



Executive Summary

600 W Liberty St, Wauconda, Illinois, 60084 5
600 W Liberty St, Wauconda, Illinois, 60084
Rings: 3, 5, 7 mile radii

Prepared by Lake County Partners
Latitude: 42.25816
Longitude: -88.15455

	3 miles	5 miles	7 miles
Population			
2000 Population	23,234	55,941	122,939
2010 Population	27,579	68,394	151,547
2015 Population	27,591	69,728	154,220
2020 Population	27,844	70,910	156,486
2000-2010 Annual Rate	1.73%	2.03%	2.11%
2010-2015 Annual Rate	0.01%	0.37%	0.33%
2015-2020 Annual Rate	0.18%	0.34%	0.29%
2015 Male Population	50.1%	50.2%	49.7%
2015 Female Population	49.9%	49.8%	50.3%
2015 Median Age	42.1	41.2	40.5

In the identified area, the current year population is 154,220. In 2010, the Census count in the area was 151,547. The rate of change since 2010 was 0.33% annually. The five-year projection for the population in the area is 156,486 representing a change of 0.29% annually from 2015 to 2020. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 42.1, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	87.1%	88.0%	86.5%
2015 Black Alone	1.1%	1.1%	1.5%
2015 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2015 Asian Alone	3.7%	4.5%	5.6%
2015 Pacific Islander Alone	0.0%	0.0%	0.0%
2015 Other Race	5.9%	4.4%	4.1%
2015 Two or More Races	2.0%	1.9%	2.0%
2015 Hispanic Origin (Any Race)	14.6%	11.2%	11.1%

Persons of Hispanic origin represent 11.1% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 39.6 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	8,838	19,656	42,526
2010 Households	10,534	24,412	54,098
2015 Total Households	10,596	25,022	55,397
2020 Total Households	10,719	25,501	56,367
2000-2010 Annual Rate	1.77%	2.19%	2.44%
2010-2015 Annual Rate	0.11%	0.47%	0.45%
2015-2020 Annual Rate	0.23%	0.38%	0.35%
2015 Average Household Size	2.58	2.77	2.77

The household count in this area has changed from 54,098 in 2010 to 55,397 in the current year, a change of 0.45% annually. The five-year projection of households is 56,367, a change of 0.35% annually from the current year total. Average household size is currently 2.77, compared to 2.79 in the year 2010. The number of families in the current year is 41,956 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2015 Median Household Income	\$82,181	\$93,070	\$93,583
2020 Median Household Income	\$91,730	\$103,493	\$104,488
2015-2020 Annual Rate	2.22%	2.15%	2.23%
Average Household Income			
2015 Average Household Income	\$107,674	\$123,740	\$122,025
2020 Average Household Income	\$119,939	\$139,047	\$137,526
2015-2020 Annual Rate	2.18%	2.36%	2.42%
Per Capita Income			
2015 Per Capita Income	\$40,978	\$44,607	\$43,788
2020 Per Capita Income	\$45,723	\$50,235	\$49,464
2015-2020 Annual Rate	2.22%	2.40%	2.47%

Households by Income

Current median household income is \$93,583 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$104,488 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$122,025 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$137,526 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$43,788 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$49,464 in five years, compared to \$32,501 for all U.S. households

Housing			
2000 Total Housing Units	9,260	20,399	43,924
2000 Owner Occupied Housing Units	7,717	17,734	38,178
2000 Renter Occupied Housing Units	1,121	1,923	4,348
2000 Vacant Housing Units	422	742	1,398
2010 Total Housing Units	11,320	25,948	57,260
2010 Owner Occupied Housing Units	8,886	21,436	47,273
2010 Renter Occupied Housing Units	1,648	2,976	6,825
2010 Vacant Housing Units	786	1,536	3,162
2015 Total Housing Units	11,350	26,388	58,172
2015 Owner Occupied Housing Units	8,758	21,630	47,628
2015 Renter Occupied Housing Units	1,839	3,392	7,769
2015 Vacant Housing Units	754	1,366	2,775
2020 Total Housing Units	11,489	26,906	59,204
2020 Owner Occupied Housing Units	8,856	22,027	48,401
2020 Renter Occupied Housing Units	1,863	3,474	7,966
2020 Vacant Housing Units	770	1,405	2,837

Currently, 81.9% of the 58,172 housing units in the area are owner occupied; 13.4%, renter occupied; and 4.8% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 57,260 housing units in the area - 82.6% owner occupied, 11.9% renter occupied, and 5.5% vacant. The annual rate of change in housing units since 2010 is 0.70%. Median home value in the area is \$279,083, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 3.45% annually to \$330,735.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Business Summary

600 W Liberty St, Wauconda, Illinois, 60084 5
 600 W Liberty St, Wauconda, Illinois, 60084
 Rings: 3, 5, 7 mile radii

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 Latitude: 42.25816
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Data for all businesses in area		3 miles		5 miles		7 miles	
Total Businesses:		1,377		2,706		6,680	
Total Employees:		11,269		23,669		62,265	
Total Residential Population:		27,591		69,728		154,220	
Employee/Residential Population Ratio:		0.41:1		0.34:1		0.4:1	

by SIC Codes	Employees		Employees		Employees		Employees		Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Agriculture & Mining	72	5.2%	719	6.4%	133	4.9%	1,152	4.9%	280	4.2%	2,303	3.7%
Construction	178	12.9%	1,176	10.4%	363	13.4%	2,151	9.1%	797	11.9%	4,543	7.3%
Manufacturing	77	5.6%	964	8.6%	143	5.3%	1,710	7.2%	352	5.3%	9,152	14.7%
Transportation	30	2.2%	130	1.2%	62	2.3%	272	1.1%	154	2.3%	1,045	1.7%
Communication	10	0.7%	45	0.4%	17	0.6%	71	0.3%	38	0.6%	169	0.3%
Utility	7	0.5%	35	0.3%	10	0.4%	58	0.2%	21	0.3%	209	0.3%
Wholesale Trade	82	6.0%	795	7.1%	167	6.2%	1,522	6.4%	430	6.4%	4,631	7.4%
Retail Trade Summary	251	18.2%	1,992	17.7%	441	16.3%	3,705	15.7%	1,102	16.5%	11,534	18.5%
Home Improvement	26	1.9%	162	1.4%	46	1.7%	291	1.2%	106	1.6%	1,028	1.7%
General Merchandise Stores	5	0.4%	76	0.7%	12	0.4%	263	1.1%	34	0.5%	1,177	1.9%
Food Stores	21	1.5%	397	3.5%	41	1.5%	683	2.9%	90	1.3%	1,720	2.8%
Auto Dealers, Gas Stations, Auto Aftermarket	35	2.5%	268	2.4%	52	1.9%	410	1.7%	126	1.9%	1,112	1.8%
Apparel & Accessory Stores	10	0.7%	25	0.2%	16	0.6%	45	0.2%	39	0.6%	157	0.3%
Furniture & Home Furnishings	36	2.6%	142	1.3%	69	2.5%	280	1.2%	165	2.5%	728	1.2%
Eating & Drinking Places	59	4.3%	711	6.3%	104	3.8%	1,199	5.1%	258	3.9%	3,253	5.2%
Miscellaneous Retail	58	4.2%	209	1.9%	101	3.7%	533	2.3%	283	4.2%	2,357	3.8%
Finance, Insurance, Real Estate Summary	122	8.9%	349	3.1%	252	9.3%	1,024	4.3%	662	9.9%	3,300	5.3%
Banks, Savings & Lending Institutions	55	4.0%	121	1.1%	94	3.5%	194	0.8%	245	3.7%	691	1.1%
Securities Brokers	12	0.9%	39	0.3%	30	1.1%	132	0.6%	94	1.4%	392	0.6%
Insurance Carriers & Agents	22	1.6%	65	0.6%	48	1.8%	179	0.8%	131	2.0%	751	1.2%
Real Estate, Holding, Other Investment Offices	34	2.5%	122	1.1%	81	3.0%	518	2.2%	192	2.9%	1,466	2.4%
Services Summary	467	33.9%	3,489	31.0%	956	35.3%	9,693	41.0%	2,452	36.7%	21,951	35.3%
Hotels & Lodging	2	0.1%	4	0.0%	3	0.1%	27	0.1%	15	0.2%	319	0.5%
Automotive Services	41	3.0%	195	1.7%	71	2.6%	422	1.8%	203	3.0%	1,046	1.7%
Motion Pictures & Amusements	44	3.2%	268	2.4%	90	3.3%	714	3.0%	192	2.9%	1,477	2.4%
Health Services	38	2.8%	414	3.7%	115	4.2%	2,818	11.9%	330	4.9%	5,006	8.0%
Legal Services	12	0.9%	48	0.4%	21	0.8%	105	0.4%	60	0.9%	292	0.5%
Education Institutions & Libraries	25	1.8%	683	6.1%	50	1.8%	1,604	6.8%	120	1.8%	4,471	7.2%
Other Services	306	22.2%	1,877	16.7%	606	22.4%	4,003	16.9%	1,532	22.9%	9,340	15.0%
Government	21	1.5%	274	2.4%	40	1.5%	545	2.3%	92	1.4%	1,410	2.3%
Unclassified Establishments	59	4.3%	1,302	11.6%	123	4.5%	1,766	7.5%	300	4.5%	2,019	3.2%
Totals	1,377	100.0%	11,269	100.0%	2,706	100.0%	23,669	100.0%	6,680	100.0%	62,265	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 13, 2016



Business Summary

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.3%	25	0.2%	10	0.4%	52	0.2%	23	0.3%	114	0.2%
Mining	1	0.1%	1	0.0%	2	0.1%	7	0.0%	6	0.1%	25	0.0%
Utilities	2	0.1%	12	0.1%	4	0.1%	20	0.1%	5	0.1%	74	0.1%
Construction	196	14.2%	1,262	11.2%	389	14.4%	2,303	9.7%	863	12.9%	4,991	8.0%
Manufacturing	83	6.0%	987	8.8%	154	5.7%	1,761	7.4%	376	5.6%	9,251	14.9%
Wholesale Trade	78	5.7%	783	6.9%	155	5.7%	1,340	5.7%	400	6.0%	4,369	7.0%
Retail Trade	181	13.1%	1,239	11.0%	318	11.8%	2,419	10.2%	811	12.1%	8,103	13.0%
Motor Vehicle & Parts Dealers	28	2.0%	218	1.9%	42	1.6%	345	1.5%	100	1.5%	971	1.6%
Furniture & Home Furnishings Stores	18	1.3%	79	0.7%	32	1.2%	149	0.6%	68	1.0%	316	0.5%
Electronics & Appliance Stores	12	0.9%	39	0.3%	26	1.0%	92	0.4%	79	1.2%	336	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	26	1.9%	162	1.4%	46	1.7%	290	1.2%	104	1.6%	1,021	1.6%
Food & Beverage Stores	21	1.5%	397	3.5%	33	1.2%	639	2.7%	73	1.1%	1,622	2.6%
Health & Personal Care Stores	8	0.6%	87	0.8%	20	0.7%	177	0.7%	62	0.9%	504	0.8%
Gasoline Stations	7	0.5%	50	0.4%	10	0.4%	64	0.3%	26	0.4%	142	0.2%
Clothing & Clothing Accessories Stores	16	1.2%	43	0.4%	24	0.9%	69	0.3%	60	0.9%	216	0.3%
Sport Goods, Hobby, Book, & Music Stores	8	0.6%	18	0.2%	15	0.6%	57	0.2%	48	0.7%	330	0.5%
General Merchandise Stores	5	0.4%	76	0.7%	12	0.4%	263	1.1%	34	0.5%	1,177	1.9%
Miscellaneous Store Retailers	24	1.7%	59	0.5%	43	1.6%	179	0.8%	120	1.8%	1,073	1.7%
Nonstore Retailers	8	0.6%	10	0.1%	16	0.6%	93	0.4%	37	0.6%	395	0.6%
Transportation & Warehousing	21	1.5%	122	1.1%	44	1.6%	239	1.0%	119	1.8%	924	1.5%
Information	20	1.5%	119	1.1%	39	1.4%	235	1.0%	94	1.4%	633	1.0%
Finance & Insurance	89	6.5%	229	2.0%	172	6.4%	509	2.2%	473	7.1%	1,840	3.0%
Central Bank/Credit Intermediation & Related Activities	56	4.1%	124	1.1%	95	3.5%	197	0.8%	246	3.7%	694	1.1%
Securities, Commodity Contracts & Other Financial	12	0.9%	39	0.3%	30	1.1%	132	0.6%	95	1.4%	394	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	22	1.6%	65	0.6%	48	1.8%	179	0.8%	131	2.0%	752	1.2%
Real Estate, Rental & Leasing	46	3.3%	179	1.6%	99	3.7%	664	2.8%	256	3.8%	1,783	2.9%
Professional, Scientific & Tech Services	149	10.8%	772	6.9%	304	11.2%	1,706	7.2%	743	11.1%	3,865	6.2%
Legal Services	13	0.9%	49	0.4%	23	0.8%	107	0.5%	65	1.0%	303	0.5%
Management of Companies & Enterprises	1	0.1%	2	0.0%	3	0.1%	6	0.0%	5	0.1%	44	0.1%
Administrative & Support & Waste Management & Remediation	107	7.8%	1,153	10.2%	189	7.0%	1,768	7.5%	403	6.0%	3,218	5.2%
Educational Services	39	2.8%	670	5.9%	77	2.8%	1,580	6.7%	167	2.5%	4,402	7.1%
Health Care & Social Assistance	54	3.9%	542	4.8%	148	5.5%	3,238	13.7%	436	6.5%	6,370	10.2%
Arts, Entertainment & Recreation	31	2.3%	265	2.4%	68	2.5%	717	3.0%	141	2.1%	1,366	2.2%
Accommodation & Food Services	63	4.6%	722	6.4%	110	4.1%	1,240	5.2%	279	4.2%	3,627	5.8%
Accommodation	2	0.1%	4	0.0%	3	0.1%	27	0.1%	15	0.2%	319	0.5%
Food Services & Drinking Places	61	4.4%	718	6.4%	107	4.0%	1,213	5.1%	264	4.0%	3,307	5.3%
Other Services (except Public Administration)	132	9.6%	605	5.4%	254	9.4%	1,390	5.9%	680	10.2%	3,649	5.9%
Automotive Repair & Maintenance	31	2.3%	116	1.0%	55	2.0%	212	0.9%	162	2.4%	699	1.1%
Public Administration	21	1.5%	274	2.4%	40	1.5%	545	2.3%	92	1.4%	1,410	2.3%
Unclassified Establishments	61	4.4%	1,308	11.6%	127	4.7%	1,931	8.2%	309	4.6%	2,207	3.5%
Total	1,377	100.0%	11,269	100.0%	2,706	100.0%	23,669	100.0%	6,680	100.0%	62,265	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 13, 2016

Daytime Population Comparison



Geography: 600 W Liberty Street, Wauconda, IL 60084 , 3 Miles: Wauconda, 5 Miles: Wauconda, 7 Miles: Wauconda

Wauconda 3 Miles: Wauconda 5 Miles: Wauconda 7 Miles: Wauconda

2015A Population & Household Overview

Population	13,931	27,948	69,668	153,755
Household Population	13,837	27,728	69,327	153,107
Family Population	84.7%	85.1%	88.2%	88.8%
Non-family Population	15.2%	14.8%	11.7%	11.1%
Group Quarters Population	95	220	340	649
Households	5,092	10,682	24,904	54,874
Family Households	80.3%	81.7%	83.7%	84.1%
Non-family Households	19.6%	18.2%	16.2%	15.8%

2015A Daytime Population

Total Daytime Population	12,167	21,068	54,244	135,201
Population aged 16 and under (Children)	3,797	5,278	14,574	34,720
Daytime Population Age 16+	8,370	15,789	39,670	100,481
Civilian 16+, at Workplace	4,513	7,800	21,168	59,333
Civilian 16+, Unemployed	668	1,122	2,635	5,560
Civilian 16+, Work at home	286	708	2,257	4,651
Homemakers Age 16+	1,091	2,672	6,579	13,538
Retired population Age 65+	1,440	3,378	6,796	14,740
Student popn: Pre-kindergarten to 8th	2,569	3,823	9,722	22,245
Student popn: 9th grade-12th grade	940	706	3,815	10,889
Student popn: Post-secondary students	443	1,089	2,823	6,763

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Retail MarketPlace Profile

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 Ring: 3 mile radius

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Summary Demographics

2015 Population	27,591
2015 Households	10,596
2015 Median Disposable Income	\$60,631
2015 Per Capita Income	\$40,978

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	\$601,241,473	\$478,224,224	\$123,017,249	11.4	233
Total Retail Trade	44-45	\$540,704,124	\$447,242,826	\$93,461,298	9.5	172
Total Food & Drink	722	\$60,537,349	\$30,981,398	\$29,555,951	32.3	61

Industry Group

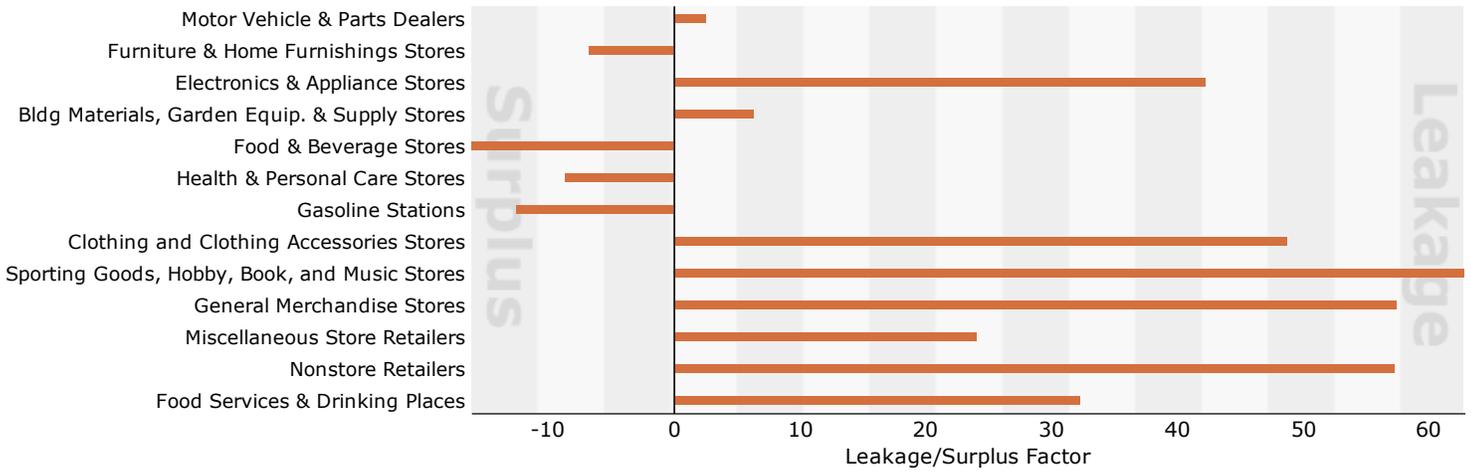
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$125,327,880	\$118,950,016	\$6,377,864	2.6	27
Automobile Dealers	4411	\$104,604,230	\$73,377,169	\$31,227,061	17.5	8
Other Motor Vehicle Dealers	4412	\$13,226,441	\$37,703,556	-\$24,477,115	-48.1	10
Auto Parts, Accessories & Tire Stores	4413	\$7,497,209	\$7,869,291	-\$372,082	-2.4	9
Furniture & Home Furnishings Stores	442	\$16,371,814	\$18,760,540	-\$2,388,726	-6.8	18
Furniture Stores	4421	\$10,313,923	\$1,692,399	\$8,621,524	71.8	2
Home Furnishings Stores	4422	\$6,057,891	\$17,068,141	-\$11,010,250	-47.6	15
Electronics & Appliance Stores	443	\$27,889,075	\$11,306,589	\$16,582,486	42.3	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,694,732	\$25,250,953	\$3,443,779	6.4	22
Bldg Material & Supplies Dealers	4441	\$24,854,995	\$14,829,904	\$10,025,091	25.3	17
Lawn & Garden Equip & Supply Stores	4442	\$3,839,736	\$10,421,049	-\$6,581,313	-46.1	5
Food & Beverage Stores	445	\$100,002,403	\$138,337,982	-\$38,335,579	-16.1	19
Grocery Stores	4451	\$88,337,194	\$122,218,234	-\$33,881,040	-16.1	9
Specialty Food Stores	4452	\$5,362,792	\$9,451,896	-\$4,089,104	-27.6	5
Beer, Wine & Liquor Stores	4453	\$6,302,417	\$6,667,853	-\$365,436	-2.8	6
Health & Personal Care Stores	446,4461	\$26,926,333	\$32,053,699	-\$5,127,366	-8.7	8
Gasoline Stations	447,4471	\$36,070,545	\$46,429,626	-\$10,359,081	-12.6	9
Clothing & Clothing Accessories Stores	448	\$29,296,743	\$10,083,868	\$19,212,875	48.8	16
Clothing Stores	4481	\$20,307,225	\$5,242,158	\$15,065,067	59.0	10
Shoe Stores	4482	\$3,716,314	\$0	\$3,716,314	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,273,204	\$4,841,710	\$431,494	4.3	6
Sporting Goods, Hobby, Book & Music Stores	451	\$16,168,083	\$3,681,152	\$12,486,931	62.9	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,364,825	\$3,681,152	\$9,683,673	56.8	8
Book, Periodical & Music Stores	4512	\$2,803,258	\$0	\$2,803,258	100.0	0
General Merchandise Stores	452	\$97,695,323	\$26,324,756	\$71,370,567	57.5	5
Department Stores Excluding Leased Depts.	4521	\$74,954,441	\$571,280	\$74,383,161	98.5	1
Other General Merchandise Stores	4529	\$22,740,882	\$25,753,476	-\$3,012,594	-6.2	4
Miscellaneous Store Retailers	453	\$18,272,792	\$11,182,366	\$7,090,426	24.1	24
Florists	4531	\$1,049,276	\$557,858	\$491,418	30.6	2
Office Supplies, Stationery & Gift Stores	4532	\$1,753,630	\$1,176,975	\$576,655	19.7	3
Used Merchandise Stores	4533	\$1,483,067	\$1,344,152	\$138,915	4.9	8
Other Miscellaneous Store Retailers	4539	\$13,986,818	\$8,103,380	\$5,883,438	26.6	11
Nonstore Retailers	454	\$17,988,401	\$4,881,279	\$13,107,122	57.3	6
Electronic Shopping & Mail-Order Houses	4541	\$14,274,682	\$3,710,606	\$10,564,076	58.7	2
Vending Machine Operators	4542	\$531,789	\$0	\$531,789	100.0	0
Direct Selling Establishments	4543	\$3,181,931	\$1,106,869	\$2,075,062	48.4	4
Food Services & Drinking Places	722	\$60,537,349	\$30,981,398	\$29,555,951	32.3	61
Full-Service Restaurants	7221	\$33,479,687	\$16,085,586	\$17,394,101	35.1	34
Limited-Service Eating Places	7222	\$23,138,269	\$12,552,698	\$10,585,571	29.7	14
Special Food Services	7223	\$1,365,432	\$420,811	\$944,621	52.9	2
Drinking Places - Alcoholic Beverages	7224	\$2,553,961	\$1,922,304	\$631,657	14.1	11

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.

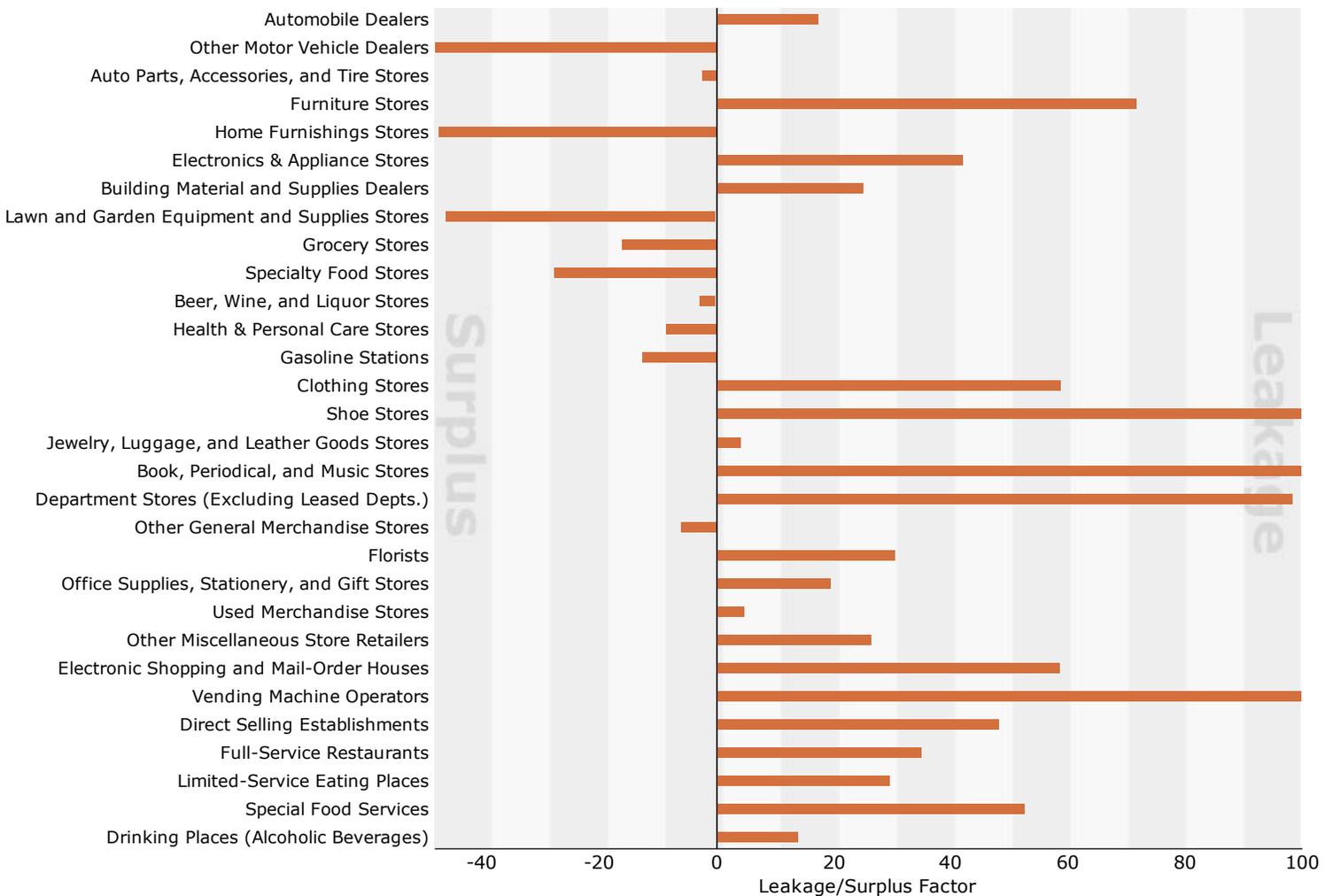
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084 5
 600 W Liberty St, Wauconda, Illinois, 60084
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 42.25816
 Longitude: -88.15455

Summary Demographics

2015 Population	69,728
2015 Households	25,022
2015 Median Disposable Income	\$68,904
2015 Per Capita Income	\$44,607

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	\$1,622,912,238	\$833,705,159	\$789,207,079	32.1	411
Total Retail Trade	44-45	\$1,458,809,458	\$781,735,882	\$677,073,576	30.2	305
Total Food & Drink	722	\$164,102,780	\$51,969,278	\$112,133,502	51.9	106

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$338,894,957	\$176,642,499	\$162,252,458	31.5	41
Automobile Dealers	4411	\$282,531,254	\$104,389,988	\$178,141,266	46.0	13
Other Motor Vehicle Dealers	4412	\$36,150,533	\$58,542,590	-\$22,392,057	-23.6	14
Auto Parts, Accessories & Tire Stores	4413	\$20,213,171	\$13,709,920	\$6,503,251	19.2	14
Furniture & Home Furnishings Stores	442	\$44,546,065	\$31,848,819	\$12,697,246	16.6	31
Furniture Stores	4421	\$28,104,282	\$6,127,334	\$21,976,948	64.2	7
Home Furnishings Stores	4422	\$16,441,783	\$25,721,485	-\$9,279,702	-22.0	24
Electronics & Appliance Stores	443	\$75,491,983	\$24,134,633	\$51,357,350	51.5	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$77,692,067	\$45,422,041	\$32,270,026	26.2	42
Bldg Material & Supplies Dealers	4441	\$67,324,207	\$23,755,762	\$43,568,445	47.8	31
Lawn & Garden Equip & Supply Stores	4442	\$10,367,860	\$21,666,279	-\$11,298,419	-35.3	11
Food & Beverage Stores	445	\$268,299,560	\$222,071,764	\$46,227,796	9.4	30
Grocery Stores	4451	\$236,973,801	\$202,527,364	\$34,446,437	7.8	14
Specialty Food Stores	4452	\$14,395,574	\$12,547,343	\$1,848,231	6.9	9
Beer, Wine & Liquor Stores	4453	\$16,930,184	\$6,997,057	\$9,933,127	41.5	7
Health & Personal Care Stores	446,4461	\$72,016,731	\$60,309,451	\$11,707,280	8.8	18
Gasoline Stations	447,4471	\$96,583,740	\$61,863,186	\$34,720,554	21.9	14
Clothing & Clothing Accessories Stores	448	\$79,442,684	\$15,483,816	\$63,958,868	67.4	23
Clothing Stores	4481	\$55,031,985	\$9,105,475	\$45,926,510	71.6	15
Shoe Stores	4482	\$10,028,283	\$0	\$10,028,283	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$14,382,415	\$6,378,341	\$8,004,074	38.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$44,172,955	\$12,224,760	\$31,948,195	56.6	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,523,924	\$10,831,819	\$25,692,105	54.3	13
Book, Periodical & Music Stores	4512	\$7,649,032	\$1,392,940	\$6,256,092	69.2	2
General Merchandise Stores	452	\$264,051,394	\$78,186,038	\$185,865,356	54.3	12
Department Stores Excluding Leased Depts.	4521	\$202,997,583	\$48,465,101	\$154,532,482	61.5	3
Other General Merchandise Stores	4529	\$61,053,811	\$29,720,938	\$31,332,873	34.5	9
Miscellaneous Store Retailers	453	\$49,132,095	\$23,558,296	\$25,573,799	35.2	43
Florists	4531	\$2,849,856	\$821,461	\$2,028,395	55.2	3
Office Supplies, Stationery & Gift Stores	4532	\$4,747,972	\$3,991,146	\$756,826	8.7	10
Used Merchandise Stores	4533	\$4,028,644	\$1,846,138	\$2,182,506	37.2	10
Other Miscellaneous Store Retailers	4539	\$37,505,624	\$16,899,552	\$20,606,072	37.9	20
Nonstore Retailers	454	\$48,485,227	\$29,990,580	\$18,494,647	23.6	13
Electronic Shopping & Mail-Order Houses	4541	\$38,490,835	\$13,699,344	\$24,791,491	47.5	6
Vending Machine Operators	4542	\$1,428,625	\$224,650	\$1,203,975	72.8	1
Direct Selling Establishments	4543	\$8,565,766	\$16,066,586	-\$7,500,820	-30.5	6
Food Services & Drinking Places	722	\$164,102,780	\$51,969,278	\$112,133,502	51.9	106
Full-Service Restaurants	7221	\$90,795,492	\$29,682,174	\$61,113,318	50.7	62
Limited-Service Eating Places	7222	\$62,550,809	\$19,743,200	\$42,807,609	52.0	28
Special Food Services	7223	\$3,799,621	\$426,893	\$3,372,728	79.8	2
Drinking Places - Alcoholic Beverages	7224	\$6,956,860	\$2,117,010	\$4,839,850	53.3	14

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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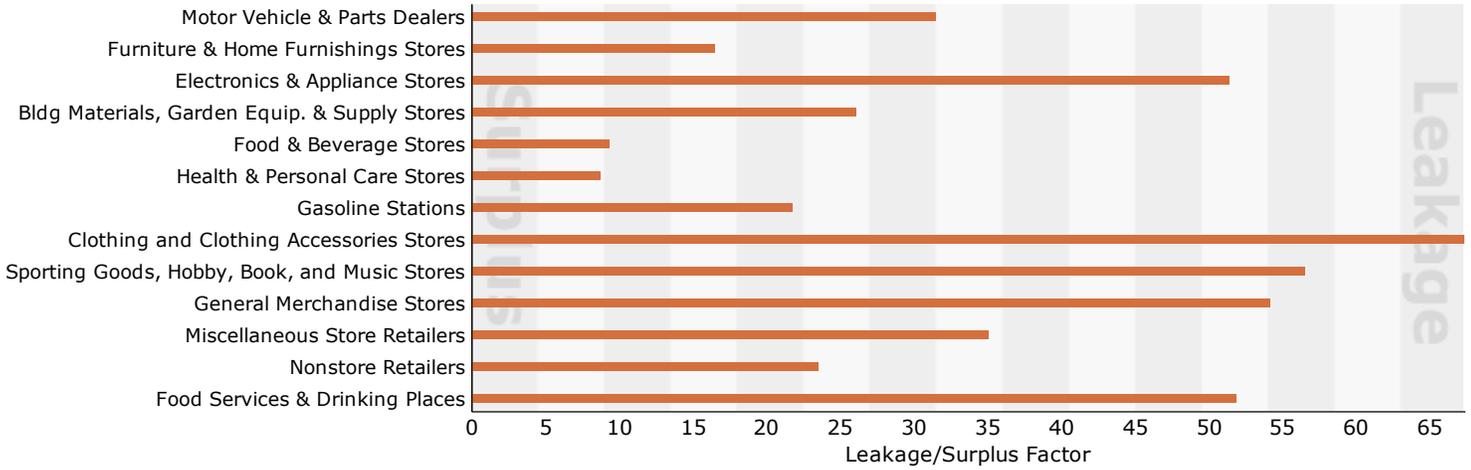


Retail MarketPlace Profile

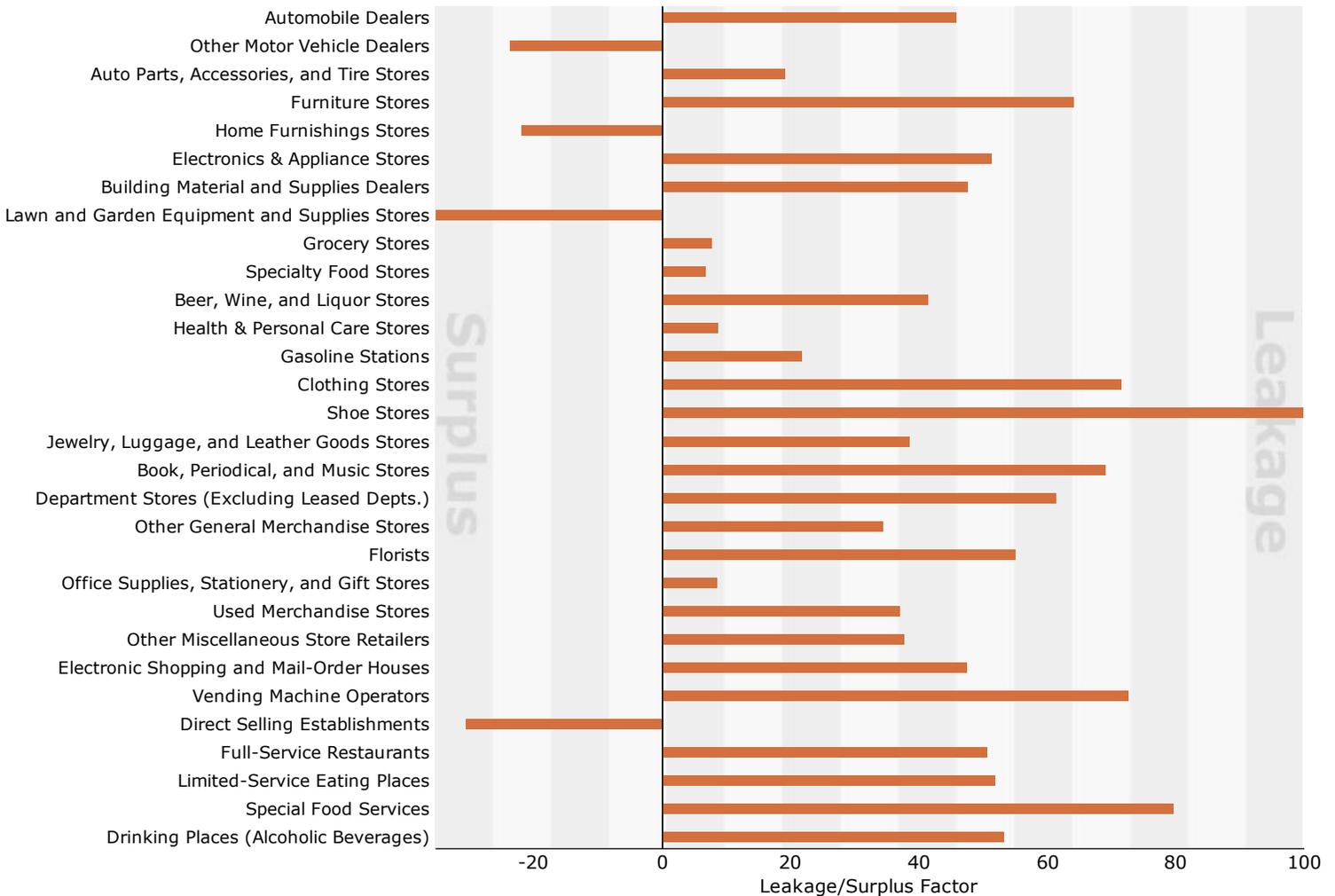
600 W Liberty St, Wauconda, Illinois, 60084 5
 600 W Liberty St, Wauconda, Illinois, 60084
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 42.25816
 Longitude: -88.15455

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084 5
 600 W Liberty St, Wauconda, Illinois, 60084
 Ring: 7 mile radius

Prepared by Esri
 Latitude: 42.25816
 Longitude: -88.15455

Summary Demographics

2015 Population	154,220
2015 Households	55,397
2015 Median Disposable Income	\$69,327
2015 Per Capita Income	\$43,788

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	\$3,549,317,495	\$2,397,969,919	\$1,151,347,576	19.4	1,022
Total Retail Trade	44-45	\$3,189,591,097	\$2,257,514,548	\$932,076,549	17.1	759
Total Food & Drink	722	\$359,726,398	\$140,455,372	\$219,271,026	43.8	263

Industry Group

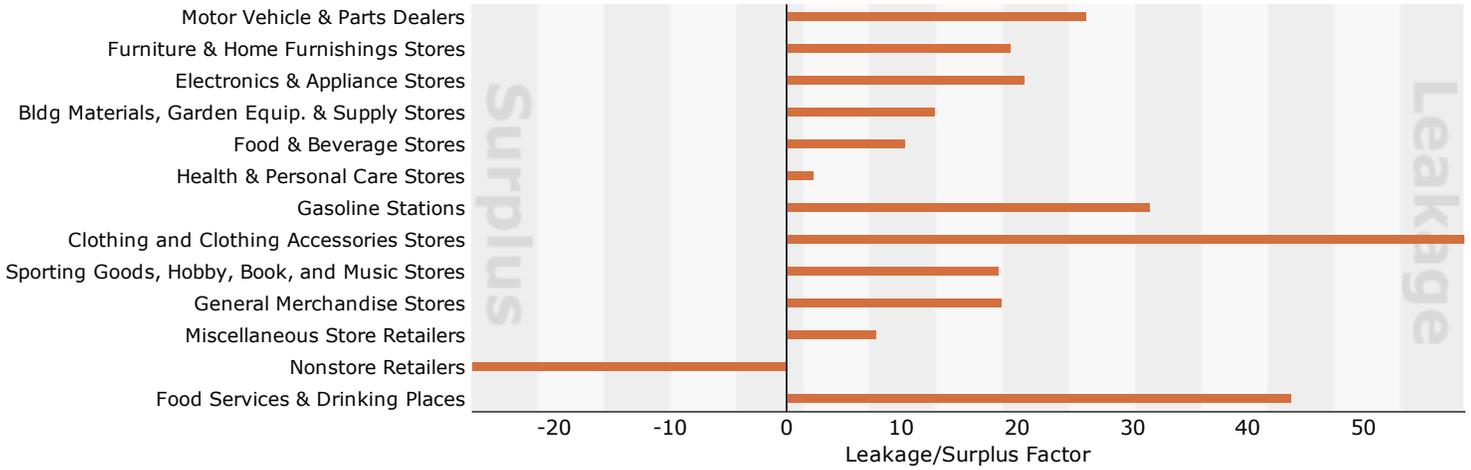
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$741,278,085	\$435,578,426	\$305,699,659	26.0	97
Automobile Dealers	4411	\$618,789,048	\$308,016,564	\$310,772,484	33.5	34
Other Motor Vehicle Dealers	4412	\$78,326,928	\$92,788,401	-\$14,461,473	-8.5	27
Auto Parts, Accessories & Tire Stores	4413	\$44,162,109	\$34,773,460	\$9,388,649	11.9	35
Furniture & Home Furnishings Stores	442	\$97,437,227	\$65,529,813	\$31,907,414	19.6	64
Furniture Stores	4421	\$61,541,323	\$20,538,959	\$41,002,364	50.0	17
Home Furnishings Stores	4422	\$35,895,904	\$44,990,854	-\$9,094,950	-11.2	47
Electronics & Appliance Stores	443	\$165,148,499	\$108,340,438	\$56,808,061	20.8	71
Bldg Materials, Garden Equip. & Supply Stores	444	\$167,698,803	\$129,319,182	\$38,379,621	12.9	94
Bldg Material & Supplies Dealers	4441	\$145,306,588	\$90,192,052	\$55,114,536	23.4	73
Lawn & Garden Equip & Supply Stores	4442	\$22,392,215	\$39,127,129	-\$16,734,914	-27.2	21
Food & Beverage Stores	445	\$587,495,067	\$476,410,651	\$111,084,416	10.4	69
Grocery Stores	4451	\$518,932,444	\$426,313,182	\$92,619,262	9.8	32
Specialty Food Stores	4452	\$31,532,456	\$31,726,974	-\$194,518	-0.3	22
Beer, Wine & Liquor Stores	4453	\$37,030,167	\$18,370,494	\$18,659,673	33.7	15
Health & Personal Care Stores	446,4461	\$156,793,760	\$149,204,586	\$7,589,174	2.5	55
Gasoline Stations	447,4471	\$211,768,660	\$110,051,190	\$101,717,470	31.6	30
Clothing & Clothing Accessories Stores	448	\$174,203,855	\$45,179,503	\$129,024,352	58.8	56
Clothing Stores	4481	\$120,708,293	\$28,353,761	\$92,354,532	62.0	34
Shoe Stores	4482	\$22,051,959	\$1,240,116	\$20,811,843	89.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$31,443,603	\$15,585,626	\$15,857,977	33.7	20
Sporting Goods, Hobby, Book & Music Stores	451	\$96,855,908	\$66,598,344	\$30,257,564	18.5	50
Sporting Goods/Hobby/Musical Instr Stores	4511	\$80,090,861	\$58,817,668	\$21,273,193	15.3	42
Book, Periodical & Music Stores	4512	\$16,765,047	\$7,780,675	\$8,984,372	36.6	8
General Merchandise Stores	452	\$578,430,880	\$395,728,521	\$182,702,359	18.8	34
Department Stores Excluding Leased Depts.	4521	\$444,771,600	\$196,527,413	\$248,244,187	38.7	8
Other General Merchandise Stores	4529	\$133,659,280	\$199,201,108	-\$65,541,828	-19.7	26
Miscellaneous Store Retailers	453	\$106,975,548	\$91,293,831	\$15,681,717	7.9	112
Florists	4531	\$6,156,471	\$3,801,429	\$2,355,042	23.6	13
Office Supplies, Stationery & Gift Stores	4532	\$10,378,232	\$22,518,683	-\$12,140,451	-36.9	25
Used Merchandise Stores	4533	\$8,824,020	\$11,568,113	-\$2,744,093	-13.5	22
Other Miscellaneous Store Retailers	4539	\$81,616,825	\$53,405,607	\$28,211,218	20.9	51
Nonstore Retailers	454	\$105,504,806	\$184,280,064	-\$78,775,258	-27.2	28
Electronic Shopping & Mail-Order Houses	4541	\$83,922,232	\$151,130,267	-\$67,208,035	-28.6	16
Vending Machine Operators	4542	\$3,130,191	\$882,150	\$2,248,041	56.0	3
Direct Selling Establishments	4543	\$18,452,383	\$32,267,647	-\$13,815,264	-27.2	9
Food Services & Drinking Places	722	\$359,726,398	\$140,455,372	\$219,271,026	43.8	263
Full-Service Restaurants	7221	\$198,998,130	\$81,684,404	\$117,313,726	41.8	154
Limited-Service Eating Places	7222	\$137,205,507	\$54,756,030	\$82,449,477	43.0	80
Special Food Services	7223	\$8,304,359	\$1,071,868	\$7,232,491	77.1	7
Drinking Places - Alcoholic Beverages	7224	\$15,218,402	\$2,943,069	\$12,275,333	67.6	21

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.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

