



Retail MarketPlace Profile

Mount Zion village, IL (1751206)

Geography: Place

Summary Demographics

2015 Population	5,993
2015 Households	2,287
2015 Median Disposable Income	\$50,153
2015 Per Capita Income	\$31,560

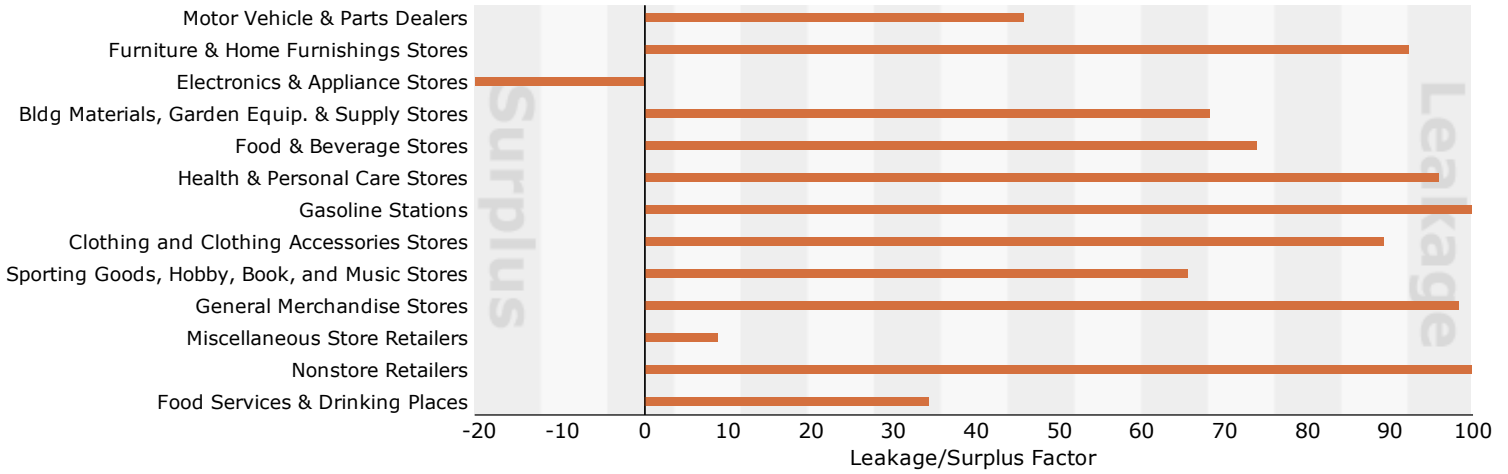
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$77,395,046	\$16,223,985	\$61,171,061	65.3	44
Total Retail Trade	44-45	\$69,573,028	\$12,416,071	\$57,156,957	69.7	33
Total Food & Drink	722	\$7,822,018	\$3,807,914	\$4,014,104	34.5	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,450,675	\$5,363,756	\$9,086,919	45.9	6
Automobile Dealers	4411	\$12,664,254	\$4,502,363	\$8,161,891	47.5	4
Other Motor Vehicle Dealers	4412	\$853,045	\$861,393	-\$8,348	-0.5	2
Auto Parts, Accessories & Tire Stores	4413	\$933,376	\$0	\$933,376	100.0	0
Furniture & Home Furnishings Stores	442	\$1,493,072	\$58,057	\$1,435,015	92.5	1
Furniture Stores	4421	\$870,340	\$0	\$870,340	100.0	0
Home Furnishings Stores	4422	\$622,732	\$58,057	\$564,675	82.9	1
Electronics & Appliance Stores	443	\$1,839,131	\$2,794,839	-\$955,708	-20.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,568,812	\$483,034	\$2,085,778	68.3	3
Bldg Material & Supplies Dealers	4441	\$2,048,741	\$483,034	\$1,565,707	61.8	3
Lawn & Garden Equip & Supply Stores	4442	\$520,071	\$0	\$520,071	100.0	0
Food & Beverage Stores	445	\$10,957,478	\$1,630,707	\$9,326,771	74.1	2
Grocery Stores	4451	\$9,726,642	\$1,412,818	\$8,313,824	74.6	1
Specialty Food Stores	4452	\$325,580	\$217,889	\$107,691	19.8	1
Beer, Wine & Liquor Stores	4453	\$905,256	\$0	\$905,256	100.0	0
Health & Personal Care Stores	446,4461	\$6,374,376	\$129,536	\$6,244,840	96.0	1
Gasoline Stations	447,4471	\$6,745,099	\$0	\$6,745,099	100.0	0
Clothing & Clothing Accessories Stores	448	\$4,271,915	\$238,905	\$4,033,010	89.4	1
Clothing Stores	4481	\$3,036,884	\$238,905	\$2,797,979	85.4	1
Shoe Stores	4482	\$625,833	\$0	\$625,833	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$609,198	\$0	\$609,198	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,760,286	\$363,994	\$1,396,292	65.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,377,399	\$363,994	\$1,013,405	58.2	4
Book, Periodical & Music Stores	4512	\$382,887	\$0	\$382,887	100.0	0
General Merchandise Stores	452	\$11,594,156	\$84,811	\$11,509,345	98.5	1
Department Stores Excluding Leased Depts.	4521	\$4,293,275	\$0	\$4,293,275	100.0	0
Other General Merchandise Stores	4529	\$7,300,881	\$84,811	\$7,216,070	97.7	1
Miscellaneous Store Retailers	453	\$1,519,986	\$1,268,432	\$251,554	9.0	10
Florists	4531	\$78,364	\$135,218	-\$56,854	-26.6	2
Office Supplies, Stationery & Gift Stores	4532	\$245,274	\$28,288	\$216,986	79.3	1
Used Merchandise Stores	4533	\$154,033	\$783,694	-\$629,661	-67.1	1
Other Miscellaneous Store Retailers	4539	\$1,042,315	\$321,232	\$721,083	52.9	6
Nonstore Retailers	454	\$5,998,042	\$0	\$5,998,042	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,385,507	\$0	\$5,385,507	100.0	0
Vending Machine Operators	4542	\$139,873	\$0	\$139,873	100.0	0
Direct Selling Establishments	4543	\$472,662	\$0	\$472,662	100.0	0
Food Services & Drinking Places	722	\$7,822,018	\$3,807,914	\$4,014,104	34.5	11
Full-Service Restaurants	7221	\$3,273,942	\$1,722,121	\$1,551,821	31.1	3
Limited-Service Eating Places	7222	\$3,769,662	\$1,445,009	\$2,324,653	44.6	3
Special Food Services	7223	\$362,728	\$519,225	-\$156,497	-17.7	4
Drinking Places - Alcoholic Beverages	7224	\$415,686	\$121,559	\$294,127	54.7	1

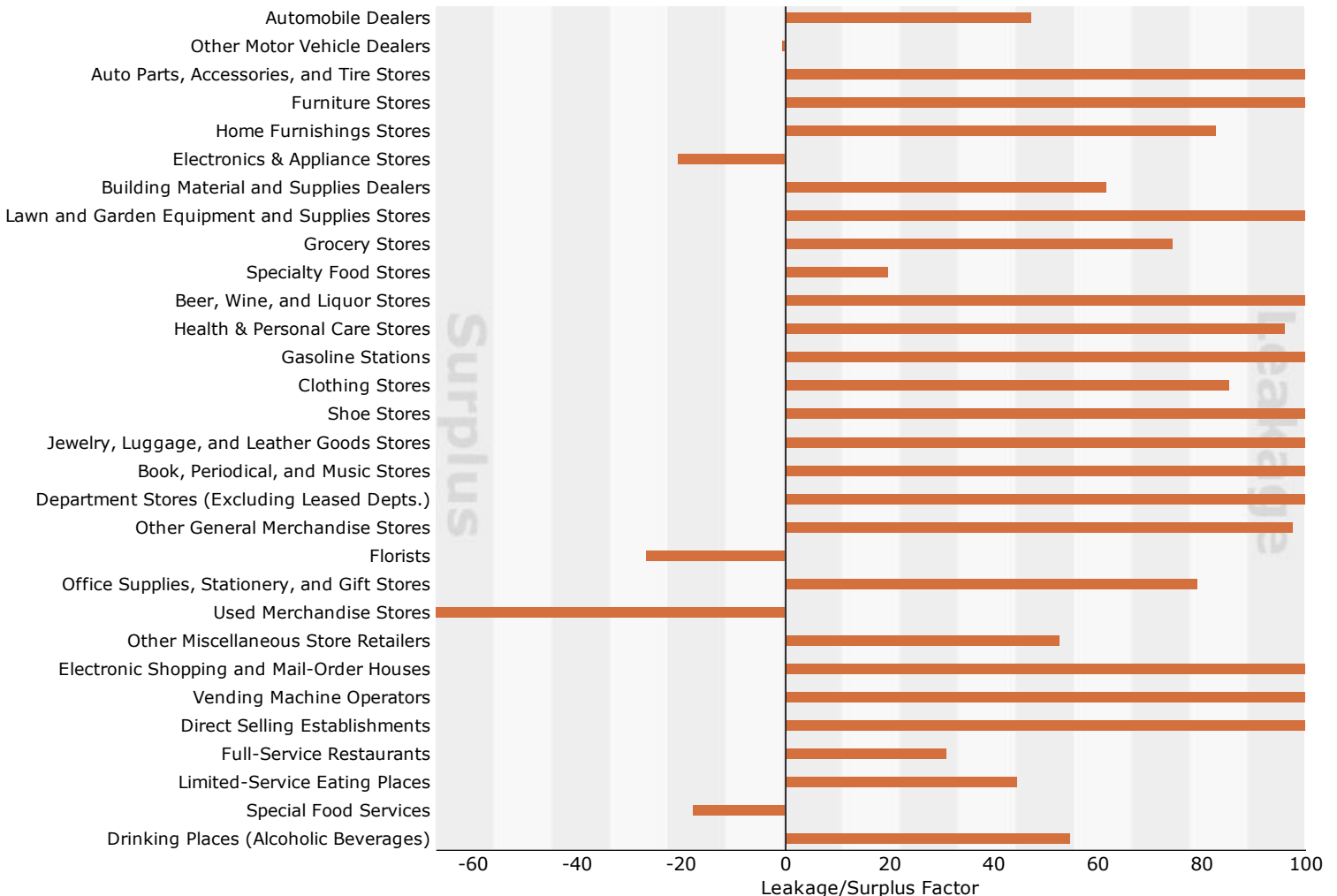
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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