



Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084
 600 W Liberty St, Wauconda, Illinois, 60084
 Drive Time: 10 minute radius

Latitude: 42.25816
 Longitude: -88.15455

Summary Demographics

2013 Population	78,178
2013 Households	28,575
2013 Median Disposable Income	\$65,320
2013 Per Capita Income	\$41,415

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	\$1,217,563,576	\$825,872,586	\$391,690,990	19.2	478
Total Retail Trade	44-45	\$1,095,690,802	\$779,556,296	\$316,134,506	16.9	390
Total Food & Drink	722	\$121,872,774	\$46,316,290	\$75,556,484	44.9	88

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$207,892,087	\$127,109,931	\$80,782,156	24.1	31
Automobile Dealers	4411	\$177,988,704	\$75,580,490	\$102,408,214	40.4	4
Other Motor Vehicle Dealers	4412	\$13,467,028	\$44,398,229	-\$30,931,201	-53	19
Auto Parts, Accessories & Tire Stores	4413	\$16,436,356	\$7,131,212	\$9,305,144	39.5	9
Furniture & Home Furnishings Stores	442	\$24,339,358	\$13,076,931	\$11,262,427	30.1	40
Furniture Stores	4421	\$14,206,604	\$3,885,999	\$10,320,605	57.0	9
Home Furnishings Stores	4422	\$10,132,753	\$9,190,932	\$941,821	4.9	30
Electronics & Appliance Stores	443	\$29,979,460	\$16,613,182	\$13,366,278	28.7	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,631,432	\$50,463,596	-\$8,832,164	-9.6	36
Bldg Material & Supplies Dealers	4441	\$35,319,881	\$29,469,896	\$5,849,985	9.0	30
Lawn & Garden Equip & Supply Stores	4442	\$6,311,550	\$20,993,700	-\$14,682,150	-53.8	6
Food & Beverage Stores	445	\$173,398,266	\$144,217,371	\$29,180,895	9.2	41
Grocery Stores	4451	\$154,009,171	\$125,452,838	\$28,556,333	10.2	20
Specialty Food Stores	4452	\$5,159,698	\$3,807,384	\$1,352,314	15.1	12
Beer, Wine & Liquor Stores	4453	\$14,229,396	\$14,957,149	-\$727,753	-2.5	8
Health & Personal Care Stores	446,4461	\$92,806,936	\$144,279,143	-\$51,472,207	-21.7	31
Gasoline Stations	447,4471	\$110,109,843	\$23,587,913	\$86,521,930	64.7	7
Clothing & Clothing Accessories Stores	448	\$69,739,786	\$16,801,082	\$52,938,704	61.2	33
Clothing Stores	4481	\$49,987,912	\$10,544,040	\$39,443,872	65.2	19
Shoe Stores	4482	\$10,194,034	\$851,471	\$9,342,563	84.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$9,557,839	\$5,405,572	\$4,152,267	27.7	13
Sporting Goods, Hobby, Book & Music Stores	451	\$28,659,773	\$15,536,678	\$13,123,095	29.7	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,279,205	\$13,078,394	\$9,200,811	26.0	29
Book, Periodical & Music Stores	4512	\$6,380,568	\$2,458,284	\$3,922,284	44.4	3
General Merchandise Stores	452	\$193,414,166	\$191,230,153	\$2,184,013	0.6	10
Department Stores Excluding Leased Depts.	4521	\$74,980,129	\$111,387,385	-\$36,407,256	-19.5	3
Other General Merchandise Stores	4529	\$118,434,036	\$79,842,768	\$38,591,268	19.5	7
Miscellaneous Store Retailers	453	\$23,600,760	\$20,012,824	\$3,587,936	8.2	91
Florists	4531	\$1,437,857	\$470,770	\$967,087	50.7	4
Office Supplies, Stationery & Gift Stores	4532	\$3,987,788	\$2,169,811	\$1,817,977	29.5	26
Used Merchandise Stores	4533	\$2,260,915	\$6,253,147	-\$3,992,232	-46.9	16
Other Miscellaneous Store Retailers	4539	\$15,914,200	\$11,119,096	\$4,795,104	17.7	46
Nonstore Retailers	454	\$100,118,936	\$16,627,493	\$83,491,443	71.5	20
Electronic Shopping & Mail-Order Houses	4541	\$87,342,233	\$7,810,669	\$79,531,564	83.6	1
Vending Machine Operators	4542	\$2,983,403	\$1,347,391	\$1,636,012	37.8	6
Direct Selling Establishments	4543	\$9,793,300	\$7,469,433	\$2,323,867	13.5	13
Food Services & Drinking Places	722	\$121,872,774	\$46,316,290	\$75,556,484	44.9	88
Full-Service Restaurants	7221	\$54,112,120	\$19,429,524	\$34,682,596	47.2	30
Limited-Service Eating Places	7222	\$55,586,093	\$20,196,893	\$35,389,200	46.7	37
Special Food Services	7223	\$5,720,698	\$3,201,452	\$2,519,246	28.2	4
Drinking Places - Alcoholic Beverages	7224	\$6,453,863	\$3,488,420	\$2,965,443	29.8	17

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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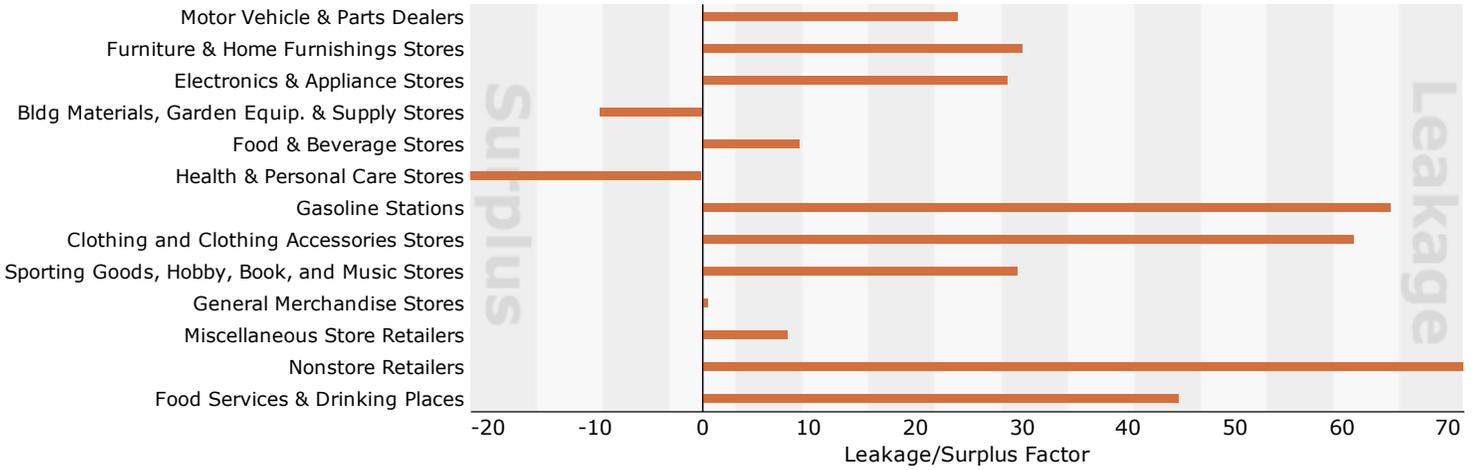


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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084
 600 W Liberty St, Wauconda, Illinois, 60084
 Drive Time: 15 minute radius

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Summary Demographics

2013 Population	219,528
2013 Households	78,493
2013 Median Disposable Income	\$62,613
2013 Per Capita Income	\$39,091

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	\$3,199,817,042	\$2,777,731,012	\$422,086,030	7.1	1,447
Total Retail Trade	44-45	\$2,878,467,036	\$2,617,057,969	\$261,409,067	4.8	1,195
Total Food & Drink	722	\$321,350,007	\$160,673,043	\$160,676,964	33.3	252

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$545,735,143	\$750,538,766	-\$204,803,623	-15.8	99
Automobile Dealers	4411	\$467,087,137	\$624,717,060	-\$157,629,923	-14.4	31
Other Motor Vehicle Dealers	4412	\$35,382,003	\$106,896,493	-\$71,514,490	-50	41
Auto Parts, Accessories & Tire Stores	4413	\$43,266,003	\$18,925,213	\$24,340,790	39.1	28
Furniture & Home Furnishings Stores	442	\$64,082,597	\$52,710,852	\$11,371,745	9.7	96
Furniture Stores	4421	\$37,382,514	\$26,582,258	\$10,800,256	16.9	28
Home Furnishings Stores	4422	\$26,700,082	\$26,128,594	\$571,488	1.1	68
Electronics & Appliance Stores	443	\$78,837,615	\$93,688,858	-\$14,851,243	-8.6	60
Bldg Materials, Garden Equip. & Supply Stores	444	\$109,816,032	\$120,045,286	-\$10,229,254	-4.5	100
Bldg Material & Supplies Dealers	4441	\$93,371,785	\$74,918,995	\$18,452,790	11.0	83
Lawn & Garden Equip & Supply Stores	4442	\$16,444,246	\$45,126,291	-\$28,682,045	-46.6	17
Food & Beverage Stores	445	\$455,719,475	\$386,415,410	\$69,304,065	8.2	122
Grocery Stores	4451	\$404,682,883	\$328,441,882	\$76,241,001	10.4	58
Specialty Food Stores	4452	\$13,560,703	\$11,822,996	\$1,737,707	6.8	39
Beer, Wine & Liquor Stores	4453	\$37,475,889	\$46,150,532	-\$8,674,643	-10.4	26
Health & Personal Care Stores	446,4461	\$243,312,984	\$381,074,470	-\$137,761,486	-22.1	79
Gasoline Stations	447,4471	\$288,535,451	\$107,894,800	\$180,640,651	45.6	29
Clothing & Clothing Accessories Stores	448	\$183,956,636	\$125,979,291	\$57,977,345	18.7	126
Clothing Stores	4481	\$131,807,882	\$101,193,598	\$30,614,284	13.1	85
Shoe Stores	4482	\$26,882,951	\$13,619,532	\$13,263,419	32.7	10
Jewelry, Luggage & Leather Goods Stores	4483	\$25,265,803	\$11,166,161	\$14,099,642	38.7	32
Sporting Goods, Hobby, Book & Music Stores	451	\$75,466,037	\$62,747,751	\$12,718,286	9.2	113
Sporting Goods/Hobby/Musical Instr Stores	4511	\$58,636,539	\$53,466,314	\$5,170,225	4.6	93
Book, Periodical & Music Stores	4512	\$16,829,497	\$9,281,437	\$7,548,060	28.9	19
General Merchandise Stores	452	\$508,266,529	\$339,837,069	\$168,429,460	19.9	27
Department Stores Excluding Leased Depts.	4521	\$197,279,920	\$170,743,683	\$26,536,237	7.2	11
Other General Merchandise Stores	4529	\$310,986,609	\$169,093,385	\$141,893,224	29.6	16
Miscellaneous Store Retailers	453	\$61,820,800	\$65,794,509	-\$3,973,709	-3.1	266
Florists	4531	\$3,761,968	\$4,260,379	-\$498,411	-6.2	22
Office Supplies, Stationery & Gift Stores	4532	\$10,484,166	\$16,200,146	-\$5,715,980	-21.4	68
Used Merchandise Stores	4533	\$5,959,367	\$12,345,471	-\$6,386,104	-34.9	35
Other Miscellaneous Store Retailers	4539	\$41,615,300	\$32,988,513	\$8,626,787	11.6	141
Nonstore Retailers	454	\$262,917,739	\$130,330,908	\$132,586,831	33.7	79
Electronic Shopping & Mail-Order Houses	4541	\$229,459,871	\$93,457,718	\$136,002,153	42.1	10
Vending Machine Operators	4542	\$7,845,054	\$10,642,991	-\$2,797,937	-15.1	21
Direct Selling Establishments	4543	\$25,612,813	\$26,230,199	-\$617,386	-1.2	48
Food Services & Drinking Places	722	\$321,350,007	\$160,673,043	\$160,676,964	33.3	252
Full-Service Restaurants	7221	\$142,699,460	\$57,514,702	\$85,184,758	42.5	90
Limited-Service Eating Places	7222	\$146,499,018	\$82,307,431	\$64,191,587	28.1	91
Special Food Services	7223	\$15,083,376	\$9,875,626	\$5,207,750	20.9	14
Drinking Places - Alcoholic Beverages	7224	\$17,068,153	\$10,975,284	\$6,092,869	21.7	57

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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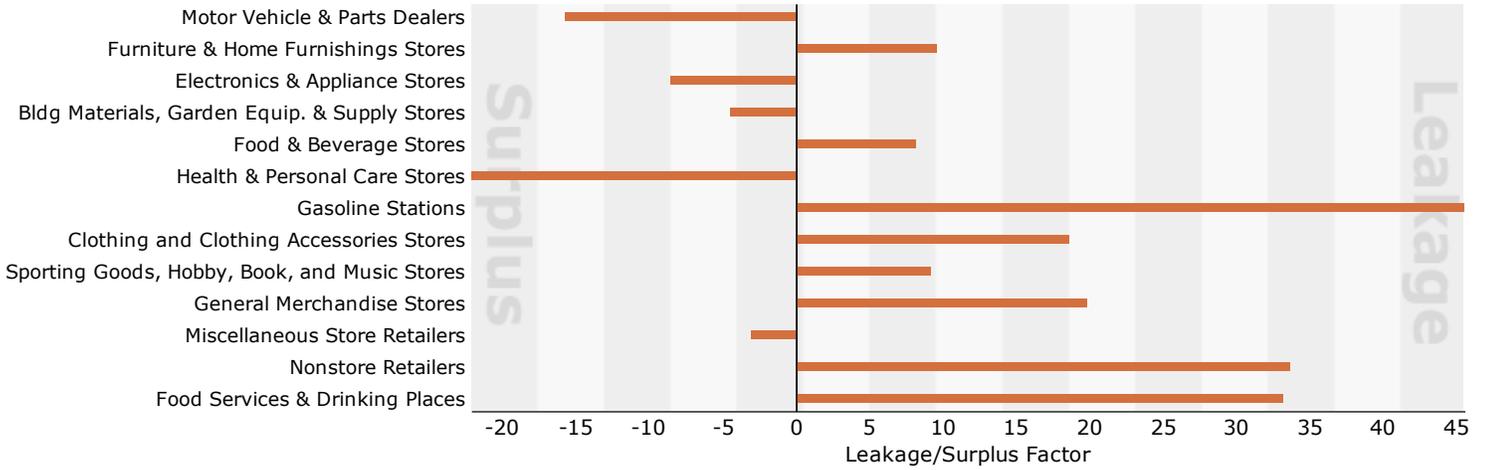


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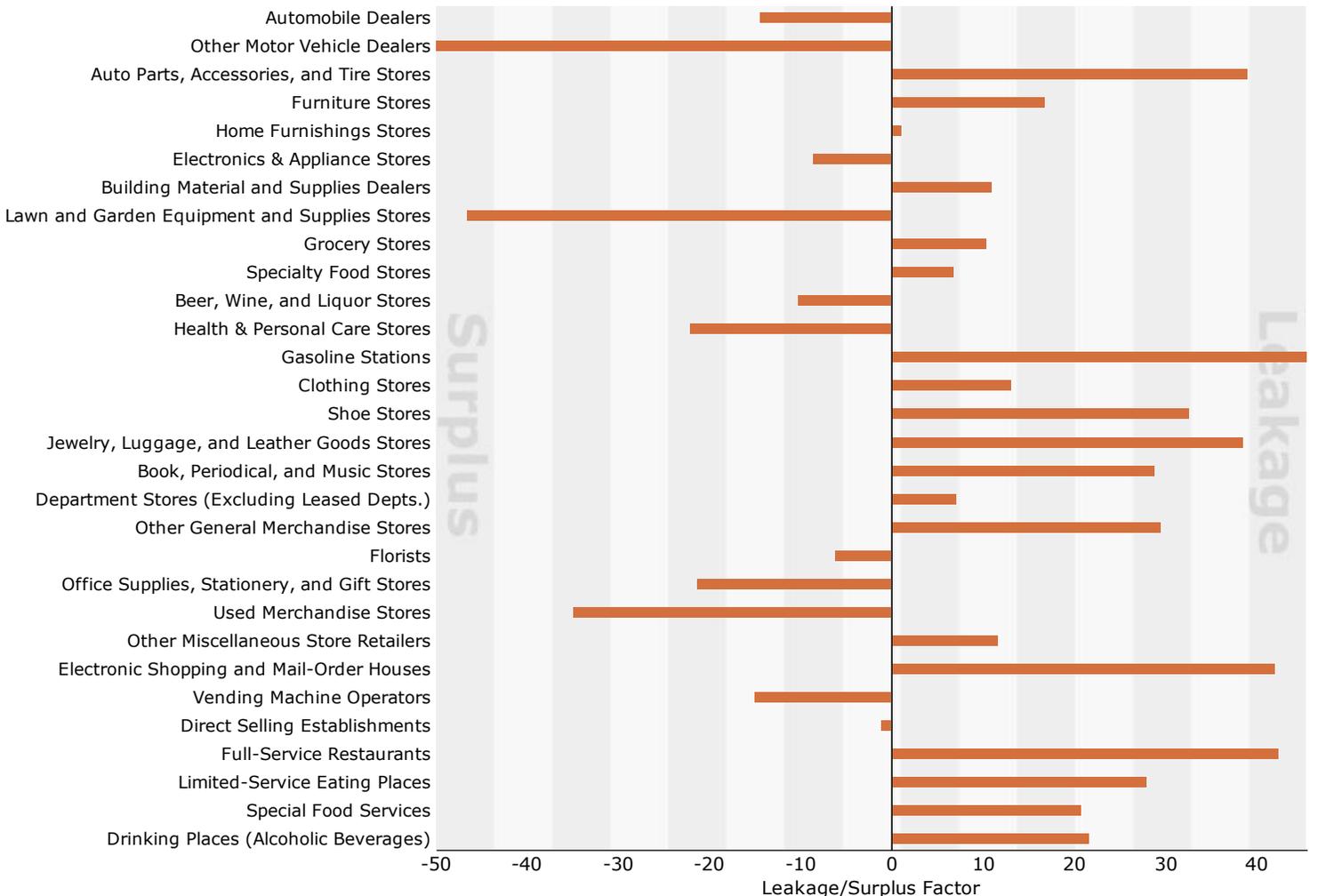
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084
 600 W Liberty St, Wauconda, Illinois, 60084
 Drive Time: 20 minute radius

Latitude: 42.25816
 Longitude: -88.15455

Summary Demographics

2013 Population	488,438
2013 Households	174,281
2013 Median Disposable Income	\$59,360
2013 Per Capita Income	\$37,385

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	\$6,876,071,691	\$6,711,584,513	\$164,487,178	1.2	3,285
Total Retail Trade	44-45	\$6,183,139,520	\$6,274,128,014	-\$90,988,494	-0.7	2,688
Total Food & Drink	722	\$692,932,171	\$437,456,500	\$255,475,671	22.6	597

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,172,428,363	\$1,416,838,127	-\$244,409,764	-9.4	193
Automobile Dealers	4411	\$1,005,258,954	\$1,228,356,362	-\$223,097,408	-10.0	67
Other Motor Vehicle Dealers	4412	\$74,444,259	\$135,734,942	-\$61,290,683	-29	58
Auto Parts, Accessories & Tire Stores	4413	\$92,725,150	\$52,746,823	\$39,978,327	27.5	68
Furniture & Home Furnishings Stores	442	\$137,275,466	\$174,001,103	-\$36,725,637	-11.8	189
Furniture Stores	4421	\$80,412,486	\$95,883,653	-\$15,471,167	-8.8	64
Home Furnishings Stores	4422	\$56,862,980	\$78,117,450	-\$21,254,470	-15.7	125
Electronics & Appliance Stores	443	\$169,225,552	\$222,551,853	-\$53,326,301	-13.6	157
Bldg Materials, Garden Equip. & Supply Stores	444	\$230,177,969	\$284,900,660	-\$54,722,691	-10.6	202
Bldg Material & Supplies Dealers	4441	\$195,463,483	\$215,318,195	-\$19,854,712	-4.8	169
Lawn & Garden Equip & Supply Stores	4442	\$34,714,486	\$69,582,465	-\$34,867,979	-33.4	32
Food & Beverage Stores	445	\$982,989,883	\$941,728,256	\$41,261,627	2.1	293
Grocery Stores	4451	\$873,124,785	\$811,570,462	\$61,554,323	3.7	150
Specialty Food Stores	4452	\$29,265,398	\$29,974,457	-\$709,059	-1.2	86
Beer, Wine & Liquor Stores	4453	\$80,599,701	\$100,183,338	-\$19,583,637	-10.8	57
Health & Personal Care Stores	446,4461	\$520,961,145	\$914,993,049	-\$394,031,904	-27.4	188
Gasoline Stations	447,4471	\$622,912,880	\$388,679,833	\$234,233,047	23.2	75
Clothing & Clothing Accessories Stores	448	\$395,773,796	\$353,242,308	\$42,531,488	5.7	297
Clothing Stores	4481	\$283,758,544	\$291,069,354	-\$7,310,810	-1.3	198
Shoe Stores	4482	\$58,049,300	\$29,197,079	\$28,852,221	33.1	27
Jewelry, Luggage & Leather Goods Stores	4483	\$53,965,952	\$32,975,875	\$20,990,077	24.1	72
Sporting Goods, Hobby, Book & Music Stores	451	\$162,301,155	\$173,283,387	-\$10,982,232	-3.3	257
Sporting Goods/Hobby/Musical Instr Stores	4511	\$125,962,320	\$144,159,536	-\$18,197,216	-6.7	209
Book, Periodical & Music Stores	4512	\$36,338,835	\$29,123,852	\$7,214,983	11.0	48
General Merchandise Stores	452	\$1,094,897,239	\$855,688,895	\$239,208,344	12.3	61
Department Stores Excluding Leased Depts.	4521	\$424,499,690	\$410,846,841	\$13,652,849	1.6	29
Other General Merchandise Stores	4529	\$670,397,549	\$444,842,054	\$225,555,495	20.2	32
Miscellaneous Store Retailers	453	\$132,426,275	\$172,293,706	-\$39,867,431	-13.1	618
Florists	4531	\$7,902,267	\$11,839,929	-\$3,937,662	-19.9	43
Office Supplies, Stationery & Gift Stores	4532	\$22,475,808	\$52,399,476	-\$29,923,668	-40.0	175
Used Merchandise Stores	4533	\$12,825,338	\$20,173,914	-\$7,348,576	-22.3	64
Other Miscellaneous Store Retailers	4539	\$89,222,861	\$87,880,388	\$1,342,473	0.8	336
Nonstore Retailers	454	\$561,769,796	\$375,926,834	\$185,842,962	19.8	158
Electronic Shopping & Mail-Order Houses	4541	\$490,944,859	\$316,924,465	\$174,020,394	21.5	25
Vending Machine Operators	4542	\$16,933,475	\$19,999,062	-\$3,065,587	-8.3	40
Direct Selling Establishments	4543	\$53,891,462	\$39,003,307	\$14,888,155	16.0	93
Food Services & Drinking Places	722	\$692,932,171	\$437,456,500	\$255,475,671	22.6	597
Full-Service Restaurants	7221	\$307,628,561	\$172,436,451	\$135,192,110	28.2	230
Limited-Service Eating Places	7222	\$316,219,754	\$223,510,036	\$92,709,718	17.2	233
Special Food Services	7223	\$32,372,452	\$17,458,851	\$14,913,601	29.9	32
Drinking Places - Alcoholic Beverages	7224	\$36,711,404	\$24,051,162	\$12,660,242	20.8	101

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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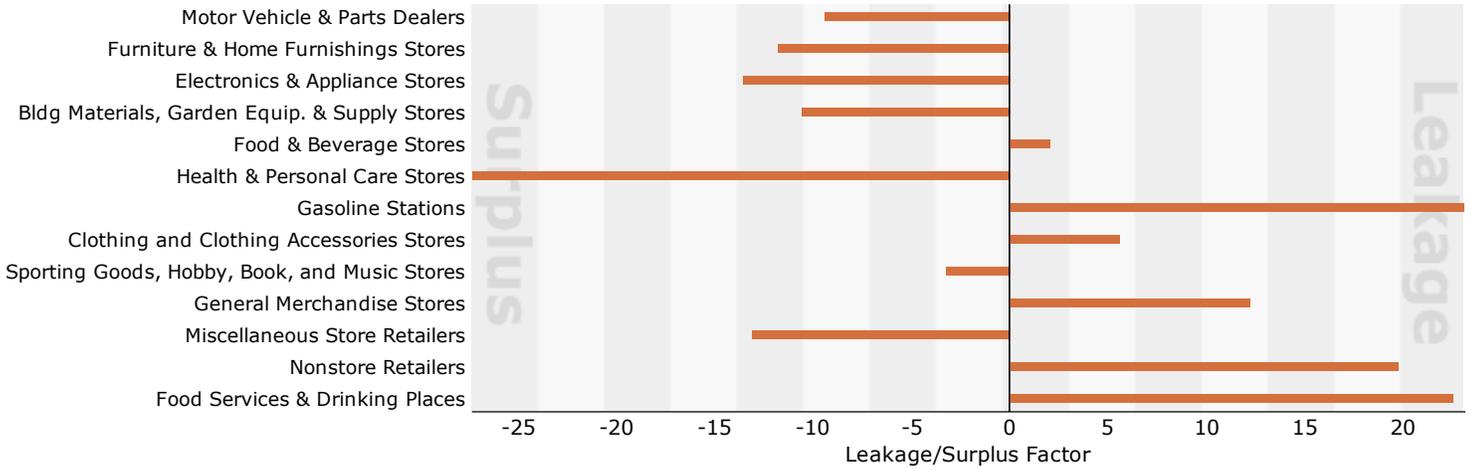


Retail MarketPlace Profile

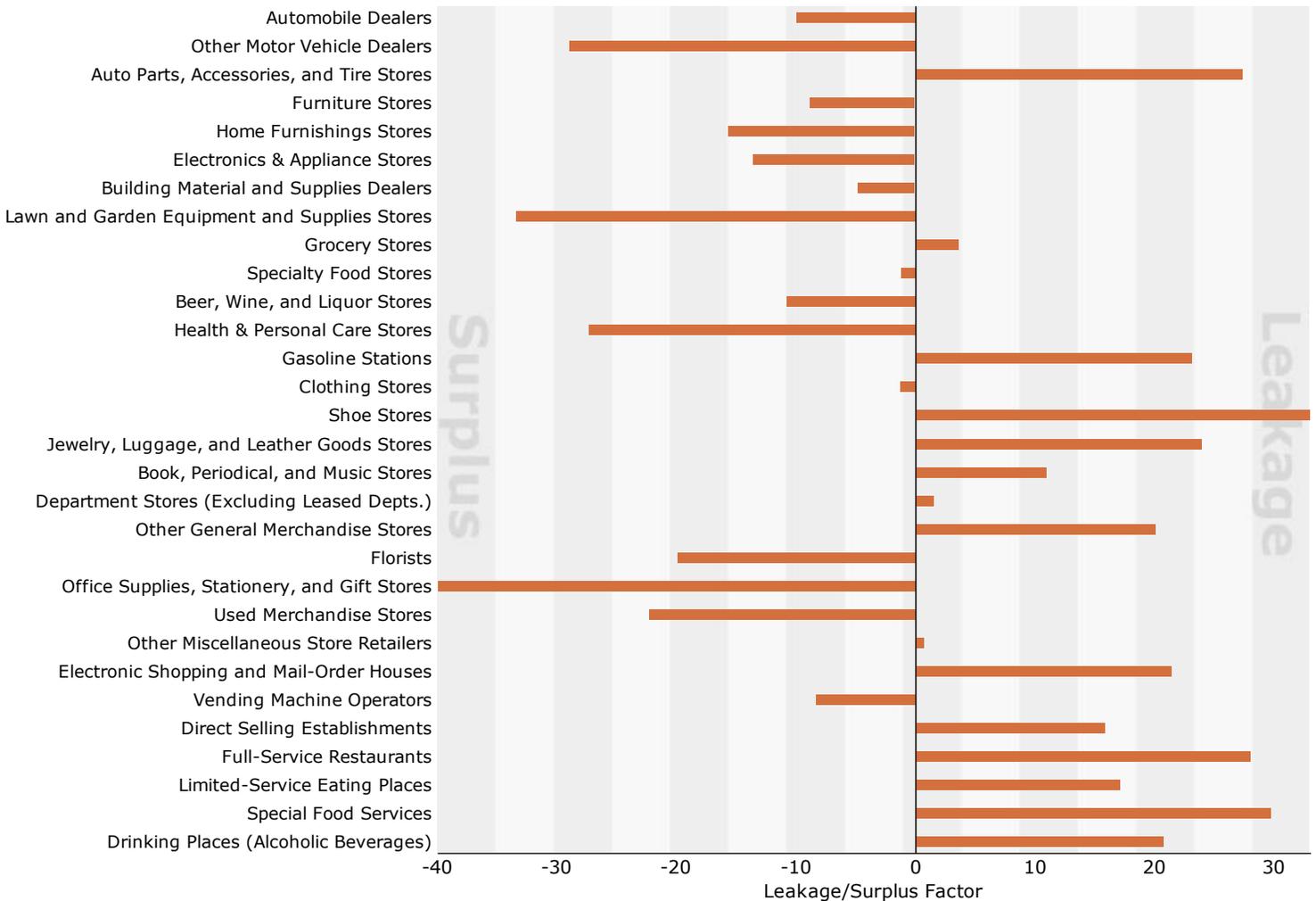
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