



Marengo, Illinois
Drive Time: 20 Minutes

Summary Demographics

2009 Population	45,484
2009 Households	16,775
2009 Median Disposable Income	\$51,999
2009 Per Capita Income	\$29,122

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$500,553,217	\$266,438,377	\$234,114,840	30.5	229
Total Retail Trade (NAICS 44-45)	\$431,871,838	\$235,213,773	\$196,658,065	29.5	161
Total Food & Drink (NAICS 722)	\$68,681,379	\$31,224,604	\$37,456,775	37.5	68

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$107,976,883	\$21,555,869	\$86,421,014	66.7	17
Automobile Dealers (NAICS 4411)	\$91,931,212	\$19,984,335	\$71,946,877	64.3	10
Other Motor Vehicle Dealers (NAICS 4412)	\$8,953,516	\$326,177	\$8,627,339	93.0	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,092,155	\$1,245,357	\$5,846,798	70.1	5
Furniture & Home Furnishings Stores (NAICS 442)	\$13,147,150	\$7,622,025	\$5,525,125	26.6	11
Furniture Stores (NAICS 4421)	\$7,164,715	\$903,640	\$6,261,075	77.6	3
Home Furnishings Stores (NAICS 4422)	\$5,982,435	\$6,718,385	\$-735,950	-5.8	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,516,919	\$3,289,633	\$8,227,286	55.6	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$20,646,574	\$10,933,411	\$9,713,163	30.8	23
Building Material and Supplies Dealers (NAICS 4441)	\$17,653,155	\$1,959,859	\$15,693,296	80.0	12
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,993,419	\$8,973,552	\$-5,980,133	-50.0	11
Food & Beverage Stores (NAICS 445)	\$93,003,196	\$42,497,232	\$50,505,964	37.3	21
Grocery Stores (NAICS 4451)	\$81,435,750	\$40,511,399	\$40,924,351	33.6	11
Specialty Food Stores (NAICS 4452)	\$8,477,673	\$1,243,182	\$7,234,491	74.4	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,089,773	\$742,651	\$2,347,122	61.2	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,695,843	\$5,573,869	\$10,121,974	47.6	8
Gasoline Stations (NAICS 447/4471)	\$69,437,108	\$68,375,199	\$1,061,909	0.8	14
Clothing and Clothing Accessories Stores (NAICS 448)	\$11,867,570	\$702,571	\$11,164,999	88.8	5
Clothing Stores (NAICS 4481)	\$8,624,416	\$188,930	\$8,435,486	95.7	2
Shoe Stores (NAICS 4482)	\$1,638,132	\$513,641	\$1,124,491	52.3	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,605,022	\$0	\$1,605,022	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,833,023	\$2,439,572	\$4,393,451	47.4	13
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,212,003	\$2,366,502	\$845,501	15.2	12
Book, Periodical, and Music Stores (NAICS 4512)	\$3,621,020	\$73,070	\$3,547,950	96.0	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.

Source: ESRI and infoUSA®

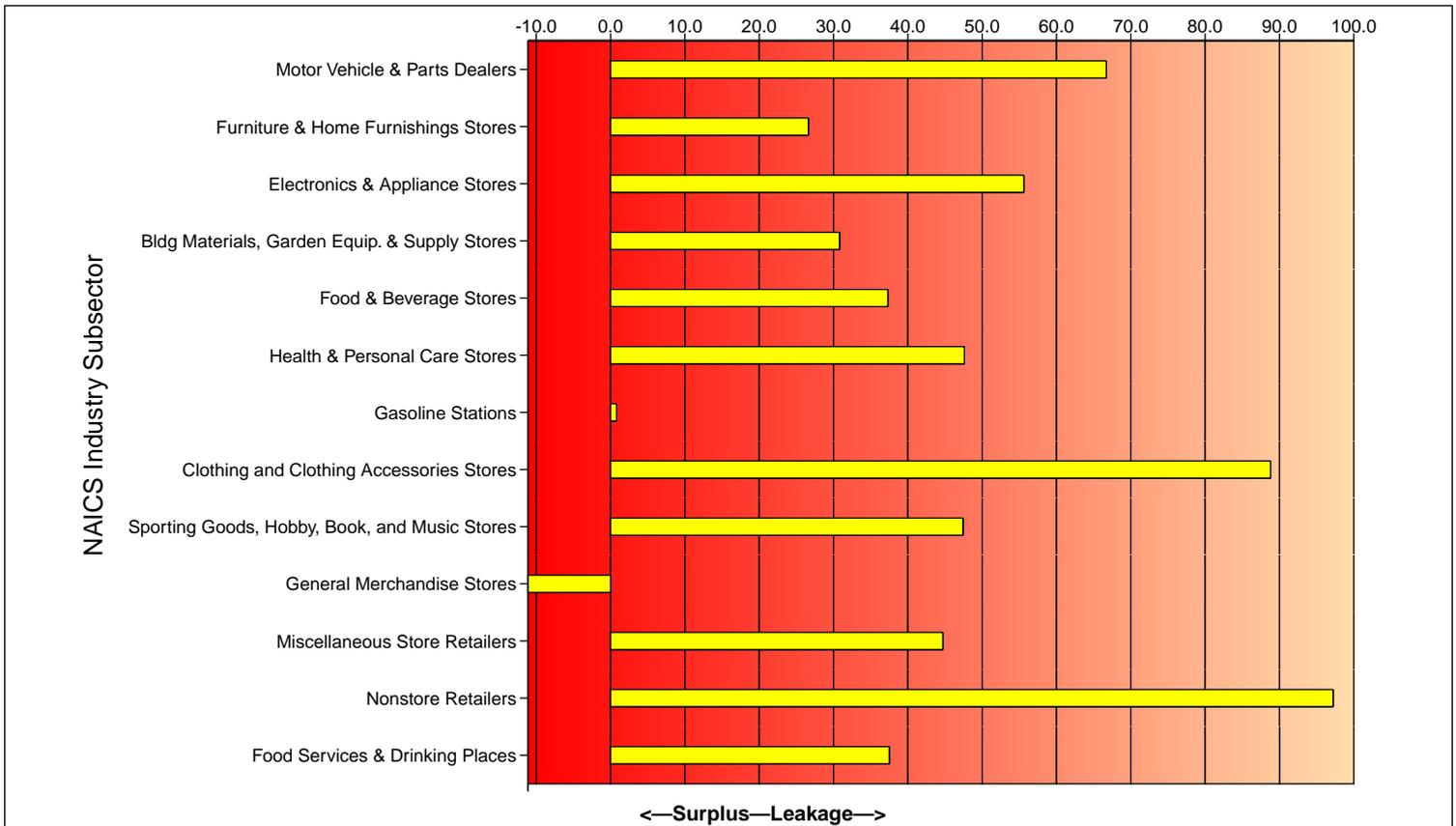


Marengo, Illinois
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Latitude: 42.24997
Longitude: -88.60757

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$55,022,475	\$68,780,961	\$-13,758,486	-11.1	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$38,391,613	\$50,807,853	\$-12,416,240	-13.9	3
Other General Merchandise Stores (NAICS 4529)	\$16,630,862	\$17,973,108	\$-1,342,246	-3.9	4
Miscellaneous Store Retailers (NAICS 453)	\$8,343,172	\$3,184,874	\$5,158,298	44.7	31
Florists (NAICS 4531)	\$920,108	\$382,757	\$537,351	41.2	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,424,183	\$1,422,618	\$1,565	0.1	9
Used Merchandise Stores (NAICS 4533)	\$1,040,661	\$277,096	\$763,565	57.9	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,958,220	\$1,102,403	\$3,855,817	63.6	11
Nonstore Retailers (NAICS 454)	\$18,381,925	\$258,557	\$18,123,368	97.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$13,769,957	\$0	\$13,769,957	100.0	0
Vending Machine Operators (NAICS 4542)	\$3,230,752	\$258,557	\$2,972,195	85.2	1
Direct Selling Establishments (NAICS 4543)	\$1,381,216	\$0	\$1,381,216	100.0	0
Food Services & Drinking Places (NAICS 722)	\$68,681,379	\$31,224,604	\$37,456,775	37.5	68
Full-Service Restaurants (NAICS 7221)	\$22,189,670	\$15,511,576	\$6,678,094	17.7	39
Limited-Service Eating Places (NAICS 7222)	\$37,486,723	\$10,845,026	\$26,641,697	55.1	13
Special Food Services (NAICS 7223)	\$4,853,280	\$2,550,402	\$2,302,878	31.1	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,151,706	\$2,317,600	\$1,834,106	28.4	11

Leakage/Surplus Factor by Industry Subsector



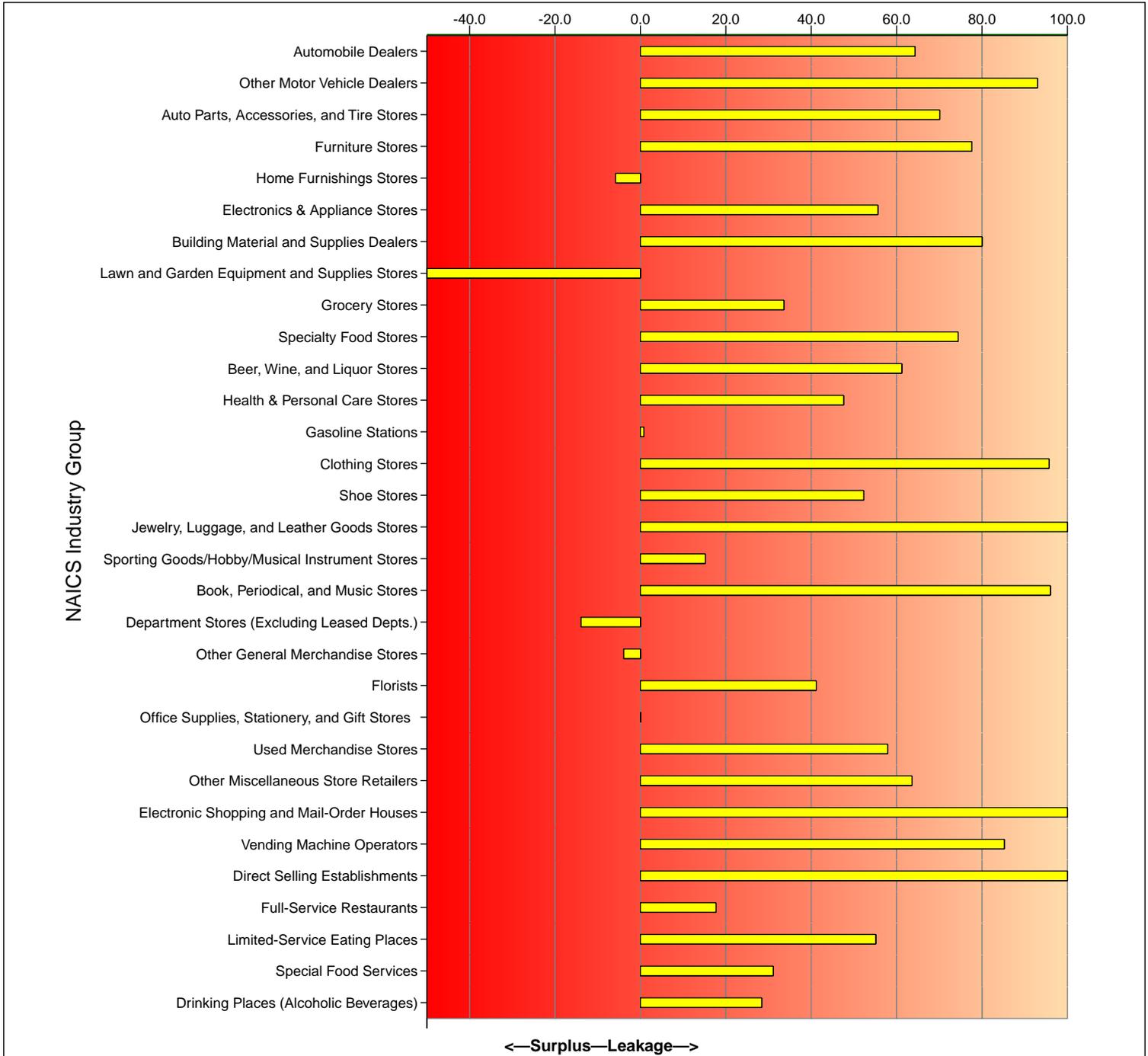
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Leakage/Surplus Factor by Industry Group



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