



# Retail Marketplace Profile Report

Mount Zion village, IL (1751206)

Geography: Place

## Summary Demographics

2018 Population	5,871
2018 Households	2,246
2018 Median Disposable Income	\$53,320
2018 Per Capita Income	\$35,100

## 2017 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	\$94,767,873	\$65,898,811	\$28,869,062	18.0	37
Total Retail Trade	44-45	\$85,409,161	\$62,961,750	\$22,447,411	15.1	29
Total Food & Drink	722	\$9,358,712	\$2,937,061	\$6,421,651	52.2	8

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,086,998	\$6,167,445	\$11,919,553	49.1	6
Automobile Dealers	4411	\$14,938,845	\$2,078,670	\$12,860,175	75.6	3
Other Motor Vehicle Dealers	4412	\$1,549,485	\$2,969,391	-\$1,419,906	-31.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,598,668	\$1,119,384	\$479,284	17.6	2
Furniture & Home Furnishings Stores	442	\$2,823,806	\$160,847	\$2,662,959	89.2	1
Furniture Stores	4421	\$1,615,145	\$0	\$1,615,145	100.0	0
Home Furnishings Stores	4422	\$1,208,661	\$160,847	\$1,047,814	76.5	1
Electronics & Appliance Stores	443	\$3,227,215	\$3,658,067	-\$430,852	-6.3	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,268,710	\$37,300,988	-\$31,032,278	-71.2	5
Bldg Material & Supplies Dealers	4441	\$5,680,194	\$37,300,988	-\$31,620,794	-73.6	5
Lawn & Garden Equip & Supply Stores	4442	\$588,516	\$0	\$588,516	100.0	0
Food & Beverage Stores	445	\$13,802,193	\$4,306,473	\$9,495,720	52.4	3
Grocery Stores	4451	\$12,128,559	\$3,268,752	\$8,859,807	57.5	1
Specialty Food Stores	4452	\$713,132	\$1,037,721	-\$324,589	-18.5	2
Beer, Wine & Liquor Stores	4453	\$960,502	\$0	\$960,502	100.0	0
Health & Personal Care Stores	446,4461	\$5,616,223	\$4,099,530	\$1,516,693	15.6	1
Gasoline Stations	447,4471	\$8,884,505	\$4,017,538	\$4,866,967	37.7	1
Clothing & Clothing Accessories Stores	448	\$4,504,219	\$358,521	\$4,145,698	85.3	2
Clothing Stores	4481	\$3,045,126	\$358,521	\$2,686,605	78.9	2
Shoe Stores	4482	\$655,422	\$0	\$655,422	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$803,671	\$0	\$803,671	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,230,117	\$722,882	\$1,507,235	51.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,854,914	\$722,882	\$1,132,032	43.9	1
Book, Periodical & Music Stores	4512	\$375,203	\$0	\$375,203	100.0	0
General Merchandise Stores	452	\$14,539,147	\$1,137,746	\$13,401,401	85.5	2
Department Stores Excluding Leased Depts.	4521	\$10,370,465	\$0	\$10,370,465	100.0	0
Other General Merchandise Stores	4529	\$4,168,682	\$1,137,746	\$3,030,936	57.1	2
Miscellaneous Store Retailers	453	\$3,104,577	\$1,031,713	\$2,072,864	50.1	4
Florists	4531	\$212,416	\$624,809	-\$412,393	-49.3	2
Office Supplies, Stationery & Gift Stores	4532	\$545,359	\$0	\$545,359	100.0	0
Used Merchandise Stores	4533	\$293,054	\$69,923	\$223,131	61.5	1
Other Miscellaneous Store Retailers	4539	\$2,053,748	\$336,981	\$1,716,767	71.8	1
Nonstore Retailers	454	\$2,321,451	\$0	\$2,321,451	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,830,828	\$0	\$1,830,828	100.0	0
Vending Machine Operators	4542	\$63,796	\$0	\$63,796	100.0	0
Direct Selling Establishments	4543	\$426,827	\$0	\$426,827	100.0	0
Food Services & Drinking Places	722	\$9,358,712	\$2,937,061	\$6,421,651	52.2	8
Special Food Services	7223	\$232,829	\$31,098	\$201,731	76.4	1
Drinking Places - Alcoholic Beverages	7224	\$302,530	\$0	\$302,530	100.0	0
Restaurants/Other Eating Places	7225	\$8,823,353	\$2,905,963	\$5,917,390	50.4	7

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>

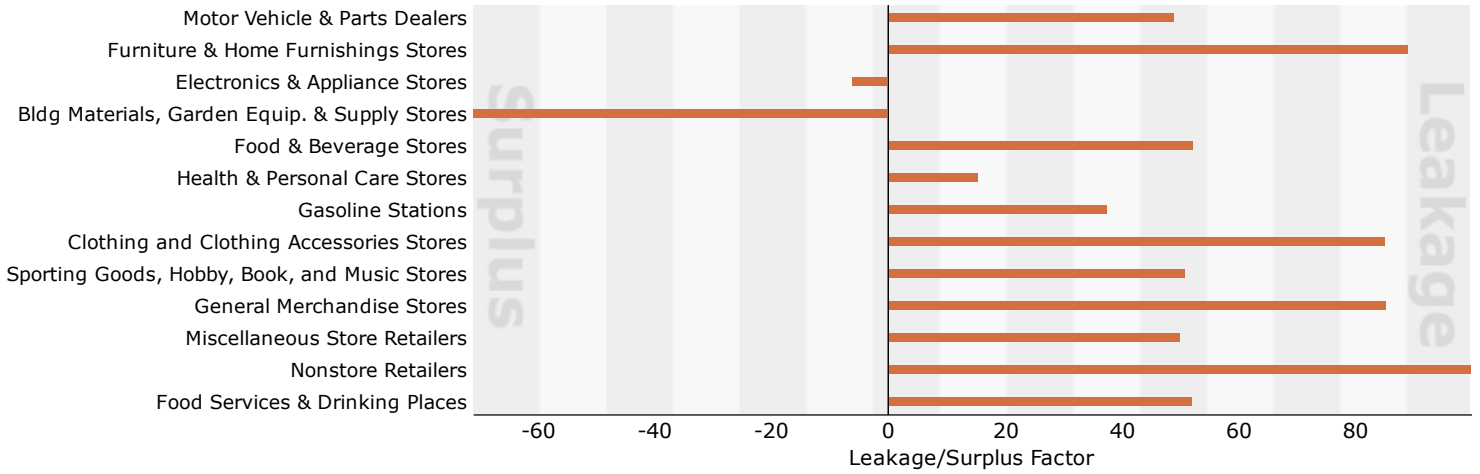
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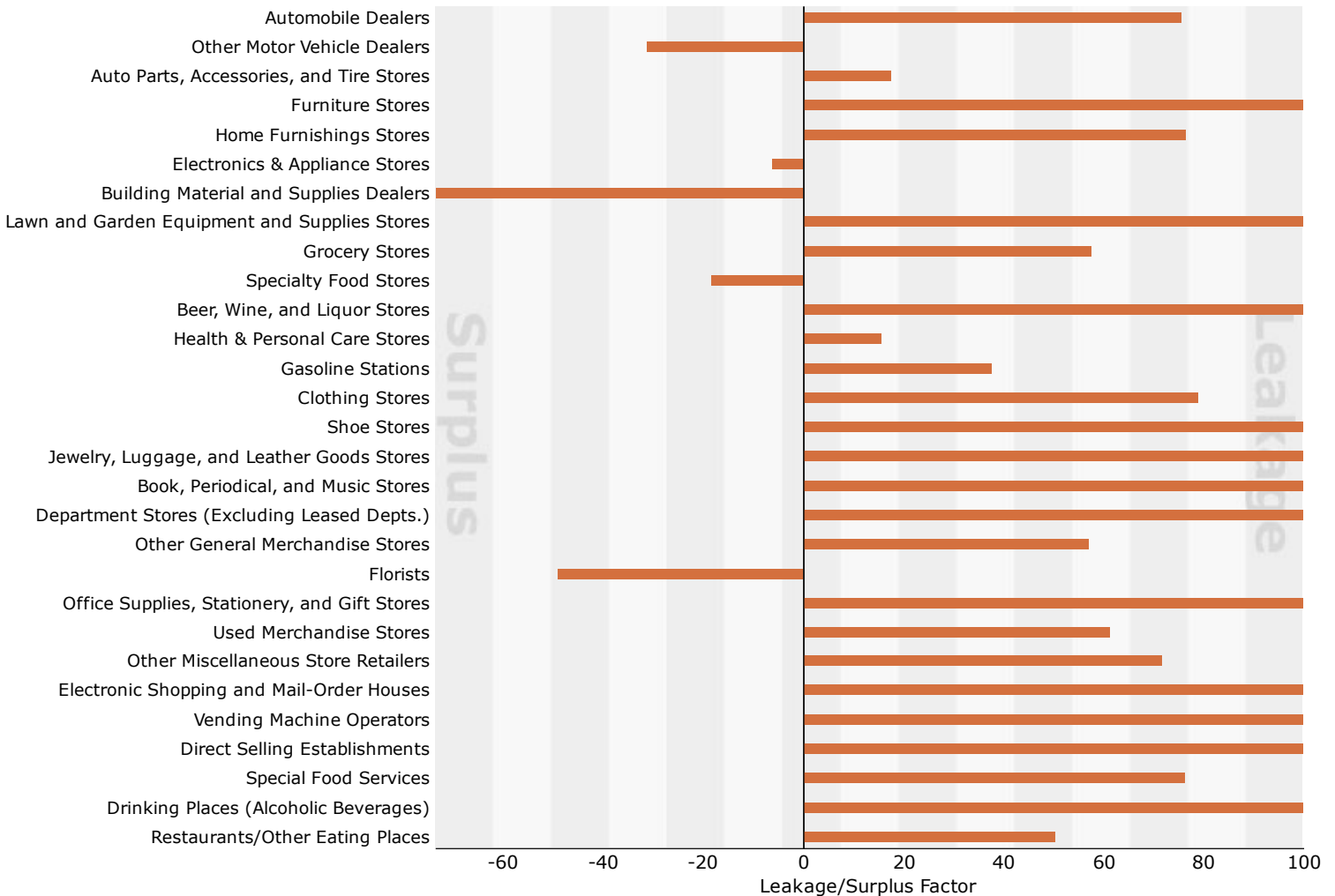
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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