

# Retail MarketPlace Profile

McHenry County, IL\_40  
 McHenry County, IL (17111)  
 Geography: County

McHenry County EDC - www.mcedc.com

## Summary Demographics

2010 Population	329,755
2010 Households	113,282
2010 Median Disposable Income	\$63,720
2010 Per Capita Income	\$34,064

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	\$4,089,668,336	\$2,527,477,572	\$1,562,190,764	23.6	2,041
Total Retail Trade	44-45	\$3,488,498,431	\$2,111,401,518	\$1,377,096,913	24.6	1,487
Total Food & Drink	722	\$601,169,905	\$416,076,054	\$185,093,851	18.2	554

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$820,026,874	\$350,603,568	\$469,423,306	40.1	156
Automobile Dealers	4411	\$700,322,492	\$276,164,522	\$424,157,970	43.4	62
Other Motor Vehicle Dealers	4412	\$67,779,681	\$42,582,154	\$25,197,527	22.8	46
Auto Parts, Accessories & Tire Stores	4413	\$51,924,701	\$31,856,892	\$20,067,809	24.0	48
Furniture & Home Furnishings Stores	442	\$92,097,274	\$59,876,039	\$32,221,235	21.2	115
Furniture Stores	4421	\$51,004,545	\$28,773,533	\$22,231,012	27.9	34
Home Furnishings Stores	4422	\$41,092,729	\$31,102,506	\$9,990,223	13.8	81
Electronics & Appliance Stores	4431	\$88,532,802	\$62,957,622	\$25,575,180	16.9	104
Bldg Materials, Garden Equip. & Supply Stores	444	\$178,702,890	\$144,610,888	\$34,092,002	10.5	211
Bldg Material & Supplies Dealers	4441	\$140,746,732	\$110,647,225	\$30,099,507	12.0	138
Lawn & Garden Equip & Supply Stores	4442	\$37,956,158	\$33,963,663	\$3,992,495	5.6	73
Food & Beverage Stores	445	\$707,664,107	\$507,412,350	\$200,251,757	16.5	149
Grocery Stores	4451	\$658,254,303	\$474,079,100	\$184,175,203	16.3	84
Specialty Food Stores	4452	\$19,472,983	\$13,543,765	\$5,929,218	18.0	32
Beer, Wine & Liquor Stores	4453	\$29,936,821	\$19,789,485	\$10,147,336	20.4	33
Health & Personal Care Stores	446,4461	\$92,653,532	\$67,738,247	\$24,915,285	15.5	99
Gasoline Stations	447,4471	\$518,566,731	\$210,623,622	\$307,943,109	42.2	62
Clothing & Clothing Accessories Stores	448	\$99,397,117	\$37,828,200	\$61,568,917	44.9	113
Clothing Stores	4481	\$73,834,079	\$26,394,586	\$47,439,493	47.3	76
Shoe Stores	4482	\$11,140,363	\$4,398,411	\$6,741,952	43.4	15
Jewelry, Luggage & Leather Goods Stores	4483	\$14,422,675	\$7,035,203	\$7,387,472	34.4	22
Sporting Goods, Hobby, Book & Music Stores	451	\$36,155,833	\$25,543,989	\$10,611,844	17.2	111
Sporting Goods/Hobby/Musical Instr Stores	4511	\$27,570,667	\$17,405,573	\$10,165,094	22.6	99
Book, Periodical & Music Stores	4512	\$8,585,166	\$8,138,416	\$446,750	2.7	12
General Merchandise Stores	452	\$532,983,848	\$357,106,620	\$175,877,228	19.8	46
Department Stores Excluding Leased Depts.	4521	\$250,180,044	\$203,409,555	\$46,770,489	10.3	24
Other General Merchandise Stores	4529	\$282,803,804	\$153,697,065	\$129,106,739	29.6	22
Miscellaneous Store Retailers	453	\$45,353,153	\$38,557,748	\$6,795,405	8.1	280
Florists	4531	\$2,791,394	\$3,911,191	\$-1,119,797	-16.7	36
Office Supplies, Stationery & Gift Stores	4532	\$10,028,527	\$15,062,960	\$-5,034,433	-20.1	63
Used Merchandise Stores	4533	\$6,773,040	\$5,420,430	\$1,352,610	11.1	67
Other Miscellaneous Store Retailers	4539	\$25,760,192	\$14,163,167	\$11,597,025	29.0	114
Nonstore Retailers	454	\$276,364,270	\$248,542,625	\$27,821,645	5.3	41
Electronic Shopping & Mail-Order Houses	4541	\$246,299,543	\$222,363,414	\$23,936,129	5.1	6
Vending Machine Operators	4542	\$8,206,764	\$6,856,474	\$1,350,290	9.0	12
Direct Selling Establishments	4543	\$21,857,963	\$19,322,737	\$2,535,226	6.2	23
Food Services & Drinking Places	722	\$601,169,905	\$416,076,054	\$185,093,851	18.2	554
Full-Service Restaurants	7221	\$263,110,854	\$181,235,275	\$81,875,579	18.4	304
Limited-Service Eating Places	7222	\$301,671,683	\$209,723,916	\$91,947,767	18.0	171
Special Food Services	7223	\$19,702,006	\$17,101,751	\$2,600,255	7.1	24
Drinking Places - Alcoholic Beverages	7224	\$16,685,362	\$8,015,112	\$8,670,250	35.1	55

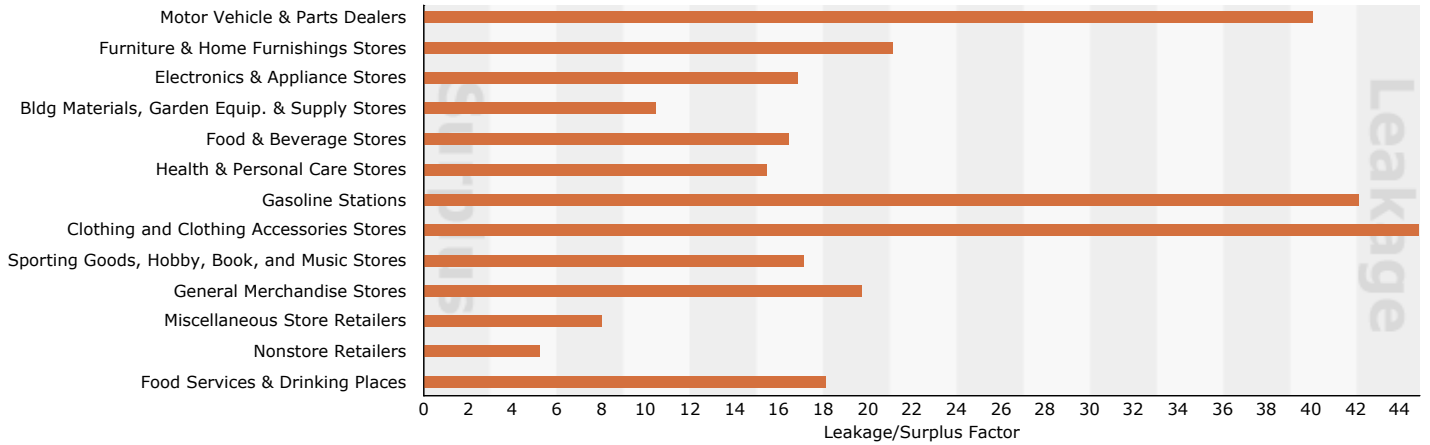
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

