



Retail MarketPlace Profile

399 N Market St, Monticello, Illinois, 61856
 Drive Time: 15 minute radius

Latitude: 40.02779
 Longitude: -88.57332

Summary Demographics

2014 Population	12,240
2014 Households	4,937
2014 Median Disposable Income	\$48,455
2014 Per Capita Income	\$30,849

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	\$157,624,751	\$87,786,715	\$69,838,036	28.5	86
Total Retail Trade	44-45	\$142,119,280	\$77,650,521	\$64,468,759	29.3	65
Total Food & Drink	722	\$15,505,471	\$10,136,194	\$5,369,277	20.9	21

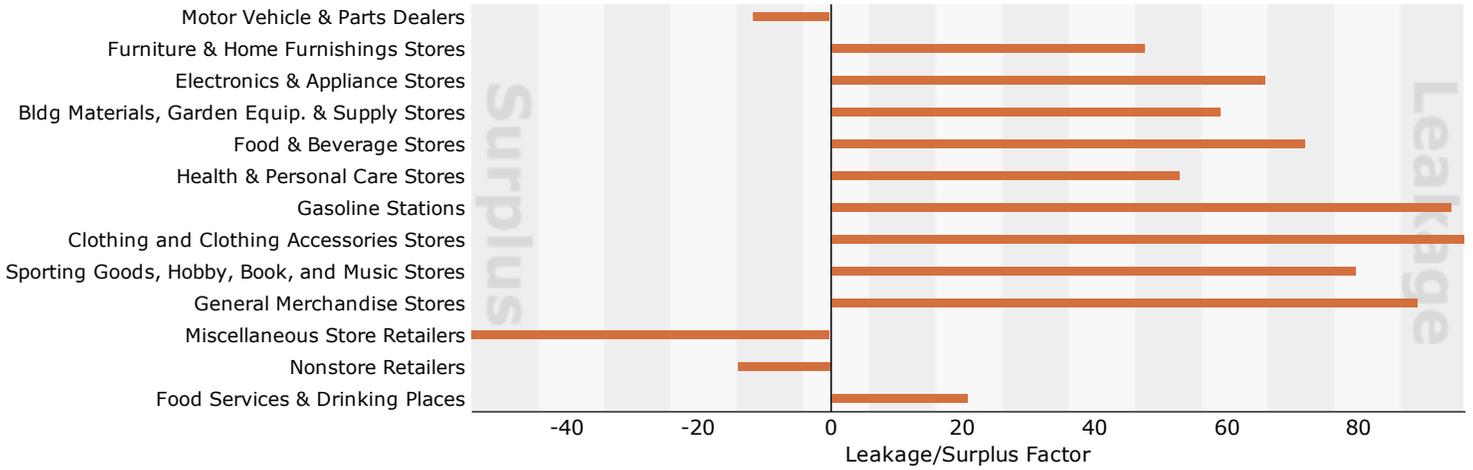
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,388,691	\$37,289,357	-\$7,900,666	-11.8	8
Automobile Dealers	4411	\$25,760,820	\$36,293,581	-\$10,532,761	-17.0	3
Other Motor Vehicle Dealers	4412	\$1,751,620	\$464,033	\$1,287,587	58.1	2
Auto Parts, Accessories & Tire Stores	4413	\$1,876,251	\$531,743	\$1,344,508	55.8	3
Furniture & Home Furnishings Stores	442	\$2,988,698	\$1,059,080	\$1,929,618	47.7	4
Furniture Stores	4421	\$1,721,525	\$958,205	\$763,320	28.5	2
Home Furnishings Stores	4422	\$1,267,174	\$100,875	\$1,166,299	85.3	2
Electronics & Appliance Stores	443	\$3,671,299	\$752,541	\$2,918,758	66.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,222,720	\$1,331,903	\$3,890,817	59.4	6
Bldg Material & Supplies Dealers	4441	\$4,053,976	\$633,875	\$3,420,101	73.0	6
Lawn & Garden Equip & Supply Stores	4442	\$1,168,744	\$0	\$1,168,744	100.0	0
Food & Beverage Stores	445	\$22,442,406	\$3,630,759	\$18,811,647	72.1	6
Grocery Stores	4451	\$19,964,508	\$3,472,073	\$16,492,435	70.4	4
Specialty Food Stores	4452	\$668,110	\$126,110	\$542,000	68.2	2
Beer, Wine & Liquor Stores	4453	\$1,809,788	\$0	\$1,809,788	100.0	0
Health & Personal Care Stores	446,4461	\$13,311,118	\$4,065,357	\$9,245,761	53.2	4
Gasoline Stations	447,4471	\$13,882,511	\$404,175	\$13,478,336	94.3	1
Clothing & Clothing Accessories Stores	448	\$8,504,744	\$166,866	\$8,337,878	96.2	1
Clothing Stores	4481	\$6,079,220	\$0	\$6,079,220	100.0	0
Shoe Stores	4482	\$1,261,175	\$0	\$1,261,175	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,164,350	\$114,080	\$1,050,270	82.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,519,543	\$398,251	\$3,121,292	79.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,767,339	\$398,251	\$2,369,088	74.8	4
Book, Periodical & Music Stores	4512	\$752,204	\$0	\$752,204	100.0	0
General Merchandise Stores	452	\$23,624,647	\$1,364,099	\$22,260,548	89.1	3
Department Stores Excluding Leased Depts.	4521	\$8,620,514	\$1,083,788	\$7,536,726	77.7	2
Other General Merchandise Stores	4529	\$15,004,133	\$280,311	\$14,723,822	96.3	1
Miscellaneous Store Retailers	453	\$3,152,375	\$10,687,027	-\$7,534,652	-54.4	20
Florists	4531	\$168,111	\$400,028	-\$231,917	-40.8	4
Office Supplies, Stationery & Gift Stores	4532	\$494,487	\$154,986	\$339,501	52.3	5
Used Merchandise Stores	4533	\$307,811	\$752,964	-\$445,153	-42.0	4
Other Miscellaneous Store Retailers	4539	\$2,181,965	\$9,379,048	-\$7,197,083	-62.3	7
Nonstore Retailers	454	\$12,410,528	\$16,501,106	-\$4,090,578	-14.1	5
Electronic Shopping & Mail-Order Houses	4541	\$10,973,564	\$14,226,283	-\$3,252,719	-12.9	2
Vending Machine Operators	4542	\$285,367	\$0	\$285,367	100.0	0
Direct Selling Establishments	4543	\$1,151,598	\$2,274,824	-\$1,123,226	-32.8	3
Food Services & Drinking Places	722	\$15,505,471	\$10,136,194	\$5,369,277	20.9	21
Full-Service Restaurants	7221	\$6,486,837	\$1,256,345	\$5,230,492	67.5	5
Limited-Service Eating Places	7222	\$7,471,461	\$7,662,741	-\$191,280	-1.3	8
Special Food Services	7223	\$727,804	\$332,170	\$395,634	37.3	3
Drinking Places - Alcoholic Beverages	7224	\$819,370	\$884,938	-\$65,568	-3.8	5

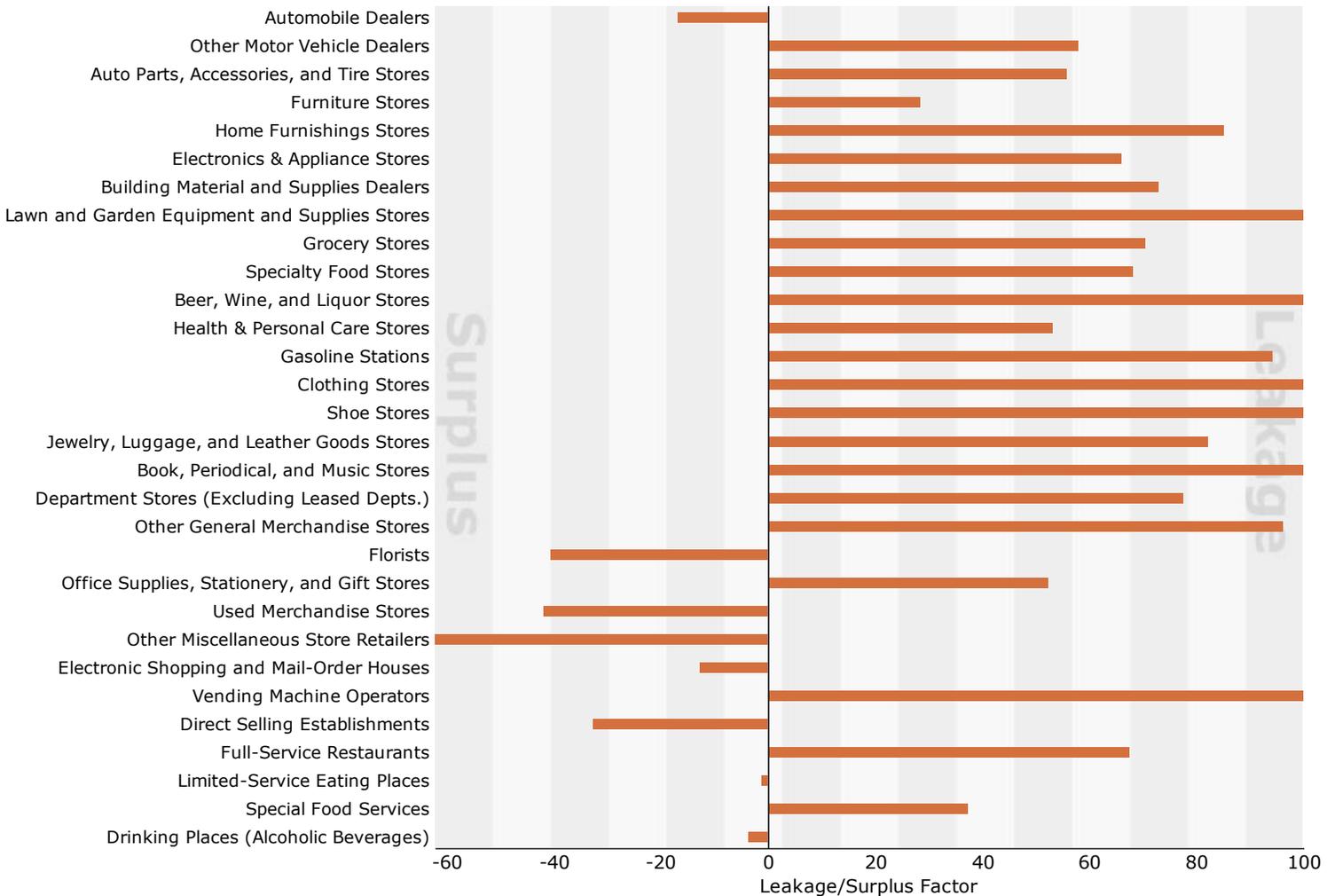
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

399 N Market St, Monticello, Illinois, 61856
 Drive Time: 30 minute radius

Latitude: 40.02779
 Longitude: -88.57332

Summary Demographics

2014 Population	196,433
2014 Households	80,778
2014 Median Disposable Income	\$37,430
2014 Per Capita Income	\$27,360

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	\$2,174,642,688	\$2,865,213,012	-\$690,570,324	-13.7	1,486
Total Retail Trade	44-45	\$1,952,155,110	\$2,548,271,870	-\$596,116,760	-13.2	1,119
Total Food & Drink	722	\$222,487,577	\$316,941,141	-\$94,453,564	-17.5	367

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$397,453,031	\$505,095,500	-\$107,642,469	-11.9	113
Automobile Dealers	4411	\$349,130,536	\$452,100,044	-\$102,969,508	-12.9	47
Other Motor Vehicle Dealers	4412	\$22,295,920	\$28,501,221	-\$6,205,301	-12.2	20
Auto Parts, Accessories & Tire Stores	4413	\$26,026,574	\$24,494,234	\$1,532,340	3.0	46
Furniture & Home Furnishings Stores	442	\$41,941,612	\$51,680,666	-\$9,739,054	-10.4	70
Furniture Stores	4421	\$24,534,807	\$33,037,826	-\$8,503,019	-14.8	34
Home Furnishings Stores	4422	\$17,406,805	\$18,642,840	-\$1,236,035	-3.4	36
Electronics & Appliance Stores	443	\$51,160,621	\$85,165,955	-\$34,005,334	-24.9	51
Bldg Materials, Garden Equip. & Supply Stores	444	\$68,211,269	\$90,635,458	-\$22,424,189	-14.1	75
Bldg Material & Supplies Dealers	4441	\$54,217,597	\$79,729,145	-\$25,511,548	-19.0	65
Lawn & Garden Equip & Supply Stores	4442	\$13,993,672	\$10,906,312	\$3,087,360	12.4	10
Food & Beverage Stores	445	\$313,029,070	\$315,142,222	-\$2,113,152	-0.3	128
Grocery Stores	4451	\$277,758,835	\$284,042,614	-\$6,283,779	-1.1	71
Specialty Food Stores	4452	\$9,307,972	\$8,927,896	\$380,076	2.1	43
Beer, Wine & Liquor Stores	4453	\$25,962,263	\$22,171,713	\$3,790,550	7.9	14
Health & Personal Care Stores	446,4461	\$177,381,492	\$144,098,921	\$33,282,571	10.4	99
Gasoline Stations	447,4471	\$189,934,805	\$169,391,195	\$20,543,610	5.7	37
Clothing & Clothing Accessories Stores	448	\$123,191,091	\$252,503,409	-\$129,312,318	-34.4	149
Clothing Stores	4481	\$87,910,168	\$169,734,101	-\$81,823,933	-31.8	102
Shoe Stores	4482	\$18,240,900	\$70,009,980	-\$51,769,080	-58.7	25
Jewelry, Luggage & Leather Goods Stores	4483	\$17,040,023	\$12,759,328	\$4,280,695	14.4	22
Sporting Goods, Hobby, Book & Music Stores	451	\$50,147,733	\$52,616,859	-\$2,469,126	-2.4	105
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,717,743	\$35,618,327	\$3,099,416	4.2	82
Book, Periodical & Music Stores	4512	\$11,429,990	\$16,998,532	-\$5,568,542	-19.6	23
General Merchandise Stores	452	\$328,899,193	\$546,794,394	-\$217,895,201	-24.9	39
Department Stores Excluding Leased Depts.	4521	\$121,264,439	\$166,575,055	-\$45,310,616	-15.7	21
Other General Merchandise Stores	4529	\$207,634,754	\$380,219,339	-\$172,584,585	-29.4	18
Miscellaneous Store Retailers	453	\$42,410,044	\$61,611,213	-\$19,201,169	-18.5	212
Florists	4531	\$2,027,183	\$2,503,909	-\$476,726	-10.5	24
Office Supplies, Stationery & Gift Stores	4532	\$6,901,644	\$13,762,570	-\$6,860,926	-33.2	46
Used Merchandise Stores	4533	\$4,477,142	\$5,476,126	-\$998,984	-10.0	40
Other Miscellaneous Store Retailers	4539	\$29,004,075	\$39,868,608	-\$10,864,533	-15.8	102
Nonstore Retailers	454	\$168,395,148	\$273,536,077	-\$105,140,929	-23.8	41
Electronic Shopping & Mail-Order Houses	4541	\$150,827,005	\$257,412,935	-\$106,585,930	-26.1	5
Vending Machine Operators	4542	\$3,996,393	\$793,135	\$3,203,258	66.9	9
Direct Selling Establishments	4543	\$13,571,751	\$15,330,008	-\$1,758,257	-6.1	26
Food Services & Drinking Places	722	\$222,487,577	\$316,941,141	-\$94,453,564	-17.5	367
Full-Service Restaurants	7221	\$93,192,873	\$173,654,808	-\$80,461,935	-30.2	138
Limited-Service Eating Places	7222	\$107,105,031	\$112,466,721	-\$5,361,690	-2.4	135
Special Food Services	7223	\$10,060,543	\$14,800,305	-\$4,739,762	-19.1	19
Drinking Places - Alcoholic Beverages	7224	\$12,129,131	\$16,019,308	-\$3,890,177	-13.8	75

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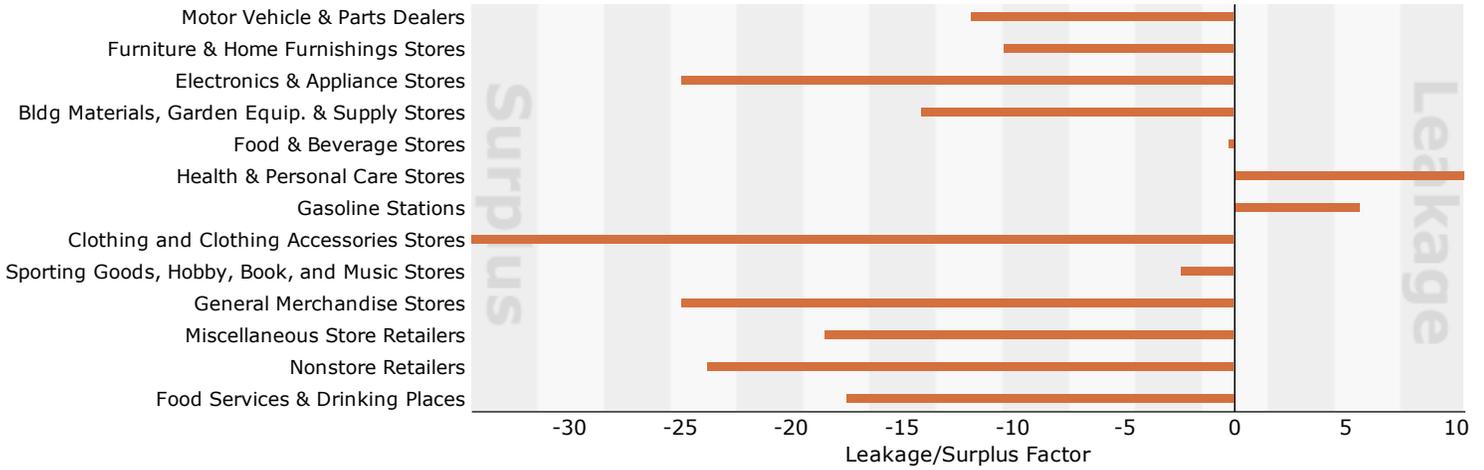


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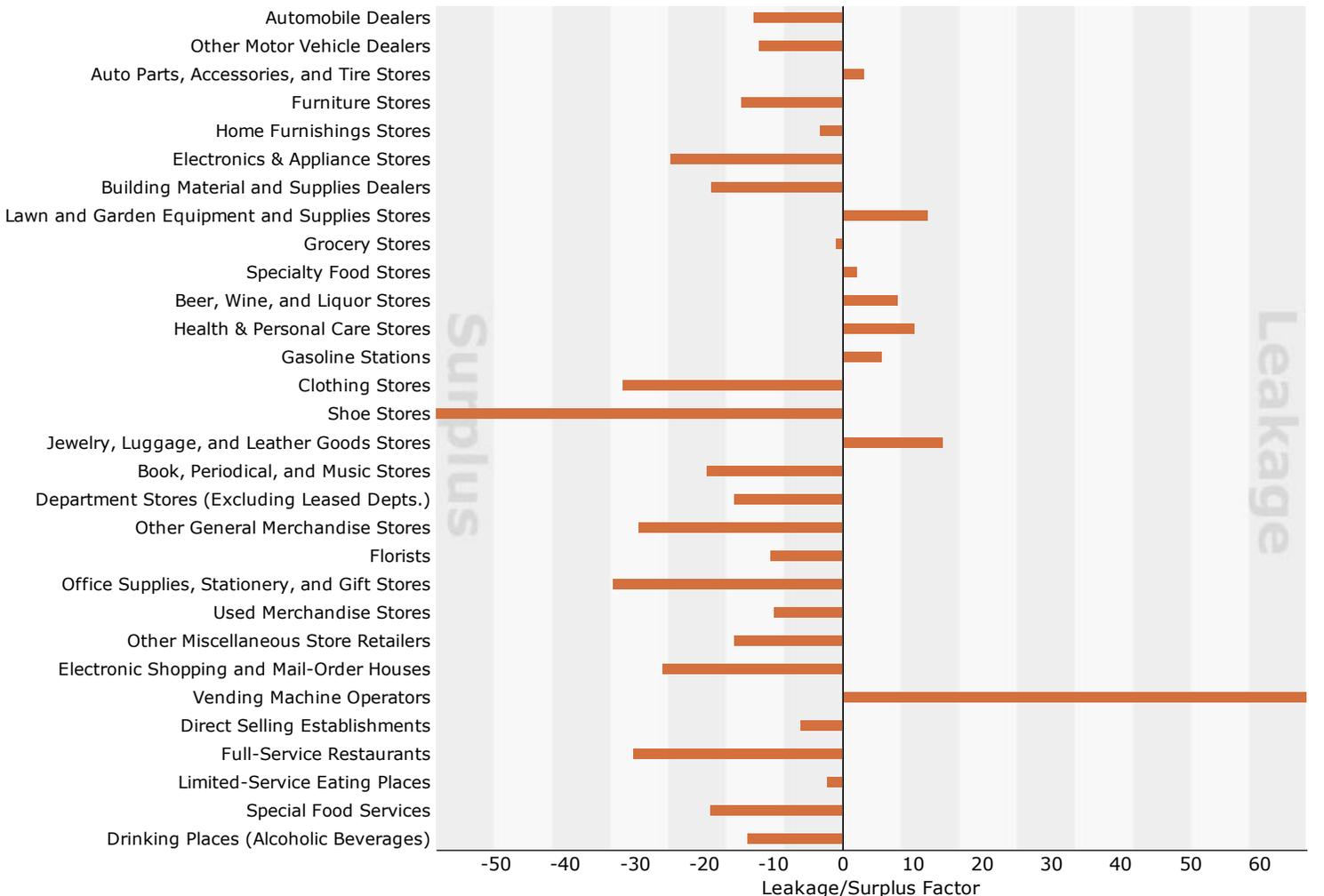
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