



Retail MarketPlace Profile

Scott County, IL (17171)
Geography: County

Summary Demographics

2010 Population	5,179
2010 Households	2,107
2010 Median Disposable Income	\$35,087
2010 Per Capita Income	\$19,827

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	\$42,165,616	\$18,965,784	\$23,199,832	38.0	20
Total Retail Trade	44-45	\$37,763,138	\$18,592,913	\$19,170,225	34.0	12
Total Food & Drink	722	\$4,402,478	\$372,871	\$4,029,607	84.4	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,847,961	\$6,837,773	\$2,010,188	12.8	4
Automobile Dealers	4411	\$8,336,082	\$6,662,333	\$1,673,749	11.2	2
Other Motor Vehicle Dealers	4412	\$202,722	\$0	\$202,722	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$309,157	\$175,440	\$133,717	27.6	2
Furniture & Home Furnishings Stores	442	\$321,324	\$0	\$321,324	100.0	0
Furniture Stores	4421	\$218,262	\$0	\$218,262	100.0	0
Home Furnishings Stores	4422	\$103,062	\$0	\$103,062	100.0	0
Electronics & Appliance Stores	4431	\$32,373	\$0	\$32,373	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$288,864	\$0	\$288,864	100.0	0
Bldg Material & Supplies Dealers	4441	\$287,483	\$0	\$287,483	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$1,381	\$0	\$1,381	100.0	0
Food & Beverage Stores	445	\$3,016,921	\$399,835	\$2,617,086	76.6	2
Grocery Stores	4451	\$2,594,470	\$344,725	\$2,249,745	76.5	1
Specialty Food Stores	4452	\$408,607	\$55,110	\$353,497	76.2	1
Beer, Wine & Liquor Stores	4453	\$13,844	\$0	\$13,844	100.0	0
Health & Personal Care Stores	446,4461	\$154,067	\$0	\$154,067	100.0	0
Gasoline Stations	447,4471	\$12,220,293	\$9,437,860	\$2,782,433	12.8	3
Clothing & Clothing Accessories Stores	448	\$549,177	\$0	\$549,177	100.0	0
Clothing Stores	4481	\$516,178	\$0	\$516,178	100.0	0
Shoe Stores	4482	\$32,636	\$0	\$32,636	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$363	\$0	\$363	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$507,064	\$31,676	\$475,388	88.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$502,864	\$31,676	\$471,188	88.1	1
Book, Periodical & Music Stores	4512	\$4,200	\$0	\$4,200	100.0	0
General Merchandise Stores	452	\$10,093,943	\$1,836,253	\$8,257,690	69.2	1
Department Stores Excluding Leased Depts.	4521	\$2,419,356	\$0	\$2,419,356	100.0	0
Other General Merchandise Stores	4529	\$7,674,587	\$1,836,253	\$5,838,334	61.4	1
Miscellaneous Store Retailers	453	\$1,158,591	\$49,516	\$1,109,075	91.8	1
Florists	4531	\$3,233	\$0	\$3,233	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$62,932	\$0	\$62,932	100.0	0
Used Merchandise Stores	4533	\$791	\$0	\$791	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,091,635	\$49,516	\$1,042,119	91.3	1
Nonstore Retailers	454	\$572,560	\$0	\$572,560	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$282,273	\$0	\$282,273	100.0	0
Vending Machine Operators	4542	\$165,079	\$0	\$165,079	100.0	0
Direct Selling Establishments	4543	\$125,208	\$0	\$125,208	100.0	0
Food Services & Drinking Places	722	\$4,402,478	\$372,871	\$4,029,607	84.4	8
Full-Service Restaurants	7221	\$4,064,026	\$282,421	\$3,781,605	87.0	5
Limited-Service Eating Places	7222	\$1,772	\$0	\$1,772	100.0	0
Special Food Services	7223	\$5,094	\$0	\$5,094	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$331,586	\$90,450	\$241,136	57.1	3

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>.

Source: Esri and Infogroup

February 06, 2012

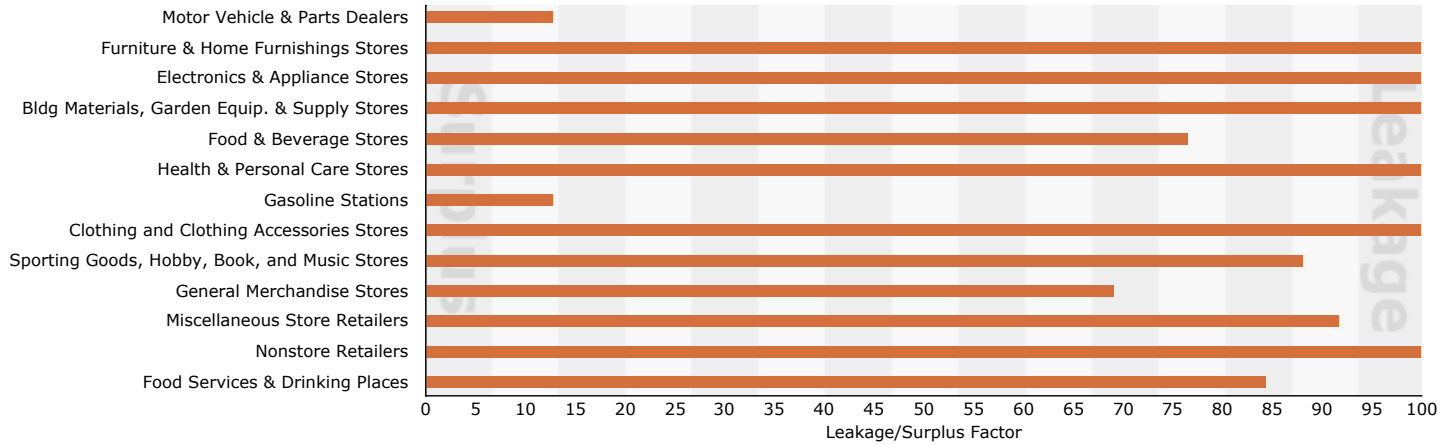
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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