



# Retail MarketPlace Profile

Northfield  
 361 Happ Road Northfield IL 60093  
 Drive Time: 5 minute radius

Latitude: 42.101  
 Longitude: -87.770

## Summary Demographics

2015 Population	10,268
2015 Households	3,787
2015 Median Disposable Income	\$104,324
2015 Per Capita Income	\$72,017

## 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	\$377,277,395	\$479,999,868	-\$102,722,473	-12.0	138
Total Retail Trade	44-45	\$338,549,318	\$460,848,280	-\$122,298,962	-15.3	109
Total Food & Drink	722	\$38,728,077	\$19,151,588	\$19,576,489	33.8	29

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,268,358	\$233,503,119	-\$156,234,761	-50.3	10
Automobile Dealers	4411	\$63,533,308	\$232,336,668	-\$168,803,360	-57.1	8
Other Motor Vehicle Dealers	4412	\$8,906,119	\$0	\$8,906,119	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,828,931	\$1,166,451	\$3,662,480	61.1	3
Furniture & Home Furnishings Stores	442	\$10,408,117	\$18,910,877	-\$8,502,760	-29.0	8
Furniture Stores	4421	\$6,470,812	\$7,362,062	-\$891,250	-6.4	2
Home Furnishings Stores	4422	\$3,937,305	\$11,548,815	-\$7,611,510	-49.2	6
Electronics & Appliance Stores	443	\$17,858,081	\$8,265,798	\$9,592,283	36.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,613,324	\$15,680,986	\$4,932,338	13.6	9
Bldg Material & Supplies Dealers	4441	\$18,124,087	\$11,220,894	\$6,903,193	23.5	8
Lawn & Garden Equip & Supply Stores	4442	\$2,489,237	\$4,460,092	-\$1,970,855	-28.4	1
Food & Beverage Stores	445	\$61,353,335	\$44,632,905	\$16,720,430	15.8	10
Grocery Stores	4451	\$53,999,652	\$40,712,222	\$13,287,430	14.0	5
Specialty Food Stores	4452	\$3,277,201	\$3,239,103	\$38,098	0.6	5
Beer, Wine & Liquor Stores	4453	\$4,076,481	\$681,580	\$3,394,901	71.4	1
Health & Personal Care Stores	446,4461	\$16,768,799	\$19,930,432	-\$3,161,633	-8.6	8
Gasoline Stations	447,4471	\$21,345,655	\$8,884,284	\$12,461,371	41.2	4
Clothing & Clothing Accessories Stores	448	\$18,718,180	\$9,270,007	\$9,448,173	33.8	15
Clothing Stores	4481	\$12,895,619	\$5,199,716	\$7,695,903	42.5	7
Shoe Stores	4482	\$2,269,711	\$2,594,313	-\$324,602	-6.7	5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,552,850	\$1,475,978	\$2,076,872	41.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,299,240	\$8,115,626	\$2,183,614	11.9	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,504,522	\$7,458,842	\$1,045,680	6.6	9
Book, Periodical & Music Stores	4512	\$1,794,717	\$656,784	\$1,137,933	46.4	2
General Merchandise Stores	452	\$60,851,855	\$80,491,569	-\$19,639,714	-13.9	2
Department Stores Excluding Leased Depts.	4521	\$46,942,856	\$80,481,431	-\$33,538,575	-26.3	2
Other General Merchandise Stores	4529	\$13,908,999	\$0	\$13,908,999	100.0	0
Miscellaneous Store Retailers	453	\$11,398,840	\$12,582,683	-\$1,183,843	-4.9	17
Florists	4531	\$701,445	\$523,739	\$177,706	14.5	3
Office Supplies, Stationery & Gift Stores	4532	\$1,112,391	\$3,618,012	-\$2,505,621	-53.0	5
Used Merchandise Stores	4533	\$949,230	\$0	\$949,230	100.0	0
Other Miscellaneous Store Retailers	4539	\$8,635,773	\$8,440,932	\$194,841	1.1	9
Nonstore Retailers	454	\$11,665,533	\$579,994	\$11,085,539	90.5	1
Electronic Shopping & Mail-Order Houses	4541	\$9,112,568	\$547,899	\$8,564,669	88.7	1
Vending Machine Operators	4542	\$326,399	\$0	\$326,399	100.0	0
Direct Selling Establishments	4543	\$2,226,566	\$0	\$2,226,566	100.0	0
Food Services & Drinking Places	722	\$38,728,077	\$19,151,588	\$19,576,489	33.8	29
Full-Service Restaurants	7221	\$21,483,433	\$9,135,814	\$12,347,619	40.3	15
Limited-Service Eating Places	7222	\$14,622,223	\$10,015,774	\$4,606,449	18.7	14
Special Food Services	7223	\$896,526	\$0	\$896,526	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,725,895	\$0	\$1,725,895	100.0	0

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.

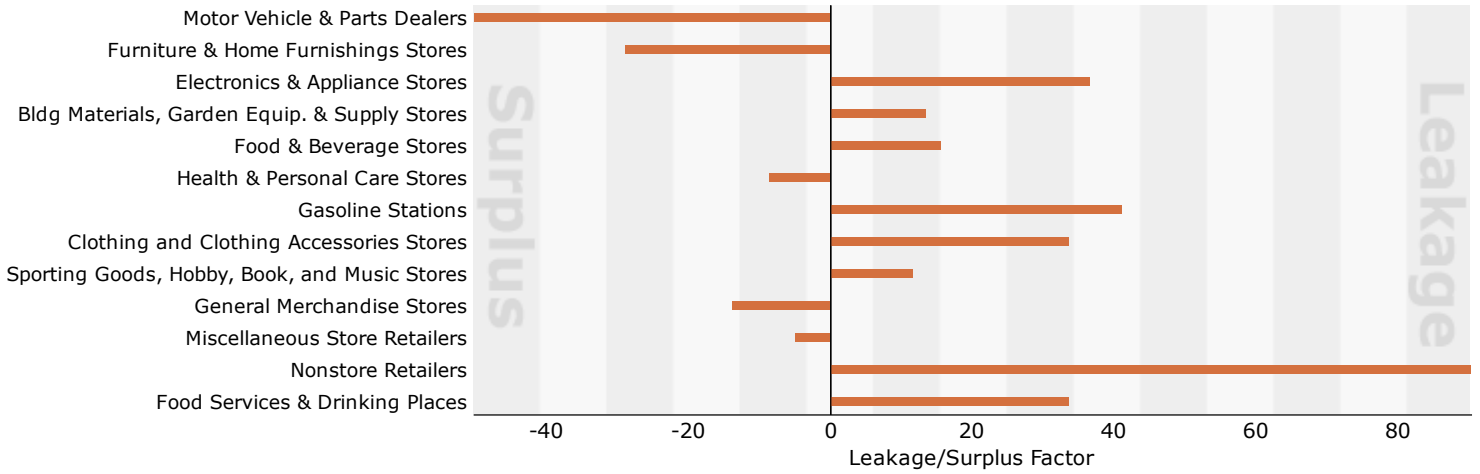
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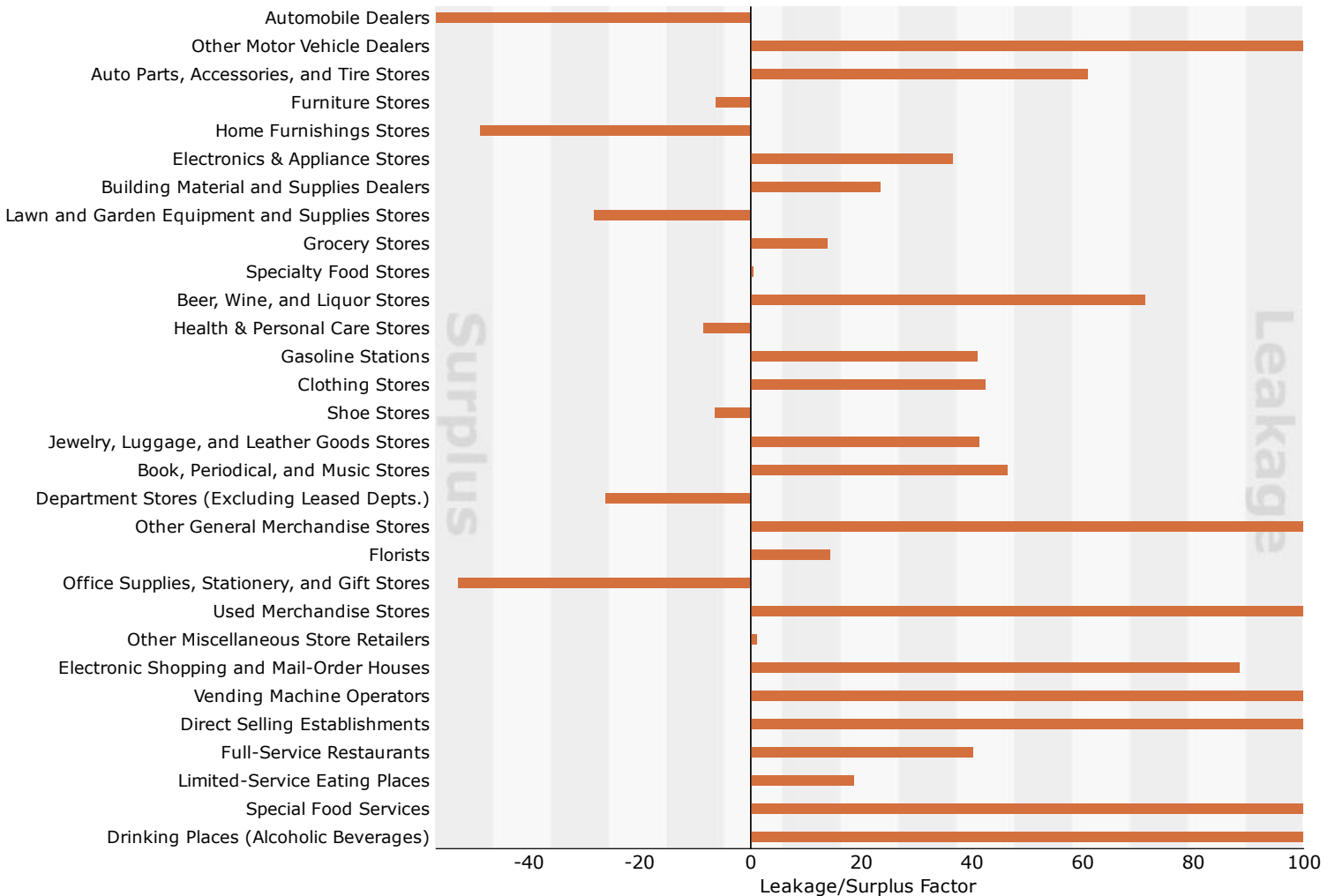
Northfield  
 361 Happ Road Northfield IL 60093  
 Drive Time: 5 minute radius

Latitude: 42.101  
 Longitude: -87.770

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Northfield  
361 Happ Road Northfield IL 60093  
Drive Time: 10 minute radius

Latitude: 42.101  
Longitude: -87.770

## Summary Demographics

2015 Population	110,712
2015 Households	41,483
2015 Median Disposable Income	\$79,054
2015 Per Capita Income	\$61,575

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	\$3,451,190,738	\$3,554,566,320	-\$103,375,582	-1.5	1,492
Total Retail Trade	44-45	\$3,095,283,527	\$3,255,600,260	-\$160,316,733	-2.5	1,122
Total Food & Drink	722	\$355,907,211	\$298,966,061	\$56,941,150	8.7	370

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$701,570,322	\$717,868,799	-\$16,298,477	-1.1	57
Automobile Dealers	4411	\$577,917,906	\$691,359,300	-\$113,441,394	-8.9	35
Other Motor Vehicle Dealers	4412	\$79,570,982	\$14,401,474	\$65,169,508	69.3	4
Auto Parts, Accessories & Tire Stores	4413	\$44,081,434	\$12,108,026	\$31,973,408	56.9	18
Furniture & Home Furnishings Stores	442	\$94,619,884	\$141,214,134	-\$46,594,250	-19.8	84
Furniture Stores	4421	\$58,879,831	\$87,868,126	-\$28,988,295	-19.8	38
Home Furnishings Stores	4422	\$35,740,054	\$53,346,008	-\$17,605,954	-19.8	46
Electronics & Appliance Stores	443	\$162,859,491	\$136,791,787	\$26,067,704	8.7	89
Bldg Materials, Garden Equip. & Supply Stores	444	\$183,259,660	\$98,097,818	\$85,161,842	30.3	66
Bldg Material & Supplies Dealers	4441	\$160,675,079	\$87,591,249	\$73,083,830	29.4	59
Lawn & Garden Equip & Supply Stores	4442	\$22,584,581	\$10,506,569	\$12,078,012	36.5	7
Food & Beverage Stores	445	\$567,606,558	\$458,017,147	\$109,589,411	10.7	90
Grocery Stores	4451	\$499,873,361	\$395,383,727	\$104,489,634	11.7	39
Specialty Food Stores	4452	\$30,378,522	\$26,017,969	\$4,360,553	7.7	33
Beer, Wine & Liquor Stores	4453	\$37,354,676	\$36,615,451	\$739,225	1.0	18
Health & Personal Care Stores	446,4461	\$153,093,208	\$184,165,634	-\$31,072,426	-9.2	85
Gasoline Stations	447,4471	\$196,149,998	\$103,184,049	\$92,965,949	31.1	39
Clothing & Clothing Accessories Stores	448	\$172,027,695	\$361,805,684	-\$189,777,989	-35.6	273
Clothing Stores	4481	\$118,886,471	\$259,106,180	-\$140,219,709	-37.1	190
Shoe Stores	4482	\$21,113,316	\$31,242,574	-\$10,129,258	-19.3	29
Jewelry, Luggage & Leather Goods Stores	4483	\$32,027,908	\$71,456,930	-\$39,429,022	-38.1	54
Sporting Goods, Hobby, Book & Music Stores	451	\$93,823,434	\$140,038,347	-\$46,214,913	-19.8	89
Sporting Goods/Hobby/Musical Instr Stores	4511	\$77,369,748	\$122,472,783	-\$45,103,035	-22.6	75
Book, Periodical & Music Stores	4512	\$16,453,686	\$17,565,564	-\$1,111,878	-3.3	14
General Merchandise Stores	452	\$559,393,180	\$567,906,778	-\$8,513,598	-0.8	35
Department Stores Excluding Leased Depts.	4521	\$430,927,583	\$384,992,480	\$45,935,103	5.6	22
Other General Merchandise Stores	4529	\$128,465,597	\$182,914,298	-\$54,448,701	-17.5	13
Miscellaneous Store Retailers	453	\$104,040,255	\$300,775,989	-\$196,735,734	-48.6	189
Florists	4531	\$6,308,481	\$7,533,265	-\$1,224,784	-8.8	27
Office Supplies, Stationery & Gift Stores	4532	\$10,189,783	\$88,400,367	-\$78,210,584	-79.3	48
Used Merchandise Stores	4533	\$8,704,601	\$7,641,962	\$1,062,639	6.5	36
Other Miscellaneous Store Retailers	4539	\$78,837,390	\$197,200,395	-\$118,363,005	-42.9	78
Nonstore Retailers	454	\$106,839,842	\$45,734,093	\$61,105,749	40.0	25
Electronic Shopping & Mail-Order Houses	4541	\$83,111,670	\$34,119,761	\$48,991,909	41.8	15
Vending Machine Operators	4542	\$3,022,548	\$699,925	\$2,322,623	62.4	3
Direct Selling Establishments	4543	\$20,705,624	\$10,914,407	\$9,791,217	31.0	8
Food Services & Drinking Places	722	\$355,907,211	\$298,966,061	\$56,941,150	8.7	370
Full-Service Restaurants	7221	\$197,364,993	\$188,623,940	\$8,741,053	2.3	227
Limited-Service Eating Places	7222	\$134,485,702	\$101,680,998	\$32,804,704	13.9	117
Special Food Services	7223	\$8,230,614	\$5,983,195	\$2,247,419	15.8	17
Drinking Places - Alcoholic Beverages	7224	\$15,825,902	\$2,677,928	\$13,147,974	71.1	9

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.

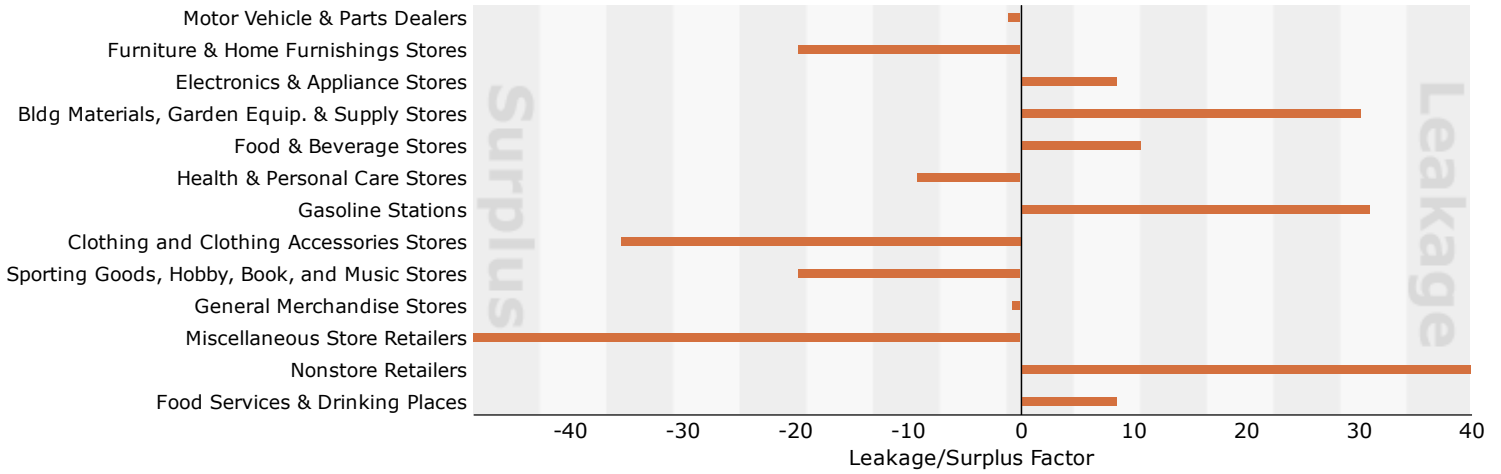
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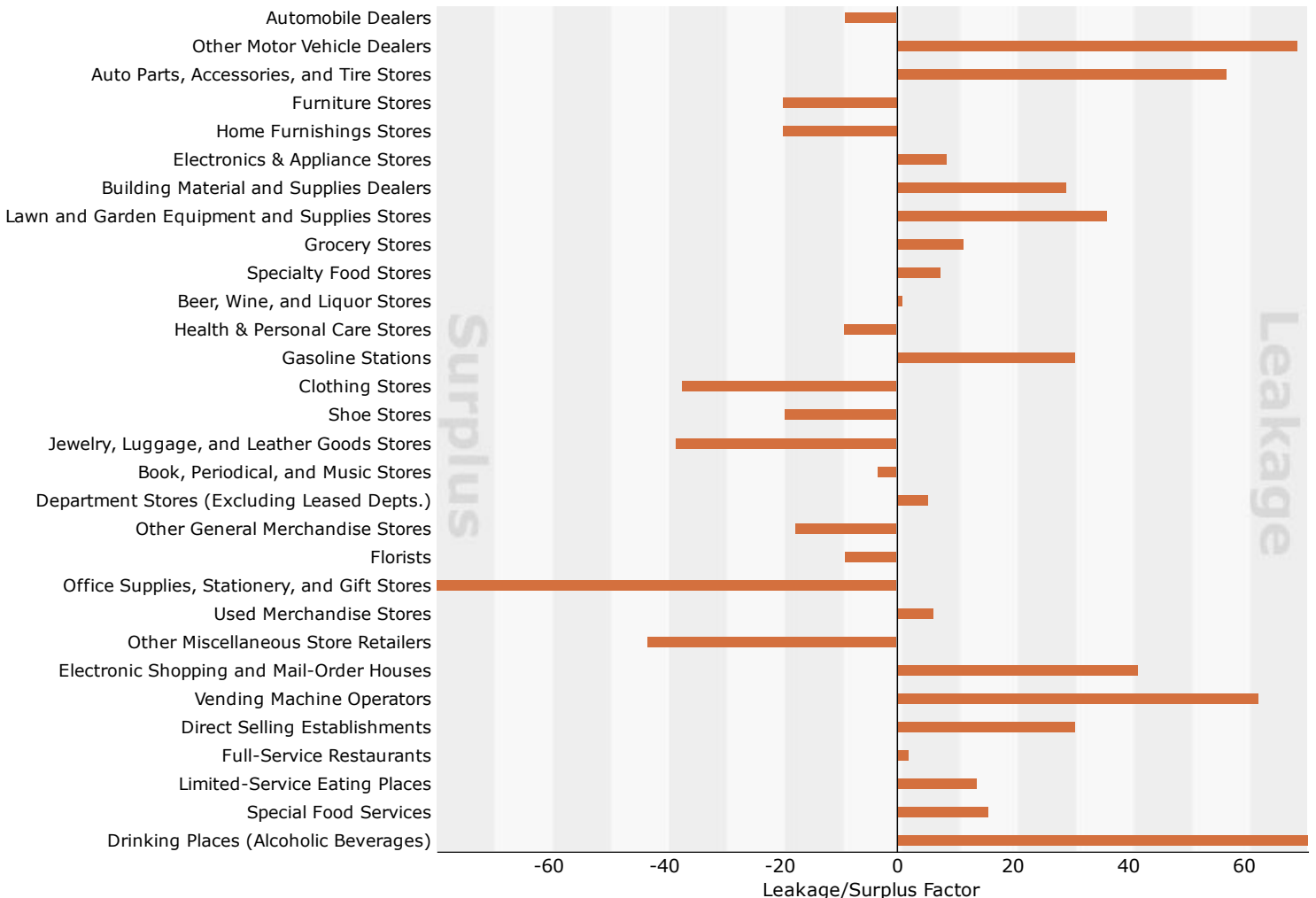
Northfield  
 361 Happ Road Northfield IL 60093  
 Drive Time: 10 minute radius

Latitude: 42.101  
 Longitude: -87.770

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Northfield  
361 Happ Road Northfield IL 60093  
Drive Time: 15 minute radius

Latitude: 42.101  
Longitude: -87.770

## Summary Demographics

2015 Population	318,336
2015 Households	119,086
2015 Median Disposable Income	\$70,778
2015 Per Capita Income	\$54,590

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	\$8,843,889,966	\$8,981,428,083	-\$137,538,117	-0.8	3,404
Total Retail Trade	44-45	\$7,932,123,028	\$8,347,161,611	-\$415,038,583	-2.5	2,509
Total Food & Drink	722	\$911,766,938	\$634,266,473	\$277,500,465	17.9	895

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,794,307,682	\$1,707,244,553	\$87,063,129	2.5	142
Automobile Dealers	4411	\$1,479,135,939	\$1,631,090,816	-\$151,954,877	-4.9	82
Other Motor Vehicle Dealers	4412	\$202,158,217	\$37,488,786	\$164,669,431	68.7	12
Auto Parts, Accessories & Tire Stores	4413	\$113,013,527	\$38,664,950	\$74,348,577	49.0	48
Furniture & Home Furnishings Stores	442	\$240,971,386	\$300,588,020	-\$59,616,634	-11.0	182
Furniture Stores	4421	\$149,958,354	\$176,315,851	-\$26,357,497	-8.1	77
Home Furnishings Stores	4422	\$91,013,032	\$124,272,169	-\$33,259,137	-15.4	106
Electronics & Appliance Stores	443	\$416,512,998	\$788,824,639	-\$372,311,641	-30.9	207
Bldg Materials, Garden Equip. & Supply Stores	444	\$463,616,343	\$227,310,020	\$236,306,323	34.2	161
Bldg Material & Supplies Dealers	4441	\$406,170,507	\$203,325,065	\$202,845,442	33.3	144
Lawn & Garden Equip & Supply Stores	4442	\$57,445,837	\$23,984,955	\$33,460,882	41.1	17
Food & Beverage Stores	445	\$1,462,709,001	\$1,018,059,858	\$444,649,143	17.9	230
Grocery Stores	4451	\$1,288,725,027	\$872,966,641	\$415,758,386	19.2	107
Specialty Food Stores	4452	\$78,343,745	\$84,717,861	-\$6,374,116	-3.9	91
Beer, Wine & Liquor Stores	4453	\$95,640,228	\$60,375,356	\$35,264,872	22.6	33
Health & Personal Care Stores	446,4461	\$392,426,574	\$528,743,352	-\$136,316,778	-14.8	211
Gasoline Stations	447,4471	\$505,475,062	\$292,445,227	\$213,029,835	26.7	107
Clothing & Clothing Accessories Stores	448	\$440,561,587	\$653,133,619	-\$212,572,032	-19.4	501
Clothing Stores	4481	\$304,727,933	\$446,887,057	-\$142,159,124	-18.9	343
Shoe Stores	4482	\$54,456,572	\$50,362,206	\$4,094,366	3.9	52
Jewelry, Luggage & Leather Goods Stores	4483	\$81,377,082	\$155,884,356	-\$74,507,274	-31.4	106
Sporting Goods, Hobby, Book & Music Stores	451	\$240,436,897	\$345,764,157	-\$105,327,260	-18.0	204
Sporting Goods/Hobby/Musical Instr Stores	4511	\$198,279,219	\$301,853,806	-\$103,574,587	-20.7	168
Book, Periodical & Music Stores	4512	\$42,157,679	\$43,910,351	-\$1,752,672	-2.0	36
General Merchandise Stores	452	\$1,435,342,349	\$1,064,756,143	\$370,586,206	14.8	84
Department Stores Excluding Leased Depts.	4521	\$1,104,408,786	\$723,829,538	\$380,579,248	20.8	41
Other General Merchandise Stores	4529	\$330,933,563	\$340,926,605	-\$9,993,042	-1.5	44
Miscellaneous Store Retailers	453	\$266,689,484	\$513,638,107	-\$246,948,623	-31.6	412
Florists	4531	\$15,969,707	\$17,545,515	-\$1,575,808	-4.7	64
Office Supplies, Stationery & Gift Stores	4532	\$26,107,785	\$169,887,864	-\$143,780,079	-73.4	113
Used Merchandise Stores	4533	\$22,302,972	\$13,032,126	\$9,270,846	26.2	60
Other Miscellaneous Store Retailers	4539	\$202,309,021	\$313,172,602	-\$110,863,581	-21.5	176
Nonstore Retailers	454	\$273,073,663	\$906,653,916	-\$633,580,253	-53.7	67
Electronic Shopping & Mail-Order Houses	4541	\$212,699,193	\$861,392,262	-\$648,693,069	-60.4	34
Vending Machine Operators	4542	\$7,790,702	\$5,778,083	\$2,012,619	14.8	9
Direct Selling Establishments	4543	\$52,583,768	\$39,483,572	\$13,100,196	14.2	24
Food Services & Drinking Places	722	\$911,766,938	\$634,266,473	\$277,500,465	17.9	895
Full-Service Restaurants	7221	\$505,399,284	\$398,313,812	\$107,085,472	11.8	569
Limited-Service Eating Places	7222	\$345,133,664	\$208,033,855	\$137,099,809	24.8	261
Special Food Services	7223	\$20,907,747	\$21,673,875	-\$766,128	-1.8	44
Drinking Places - Alcoholic Beverages	7224	\$40,326,243	\$6,244,931	\$34,081,312	73.2	22

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.

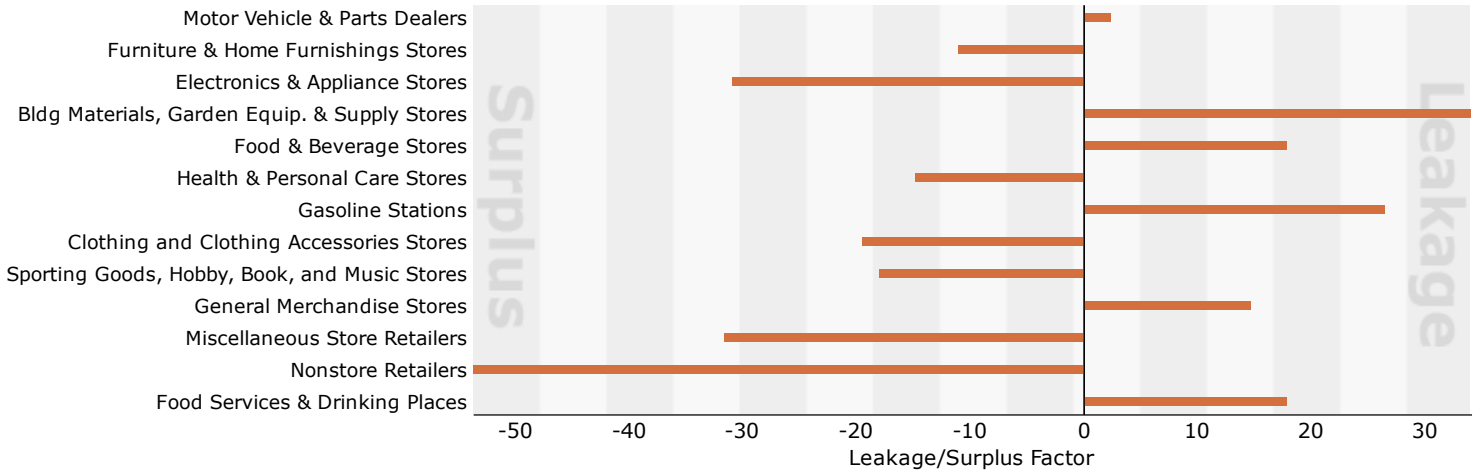
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Northfield  
 361 Happ Road Northfield IL 60093  
 Drive Time: 15 minute radius

Latitude: 42.101  
 Longitude: -87.770

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

