



Market Profile

600 W Liberty St, Wauconda, Illinois, 60084
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 42.25810
Longitude: -88.15452

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	23,234	55,941	357,856
2010 Total Population	27,579	68,394	412,554
2017 Total Population	27,672	70,556	418,976
2017 Group Quarters	215	332	1,905
2022 Total Population	28,043	71,915	423,596
2017-2022 Annual Rate	0.27%	0.38%	0.22%
2017 Total Daytime Population	23,214	52,256	350,625
Workers	10,386	19,870	156,172
Residents	12,828	32,386	194,453
Household Summary			
2000 Households	8,838	19,656	122,840
2000 Average Household Size	2.60	2.83	2.90
2010 Households	10,534	24,412	145,698
2010 Average Household Size	2.59	2.79	2.82
2017 Households	10,636	25,310	148,838
2017 Average Household Size	2.58	2.77	2.80
2022 Households	10,802	25,840	150,779
2022 Average Household Size	2.58	2.77	2.80
2017-2022 Annual Rate	0.31%	0.42%	0.26%
2010 Families	7,440	18,457	108,576
2010 Average Family Size	3.09	3.22	3.28
2017 Families	7,405	18,953	109,964
2017 Average Family Size	3.09	3.22	3.28
2022 Families	7,480	19,267	110,982
2022 Average Family Size	3.09	3.22	3.28
2017-2022 Annual Rate	0.20%	0.33%	0.18%
Housing Unit Summary			
2000 Housing Units	9,260	20,399	127,190
Owner Occupied Housing Units	83.3%	86.9%	80.7%
Renter Occupied Housing Units	12.1%	9.4%	15.9%
Vacant Housing Units	4.6%	3.6%	3.4%
2010 Housing Units	11,320	25,948	154,849
Owner Occupied Housing Units	78.5%	82.6%	77.1%
Renter Occupied Housing Units	14.6%	11.5%	17.0%
Vacant Housing Units	6.9%	5.9%	5.9%
2017 Housing Units	11,387	26,730	158,261
Owner Occupied Housing Units	77.0%	81.7%	75.2%
Renter Occupied Housing Units	16.4%	13.0%	18.8%
Vacant Housing Units	6.6%	5.3%	6.0%
2022 Housing Units	11,642	27,513	161,846
Owner Occupied Housing Units	76.5%	81.0%	74.4%
Renter Occupied Housing Units	16.3%	12.9%	18.7%
Vacant Housing Units	7.2%	6.1%	6.8%
Median Household Income			
2017	\$81,377	\$97,432	\$87,391
2022	\$89,445	\$105,694	\$96,889
Median Home Value			
2017	\$267,984	\$295,808	\$256,930
2022	\$333,848	\$366,326	\$302,954
Per Capita Income			
2017	\$43,185	\$46,870	\$41,900
2022	\$48,220	\$52,158	\$46,793
Median Age			
2010	41.0	40.2	37.5
2017	42.6	41.4	38.9
2022	43.6	42.6	39.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	10,636	25,310	148,838
<\$15,000	5.8%	4.5%	5.0%
\$15,000 - \$24,999	6.4%	4.7%	5.9%
\$25,000 - \$34,999	6.3%	4.9%	5.7%
\$35,000 - \$49,999	11.1%	8.7%	10.0%
\$50,000 - \$74,999	15.8%	14.3%	15.4%
\$75,000 - \$99,999	14.5%	13.9%	14.3%
\$100,000 - \$149,999	17.7%	20.5%	20.0%
\$150,000 - \$199,999	10.2%	12.5%	10.8%
\$200,000+	12.1%	15.9%	13.0%
Average Household Income	\$112,973	\$129,673	\$117,386
2022 Households by Income			
Household Income Base	10,802	25,840	150,779
<\$15,000	6.0%	4.7%	5.1%
\$15,000 - \$24,999	6.2%	4.6%	5.7%
\$25,000 - \$34,999	5.9%	4.5%	5.2%
\$35,000 - \$49,999	9.9%	7.8%	8.9%
\$50,000 - \$74,999	13.2%	11.8%	12.9%
\$75,000 - \$99,999	13.6%	12.9%	13.5%
\$100,000 - \$149,999	19.6%	22.1%	21.8%
\$150,000 - \$199,999	11.9%	13.9%	12.1%
\$200,000+	13.6%	17.8%	14.7%
Average Household Income	\$125,980	\$144,108	\$130,895
2017 Owner Occupied Housing Units by Value			
Total	8,767	21,838	119,045
<\$50,000	4.1%	2.4%	2.5%
\$50,000 - \$99,999	4.7%	3.5%	4.3%
\$100,000 - \$149,999	8.6%	7.8%	10.9%
\$150,000 - \$199,999	12.6%	12.3%	15.8%
\$200,000 - \$249,999	15.7%	13.5%	14.9%
\$250,000 - \$299,999	12.2%	11.4%	11.3%
\$300,000 - \$399,999	17.0%	16.0%	14.5%
\$400,000 - \$499,999	8.7%	10.2%	8.2%
\$500,000 - \$749,999	9.3%	13.5%	10.4%
\$750,000 - \$999,999	4.1%	5.7%	4.1%
\$1,000,000 +	3.2%	3.6%	3.1%
Average Home Value	\$337,926	\$377,581	\$336,577
2022 Owner Occupied Housing Units by Value			
Total	8,907	22,284	120,452
<\$50,000	1.5%	0.9%	1.2%
\$50,000 - \$99,999	2.5%	2.0%	2.7%
\$100,000 - \$149,999	5.7%	5.4%	8.4%
\$150,000 - \$199,999	9.0%	8.8%	12.9%
\$200,000 - \$249,999	13.0%	10.9%	13.2%
\$250,000 - \$299,999	11.6%	10.4%	11.1%
\$300,000 - \$399,999	19.6%	17.6%	16.7%
\$400,000 - \$499,999	12.0%	12.9%	10.4%
\$500,000 - \$749,999	13.0%	17.3%	13.1%
\$750,000 - \$999,999	6.5%	7.9%	5.4%
\$1,000,000 +	5.5%	6.0%	4.9%
Average Home Value	\$416,205	\$448,822	\$391,610

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	27,582	68,393	412,555
0 - 4	6.2%	6.2%	6.6%
5 - 9	6.6%	7.1%	7.5%
10 - 14	7.0%	8.1%	8.0%
15 - 24	11.0%	11.9%	12.4%
25 - 34	11.1%	10.0%	12.0%
35 - 44	14.3%	14.7%	14.8%
45 - 54	17.5%	18.9%	17.3%
55 - 64	13.1%	12.6%	11.5%
65 - 74	7.7%	6.4%	5.7%
75 - 84	3.9%	3.1%	2.9%
85 +	1.5%	1.1%	1.2%
18 +	75.7%	73.4%	72.8%
2017 Population by Age			
Total	27,673	70,554	418,974
0 - 4	5.4%	5.5%	6.0%
5 - 9	6.3%	6.6%	6.8%
10 - 14	6.7%	7.3%	7.4%
15 - 24	10.5%	11.5%	12.3%
25 - 34	11.4%	11.2%	12.3%
35 - 44	12.7%	12.5%	13.2%
45 - 54	14.9%	15.7%	15.1%
55 - 64	15.4%	15.6%	14.0%
65 - 74	10.2%	9.1%	8.1%
75 - 84	4.7%	3.7%	3.3%
85 +	1.7%	1.3%	1.4%
18 +	77.8%	76.5%	75.5%
2022 Population by Age			
Total	28,047	71,913	423,595
0 - 4	5.3%	5.4%	6.0%
5 - 9	5.7%	6.0%	6.4%
10 - 14	6.6%	7.0%	7.1%
15 - 24	10.0%	10.4%	11.4%
25 - 34	11.1%	11.2%	12.8%
35 - 44	13.1%	13.2%	13.7%
45 - 54	13.0%	13.4%	13.3%
55 - 64	15.2%	15.8%	14.0%
65 - 74	12.1%	11.3%	9.8%
75 - 84	6.0%	4.9%	4.3%
85 +	1.9%	1.4%	1.4%
18 +	78.5%	77.6%	76.4%
2010 Population by Sex			
Males	13,798	34,275	204,795
Females	13,781	34,119	207,759
2017 Population by Sex			
Males	13,870	35,399	208,005
Females	13,802	35,158	210,971
2022 Population by Sex			
Males	14,082	36,148	210,459
Females	13,962	35,767	213,137

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 12, 2017



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2010 Population by Race/Ethnicity			
Total	27,579	68,396	412,554
White Alone	88.6%	89.5%	83.7%
Black Alone	1.0%	1.0%	1.8%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	3.2%	3.8%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	3.8%	6.5%
Two or More Races	1.7%	1.7%	2.1%
Hispanic Origin	12.9%	9.9%	15.8%
Diversity Index	39.0	34.0	48.4
2017 Population by Race/Ethnicity			
Total	27,672	70,556	418,977
White Alone	86.3%	87.1%	81.0%
Black Alone	1.2%	1.2%	2.0%
American Indian Alone	0.2%	0.1%	0.4%
Asian Alone	4.1%	4.9%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	4.6%	7.4%
Two or More Races	2.1%	2.0%	2.4%
Hispanic Origin	15.3%	11.8%	18.0%
Diversity Index	44.7	39.7	53.4
2022 Population by Race/Ethnicity			
Total	28,044	71,914	423,595
White Alone	84.2%	85.0%	78.7%
Black Alone	1.3%	1.4%	2.2%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	4.9%	5.9%	7.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.0%	5.2%	8.1%
Two or More Races	2.3%	2.3%	2.7%
Hispanic Origin	17.4%	13.4%	19.8%
Diversity Index	49.3	44.3	57.3
2010 Population by Relationship and Household Type			
Total	27,579	68,394	412,554
In Households	99.1%	99.4%	99.5%
In Family Households	85.5%	88.6%	88.4%
Householder	26.7%	27.1%	26.3%
Spouse	21.9%	23.0%	21.8%
Child	31.2%	33.9%	34.6%
Other relative	3.5%	2.9%	3.7%
Nonrelative	2.1%	1.6%	1.9%
In Nonfamily Households	13.7%	10.9%	11.1%
In Group Quarters	0.9%	0.6%	0.5%
Institutionalized Population	0.9%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	19,648	48,738	282,445
Less than 9th Grade	3.0%	2.0%	4.2%
9th - 12th Grade, No Diploma	4.5%	3.6%	3.9%
High School Graduate	20.1%	18.2%	19.6%
GED/Alternative Credential	2.4%	2.0%	2.4%
Some College, No Degree	21.8%	21.4%	20.2%
Associate Degree	8.0%	8.3%	7.7%
Bachelor's Degree	25.7%	28.0%	26.1%
Graduate/Professional Degree	14.6%	16.6%	16.0%
2017 Population 15+ by Marital Status			
Total	22,561	56,850	334,011
Never Married	25.7%	26.0%	28.6%
Married	55.8%	60.1%	58.0%
Widowed	5.5%	4.5%	4.4%
Divorced	13.0%	9.4%	9.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	95.8%	95.5%
Civilian Unemployed (Unemployment Rate)	5.0%	4.2%	4.5%
2017 Employed Population 16+ by Industry			
Total	15,097	38,794	228,599
Agriculture/Mining	0.7%	0.6%	0.4%
Construction	7.9%	7.5%	6.2%
Manufacturing	13.3%	14.2%	14.4%
Wholesale Trade	4.6%	5.0%	4.4%
Retail Trade	11.8%	11.4%	12.2%
Transportation/Utilities	4.2%	4.3%	4.4%
Information	1.3%	1.6%	1.8%
Finance/Insurance/Real Estate	9.1%	9.9%	8.2%
Services	44.6%	43.0%	45.7%
Public Administration	2.7%	2.5%	2.4%
2017 Employed Population 16+ by Occupation			
Total	15,094	38,795	228,598
White Collar	66.7%	71.1%	67.6%
Management/Business/Financial	21.4%	23.4%	19.4%
Professional	17.7%	20.5%	21.6%
Sales	13.3%	13.6%	12.8%
Administrative Support	14.2%	13.6%	13.8%
Services	14.8%	12.5%	15.1%
Blue Collar	18.6%	16.3%	17.3%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	4.2%	4.0%	3.8%
Installation/Maintenance/Repair	3.3%	2.6%	2.6%
Production	5.0%	4.3%	5.4%
Transportation/Material Moving	5.7%	5.2%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	27,579	68,394	412,554
Population Inside Urbanized Area	96.9%	95.8%	97.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.1%	4.2%	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	10,535	24,412	145,698
Households with 1 Person	24.0%	19.6%	20.6%
Households with 2+ People	76.0%	80.4%	79.4%
Family Households	70.6%	75.6%	74.5%
Husband-wife Families	58.0%	64.3%	61.6%
With Related Children	26.8%	32.1%	31.9%
Other Family (No Spouse Present)	12.6%	11.3%	12.9%
Other Family with Male Householder	4.4%	3.8%	4.0%
With Related Children	2.2%	2.1%	2.3%
Other Family with Female Householder	8.2%	7.4%	8.9%
With Related Children	4.6%	4.3%	5.6%
Nonfamily Households	5.4%	4.8%	4.9%
All Households with Children	34.0%	38.8%	40.1%
Multigenerational Households	3.1%	3.1%	3.8%
Unmarried Partner Households	5.8%	5.2%	5.5%
Male-female	5.3%	4.6%	4.9%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	10,534	24,410	145,696
1 Person Household	24.0%	19.6%	20.6%
2 Person Household	34.2%	32.7%	30.9%
3 Person Household	15.8%	17.3%	17.5%
4 Person Household	15.1%	18.2%	17.7%
5 Person Household	6.9%	8.1%	8.2%
6 Person Household	2.3%	2.7%	3.1%
7 + Person Household	1.7%	1.4%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	10,534	24,412	145,698
Owner Occupied	84.4%	87.8%	82.0%
Owned with a Mortgage/Loan	65.8%	71.0%	66.9%
Owned Free and Clear	18.5%	16.8%	15.1%
Renter Occupied	15.6%	12.2%	18.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,320	25,948	154,849
Housing Units Inside Urbanized Area	97.0%	95.7%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	4.3%	2.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Professional Pride (1B)	Professional Pride (1B)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Silver & Gold (9A)	Home Improvement (4B)	Savvy Suburbanites (1D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$31,676,718	\$86,695,955	\$468,109,541
Average Spent	\$2,978.25	\$3,425.36	\$3,145.09
Spending Potential Index	138	159	146
Education: Total \$	\$22,435,531	\$62,413,111	\$328,241,669
Average Spent	\$2,109.40	\$2,465.95	\$2,205.36
Spending Potential Index	145	169	152
Entertainment/Recreation: Total \$	\$45,898,614	\$124,924,719	\$665,240,194
Average Spent	\$4,315.40	\$4,935.79	\$4,469.56
Spending Potential Index	138	158	143
Food at Home: Total \$	\$70,470,827	\$189,714,648	\$1,030,335,794
Average Spent	\$6,625.69	\$7,495.64	\$6,922.53
Spending Potential Index	132	149	137
Food Away from Home: Total \$	\$48,358,075	\$131,472,137	\$711,372,111
Average Spent	\$4,546.64	\$5,194.47	\$4,779.51
Spending Potential Index	136	156	143
Health Care: Total \$	\$82,157,109	\$221,587,370	\$1,167,273,171
Average Spent	\$7,724.44	\$8,754.93	\$7,842.57
Spending Potential Index	138	157	140
HH Furnishings & Equipment: Total \$	\$28,869,298	\$78,792,946	\$419,775,574
Average Spent	\$2,714.30	\$3,113.12	\$2,820.35
Spending Potential Index	140	160	145
Personal Care Products & Services: Total \$	\$11,776,926	\$32,062,109	\$171,436,210
Average Spent	\$1,107.27	\$1,266.78	\$1,151.83
Spending Potential Index	139	159	145
Shelter: Total \$	\$236,977,255	\$638,959,981	\$3,471,011,688
Average Spent	\$22,280.67	\$25,245.36	\$23,320.74
Spending Potential Index	137	155	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,583,103	\$97,000,388	\$507,886,948
Average Spent	\$3,345.53	\$3,832.49	\$3,412.35
Spending Potential Index	143	164	146
Travel: Total \$	\$32,318,873	\$89,122,284	\$467,421,072
Average Spent	\$3,038.63	\$3,521.23	\$3,140.47
Spending Potential Index	147	170	152
Vehicle Maintenance & Repairs: Total \$	\$15,531,402	\$41,996,670	\$224,766,034
Average Spent	\$1,460.27	\$1,659.29	\$1,510.14
Spending Potential Index	136	155	141

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

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Summary Demographics

2017 Population	27,672
2017 Households	10,636
2017 Median Disposable Income	\$59,124
2017 Per Capita Income	\$43,185

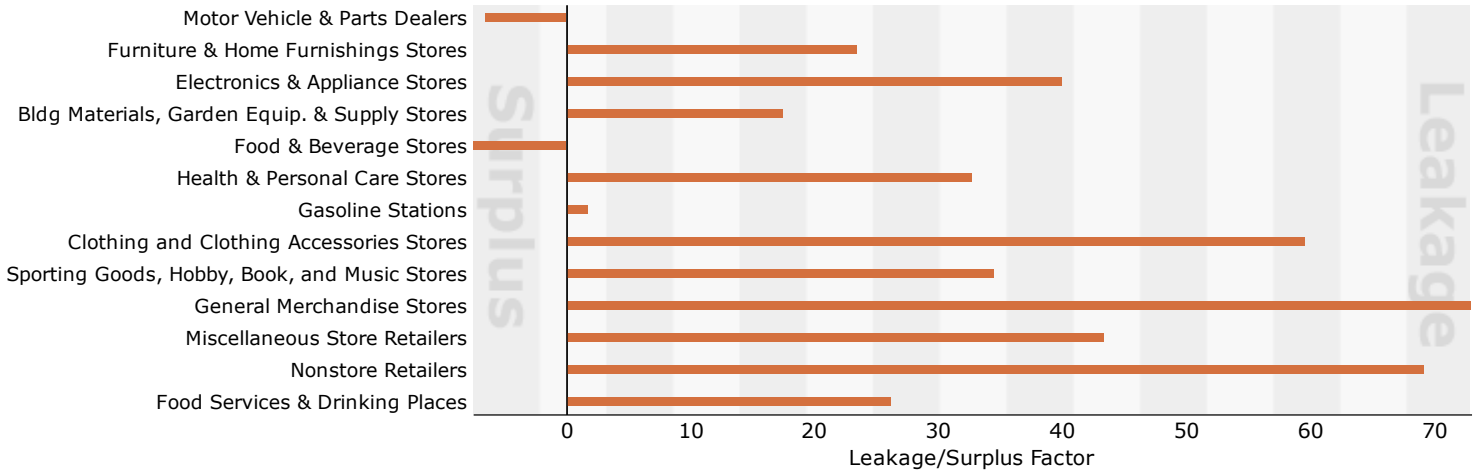
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$548,394,240	\$386,538,964	\$161,855,276	17.3	199
Total Retail Trade	44-45	\$492,833,984	\$354,015,272	\$138,818,712	16.4	141
Total Food & Drink	722	\$55,560,257	\$32,523,692	\$23,036,565	26.2	57

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$102,748,824	\$117,173,016	-\$14,424,192	-6.6	30
Automobile Dealers	4411	\$84,831,135	\$68,161,458	\$16,669,677	10.9	9
Other Motor Vehicle Dealers	4412	\$8,609,133	\$35,727,746	-\$27,118,613	-61.2	9
Auto Parts, Accessories & Tire Stores	4413	\$9,308,556	\$13,283,812	-\$3,975,256	-17.6	13
Furniture & Home Furnishings Stores	442	\$16,782,005	\$10,386,025	\$6,395,980	23.5	11
Furniture Stores	4421	\$9,585,704	\$1,251,555	\$8,334,149	76.9	2
Home Furnishings Stores	4422	\$7,196,301	\$9,134,469	-\$1,938,168	-11.9	9
Electronics & Appliance Stores	443	\$19,168,251	\$8,215,120	\$10,953,131	40.0	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,246,648	\$25,473,381	\$10,773,267	17.5	18
Bldg Material & Supplies Dealers	4441	\$32,895,630	\$18,883,542	\$14,012,088	27.1	13
Lawn & Garden Equip & Supply Stores	4442	\$3,351,018	\$6,589,839	-\$3,238,821	-32.6	5
Food & Beverage Stores	445	\$79,460,211	\$92,364,208	-\$12,903,997	-7.5	18
Grocery Stores	4451	\$69,563,302	\$82,410,065	-\$12,846,763	-8.5	8
Specialty Food Stores	4452	\$4,080,983	\$872,008	\$3,208,975	64.8	3
Beer, Wine & Liquor Stores	4453	\$5,815,926	\$9,082,134	-\$3,266,208	-21.9	6
Health & Personal Care Stores	446,4461	\$32,427,678	\$16,457,576	\$15,970,102	32.7	6
Gasoline Stations	447,4471	\$49,768,476	\$47,989,401	\$1,779,075	1.8	8
Clothing & Clothing Accessories Stores	448	\$27,267,724	\$6,908,658	\$20,359,066	59.6	9
Clothing Stores	4481	\$18,219,839	\$5,188,729	\$13,031,110	55.7	6
Shoe Stores	4482	\$3,869,419	\$0	\$3,869,419	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,178,466	\$1,719,928	\$3,458,538	50.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$13,105,308	\$6,381,257	\$6,724,051	34.5	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,886,084	\$6,381,257	\$4,504,827	26.1	10
Book, Periodical & Music Stores	4512	\$2,219,224	\$0	\$2,219,224	100.0	0
General Merchandise Stores	452	\$84,509,727	\$13,209,863	\$71,299,864	73.0	7
Department Stores Excluding Leased Depts.	4521	\$60,697,669	\$346,408	\$60,351,261	98.9	1
Other General Merchandise Stores	4529	\$23,812,058	\$12,863,455	\$10,948,603	29.9	6
Miscellaneous Store Retailers	453	\$17,665,498	\$6,969,367	\$10,696,131	43.4	16
Florists	4531	\$1,322,433	\$323,277	\$999,156	60.7	1
Office Supplies, Stationery & Gift Stores	4532	\$3,222,054	\$911,654	\$2,310,400	55.9	3
Used Merchandise Stores	4533	\$1,725,301	\$488,638	\$1,236,663	55.9	4
Other Miscellaneous Store Retailers	4539	\$11,395,710	\$5,245,797	\$6,149,913	37.0	9
Nonstore Retailers	454	\$13,683,635	\$2,487,401	\$11,196,234	69.2	3
Electronic Shopping & Mail-Order Houses	4541	\$10,805,600	\$743,381	\$10,062,219	87.1	1
Vending Machine Operators	4542	\$368,543	\$0	\$368,543	100.0	0
Direct Selling Establishments	4543	\$2,509,492	\$1,744,020	\$765,472	18.0	2
Food Services & Drinking Places	722	\$55,560,257	\$32,523,692	\$23,036,565	26.2	57
Special Food Services	7223	\$1,337,579	\$853,073	\$484,506	22.1	2
Drinking Places - Alcoholic Beverages	7224	\$1,801,598	\$2,549,117	-\$747,519	-17.2	12
Restaurants/Other Eating Places	7225	\$52,421,080	\$29,121,501	\$23,299,579	28.6	43

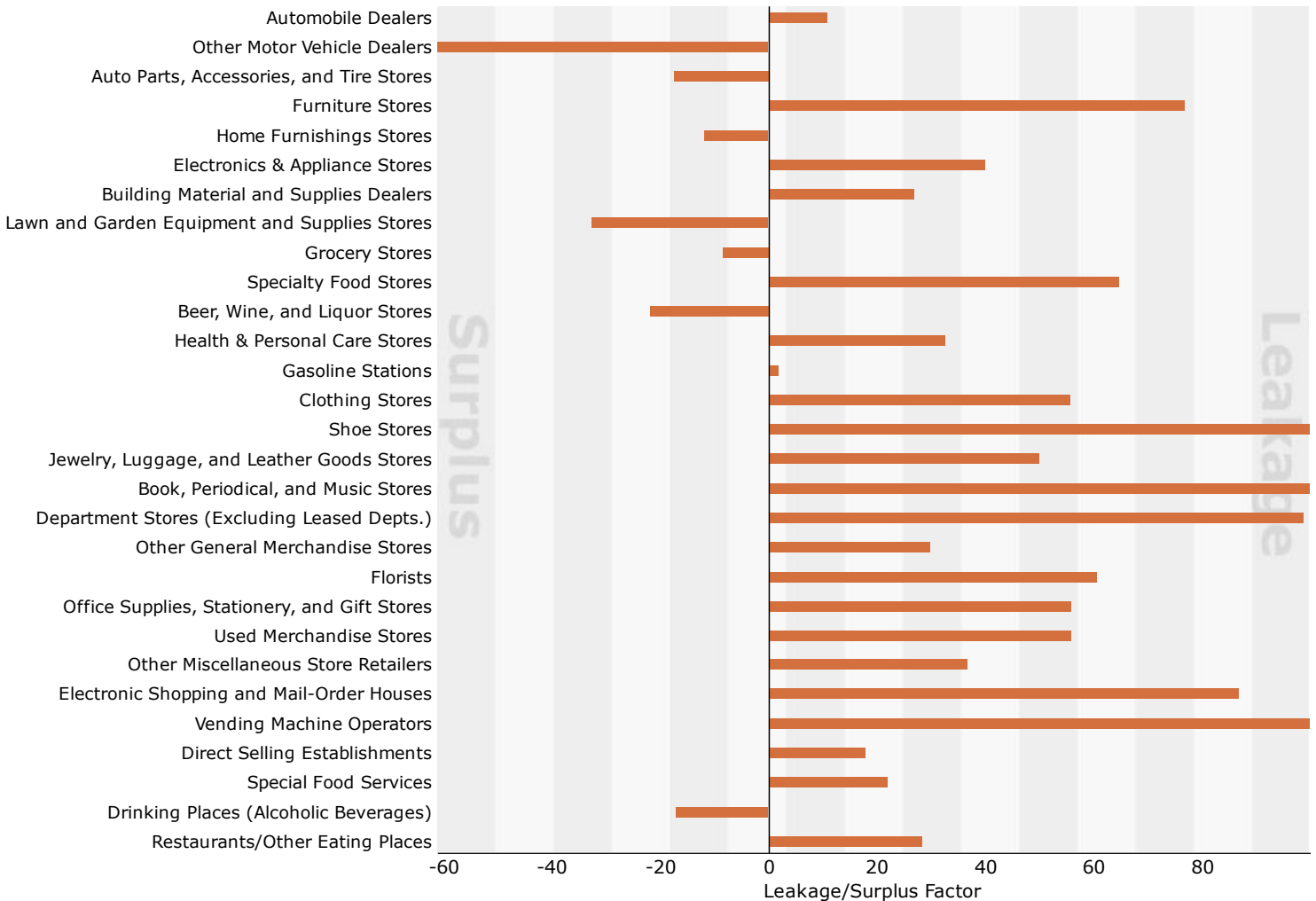
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 42.25810
 Longitude: -88.15452

Summary Demographics

2017 Population	70,556
2017 Households	25,310
2017 Median Disposable Income	\$68,784
2017 Per Capita Income	\$46,870

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	\$1,485,145,896	\$679,987,009	\$805,158,887	37.2	358
Total Retail Trade	44-45	\$1,333,714,042	\$622,702,462	\$711,011,580	36.3	258
Total Food & Drink	722	\$151,431,854	\$57,284,547	\$94,147,307	45.1	100

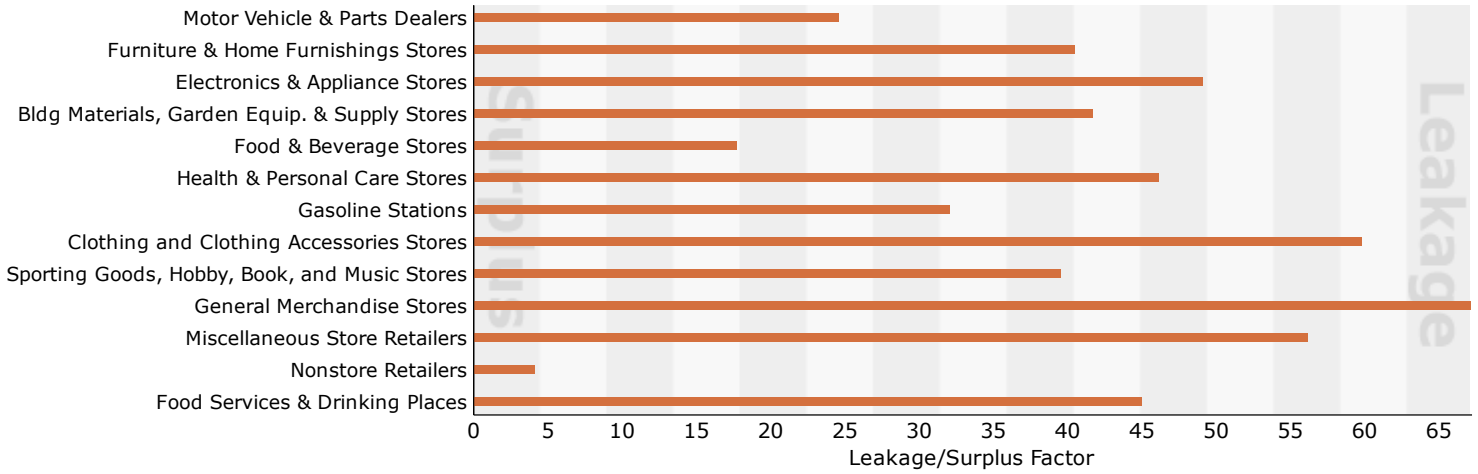
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$278,228,108	\$168,530,798	\$109,697,310	24.6	48
Automobile Dealers	4411	\$229,636,145	\$92,445,472	\$137,190,673	42.6	13
Other Motor Vehicle Dealers	4412	\$23,486,360	\$55,890,742	-\$32,404,382	-40.8	16
Auto Parts, Accessories & Tire Stores	4413	\$25,105,604	\$20,194,584	\$4,911,020	10.8	18
Furniture & Home Furnishings Stores	442	\$45,764,651	\$19,337,640	\$26,427,011	40.6	20
Furniture Stores	4421	\$26,099,106	\$5,548,535	\$20,550,571	64.9	5
Home Furnishings Stores	4422	\$19,665,545	\$13,789,105	\$5,876,440	17.6	14
Electronics & Appliance Stores	443	\$51,986,651	\$17,714,857	\$34,271,794	49.2	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$99,103,367	\$40,705,937	\$58,397,430	41.8	32
Bldg Material & Supplies Dealers	4441	\$89,874,983	\$27,566,414	\$62,308,569	53.1	22
Lawn & Garden Equip & Supply Stores	4442	\$9,228,384	\$13,139,522	-\$3,911,138	-17.5	10
Food & Beverage Stores	445	\$214,012,765	\$149,361,313	\$64,651,452	17.8	27
Grocery Stores	4451	\$187,223,335	\$136,373,565	\$50,849,770	15.7	13
Specialty Food Stores	4452	\$10,984,780	\$3,251,613	\$7,733,167	54.3	7
Beer, Wine & Liquor Stores	4453	\$15,804,650	\$9,736,135	\$6,068,515	23.8	7
Health & Personal Care Stores	446,4461	\$86,733,527	\$31,911,317	\$54,822,210	46.2	16
Gasoline Stations	447,4471	\$133,482,873	\$68,537,733	\$64,945,140	32.1	12
Clothing & Clothing Accessories Stores	448	\$74,561,651	\$18,719,207	\$55,842,444	59.9	18
Clothing Stores	4481	\$49,742,307	\$15,671,413	\$34,070,894	52.1	13
Shoe Stores	4482	\$10,636,512	\$0	\$10,636,512	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$14,182,832	\$3,018,842	\$11,163,990	64.9	5
Sporting Goods, Hobby, Book & Music Stores	451	\$35,781,413	\$15,495,117	\$20,286,296	39.6	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,741,949	\$14,755,261	\$14,986,688	33.7	16
Book, Periodical & Music Stores	4512	\$6,039,464	\$739,856	\$5,299,608	78.2	1
General Merchandise Stores	452	\$229,320,478	\$45,055,807	\$184,264,671	67.2	13
Department Stores Excluding Leased Depts.	4521	\$165,098,722	\$30,611,561	\$134,487,161	68.7	3
Other General Merchandise Stores	4529	\$64,221,755	\$14,444,246	\$49,777,509	63.3	10
Miscellaneous Store Retailers	453	\$47,738,567	\$13,340,798	\$34,397,769	56.3	31
Florists	4531	\$3,729,162	\$684,986	\$3,044,176	69.0	3
Office Supplies, Stationery & Gift Stores	4532	\$8,751,026	\$2,312,853	\$6,438,173	58.2	6
Used Merchandise Stores	4533	\$4,701,205	\$1,002,506	\$3,698,699	64.8	6
Other Miscellaneous Store Retailers	4539	\$30,557,174	\$9,340,452	\$21,216,722	53.2	16
Nonstore Retailers	454	\$36,999,991	\$33,991,938	\$3,008,053	4.2	8
Electronic Shopping & Mail-Order Houses	4541	\$29,252,045	\$8,636,172	\$20,615,873	54.4	4
Vending Machine Operators	4542	\$994,332	\$0	\$994,332	100.0	0
Direct Selling Establishments	4543	\$6,753,614	\$25,355,766	-\$18,602,152	-57.9	4
Food Services & Drinking Places	722	\$151,431,854	\$57,284,547	\$94,147,307	45.1	100
Special Food Services	7223	\$3,717,986	\$1,294,697	\$2,423,289	48.3	3
Drinking Places - Alcoholic Beverages	7224	\$4,903,377	\$2,865,905	\$2,037,472	26.2	15
Restaurants/Other Eating Places	7225	\$142,810,491	\$53,123,945	\$89,686,546	45.8	82

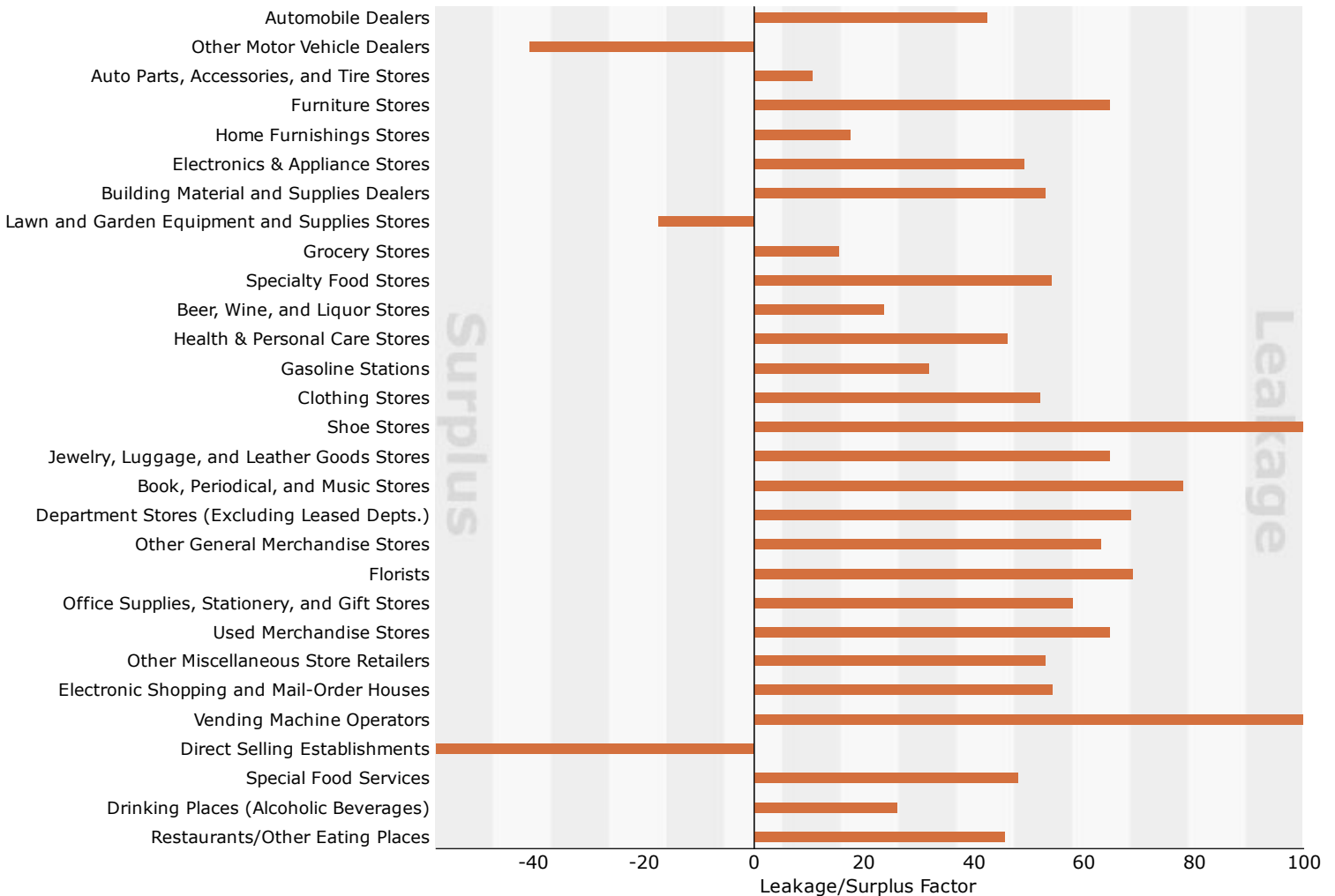
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

600 W Liberty St, Wauconda, Illinois, 60084
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 42.25810
 Longitude: -88.15452

Summary Demographics

2017 Population	418,976
2017 Households	148,838
2017 Median Disposable Income	\$62,500
2017 Per Capita Income	\$41,900

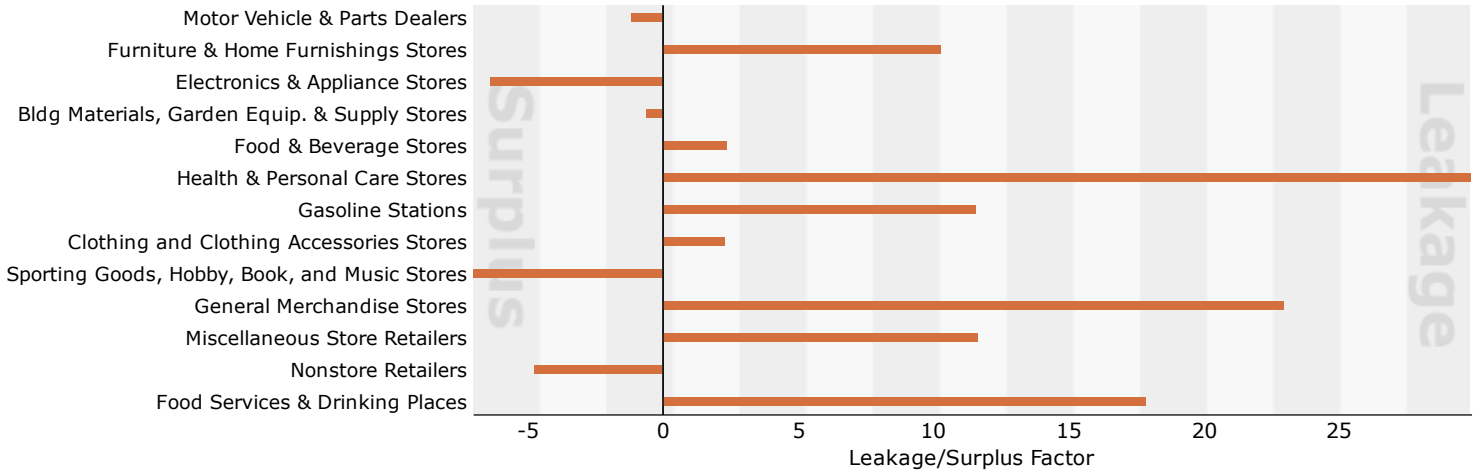
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,952,919,834	\$6,842,352,922	\$1,110,566,912	7.5	2,906
Total Retail Trade	44-45	\$7,139,669,863	\$6,276,307,324	\$863,362,539	6.4	2,080
Total Food & Drink	722	\$813,249,972	\$566,045,598	\$247,204,374	17.9	827

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,485,384,855	\$1,522,835,417	-\$37,450,562	-1.2	277
Automobile Dealers	4411	\$1,226,908,583	\$1,176,838,776	\$50,069,807	2.1	106
Other Motor Vehicle Dealers	4412	\$124,170,131	\$218,280,476	-\$94,110,345	-27.5	61
Auto Parts, Accessories & Tire Stores	4413	\$134,306,142	\$127,716,165	\$6,589,977	2.5	109
Furniture & Home Furnishings Stores	442	\$243,623,125	\$198,014,974	\$45,608,151	10.3	148
Furniture Stores	4421	\$139,974,471	\$102,229,909	\$37,744,562	15.6	57
Home Furnishings Stores	4422	\$103,648,654	\$95,785,065	\$7,863,589	3.9	91
Electronics & Appliance Stores	443	\$278,353,471	\$316,376,575	-\$38,023,104	-6.4	128
Bldg Materials, Garden Equip. & Supply Stores	444	\$517,658,666	\$523,679,306	-\$6,020,640	-0.6	217
Bldg Material & Supplies Dealers	4441	\$469,791,868	\$458,774,011	\$11,017,857	1.2	169
Lawn & Garden Equip & Supply Stores	4442	\$47,866,798	\$64,905,295	-\$17,038,497	-15.1	48
Food & Beverage Stores	445	\$1,154,497,618	\$1,100,714,153	\$53,783,465	2.4	222
Grocery Stores	4451	\$1,010,625,105	\$972,008,026	\$38,617,079	1.9	120
Specialty Food Stores	4452	\$59,420,726	\$48,332,417	\$11,088,309	10.3	49
Beer, Wine & Liquor Stores	4453	\$84,451,787	\$80,373,710	\$4,078,077	2.5	53
Health & Personal Care Stores	446,4461	\$461,205,069	\$248,834,045	\$212,371,024	29.9	141
Gasoline Stations	447,4471	\$722,903,534	\$572,638,846	\$150,264,688	11.6	110
Clothing & Clothing Accessories Stores	448	\$400,655,268	\$382,671,804	\$17,983,464	2.3	223
Clothing Stores	4481	\$267,704,994	\$319,596,623	-\$51,891,629	-8.8	148
Shoe Stores	4482	\$57,381,532	\$28,383,210	\$28,998,322	33.8	27
Jewelry, Luggage & Leather Goods Stores	4483	\$75,568,742	\$34,691,971	\$40,876,771	37.1	48
Sporting Goods, Hobby, Book & Music Stores	451	\$191,860,271	\$220,690,330	-\$28,830,059	-7.0	153
Sporting Goods/Hobby/Musical Instr Stores	4511	\$159,237,245	\$203,717,311	-\$44,480,066	-12.3	140
Book, Periodical & Music Stores	4512	\$32,623,026	\$16,973,020	\$15,650,006	31.6	12
General Merchandise Stores	452	\$1,232,663,722	\$772,425,504	\$460,238,218	23.0	83
Department Stores Excluding Leased Depts.	4521	\$886,732,906	\$476,577,031	\$410,155,875	30.1	27
Other General Merchandise Stores	4529	\$345,930,816	\$295,848,473	\$50,082,343	7.8	56
Miscellaneous Store Retailers	453	\$254,250,924	\$201,032,140	\$53,218,784	11.7	334
Florists	4531	\$19,123,598	\$14,526,433	\$4,597,165	13.7	38
Office Supplies, Stationery & Gift Stores	4532	\$46,849,912	\$57,170,781	-\$10,320,869	-9.9	77
Used Merchandise Stores	4533	\$25,317,144	\$31,352,784	-\$6,035,640	-10.7	61
Other Miscellaneous Store Retailers	4539	\$162,960,269	\$97,982,143	\$64,978,126	24.9	157
Nonstore Retailers	454	\$196,613,339	\$216,394,229	-\$19,780,890	-4.8	43
Electronic Shopping & Mail-Order Houses	4541	\$155,954,682	\$163,273,340	-\$7,318,658	-2.3	22
Vending Machine Operators	4542	\$5,372,791	\$808,759	\$4,564,032	73.8	3
Direct Selling Establishments	4543	\$35,285,866	\$52,312,129	-\$17,026,263	-19.4	17
Food Services & Drinking Places	722	\$813,249,972	\$566,045,598	\$247,204,374	17.9	827
Special Food Services	7223	\$19,775,663	\$10,349,496	\$9,426,167	31.3	23
Drinking Places - Alcoholic Beverages	7224	\$26,376,886	\$16,192,539	\$10,184,347	23.9	66
Restaurants/Other Eating Places	7225	\$767,097,423	\$539,503,563	\$227,593,860	17.4	738

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

