

Summary Demographics

2017 Population	10,787
2017 Households	3,492
2017 Median Disposable Income	\$43,143
2017 Per Capita Income	\$31,324

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	\$124,657,292	\$214,772,376	-\$90,115,084	-26.5	81
Total Retail Trade	44-45	\$112,154,311	\$188,150,108	-\$75,995,797	-25.3	48
Total Food & Drink	722	\$12,502,981	\$26,622,268	-\$14,119,287	-36.1	33

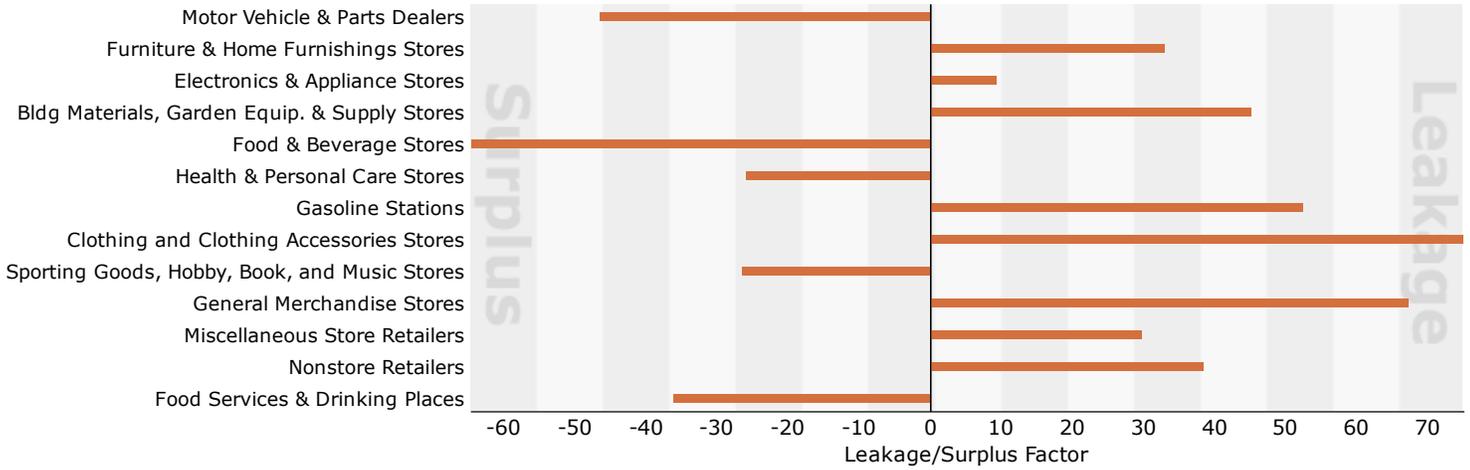
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,293,566	\$63,851,089	-\$40,557,523	-46.5	9
Automobile Dealers	4411	\$19,264,546	\$60,170,903	-\$40,906,357	-51.5	6
Other Motor Vehicle Dealers	4412	\$1,910,974	\$0	\$1,910,974	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,118,045	\$3,680,186	-\$1,562,141	-26.9	3
Furniture & Home Furnishings Stores	442	\$3,697,318	\$1,853,295	\$1,844,023	33.2	3
Furniture Stores	4421	\$2,158,115	\$0	\$2,158,115	100.0	0
Home Furnishings Stores	4422	\$1,539,204	\$1,603,042	-\$63,838	-2.0	3
Electronics & Appliance Stores	443	\$4,278,652	\$3,536,341	\$742,311	9.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,686,526	\$2,879,943	\$4,806,583	45.5	2
Bldg Material & Supplies Dealers	4441	\$6,947,285	\$2,758,819	\$4,188,466	43.2	2
Lawn & Garden Equip & Supply Stores	4442	\$739,241	\$0	\$739,241	100.0	0
Food & Beverage Stores	445	\$18,555,101	\$86,551,583	-\$67,996,482	-64.7	8
Grocery Stores	4451	\$16,284,267	\$84,371,772	-\$68,087,505	-67.6	5
Specialty Food Stores	4452	\$959,124	\$1,473,673	-\$514,549	-21.2	2
Beer, Wine & Liquor Stores	4453	\$1,311,710	\$706,138	\$605,572	30.0	1
Health & Personal Care Stores	446,4461	\$7,430,344	\$12,618,712	-\$5,188,368	-25.9	8
Gasoline Stations	447,4471	\$11,699,369	\$3,637,956	\$8,061,413	52.6	1
Clothing & Clothing Accessories Stores	448	\$6,096,737	\$861,296	\$5,235,441	75.2	2
Clothing Stores	4481	\$4,105,789	\$206,312	\$3,899,477	90.4	1
Shoe Stores	4482	\$868,773	\$0	\$868,773	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,122,175	\$620,551	\$501,624	28.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,941,829	\$5,060,265	-\$2,118,436	-26.5	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,426,964	\$4,182,566	-\$1,755,602	-26.6	3
Book, Periodical & Music Stores	4512	\$514,865	\$877,699	-\$362,834	-26.1	1
General Merchandise Stores	452	\$19,325,992	\$3,744,276	\$15,581,716	67.5	1
Department Stores Excluding Leased Depts.	4521	\$13,779,057	\$0	\$13,779,057	100.0	0
Other General Merchandise Stores	4529	\$5,546,935	\$327,524	\$5,219,411	88.8	1
Miscellaneous Store Retailers	453	\$4,050,861	\$2,181,615	\$1,869,246	30.0	7
Florists	4531	\$271,770	\$0	\$271,770	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$720,383	\$733,400	-\$13,017	-0.9	3
Used Merchandise Stores	4533	\$394,470	\$776,378	-\$381,908	-32.6	1
Other Miscellaneous Store Retailers	4539	\$2,664,237	\$671,838	\$1,992,399	59.7	2
Nonstore Retailers	454	\$3,098,018	\$1,373,737	\$1,724,281	38.6	1
Electronic Shopping & Mail-Order Houses	4541	\$2,421,161	\$0	\$2,421,161	100.0	0
Vending Machine Operators	4542	\$85,716	\$0	\$85,716	100.0	0
Direct Selling Establishments	4543	\$591,141	\$1,373,737	-\$782,596	-39.8	1
Food Services & Drinking Places	722	\$12,502,981	\$26,622,268	-\$14,119,287	-36.1	33
Special Food Services	7223	\$299,189	\$0	\$299,189	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$415,010	\$354,722	\$60,288	7.8	2
Restaurants/Other Eating Places	7225	\$11,788,782	\$26,267,546	-\$14,478,764	-38.0	31

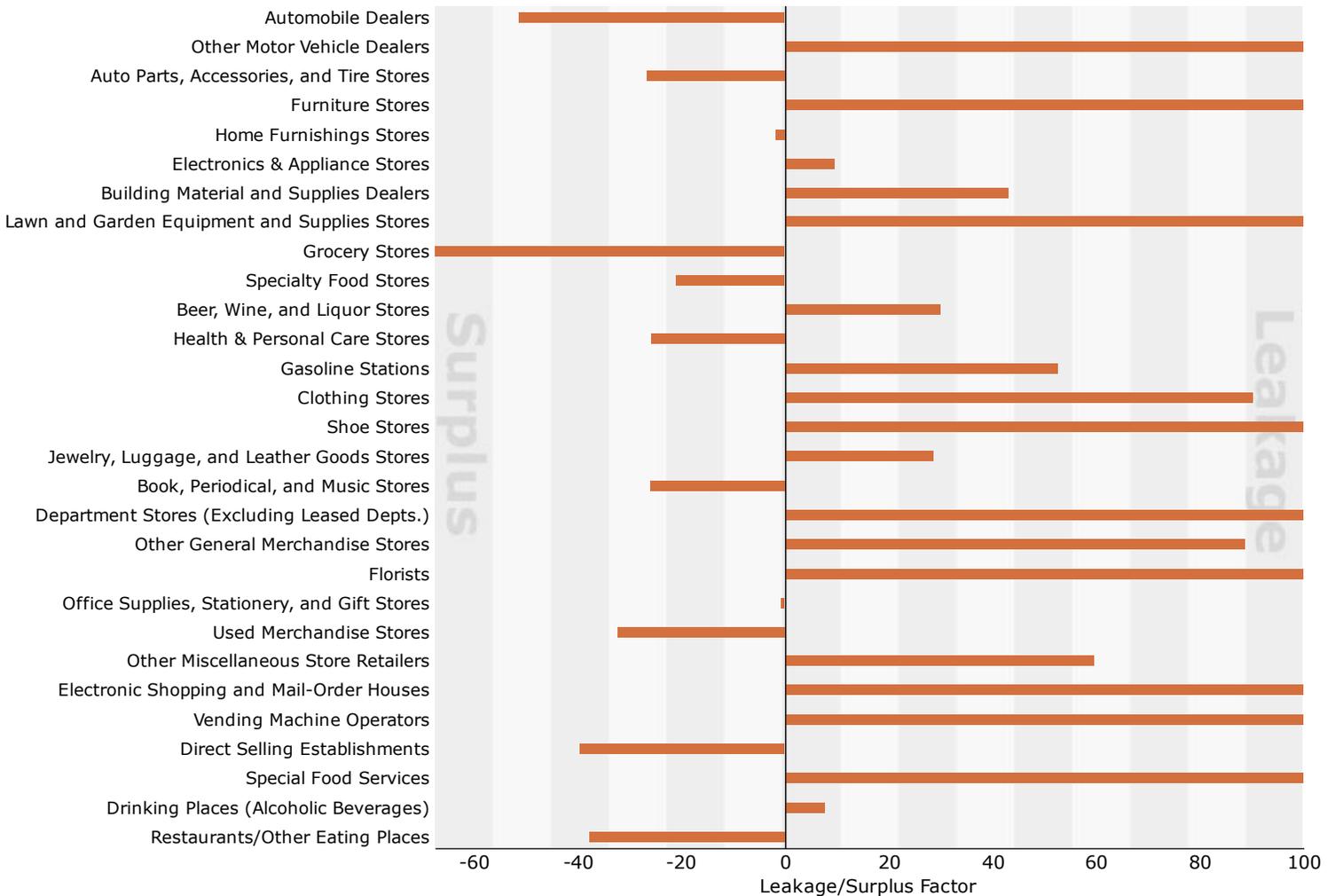
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

600 Main St NW, Bourbonnais, Illinois, 60914
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.15942
 Longitude: -87.88681

Summary Demographics

2017 Population	46,460
2017 Households	17,061
2017 Median Disposable Income	\$41,182
2017 Per Capita Income	\$27,618

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	\$564,602,930	\$1,079,706,098	-\$515,103,168	-31.3	481
Total Retail Trade	44-45	\$508,450,726	\$967,327,055	-\$458,876,329	-31.1	336
Total Food & Drink	722	\$56,152,203	\$112,379,043	-\$56,226,840	-33.4	145

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$106,439,372	\$228,024,106	-\$121,584,734	-36.4	49
Automobile Dealers	4411	\$88,055,865	\$198,075,938	-\$110,020,073	-38.5	26
Other Motor Vehicle Dealers	4412	\$8,847,807	\$5,821,960	\$3,025,847	20.6	3
Auto Parts, Accessories & Tire Stores	4413	\$9,535,700	\$24,126,208	-\$14,590,508	-43.3	20
Furniture & Home Furnishings Stores	442	\$16,769,004	\$37,680,382	-\$20,911,378	-38.4	21
Furniture Stores	4421	\$9,738,969	\$6,790,797	\$2,948,172	17.8	11
Home Furnishings Stores	4422	\$7,030,035	\$30,889,585	-\$23,859,550	-62.9	9
Electronics & Appliance Stores	443	\$19,231,650	\$41,454,073	-\$22,222,423	-36.6	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$35,559,999	\$102,360,605	-\$66,800,606	-48.4	21
Bldg Material & Supplies Dealers	4441	\$32,165,101	\$100,512,496	-\$68,347,395	-51.5	18
Lawn & Garden Equip & Supply Stores	4442	\$3,394,898	\$1,848,108	\$1,546,790	29.5	4
Food & Beverage Stores	445	\$83,572,238	\$199,182,195	-\$115,609,957	-40.9	42
Grocery Stores	4451	\$73,435,937	\$189,067,610	-\$115,631,673	-44.0	26
Specialty Food Stores	4452	\$4,325,156	\$5,159,973	-\$834,817	-8.8	8
Beer, Wine & Liquor Stores	4453	\$5,811,145	\$4,954,613	\$856,532	8.0	8
Health & Personal Care Stores	446,4461	\$33,591,499	\$65,074,412	-\$31,482,913	-31.9	37
Gasoline Stations	447,4471	\$53,241,471	\$33,391,138	\$19,850,333	22.9	11
Clothing & Clothing Accessories Stores	448	\$27,179,958	\$32,570,929	-\$5,390,971	-9.0	36
Clothing Stores	4481	\$18,381,296	\$17,402,176	\$979,120	2.7	19
Shoe Stores	4482	\$3,934,267	\$6,746,281	-\$2,812,014	-26.3	7
Jewelry, Luggage & Leather Goods Stores	4483	\$4,864,395	\$8,422,472	-\$3,558,077	-26.8	10
Sporting Goods, Hobby, Book & Music Stores	451	\$13,279,253	\$32,032,378	-\$18,753,125	-41.4	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,985,897	\$26,706,676	-\$15,720,779	-41.7	20
Book, Periodical & Music Stores	4512	\$2,293,356	\$5,325,702	-\$3,032,346	-39.8	4
General Merchandise Stores	452	\$87,310,940	\$158,976,647	-\$71,665,707	-29.1	18
Department Stores Excluding Leased Depts.	4521	\$62,200,487	\$148,432,714	-\$86,232,227	-40.9	9
Other General Merchandise Stores	4529	\$25,110,453	\$10,543,933	\$14,566,520	40.9	9
Miscellaneous Store Retailers	453	\$18,428,996	\$33,247,955	-\$14,818,959	-28.7	49
Florists	4531	\$1,236,589	\$3,614,543	-\$2,377,954	-49.0	2
Office Supplies, Stationery & Gift Stores	4532	\$3,252,546	\$9,549,142	-\$6,296,596	-49.2	18
Used Merchandise Stores	4533	\$1,774,765	\$8,484,222	-\$6,709,457	-65.4	12
Other Miscellaneous Store Retailers	4539	\$12,165,096	\$11,600,048	\$565,048	2.4	17
Nonstore Retailers	454	\$13,846,346	\$3,332,236	\$10,514,110	61.2	5
Electronic Shopping & Mail-Order Houses	4541	\$10,909,570	\$919,527	\$9,990,043	84.5	2
Vending Machine Operators	4542	\$386,075	\$0	\$386,075	100.0	0
Direct Selling Establishments	4543	\$2,550,701	\$2,412,709	\$137,992	2.8	3
Food Services & Drinking Places	722	\$56,152,203	\$112,379,043	-\$56,226,840	-33.4	145
Special Food Services	7223	\$1,370,725	\$154,749	\$1,215,976	79.7	1
Drinking Places - Alcoholic Beverages	7224	\$1,846,095	\$3,381,622	-\$1,535,527	-29.4	16
Restaurants/Other Eating Places	7225	\$52,935,383	\$108,842,672	-\$55,907,289	-34.6	128

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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

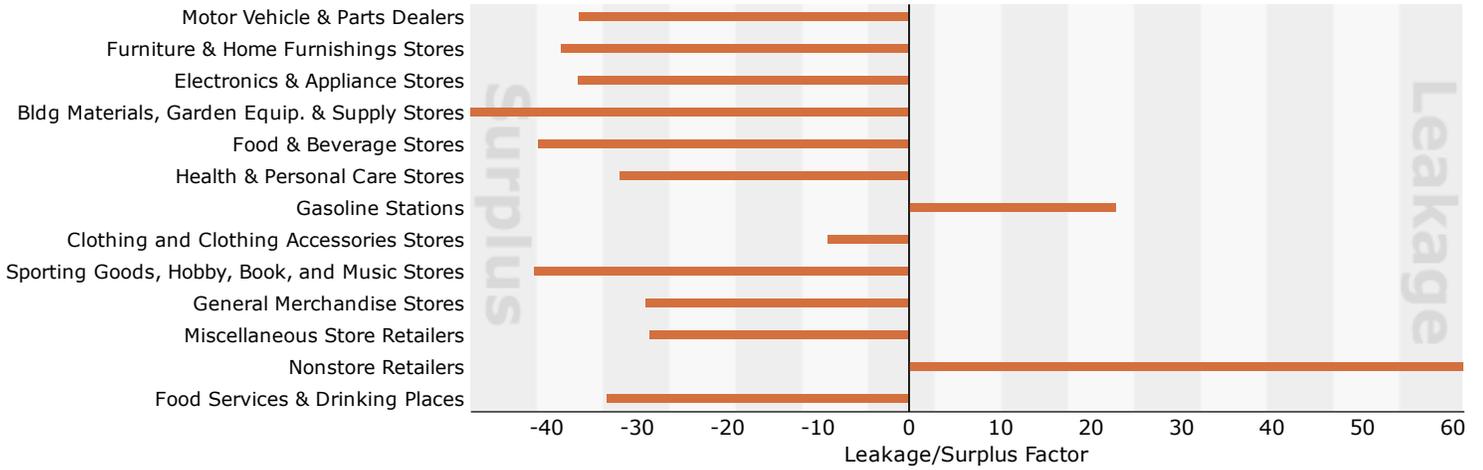


Retail MarketPlace Profile

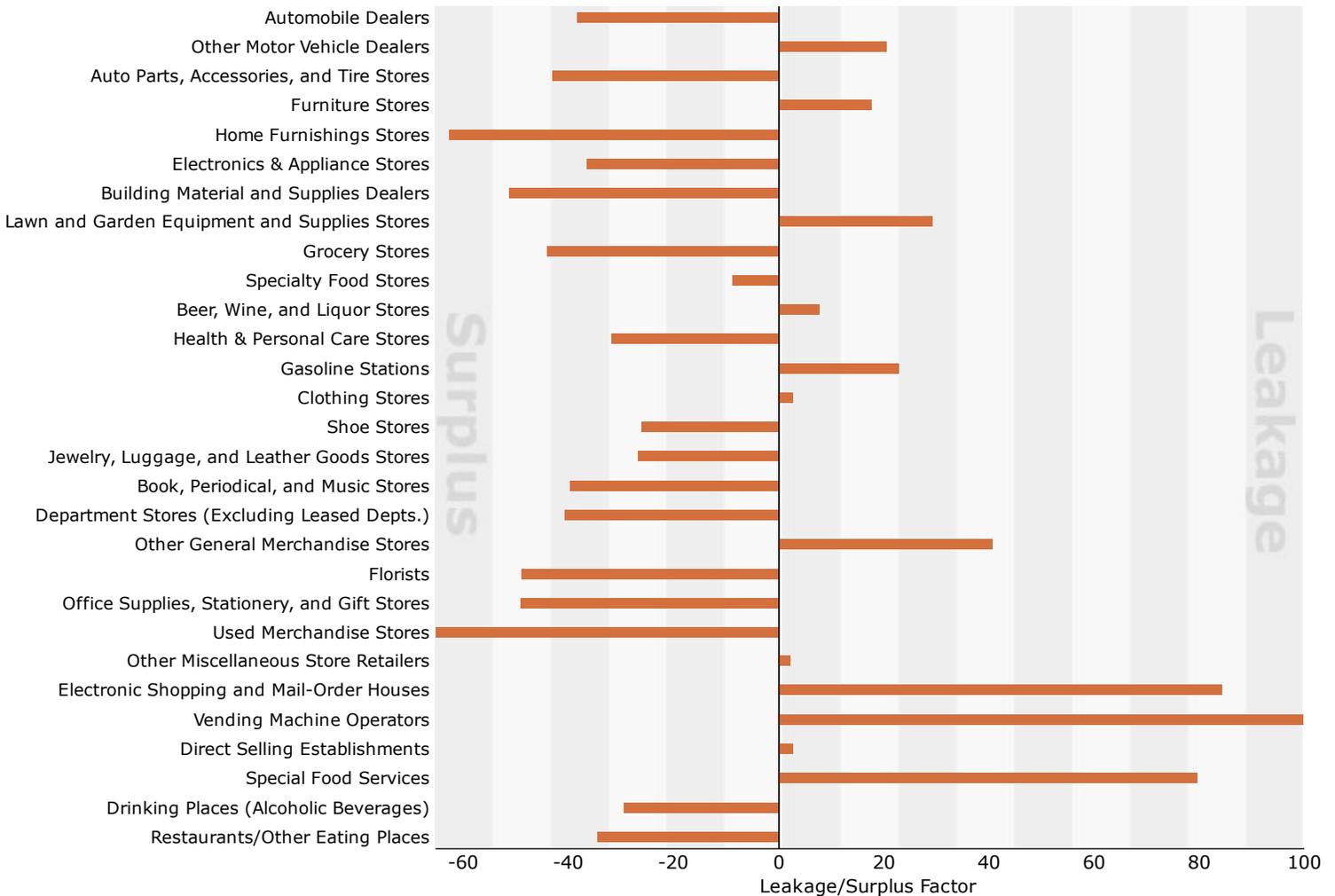
600 Main St NW, Bourbonnais, Illinois, 60914
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.15942
 Longitude: -87.88681

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

600 Main St NW, Bourbonnais, Illinois, 60914
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.15942
 Longitude: -87.88681

Summary Demographics

2017 Population	70,666
2017 Households	25,334
2017 Median Disposable Income	\$38,446
2017 Per Capita Income	\$25,110

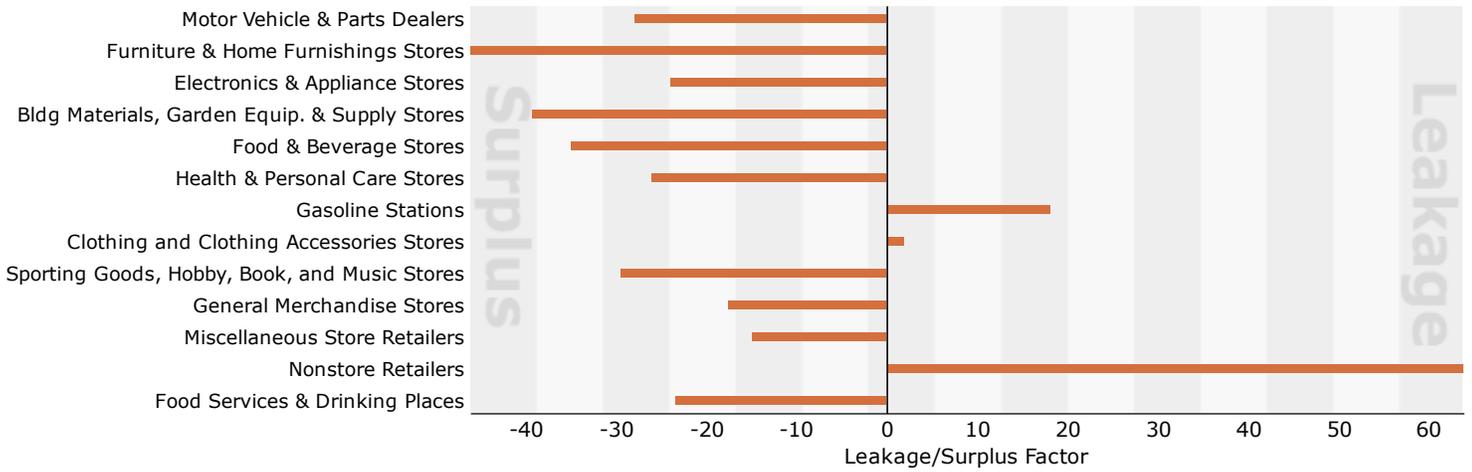
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$788,025,701	\$1,270,434,444	-\$482,408,743	-23.4	592
Total Retail Trade	44-45	\$710,045,532	\$1,144,516,998	-\$434,471,466	-23.4	416
Total Food & Drink	722	\$77,980,168	\$125,917,446	-\$47,937,278	-23.5	176

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$148,859,379	\$264,688,294	-\$115,828,915	-28.0	64
Automobile Dealers	4411	\$123,201,131	\$229,621,095	-\$106,419,964	-30.2	36
Other Motor Vehicle Dealers	4412	\$12,357,853	\$5,821,960	\$6,535,893	36.0	3
Auto Parts, Accessories & Tire Stores	4413	\$13,300,395	\$29,245,239	-\$15,944,844	-37.5	24
Furniture & Home Furnishings Stores	442	\$23,305,259	\$63,306,654	-\$40,001,395	-46.2	26
Furniture Stores	4421	\$13,569,744	\$7,396,441	\$6,173,303	29.4	14
Home Furnishings Stores	4422	\$9,735,515	\$55,910,213	-\$46,174,698	-70.3	12
Electronics & Appliance Stores	443	\$26,733,224	\$43,710,104	-\$16,976,880	-24.1	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,312,408	\$113,394,663	-\$64,082,255	-39.4	27
Bldg Material & Supplies Dealers	4441	\$44,568,412	\$111,098,846	-\$66,530,434	-42.7	23
Lawn & Garden Equip & Supply Stores	4442	\$4,743,995	\$2,295,817	\$2,448,178	34.8	4
Food & Beverage Stores	445	\$117,007,772	\$243,662,931	-\$126,655,159	-35.1	62
Grocery Stores	4451	\$102,879,574	\$226,988,812	-\$124,109,238	-37.6	39
Specialty Food Stores	4452	\$6,061,486	\$8,247,551	-\$2,186,065	-15.3	11
Beer, Wine & Liquor Stores	4453	\$8,066,712	\$8,426,568	-\$359,856	-2.2	11
Health & Personal Care Stores	446,4461	\$47,027,100	\$80,428,487	-\$33,401,387	-26.2	42
Gasoline Stations	447,4471	\$74,692,558	\$51,672,107	\$23,020,451	18.2	17
Clothing & Clothing Accessories Stores	448	\$37,684,871	\$36,261,600	\$1,423,271	1.9	41
Clothing Stores	4481	\$25,540,296	\$19,398,753	\$6,141,543	13.7	22
Shoe Stores	4482	\$5,467,109	\$7,034,951	-\$1,567,842	-12.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$6,677,465	\$9,827,896	-\$3,150,431	-19.1	12
Sporting Goods, Hobby, Book & Music Stores	451	\$18,471,055	\$33,942,007	-\$15,470,952	-29.5	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,271,466	\$28,004,978	-\$12,733,512	-29.4	23
Book, Periodical & Music Stores	4512	\$3,199,590	\$5,937,029	-\$2,737,439	-30.0	5
General Merchandise Stores	452	\$121,858,797	\$174,273,741	-\$52,414,944	-17.7	22
Department Stores Excluding Leased Depts.	4521	\$86,686,638	\$161,518,385	-\$74,831,747	-30.1	10
Other General Merchandise Stores	4529	\$35,172,159	\$12,755,357	\$22,416,802	46.8	12
Miscellaneous Store Retailers	453	\$25,808,981	\$34,926,425	-\$9,117,444	-15.0	55
Florists	4531	\$1,707,549	\$4,510,971	-\$2,803,422	-45.1	5
Office Supplies, Stationery & Gift Stores	4532	\$4,519,444	\$9,692,513	-\$5,173,069	-36.4	19
Used Merchandise Stores	4533	\$2,474,673	\$8,578,431	-\$6,103,758	-55.2	13
Other Miscellaneous Store Retailers	4539	\$17,107,315	\$12,144,510	\$4,962,805	17.0	18
Nonstore Retailers	454	\$19,284,129	\$4,249,985	\$15,034,144	63.9	7
Electronic Shopping & Mail-Order Houses	4541	\$15,183,731	\$919,527	\$14,264,204	88.6	2
Vending Machine Operators	4542	\$539,855	\$0	\$539,855	100.0	0
Direct Selling Establishments	4543	\$3,560,544	\$3,330,458	\$230,086	3.3	5
Food Services & Drinking Places	722	\$77,980,168	\$125,917,446	-\$47,937,278	-23.5	176
Special Food Services	7223	\$1,905,685	\$226,795	\$1,678,890	78.7	2
Drinking Places - Alcoholic Beverages	7224	\$2,565,700	\$4,869,117	-\$2,303,417	-31.0	25
Restaurants/Other Eating Places	7225	\$73,508,783	\$120,821,534	-\$47,312,751	-24.3	149

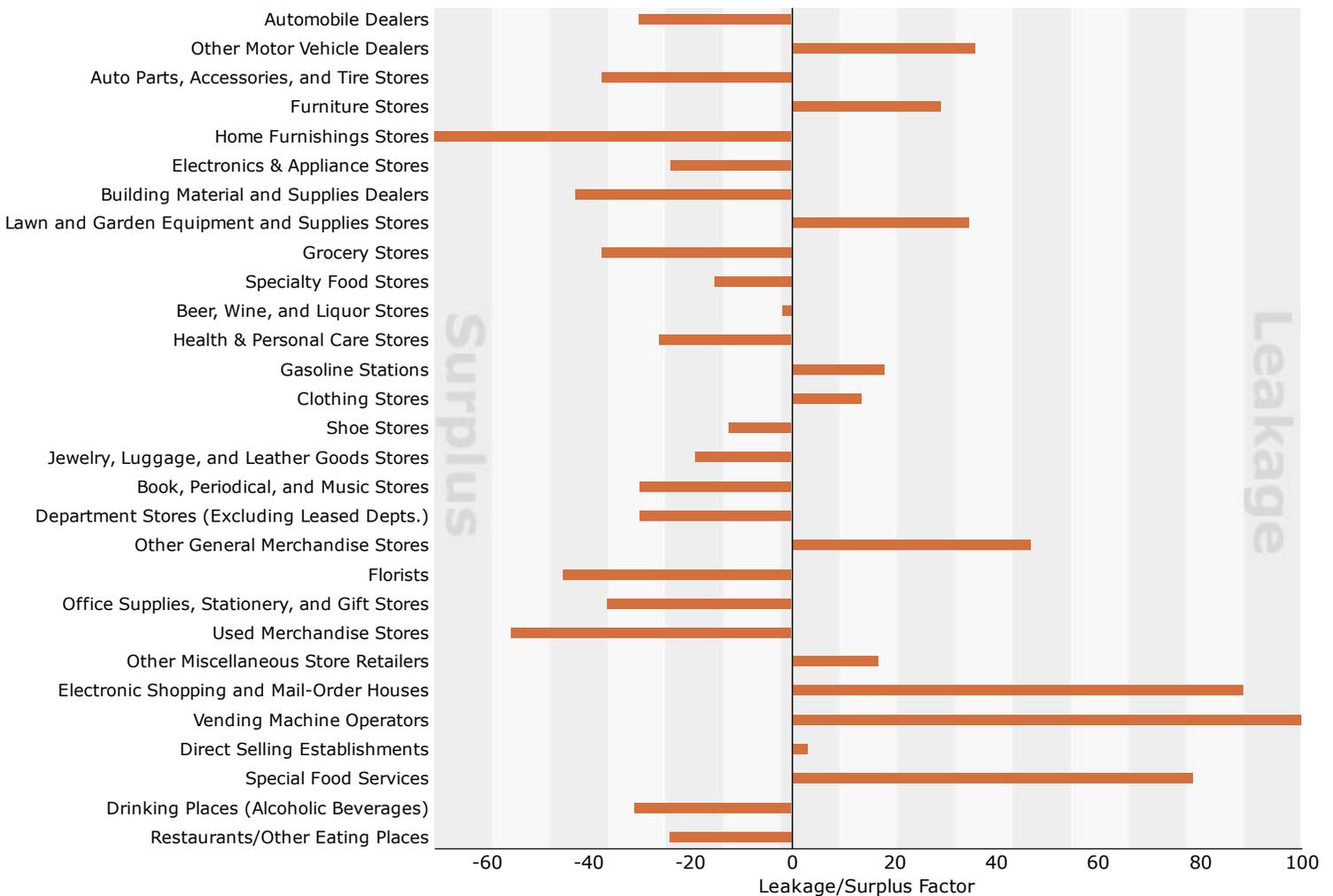
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.