



Retail MarketPlace Profile

Zion City, IL
 Zion city (1784220)
 Geography: Place

Summary Demographics

2013 Population	24,405
2013 Households	8,034
2013 Median Disposable Income	\$36,440
2013 Per Capita Income	\$19,975

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	\$196,319,367	\$217,799,982	-\$21,480,615	-5.2	126
Total Retail Trade	44-45	\$176,531,969	\$207,799,638	-\$31,267,669	-8.1	105
Total Food & Drink	722	\$19,787,398	\$10,000,344	\$9,787,054	32.9	21

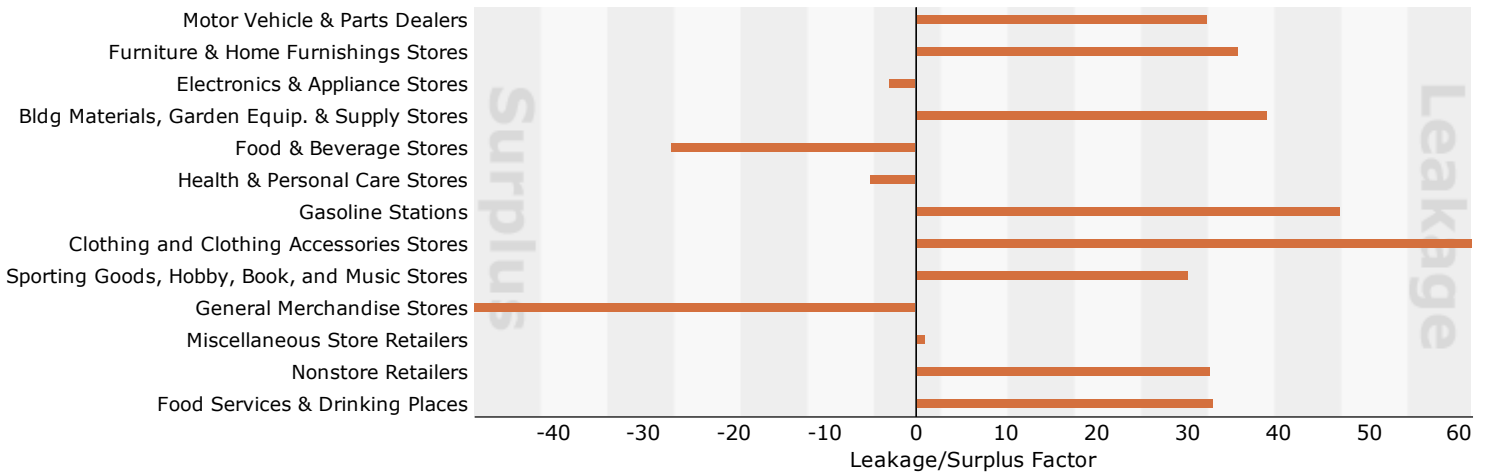
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,593,303	\$17,235,237	\$16,358,066	32.2	6
Automobile Dealers	4411	\$29,110,689	\$14,195,902	\$14,914,787	34.4	2
Other Motor Vehicle Dealers	4412	\$1,894,432	\$663,434	\$1,230,998	48	2
Auto Parts, Accessories & Tire Stores	4413	\$2,588,182	\$2,375,901	\$212,281	4.3	2
Furniture & Home Furnishings Stores	442	\$3,778,338	\$1,790,069	\$1,988,269	35.7	2
Furniture Stores	4421	\$2,270,777	\$0	\$2,270,777	100.0	0
Home Furnishings Stores	4422	\$1,507,561	\$1,790,069	-\$282,508	-8.6	2
Electronics & Appliance Stores	443	\$4,832,575	\$5,121,430	-\$288,855	-2.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,863,155	\$2,580,308	\$3,282,847	38.9	2
Bldg Material & Supplies Dealers	4441	\$4,954,870	\$2,580,308	\$2,374,562	31.5	2
Lawn & Garden Equip & Supply Stores	4442	\$908,285	\$0	\$908,285	100.0	0
Food & Beverage Stores	445	\$28,653,786	\$49,749,718	-\$21,095,932	-26.9	11
Grocery Stores	4451	\$25,522,603	\$48,850,260	-\$23,327,657	-31.4	7
Specialty Food Stores	4452	\$855,533	\$899,458	-\$43,925	-2.5	4
Beer, Wine & Liquor Stores	4453	\$2,275,650	\$0	\$2,275,650	100.0	0
Health & Personal Care Stores	446,4461	\$14,720,458	\$16,262,836	-\$1,542,378	-5.0	5
Gasoline Stations	447,4471	\$18,573,612	\$6,697,559	\$11,876,053	47.0	4
Clothing & Clothing Accessories Stores	448	\$11,049,957	\$2,637,478	\$8,412,479	61.5	11
Clothing Stores	4481	\$7,932,879	\$1,068,984	\$6,863,895	76.2	6
Shoe Stores	4482	\$1,667,143	\$0	\$1,667,143	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,449,935	\$1,568,494	-\$118,559	-3.9	5
Sporting Goods, Hobby, Book & Music Stores	451	\$4,626,870	\$2,479,709	\$2,147,161	30.2	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,583,920	\$2,219,834	\$1,364,086	23.5	10
Book, Periodical & Music Stores	4512	\$1,042,950	\$259,875	\$783,075	60.1	2
General Merchandise Stores	452	\$31,664,914	\$91,737,962	-\$60,073,048	-48.7	6
Department Stores Excluding Leased Depts.	4521	\$12,128,330	\$3,826,557	\$8,301,773	52.0	3
Other General Merchandise Stores	4529	\$19,536,584	\$87,911,405	-\$68,374,821	-63.6	3
Miscellaneous Store Retailers	453	\$3,766,177	\$3,677,721	\$88,456	1.2	33
Florists	4531	\$198,809	\$449,682	-\$250,873	-38.7	1
Office Supplies, Stationery & Gift Stores	4532	\$632,027	\$686,328	-\$54,301	-4.1	11
Used Merchandise Stores	4533	\$363,297	\$580,617	-\$217,320	-23.0	3
Other Miscellaneous Store Retailers	4539	\$2,572,044	\$1,961,094	\$610,950	13.5	18
Nonstore Retailers	454	\$15,408,824	\$7,829,611	\$7,579,213	32.6	9
Electronic Shopping & Mail-Order Houses	4541	\$13,643,058	\$6,325,010	\$7,318,048	36.6	3
Vending Machine Operators	4542	\$494,653	\$380,070	\$114,583	13.1	2
Direct Selling Establishments	4543	\$1,271,113	\$1,124,531	\$146,582	6.1	4
Food Services & Drinking Places	722	\$19,787,398	\$10,000,344	\$9,787,054	32.9	21
Full-Service Restaurants	7221	\$8,762,300	\$4,112,923	\$4,649,377	36.1	9
Limited-Service Eating Places	7222	\$9,139,429	\$5,174,706	\$3,964,723	27.7	9
Special Food Services	7223	\$887,355	\$0	\$887,355	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$998,314	\$712,715	\$285,599	16.7	3

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

