



# Retail MarketPlace Profile

Hoffman Estates village, IL (1735411)

Geography: Place

## Summary Demographics

2014 Population	52,639
2014 Households	18,457
2014 Median Disposable Income	\$57,062
2014 Per Capita Income	\$35,429

## 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	\$739,749,469	\$1,012,702,140	-\$272,952,671	-15.6	269
Total Retail Trade	44-45	\$661,443,684	\$956,054,631	-\$294,610,947	-18.2	213
Total Food & Drink	722	\$78,305,785	\$56,647,509	\$21,658,276	16.0	56

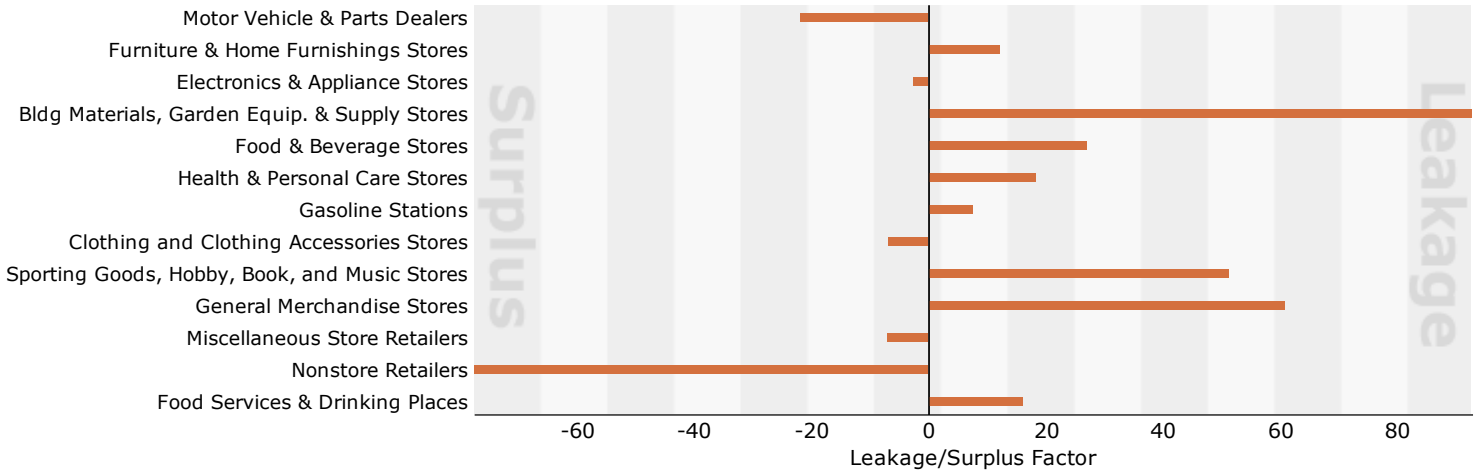
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$133,395,991	\$209,513,298	-\$76,117,307	-22.2	14
Automobile Dealers	4411	\$116,430,757	\$205,585,100	-\$89,154,343	-27.7	9
Other Motor Vehicle Dealers	4412	\$7,860,625	\$280,772	\$7,579,853	93.1	1
Auto Parts, Accessories & Tire Stores	4413	\$9,104,609	\$3,647,426	\$5,457,183	42.8	4
Furniture & Home Furnishings Stores	442	\$14,829,823	\$11,623,942	\$3,205,881	12.1	12
Furniture Stores	4421	\$8,532,050	\$11,067,975	-\$2,535,925	-12.9	6
Home Furnishings Stores	4422	\$6,297,773	\$555,967	\$5,741,806	83.8	6
Electronics & Appliance Stores	443	\$17,889,618	\$18,893,761	-\$1,004,143	-2.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,612,346	\$921,378	\$23,690,968	92.8	8
Bldg Material & Supplies Dealers	4441	\$20,017,491	\$921,378	\$19,096,113	91.2	8
Lawn & Garden Equip & Supply Stores	4442	\$4,594,855	\$0	\$4,594,855	100.0	0
Food & Beverage Stores	445	\$105,523,520	\$60,496,257	\$45,027,263	27.1	19
Grocery Stores	4451	\$93,319,989	\$56,365,200	\$36,954,789	24.7	14
Specialty Food Stores	4452	\$3,134,172	\$683,803	\$2,450,369	64.2	3
Beer, Wine & Liquor Stores	4453	\$9,069,359	\$3,447,254	\$5,622,105	44.9	2
Health & Personal Care Stores	446,4461	\$59,125,684	\$40,841,369	\$18,284,315	18.3	23
Gasoline Stations	447,4471	\$62,046,111	\$53,256,441	\$8,789,670	7.6	14
Clothing & Clothing Accessories Stores	448	\$43,474,703	\$49,993,286	-\$6,518,583	-7.0	26
Clothing Stores	4481	\$30,957,479	\$45,235,481	-\$14,278,002	-18.7	18
Shoe Stores	4482	\$6,306,783	\$3,089,612	\$3,217,171	34.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$6,210,441	\$1,668,193	\$4,542,248	57.7	5
Sporting Goods, Hobby, Book & Music Stores	451	\$17,203,462	\$5,532,139	\$11,671,323	51.3	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,375,392	\$4,316,269	\$9,059,123	51.2	13
Book, Periodical & Music Stores	4512	\$3,828,070	\$1,215,870	\$2,612,200	51.8	4
General Merchandise Stores	452	\$111,271,432	\$27,161,042	\$84,110,390	60.8	7
Department Stores Excluding Leased Depts.	4521	\$41,824,176	\$26,748,905	\$15,075,271	22.0	5
Other General Merchandise Stores	4529	\$69,447,256	\$412,137	\$69,035,119	98.8	2
Miscellaneous Store Retailers	453	\$14,049,366	\$16,262,472	-\$2,213,106	-7.3	53
Florists	4531	\$706,626	\$467,270	\$239,356	20.4	7
Office Supplies, Stationery & Gift Stores	4532	\$2,401,584	\$2,213,938	\$187,646	4.1	12
Used Merchandise Stores	4533	\$1,530,245	\$405,910	\$1,124,335	58.1	3
Other Miscellaneous Store Retailers	4539	\$9,410,911	\$13,175,354	-\$3,764,443	-16.7	31
Nonstore Retailers	454	\$58,021,628	\$461,559,246	-\$403,537,618	-77.7	8
Electronic Shopping & Mail-Order Houses	4541	\$51,953,703	\$461,066,889	-\$409,113,186	-79.7	3
Vending Machine Operators	4542	\$1,353,686	\$227,409	\$1,126,277	71.2	2
Direct Selling Establishments	4543	\$4,714,239	\$264,948	\$4,449,291	89.4	3
Food Services & Drinking Places	722	\$78,305,785	\$56,647,509	\$21,658,276	16.0	56
Full-Service Restaurants	7221	\$32,848,842	\$24,329,374	\$8,519,468	14.9	26
Limited-Service Eating Places	7222	\$37,464,307	\$29,457,513	\$8,006,794	12.0	22
Special Food Services	7223	\$3,637,638	\$1,299,147	\$2,338,491	47.4	4
Drinking Places - Alcoholic Beverages	7224	\$4,354,998	\$1,561,475	\$2,793,523	47.2	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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

