



Retail MarketPlace Profile

Huntley- Narusis
 11014 N IL Route 47, Huntley, Illinois, 60142
 Ring: 1 mile radius

Latitude: 42.16906
 Longitude: -88.42803

Summary Demographics

2013 Population	4,411
2013 Households	1,758
2013 Median Disposable Income	\$51,879
2013 Per Capita Income	\$30,046

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	\$58,530,776	\$14,337,366	\$44,193,410	60.6	26
Total Retail Trade	44-45	\$52,691,384	\$9,562,435	\$43,128,949	69.3	19
Total Food & Drink	722	\$5,839,392	\$4,774,931	\$1,064,461	10.0	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,922,180	\$4,127,674	\$5,794,506	41.2	1
Automobile Dealers	4411	\$8,539,694	\$4,062,503	\$4,477,191	35.5	0
Other Motor Vehicle Dealers	4412	\$601,634	\$65,171	\$536,463	80.5	0
Auto Parts, Accessories & Tire Stores	4413	\$780,852	\$0	\$780,852	100.0	0
Furniture & Home Furnishings Stores	442	\$1,135,517	\$1,468,557	-\$333,039	-12.8	1
Furniture Stores	4421	\$668,621	\$1,452,179	-\$783,558	-36.9	1
Home Furnishings Stores	4422	\$466,896	\$16,378	\$450,519	93.2	0
Electronics & Appliance Stores	4431	\$1,437,626	\$11,927	\$1,425,699	98.4	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,910,875	\$1,021,909	\$888,966	30.3	2
Bldg Material & Supplies Dealers	4441	\$1,611,744	\$1,021,909	\$589,835	22.4	2
Lawn & Garden Equip & Supply Stores	4442	\$299,131	\$0	\$299,131	100.0	0
Food & Beverage Stores	445	\$8,449,995	\$849,916	\$7,600,079	81.7	2
Grocery Stores	4451	\$7,511,809	\$245,253	\$7,266,556	93.7	0
Specialty Food Stores	4452	\$251,195	\$333,937	-\$82,741	-14.1	1
Beer, Wine & Liquor Stores	4453	\$686,991	\$270,726	\$416,265	43.5	0
Health & Personal Care Stores	446,4461	\$4,570,307	\$612,127	\$3,958,180	76.4	1
Gasoline Stations	447,4471	\$5,372,290	\$0	\$5,372,290	100.0	0
Clothing & Clothing Accessories Stores	448	\$3,284,358	\$140,693	\$3,143,665	91.8	1
Clothing Stores	4481	\$2,351,782	\$140,693	\$2,211,089	88.7	1
Shoe Stores	4482	\$484,390	\$0	\$484,390	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$448,186	\$0	\$448,186	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,339,848	\$143,758	\$1,196,090	80.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,040,801	\$143,758	\$897,042	75.7	2
Book, Periodical & Music Stores	4512	\$299,048	\$0	\$299,048	100.0	0
General Merchandise Stores	452	\$9,327,921	\$8,277	\$9,319,644	99.8	0
Department Stores Excluding Leased Depts.	4521	\$3,571,768	\$8,277	\$3,563,491	99.5	0
Other General Merchandise Stores	4529	\$5,756,153	\$0	\$5,756,153	100.0	0
Miscellaneous Store Retailers	453	\$1,144,095	\$1,068,882	\$75,214	3.4	8
Florists	4531	\$67,532	\$17,296	\$50,236	59.2	0
Office Supplies, Stationery & Gift Stores	4532	\$190,704	\$11,401	\$179,304	88.7	0
Used Merchandise Stores	4533	\$107,049	\$0	\$107,049	100.0	0
Other Miscellaneous Store Retailers	4539	\$778,810	\$1,040,185	-\$261,375	-14.4	7
Nonstore Retailers	454	\$4,796,372	\$108,716	\$4,687,656	95.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,198,167	\$0	\$4,198,167	100.0	0
Vending Machine Operators	4542	\$145,232	\$0	\$145,232	100.0	0
Direct Selling Establishments	4543	\$452,973	\$108,716	\$344,257	61.3	1
Food Services & Drinking Places	722	\$5,839,392	\$4,774,931	\$1,064,461	10.0	7
Full-Service Restaurants	7221	\$2,590,607	\$3,242,000	-\$651,393	-11.2	3
Limited-Service Eating Places	7222	\$2,687,346	\$1,212,741	\$1,474,604	37.8	3
Special Food Services	7223	\$257,427	\$61,319	\$196,108	61.5	0
Drinking Places - Alcoholic Beverages	7224	\$304,012	\$258,871	\$45,141	8.0	1

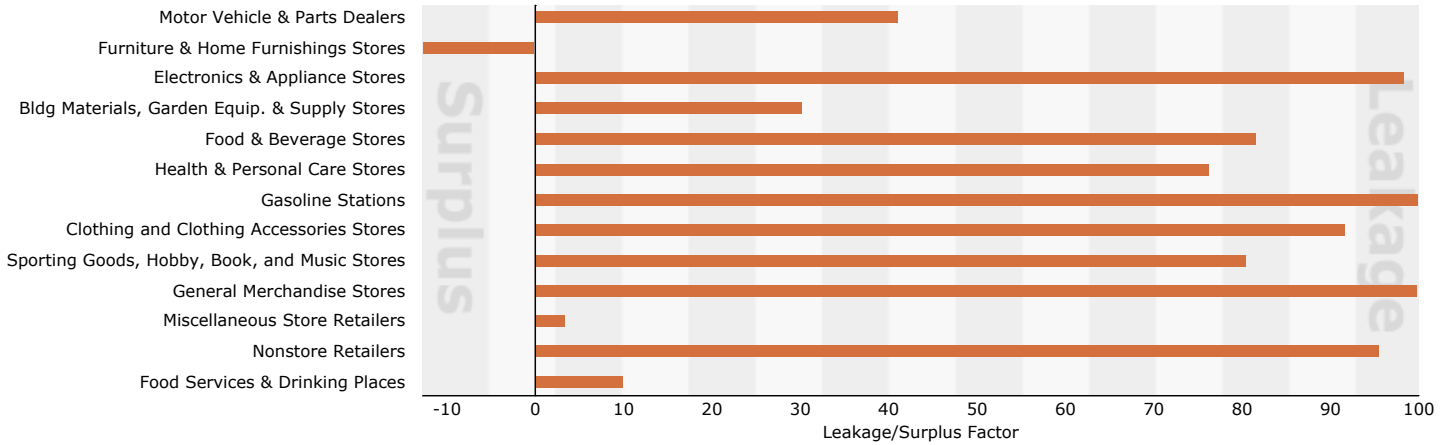
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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February 12, 2014

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Huntley- Narusis
 11014 N IL Route 47, Huntley, Illinois, 60142
 Ring: 3 mile radius

Latitude: 42.16906
 Longitude: -88.42803

Summary Demographics

2013 Population	37,727
2013 Households	13,766
2013 Median Disposable Income	\$53,636
2013 Per Capita Income	\$31,171

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	\$501,539,373	\$110,581,280	\$390,958,093	63.9	123
Total Retail Trade	44-45	\$451,915,542	\$100,812,964	\$351,102,578	63.5	106
Total Food & Drink	722	\$49,623,831	\$9,768,316	\$39,855,515	67.1	17

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$85,948,757	\$14,036,875	\$71,911,882	71.9	2
Automobile Dealers	4411	\$74,089,196	\$13,571,580	\$60,517,616	69.0	1
Other Motor Vehicle Dealers	4412	\$5,191,237	\$338,313	\$4,852,924	87.8	1
Auto Parts, Accessories & Tire Stores	4413	\$6,668,324	\$126,982	\$6,541,343	96.3	0
Furniture & Home Furnishings Stores	442	\$9,804,693	\$2,228,402	\$7,576,291	63.0	5
Furniture Stores	4421	\$5,792,019	\$1,496,789	\$4,295,230	58.9	1
Home Furnishings Stores	4422	\$4,012,674	\$731,613	\$3,281,061	69.2	4
Electronics & Appliance Stores	4431	\$12,427,611	\$730,002	\$11,697,609	88.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,726,873	\$2,155,336	\$14,571,537	77.2	7
Bldg Material & Supplies Dealers	4441	\$14,156,684	\$2,146,071	\$12,010,612	73.7	7
Lawn & Garden Equip & Supply Stores	4442	\$2,570,189	\$9,265	\$2,560,924	99.3	0
Food & Beverage Stores	445	\$71,459,685	\$6,888,143	\$64,571,542	82.4	13
Grocery Stores	4451	\$63,456,954	\$4,699,125	\$58,757,829	86.2	6
Specialty Food Stores	4452	\$2,115,721	\$952,955	\$1,162,766	37.9	4
Beer, Wine & Liquor Stores	4453	\$5,887,010	\$1,236,064	\$4,650,946	65.3	2
Health & Personal Care Stores	446,4461	\$39,631,807	\$9,322,269	\$30,309,538	61.9	12
Gasoline Stations	447,4471	\$46,042,131	\$316,562	\$45,725,569	98.6	0
Clothing & Clothing Accessories Stores	448	\$28,026,104	\$13,357,491	\$14,668,613	35.4	13
Clothing Stores	4481	\$19,972,423	\$12,067,273	\$7,905,150	24.7	9
Shoe Stores	4482	\$4,061,862	\$1,130,067	\$2,931,795	56.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,991,819	\$160,151	\$3,831,668	92.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$11,392,751	\$602,081	\$10,790,670	90.0	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,838,846	\$602,081	\$8,236,765	87.2	7
Book, Periodical & Music Stores	4512	\$2,553,905	\$0	\$2,553,905	100.0	0
General Merchandise Stores	452	\$79,486,421	\$47,911,206	\$31,575,215	24.8	2
Department Stores Excluding Leased Depts.	4521	\$30,632,825	\$87,042	\$30,545,783	99.4	1
Other General Merchandise Stores	4529	\$48,853,596	\$47,824,164	\$1,029,432	1.1	1
Miscellaneous Store Retailers	453	\$9,927,626	\$2,322,749	\$7,604,877	62.1	32
Florists	4531	\$593,123	\$188,912	\$404,211	51.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,645,170	\$335,689	\$1,309,481	66.1	6
Used Merchandise Stores	4533	\$914,606	\$27,653	\$886,953	94.1	1
Other Miscellaneous Store Retailers	4539	\$6,774,727	\$1,770,494	\$5,004,233	58.6	24
Nonstore Retailers	454	\$41,041,082	\$941,847	\$40,099,236	95.5	10
Electronic Shopping & Mail-Order Houses	4541	\$36,269,218	\$137,481	\$36,131,737	99.2	0
Vending Machine Operators	4542	\$1,225,036	\$126,580	\$1,098,455	81.3	1
Direct Selling Establishments	4543	\$3,546,829	\$677,786	\$2,869,043	67.9	9
Food Services & Drinking Places	722	\$49,623,831	\$9,768,316	\$39,855,515	67.1	17
Full-Service Restaurants	7221	\$22,029,788	\$5,011,640	\$17,018,149	62.9	5
Limited-Service Eating Places	7222	\$22,843,913	\$3,757,955	\$19,085,958	71.7	8
Special Food Services	7223	\$2,171,313	\$678,748	\$1,492,564	52.4	2
Drinking Places - Alcoholic Beverages	7224	\$2,578,817	\$319,973	\$2,258,844	77.9	2

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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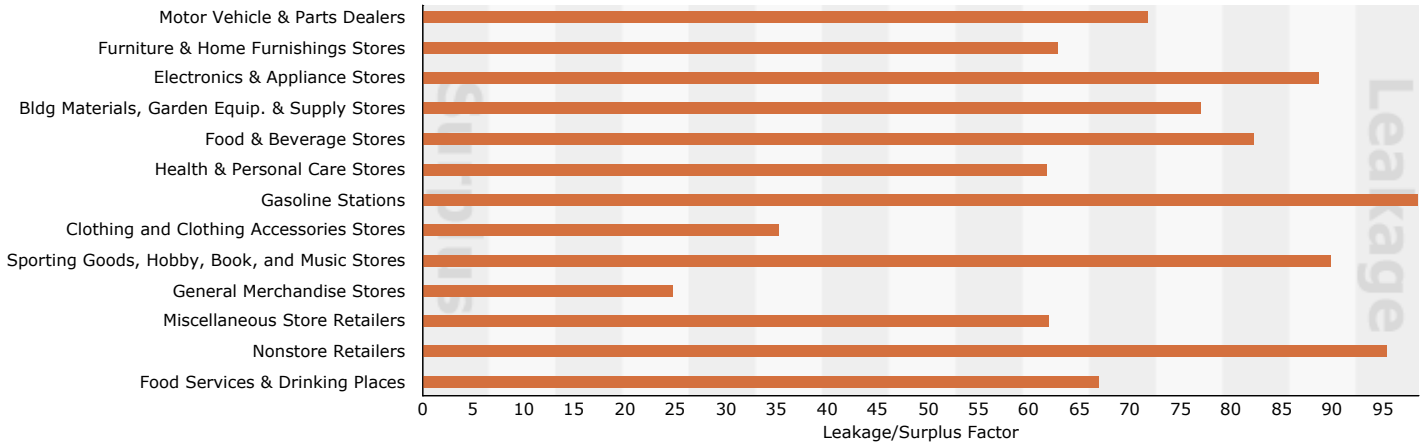


Retail MarketPlace Profile

Huntley- Narusis
 11014 N IL Route 47, Huntley, Illinois, 60142
 Ring: 3 mile radius

Latitude: 42.16906
 Longitude: -88.42803

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Huntley- Narusis
 11014 N IL Route 47, Huntley, Illinois, 60142
 Ring: 5 mile radius

Latitude: 42.16906
 Longitude: -88.42803

Summary Demographics

2013 Population	73,340
2013 Households	25,493
2013 Median Disposable Income	\$61,234
2013 Per Capita Income	\$33,856

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	\$1,043,759,999	\$665,538,993	\$378,221,006	22.1	357
Total Retail Trade	44-45	\$939,523,362	\$628,294,612	\$311,228,751	19.9	312
Total Food & Drink	722	\$104,236,637	\$37,244,381	\$66,992,256	47.4	45

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,473,101	\$35,220,612	\$145,252,489	67.3	11
Automobile Dealers	4411	\$155,728,674	\$30,827,456	\$124,901,218	67.0	5
Other Motor Vehicle Dealers	4412	\$10,891,166	\$3,065,037	\$7,826,129	56.1	3
Auto Parts, Accessories & Tire Stores	4413	\$13,853,261	\$1,328,120	\$12,525,142	82.5	4
Furniture & Home Furnishings Stores	442	\$20,666,259	\$7,345,785	\$13,320,474	47.6	21
Furniture Stores	4421	\$12,275,702	\$4,228,524	\$8,047,178	48.8	7
Home Furnishings Stores	4422	\$8,390,557	\$3,117,261	\$5,273,296	45.8	14
Electronics & Appliance Stores	4431	\$25,970,402	\$24,811,529	\$1,158,872	2.3	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,146,527	\$28,347,634	\$5,798,893	9.3	23
Bldg Material & Supplies Dealers	4441	\$29,010,794	\$26,206,504	\$2,804,290	5.1	20
Lawn & Garden Equip & Supply Stores	4442	\$5,135,733	\$2,141,130	\$2,994,602	41.2	2
Food & Beverage Stores	445	\$148,187,838	\$48,360,234	\$99,827,605	50.8	27
Grocery Stores	4451	\$131,572,646	\$42,593,134	\$88,979,512	51.1	11
Specialty Food Stores	4452	\$4,394,424	\$2,853,552	\$1,540,872	21.3	12
Beer, Wine & Liquor Stores	4453	\$12,220,768	\$2,913,548	\$9,307,221	61.5	5
Health & Personal Care Stores	446,4461	\$80,187,366	\$52,188,420	\$27,998,946	21.2	29
Gasoline Stations	447,4471	\$95,866,707	\$3,770,183	\$92,096,524	92.4	4
Clothing & Clothing Accessories Stores	448	\$59,125,335	\$70,908,055	-\$11,782,720	-9.1	56
Clothing Stores	4481	\$42,169,048	\$61,526,019	-\$19,356,971	-18.7	43
Shoe Stores	4482	\$8,585,842	\$6,691,659	\$1,894,183	12.4	4
Jewelry, Luggage & Leather Goods Stores	4483	\$8,370,445	\$2,690,378	\$5,680,067	51.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$24,404,049	\$46,498,525	-\$22,094,476	-31.2	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,933,963	\$46,403,674	-\$27,469,711	-42.0	17
Book, Periodical & Music Stores	4512	\$5,470,086	\$94,850	\$5,375,235	96.6	2
General Merchandise Stores	452	\$165,890,585	\$277,018,998	-\$111,128,413	-25.1	8
Department Stores Excluding Leased Depts.	4521	\$64,448,348	\$39,553,652	\$24,894,696	23.9	4
Other General Merchandise Stores	4529	\$101,442,237	\$237,465,346	-\$136,023,109	-40.1	4
Miscellaneous Store Retailers	453	\$20,436,146	\$9,988,670	\$10,447,476	34.3	73
Florists	4531	\$1,182,037	\$401,419	\$780,618	49.3	4
Office Supplies, Stationery & Gift Stores	4532	\$3,425,000	\$3,887,151	-\$462,151	-6.3	18
Used Merchandise Stores	4533	\$1,930,456	\$232,949	\$1,697,507	78.5	3
Other Miscellaneous Store Retailers	4539	\$13,898,654	\$5,467,151	\$8,431,502	43.5	48
Nonstore Retailers	454	\$84,169,046	\$23,835,965	\$60,333,081	55.9	24
Electronic Shopping & Mail-Order Houses	4541	\$74,674,517	\$20,610,983	\$54,063,534	56.7	1
Vending Machine Operators	4542	\$2,546,578	\$1,955,456	\$591,122	13.1	8
Direct Selling Establishments	4543	\$6,947,951	\$1,269,527	\$5,678,425	69.1	14
Food Services & Drinking Places	722	\$104,236,637	\$37,244,381	\$66,992,256	47.4	45
Full-Service Restaurants	7221	\$46,271,964	\$20,646,754	\$25,625,210	38.3	17
Limited-Service Eating Places	7222	\$47,795,414	\$13,651,645	\$34,143,770	55.6	21
Special Food Services	7223	\$4,734,641	\$903,464	\$3,831,177	68.0	4
Drinking Places - Alcoholic Beverages	7224	\$5,434,617	\$2,042,518	\$3,392,099	45.4	4

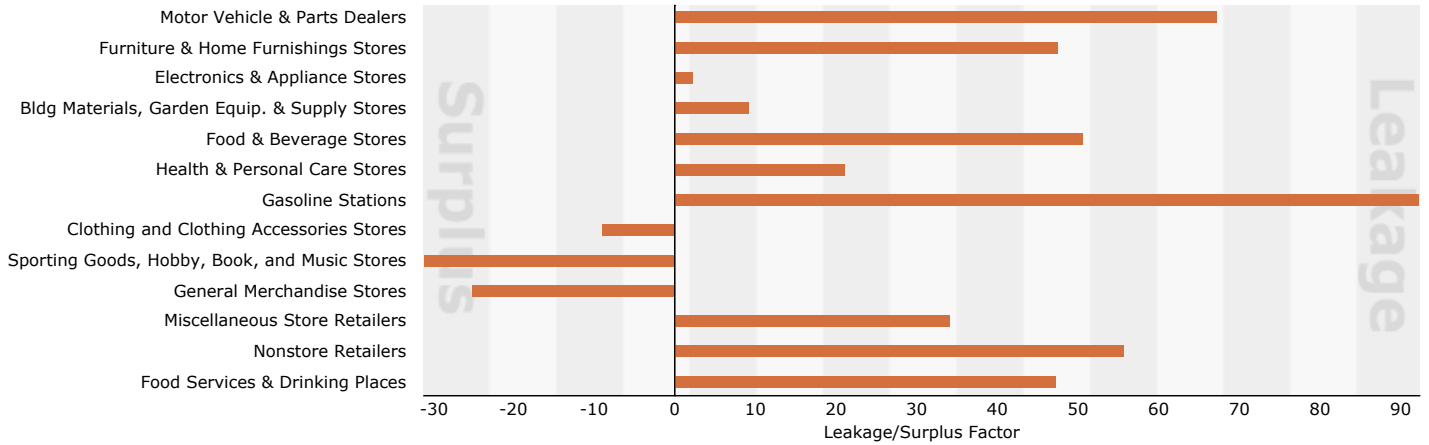
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

