



Retail MarketPlace Profile

West Chicago city, IL (1780060)
Place

Summary Demographics

2016 Population	28,163
2016 Households	7,607
2016 Median Disposable Income	\$52,479
2016 Per Capita Income	\$25,843

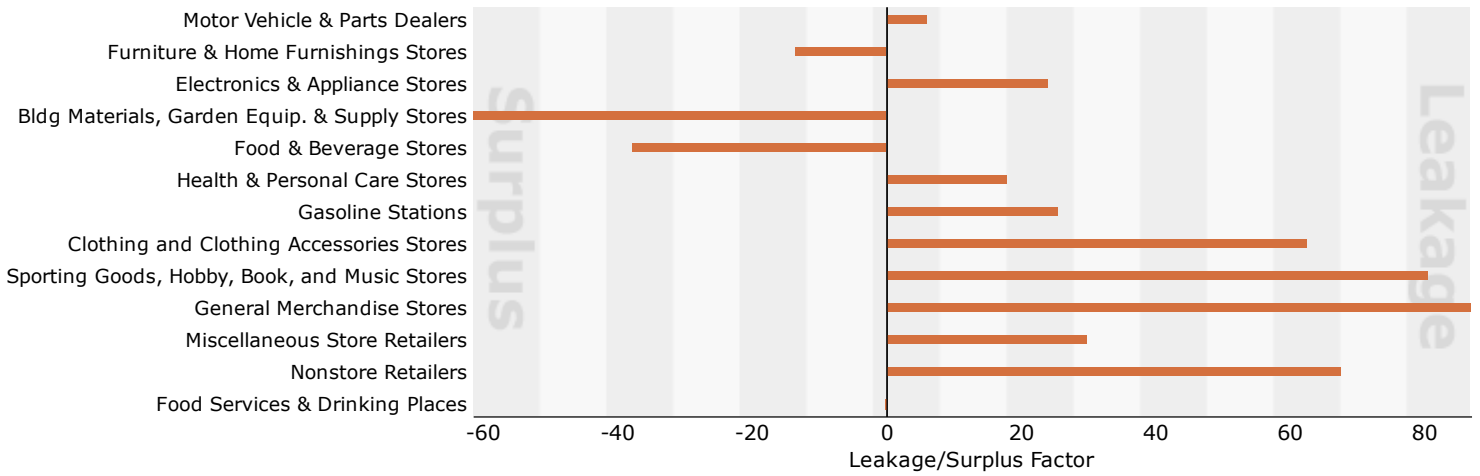
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$366,808,761	\$382,127,618	-\$15,318,857	-2.0	162
Total Retail Trade	44-45	\$330,902,369	\$346,153,384	-\$15,251,015	-2.3	109
Total Food & Drink	722	\$35,906,392	\$35,974,234	-\$67,842	-0.1	53

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$74,750,257	\$65,997,559	\$8,752,698	6.2	17
Automobile Dealers	4411	\$63,097,152	\$49,777,373	\$13,319,779	11.8	5
Other Motor Vehicle Dealers	4412	\$6,500,728	\$2,341,605	\$4,159,123	47.0	1
Auto Parts, Accessories & Tire Stores	4413	\$5,152,377	\$13,878,581	-\$8,726,204	-45.9	11
Furniture & Home Furnishings Stores	442	\$9,940,380	\$13,094,203	-\$3,153,823	-13.7	8
Furniture Stores	4421	\$5,996,421	\$6,836,010	-\$839,589	-6.5	4
Home Furnishings Stores	4422	\$3,943,959	\$6,258,193	-\$2,314,234	-22.7	4
Electronics & Appliance Stores	443	\$19,706,653	\$12,057,730	\$7,648,923	24.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,757,274	\$86,958,742	-\$66,201,468	-61.5	20
Bldg Material & Supplies Dealers	4441	\$18,486,629	\$69,934,340	-\$51,447,711	-58.2	16
Lawn & Garden Equip & Supply Stores	4442	\$2,270,645	\$17,024,402	-\$14,753,757	-76.5	4
Food & Beverage Stores	445	\$55,846,698	\$123,837,293	-\$67,990,595	-37.8	19
Grocery Stores	4451	\$48,623,689	\$119,270,720	-\$70,647,031	-42.1	14
Specialty Food Stores	4452	\$3,877,306	\$0	\$3,877,306	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,345,703	\$4,566,573	-\$1,220,870	-15.4	5
Health & Personal Care Stores	446,4461	\$19,553,602	\$13,597,488	\$5,956,114	18.0	4
Gasoline Stations	447,4471	\$21,331,137	\$12,668,202	\$8,662,935	25.5	7
Clothing & Clothing Accessories Stores	448	\$16,021,522	\$3,655,727	\$12,365,795	62.8	5
Clothing Stores	4481	\$10,955,877	\$2,332,137	\$8,623,740	64.9	3
Shoe Stores	4482	\$2,213,762	\$0	\$2,213,762	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,851,883	\$1,323,590	\$1,528,293	36.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$8,109,222	\$867,052	\$7,242,170	80.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,633,135	\$0	\$6,633,135	100.0	0
Book, Periodical & Music Stores	4512	\$1,476,087	\$867,052	\$609,035	26.0	2
General Merchandise Stores	452	\$61,098,837	\$4,195,865	\$56,902,972	87.1	4
Department Stores Excluding Leased Depts.	4521	\$45,909,412	\$618,382	\$45,291,030	97.3	1
Other General Merchandise Stores	4529	\$15,189,425	\$3,577,483	\$11,611,942	61.9	3
Miscellaneous Store Retailers	453	\$13,388,440	\$7,223,753	\$6,164,687	29.9	13
Florists	4531	\$757,531	\$250,720	\$506,811	50.3	1
Office Supplies, Stationery & Gift Stores	4532	\$1,996,549	\$620,052	\$1,376,497	52.6	4
Used Merchandise Stores	4533	\$1,039,032	\$2,257,622	-\$1,218,590	-37.0	4
Other Miscellaneous Store Retailers	4539	\$9,595,328	\$4,095,359	\$5,499,969	40.2	4
Nonstore Retailers	454	\$10,398,347	\$1,999,770	\$8,398,577	67.7	3
Electronic Shopping & Mail-Order Houses	4541	\$7,873,471	\$972,605	\$6,900,866	78.0	2
Vending Machine Operators	4542	\$292,110	\$1,027,165	-\$735,055	-55.7	1
Direct Selling Establishments	4543	\$2,232,766	\$0	\$2,232,766	100.0	0
Food Services & Drinking Places	722	\$35,906,392	\$35,974,234	-\$67,842	-0.1	53
Special Food Services	7223	\$879,853	\$240,562	\$639,291	57.1	1
Drinking Places - Alcoholic Beverages	7224	\$1,100,507	\$944,402	\$156,105	7.6	2
Restaurants/Other Eating Places	7225	\$33,926,032	\$34,789,270	-\$863,238	-1	50

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/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

