



Retail MarketPlace Profile

Oswego 5-Mile Retail Analysis
 2760 US 34, Oswego, Illinois, 60543
 Ring: 1 mile radius

Latitude: 41.69972
 Longitude: -88.31591

Summary Demographics

2014 Population	9,307
2014 Households	3,103
2014 Median Disposable Income	\$69,369
2014 Per Capita Income	\$36,781

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	\$139,786,839	\$273,779,676	-\$133,992,837	-32.4	84
Total Retail Trade	44-45	\$125,172,075	\$253,740,718	-\$128,568,643	-33.9	67
Total Food & Drink	722	\$14,614,765	\$20,038,958	-\$5,424,193	-15.7	18

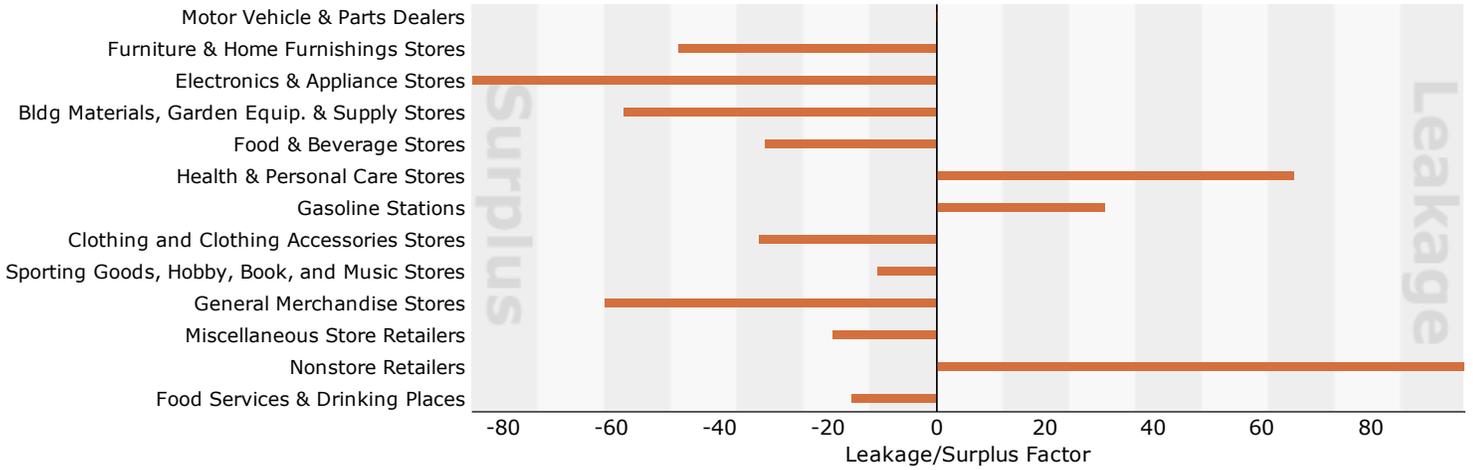
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,241,473	\$26,044,486	\$196,987	0.4	2
Automobile Dealers	4411	\$23,041,910	\$20,064,251	\$2,977,659	6.9	1
Other Motor Vehicle Dealers	4412	\$1,502,340	\$0	\$1,502,340	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,697,223	\$5,980,235	-\$4,283,012	-55.8	2
Furniture & Home Furnishings Stores	442	\$2,769,626	\$7,844,479	-\$5,074,853	-47.8	3
Furniture Stores	4421	\$1,646,142	\$313,192	\$1,332,950	68.0	2
Home Furnishings Stores	4422	\$1,123,484	\$7,531,287	-\$6,407,803	-74.0	2
Electronics & Appliance Stores	443	\$3,405,491	\$44,672,367	-\$41,266,876	-85.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,501,281	\$16,872,771	-\$12,371,490	-57.9	4
Bldg Material & Supplies Dealers	4441	\$3,710,892	\$16,865,204	-\$13,154,312	-63.9	4
Lawn & Garden Equip & Supply Stores	4442	\$790,388	\$0	\$790,388	100.0	0
Food & Beverage Stores	445	\$19,677,303	\$38,016,506	-\$18,339,203	-31.8	9
Grocery Stores	4451	\$17,432,042	\$36,987,516	-\$19,555,474	-35.9	6
Specialty Food Stores	4452	\$584,038	\$74,798	\$509,240	77.3	1
Beer, Wine & Liquor Stores	4453	\$1,661,224	\$954,192	\$707,032	27.0	2
Health & Personal Care Stores	446,4461	\$11,070,915	\$2,270,587	\$8,800,328	66.0	4
Gasoline Stations	447,4471	\$12,078,470	\$6,316,556	\$5,761,914	31.3	4
Clothing & Clothing Accessories Stores	448	\$7,966,833	\$15,827,541	-\$7,860,708	-33.0	13
Clothing Stores	4481	\$5,627,286	\$13,408,327	-\$7,781,041	-40.9	10
Shoe Stores	4482	\$1,155,442	\$2,347,525	-\$1,192,083	-34.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,184,106	\$71,689	\$1,112,417	88.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,275,525	\$4,086,873	-\$811,348	-11.0	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,554,359	\$4,086,001	-\$1,531,642	-23.1	3
Book, Periodical & Music Stores	4512	\$721,166	\$0	\$721,166	100.0	0
General Merchandise Stores	452	\$20,984,681	\$87,728,221	-\$66,743,540	-61.4	5
Department Stores Excluding Leased Depts.	4521	\$7,935,667	\$33,806,795	-\$25,871,128	-62.0	4
Other General Merchandise Stores	4529	\$13,049,014	\$53,921,427	-\$40,872,413	-61.0	1
Miscellaneous Store Retailers	453	\$2,652,283	\$3,929,481	-\$1,277,198	-19.4	13
Florists	4531	\$124,995	\$120,035	\$4,960	2.0	1
Office Supplies, Stationery & Gift Stores	4532	\$449,349	\$1,426,618	-\$977,269	-52.1	3
Used Merchandise Stores	4533	\$285,156	\$410,114	-\$124,958	-18.0	1
Other Miscellaneous Store Retailers	4539	\$1,792,782	\$1,972,714	-\$179,932	-4.8	8
Nonstore Retailers	454	\$10,548,192	\$130,850	\$10,417,342	97.5	2
Electronic Shopping & Mail-Order Houses	4541	\$9,665,467	\$0	\$9,665,467	100.0	0
Vending Machine Operators	4542	\$252,785	\$56,387	\$196,398	63.5	1
Direct Selling Establishments	4543	\$629,940	\$64,575	\$565,365	81.4	1
Food Services & Drinking Places	722	\$14,614,765	\$20,038,958	-\$5,424,193	-15.7	18
Full-Service Restaurants	7221	\$6,119,656	\$13,439,957	-\$7,320,301	-37.4	8
Limited-Service Eating Places	7222	\$7,051,299	\$4,191,868	\$2,859,431	25.4	6
Special Food Services	7223	\$664,369	\$0	\$664,369	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$779,440	\$2,405,711	-\$1,626,271	-51.1	4

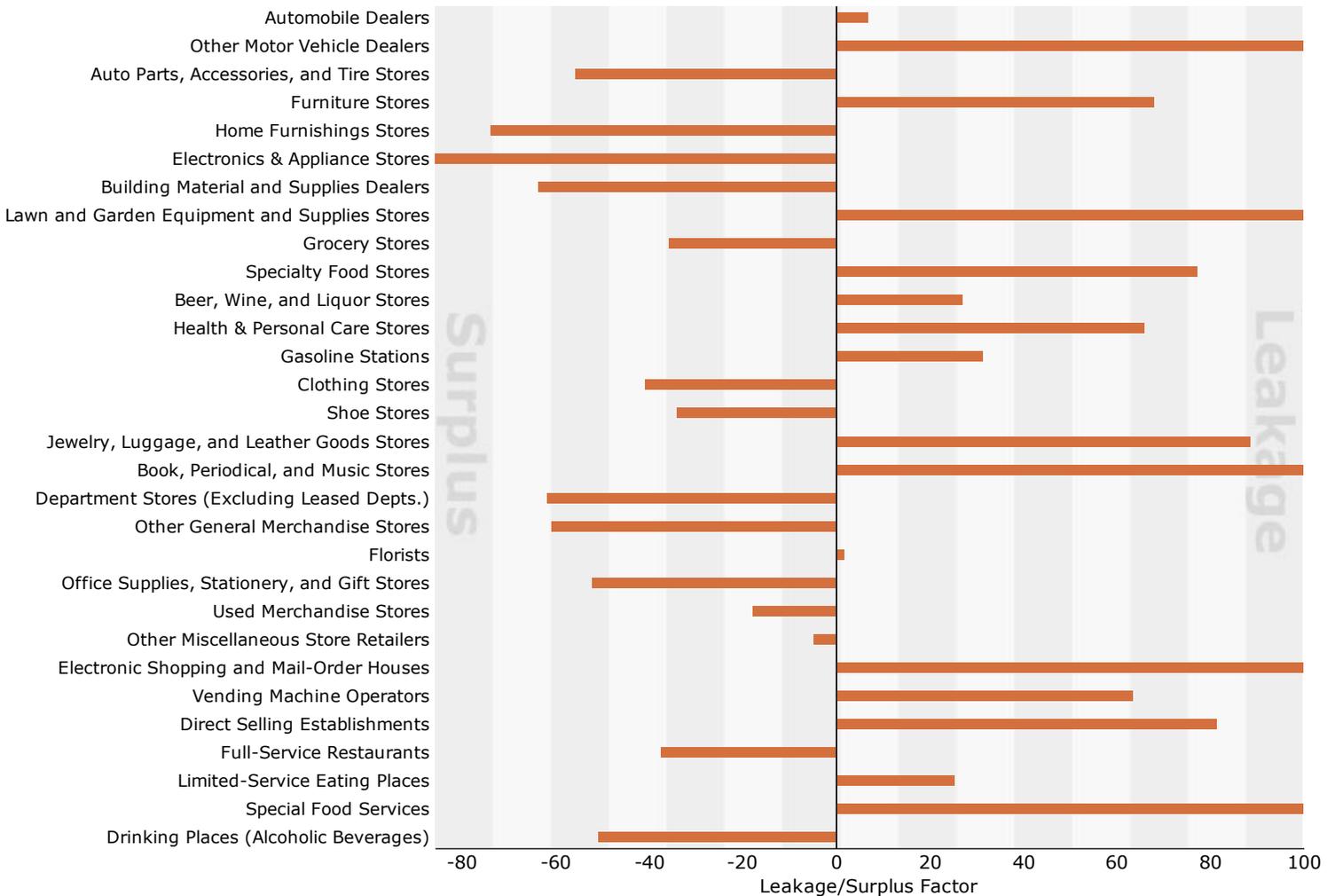
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Oswego 5-Mile Retail Analysis
 2760 US 34, Oswego, Illinois, 60543
 Ring: 3 mile radius

Latitude: 41.69972
 Longitude: -88.31591

Summary Demographics

2014 Population	60,125
2014 Households	19,998
2014 Median Disposable Income	\$57,411
2014 Per Capita Income	\$30,399

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	\$760,834,661	\$690,661,416	\$70,173,245	4.8	325
Total Retail Trade	44-45	\$681,581,433	\$618,886,995	\$62,694,438	4.8	258
Total Food & Drink	722	\$79,253,227	\$71,774,421	\$7,478,806	5.0	66

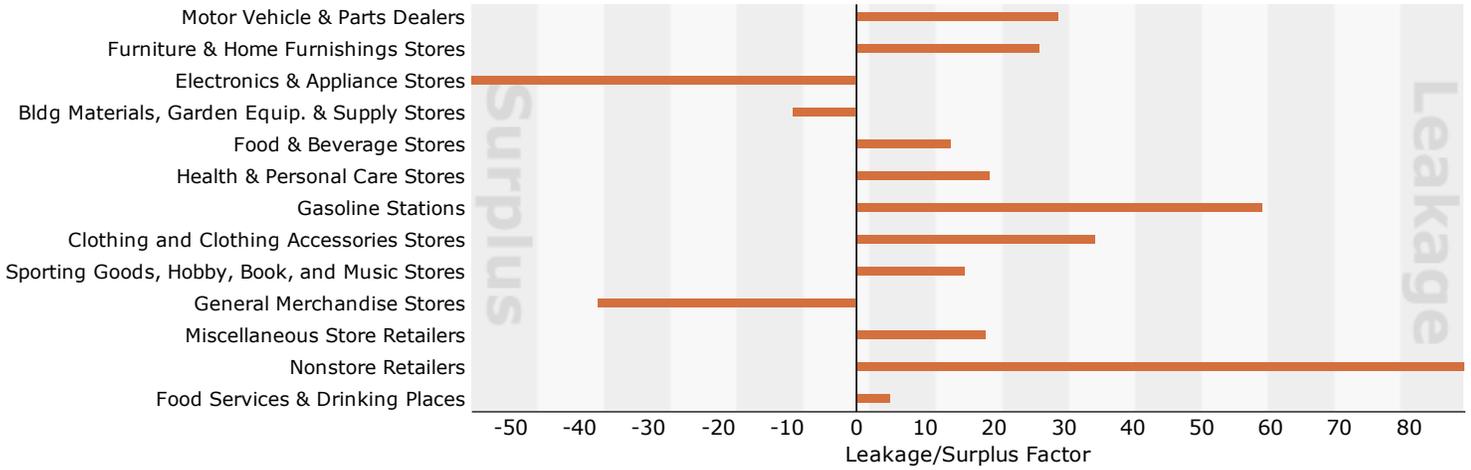
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$141,294,722	\$77,010,835	\$64,283,887	29.4	19
Automobile Dealers	4411	\$123,961,820	\$67,206,330	\$56,755,490	29.7	8
Other Motor Vehicle Dealers	4412	\$8,072,218	\$776,543	\$7,295,675	82.4	3
Auto Parts, Accessories & Tire Stores	4413	\$9,260,685	\$9,027,962	\$232,723	1.3	8
Furniture & Home Furnishings Stores	442	\$14,987,010	\$8,715,179	\$6,271,831	26.5	12
Furniture Stores	4421	\$8,864,937	\$721,713	\$8,143,224	84.9	4
Home Furnishings Stores	4422	\$6,122,073	\$7,993,466	-\$1,871,393	-13.3	8
Electronics & Appliance Stores	443	\$18,447,981	\$64,924,031	-\$46,476,050	-55.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,477,918	\$29,452,738	-\$4,974,820	-9.2	17
Bldg Material & Supplies Dealers	4441	\$20,090,513	\$28,666,017	-\$8,575,504	-17.6	15
Lawn & Garden Equip & Supply Stores	4442	\$4,387,405	\$786,721	\$3,600,684	69.6	2
Food & Beverage Stores	445	\$107,928,907	\$81,652,532	\$26,276,375	13.9	32
Grocery Stores	4451	\$95,677,471	\$75,428,784	\$20,248,687	11.8	20
Specialty Food Stores	4452	\$3,207,220	\$4,138,419	-\$931,199	-12.7	8
Beer, Wine & Liquor Stores	4453	\$9,044,215	\$2,085,328	\$6,958,887	62.5	4
Health & Personal Care Stores	446,4461	\$60,608,802	\$40,964,871	\$19,643,931	19.3	16
Gasoline Stations	447,4471	\$65,924,030	\$17,128,915	\$48,795,115	58.8	16
Clothing & Clothing Accessories Stores	448	\$43,475,880	\$21,074,489	\$22,401,391	34.7	25
Clothing Stores	4481	\$30,771,607	\$17,343,040	\$13,428,567	27.9	17
Shoe Stores	4482	\$6,361,184	\$3,405,863	\$2,955,321	30.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$6,343,089	\$325,586	\$6,017,503	90.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$17,674,336	\$12,821,140	\$4,853,196	15.9	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,777,130	\$12,570,650	\$1,206,480	4.6	20
Book, Periodical & Music Stores	4512	\$3,897,206	\$250,490	\$3,646,716	87.9	4
General Merchandise Stores	452	\$114,546,277	\$251,631,092	-\$137,084,815	-37.4	17
Department Stores Excluding Leased Depts.	4521	\$43,072,298	\$44,116,672	-\$1,044,374	-1.2	10
Other General Merchandise Stores	4529	\$71,473,978	\$207,514,420	-\$136,040,442	-48.8	7
Miscellaneous Store Retailers	453	\$14,456,291	\$9,889,226	\$4,567,065	18.8	56
Florists	4531	\$678,344	\$313,148	\$365,196	36.8	5
Office Supplies, Stationery & Gift Stores	4532	\$2,441,220	\$4,044,987	-\$1,603,767	-24.7	10
Used Merchandise Stores	4533	\$1,549,036	\$1,615,142	-\$66,106	-2.1	7
Other Miscellaneous Store Retailers	4539	\$9,787,691	\$3,915,949	\$5,871,742	42.8	33
Nonstore Retailers	454	\$57,759,279	\$3,621,946	\$54,137,333	88.2	14
Electronic Shopping & Mail-Order Houses	4541	\$52,610,750	\$1,746,191	\$50,864,559	93.6	4
Vending Machine Operators	4542	\$1,385,831	\$349,233	\$1,036,598	59.7	5
Direct Selling Establishments	4543	\$3,762,698	\$1,526,522	\$2,236,176	42.3	6
Food Services & Drinking Places	722	\$79,253,227	\$71,774,421	\$7,478,806	5.0	66
Full-Service Restaurants	7221	\$33,180,799	\$35,309,901	-\$2,129,102	-3.1	25
Limited-Service Eating Places	7222	\$38,283,375	\$32,725,503	\$5,557,872	7.8	32
Special Food Services	7223	\$3,570,993	\$87,069	\$3,483,924	95.2	1
Drinking Places - Alcoholic Beverages	7224	\$4,218,059	\$3,651,949	\$566,110	7.2	8

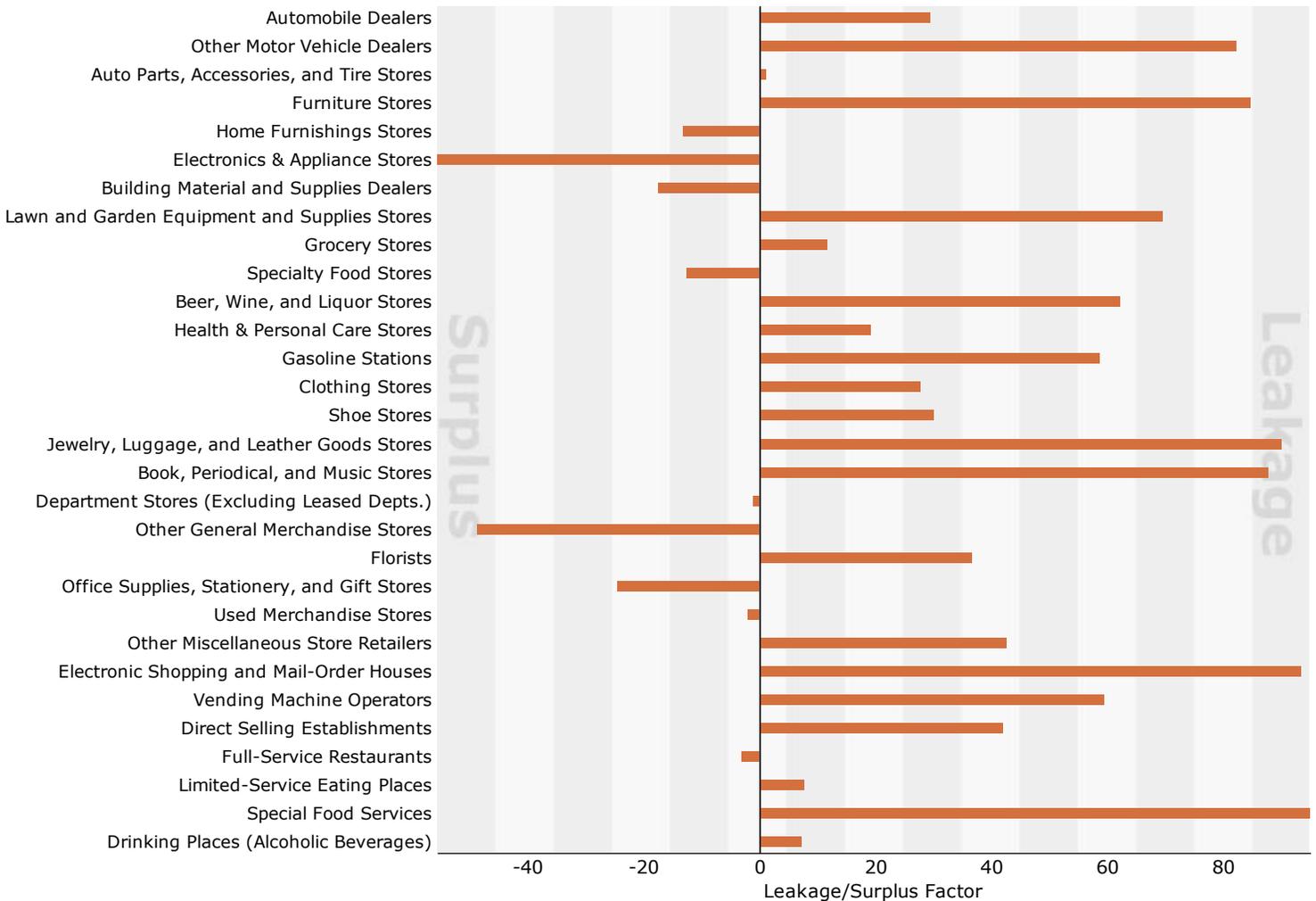
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Oswego 5-Mile Retail Analysis
 2760 US 34, Oswego, Illinois, 60543
 Ring: 5 mile radius

Latitude: 41.69972
 Longitude: -88.31591

Summary Demographics

2014 Population	198,657
2014 Households	60,462
2014 Median Disposable Income	\$52,654
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	\$2,226,276,723	\$1,168,543,697	\$1,057,733,026	31.2	871
Total Retail Trade	44-45	\$1,992,443,191	\$1,030,702,046	\$961,741,145	31.8	697
Total Food & Drink	722	\$233,833,532	\$137,841,651	\$95,991,881	25.8	174

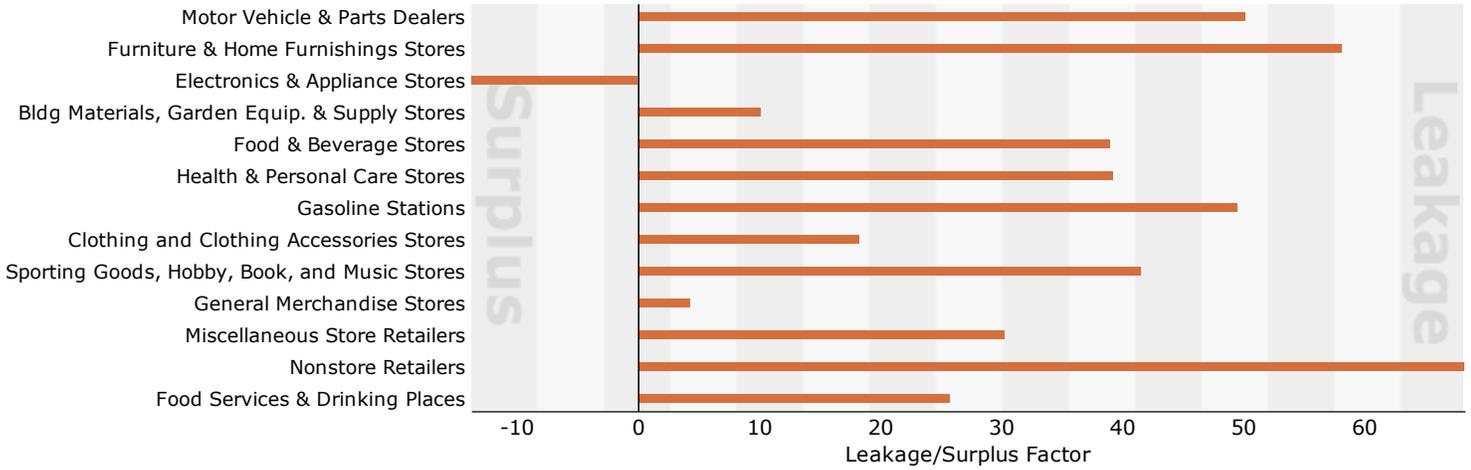
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$408,974,785	\$135,539,784	\$273,435,001	50.2	58
Automobile Dealers	4411	\$358,055,962	\$113,585,585	\$244,470,377	51.8	24
Other Motor Vehicle Dealers	4412	\$23,719,600	\$5,574,603	\$18,144,997	61.9	9
Auto Parts, Accessories & Tire Stores	4413	\$27,199,224	\$16,379,596	\$10,819,628	24.8	25
Furniture & Home Furnishings Stores	442	\$43,946,326	\$11,620,673	\$32,325,653	58.2	30
Furniture Stores	4421	\$25,921,822	\$2,745,460	\$23,176,362	80.8	10
Home Furnishings Stores	4422	\$18,024,504	\$8,875,213	\$9,149,291	34.0	20
Electronics & Appliance Stores	443	\$53,997,791	\$71,328,277	-\$17,330,486	-13.8	37
Bldg Materials, Garden Equip. & Supply Stores	444	\$71,762,637	\$58,493,703	\$13,268,934	10.2	42
Bldg Material & Supplies Dealers	4441	\$59,222,204	\$56,578,798	\$2,643,406	2.3	35
Lawn & Garden Equip & Supply Stores	4442	\$12,540,433	\$1,914,905	\$10,625,528	73.5	7
Food & Beverage Stores	445	\$317,892,287	\$139,449,043	\$178,443,244	39.0	103
Grocery Stores	4451	\$281,923,503	\$120,185,451	\$161,738,052	40.2	69
Specialty Food Stores	4452	\$9,461,324	\$11,036,955	-\$1,575,631	-7.7	22
Beer, Wine & Liquor Stores	4453	\$26,507,460	\$8,226,637	\$18,280,823	52.6	13
Health & Personal Care Stores	446,4461	\$176,787,007	\$77,148,399	\$99,638,608	39.2	47
Gasoline Stations	447,4471	\$191,108,203	\$64,313,570	\$126,794,633	49.6	43
Clothing & Clothing Accessories Stores	448	\$128,288,646	\$88,552,345	\$39,736,301	18.3	74
Clothing Stores	4481	\$90,770,539	\$79,746,400	\$11,024,139	6.5	48
Shoe Stores	4482	\$18,789,147	\$6,590,153	\$12,198,994	48.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$18,728,961	\$2,215,792	\$16,513,169	78.8	15
Sporting Goods, Hobby, Book & Music Stores	451	\$52,242,522	\$21,563,713	\$30,678,809	41.6	52
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,634,349	\$20,474,669	\$20,159,680	33.0	46
Book, Periodical & Music Stores	4512	\$11,608,173	\$1,089,044	\$10,519,129	82.8	6
General Merchandise Stores	452	\$336,213,665	\$308,389,597	\$27,824,068	4.3	26
Department Stores Excluding Leased Depts.	4521	\$126,406,790	\$53,588,990	\$72,817,800	40.5	15
Other General Merchandise Stores	4529	\$209,806,875	\$254,800,607	-\$44,993,732	-9.7	10
Miscellaneous Store Retailers	453	\$42,065,151	\$22,491,140	\$19,574,011	30.3	143
Florists	4531	\$1,950,859	\$706,816	\$1,244,043	46.8	12
Office Supplies, Stationery & Gift Stores	4532	\$7,198,697	\$5,059,443	\$2,139,254	17.5	33
Used Merchandise Stores	4533	\$4,577,546	\$3,143,450	\$1,434,096	18.6	15
Other Miscellaneous Store Retailers	4539	\$28,338,049	\$13,581,432	\$14,756,617	35.2	83
Nonstore Retailers	454	\$169,164,170	\$31,811,802	\$137,352,368	68.3	42
Electronic Shopping & Mail-Order Houses	4541	\$154,415,235	\$22,260,334	\$132,154,901	74.8	7
Vending Machine Operators	4542	\$4,088,282	\$4,285,117	-\$196,835	-2.4	8
Direct Selling Establishments	4543	\$10,660,653	\$5,266,352	\$5,394,301	33.9	27
Food Services & Drinking Places	722	\$233,833,532	\$137,841,651	\$95,991,881	25.8	174
Full-Service Restaurants	7221	\$97,928,187	\$53,508,224	\$44,419,963	29.3	61
Limited-Service Eating Places	7222	\$112,812,338	\$70,271,041	\$42,541,297	23.2	80
Special Food Services	7223	\$10,573,600	\$7,875,871	\$2,697,729	14.6	10
Drinking Places - Alcoholic Beverages	7224	\$12,519,407	\$6,186,516	\$6,332,891	33.9	24

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

