



Retail MarketPlace Profile

Sangamon County, IL
 Sangamon County (17167)
 Geography: County

Summary Demographics

2013 Population	199,077
2013 Households	83,972
2013 Median Disposable Income	\$39,997
2013 Per Capita Income	\$28,468

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	\$2,226,886,323	\$2,358,109,318	-\$131,222,995	-2.9	1,586
Total Retail Trade	44-45	\$2,009,656,754	\$2,047,832,404	-\$38,175,650	-0.9	1,251
Total Food & Drink	722	\$217,229,569	\$310,276,914	-\$93,047,345	-17.6	335

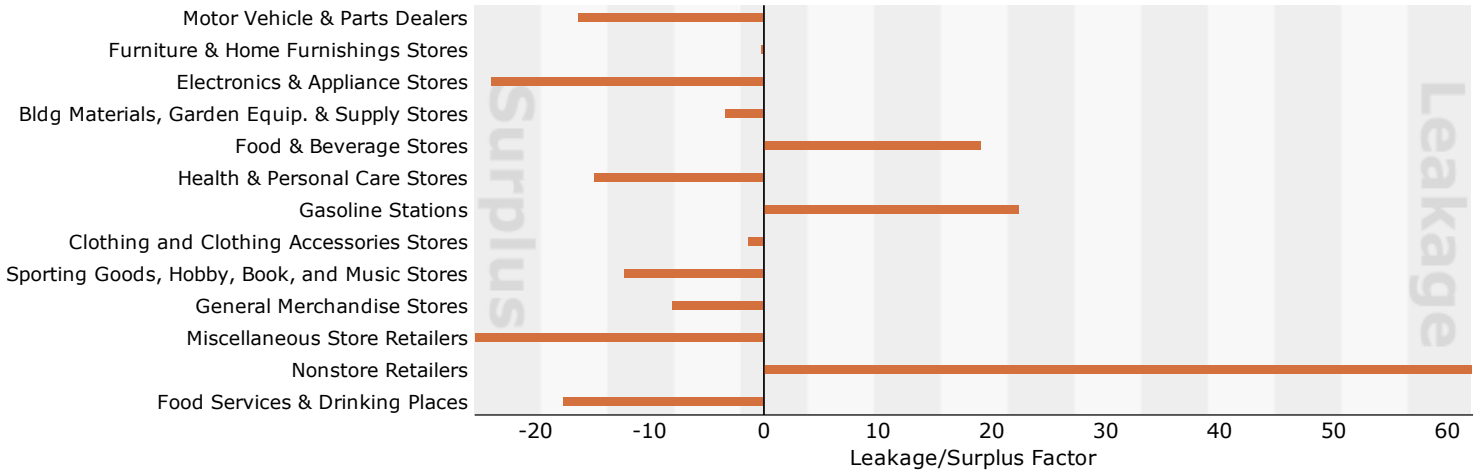
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$379,195,756	\$527,138,823	-\$147,943,067	-16.3	110
Automobile Dealers	4411	\$327,479,824	\$482,467,126	-\$154,987,302	-19.1	58
Other Motor Vehicle Dealers	4412	\$22,360,071	\$21,228,341	\$1,131,730	3	17
Auto Parts, Accessories & Tire Stores	4413	\$29,355,861	\$23,443,356	\$5,912,505	11.2	35
Furniture & Home Furnishings Stores	442	\$42,562,816	\$42,762,589	-\$199,773	-0.2	65
Furniture Stores	4421	\$25,300,238	\$15,951,087	\$9,349,151	22.7	23
Home Furnishings Stores	4422	\$17,262,578	\$26,811,502	-\$9,548,924	-21.7	42
Electronics & Appliance Stores	443	\$54,107,578	\$88,042,587	-\$33,935,009	-23.9	63
Bldg Materials, Garden Equip. & Supply Stores	444	\$69,257,082	\$74,062,325	-\$4,805,243	-3.4	56
Bldg Material & Supplies Dealers	4441	\$57,395,095	\$68,788,649	-\$11,393,554	-9.0	47
Lawn & Garden Equip & Supply Stores	4442	\$11,861,987	\$5,273,676	\$6,588,311	38.4	9
Food & Beverage Stores	445	\$323,978,267	\$220,085,977	\$103,892,290	19.1	129
Grocery Stores	4451	\$288,764,088	\$195,366,509	\$93,397,579	19.3	70
Specialty Food Stores	4452	\$9,666,170	\$6,539,319	\$3,126,851	19.3	43
Beer, Wine & Liquor Stores	4453	\$25,548,009	\$18,180,149	\$7,367,860	16.8	16
Health & Personal Care Stores	446,4461	\$173,031,222	\$233,786,889	-\$60,755,667	-14.9	81
Gasoline Stations	447,4471	\$210,380,453	\$132,961,834	\$77,418,619	22.5	34
Clothing & Clothing Accessories Stores	448	\$123,222,201	\$126,490,164	-\$3,267,963	-1.3	150
Clothing Stores	4481	\$88,698,370	\$97,266,121	-\$8,567,751	-4.6	106
Shoe Stores	4482	\$18,441,275	\$16,869,498	\$1,571,777	4.5	15
Jewelry, Luggage & Leather Goods Stores	4483	\$16,082,556	\$12,354,545	\$3,728,011	13.1	29
Sporting Goods, Hobby, Book & Music Stores	451	\$51,563,554	\$65,923,587	-\$14,360,033	-12.2	145
Sporting Goods/Hobby/Musical Instr Stores	4511	\$39,839,349	\$50,660,950	-\$10,821,601	-12.0	112
Book, Periodical & Music Stores	4512	\$11,724,205	\$15,262,637	-\$3,538,432	-13.1	33
General Merchandise Stores	452	\$357,621,409	\$420,790,908	-\$63,169,499	-8.1	40
Department Stores Excluding Leased Depts.	4521	\$135,484,694	\$164,976,743	-\$29,492,049	-9.8	23
Other General Merchandise Stores	4529	\$222,136,715	\$255,814,165	-\$33,677,450	-7.0	17
Miscellaneous Store Retailers	453	\$43,893,001	\$73,767,909	-\$29,874,908	-25.4	299
Florists	4531	\$2,565,702	\$4,064,184	-\$1,498,482	-22.6	23
Office Supplies, Stationery & Gift Stores	4532	\$7,208,444	\$13,619,324	-\$6,410,880	-30.8	86
Used Merchandise Stores	4533	\$4,081,238	\$5,941,637	-\$1,860,399	-18.6	44
Other Miscellaneous Store Retailers	4539	\$30,037,617	\$50,142,764	-\$20,105,147	-25.1	146
Nonstore Retailers	454	\$180,843,415	\$42,018,812	\$138,824,603	62.3	79
Electronic Shopping & Mail-Order Houses	4541	\$157,775,961	\$18,064,411	\$139,711,550	79.5	8
Vending Machine Operators	4542	\$5,553,400	\$6,743,939	-\$1,190,539	-9.7	25
Direct Selling Establishments	4543	\$17,514,054	\$17,210,462	\$303,592	0.9	46
Food Services & Drinking Places	722	\$217,229,569	\$310,276,914	-\$93,047,345	-17.6	335
Full-Service Restaurants	7221	\$96,239,134	\$158,094,118	-\$61,854,984	-24.3	105
Limited-Service Eating Places	7222	\$100,001,136	\$116,851,303	-\$16,850,167	-7.8	115
Special Food Services	7223	\$9,907,974	\$7,692,402	\$2,215,572	12.6	14
Drinking Places - Alcoholic Beverages	7224	\$11,081,325	\$27,639,091	-\$16,557,766	-42.8	101

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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

