



# Retail MarketPlace Profile

LaSalle city, IL (1742184)

Geography: Place

## Summary Demographics

2017 Population	9,343
2017 Households	3,816
2017 Median Disposable Income	\$35,566
2017 Per Capita Income	\$23,699

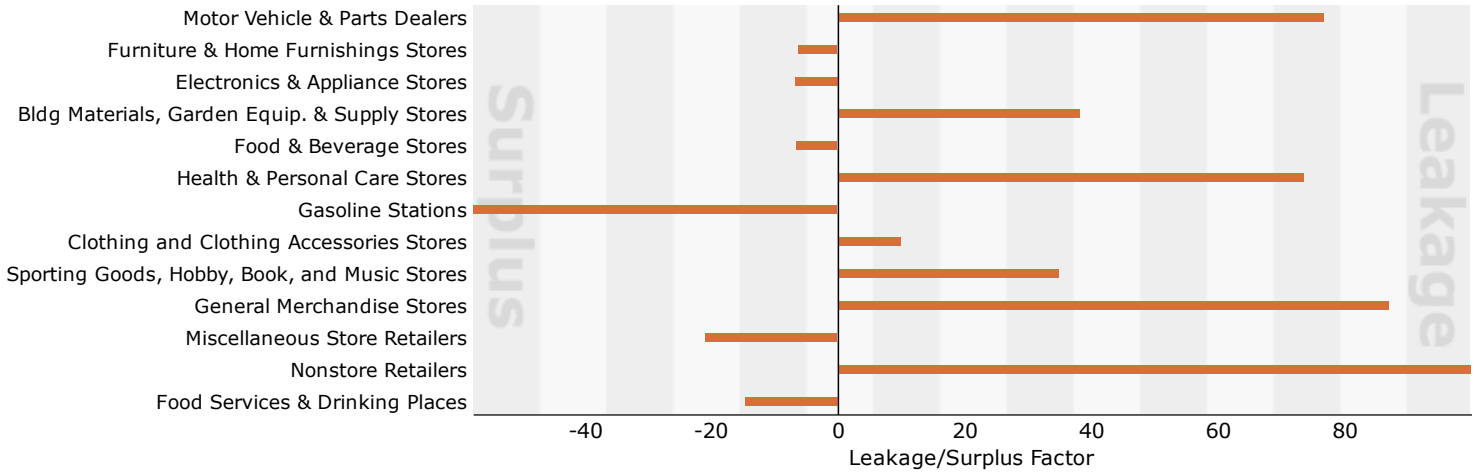
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$106,250,551	\$96,172,334	\$10,078,217	5.0	86
Total Retail Trade	44-45	\$96,194,528	\$82,628,248	\$13,566,280	7.6	52
Total Food & Drink	722	\$10,056,023	\$13,544,086	-\$3,488,063	-14.8	34

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,642,144	\$2,710,878	\$17,931,266	76.8	4
Automobile Dealers	4411	\$17,102,784	\$0	\$17,102,784	100.0	0
Other Motor Vehicle Dealers	4412	\$1,748,120	\$0	\$1,748,120	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,791,240	\$2,710,878	-\$919,638	-20.4	4
Furniture & Home Furnishings Stores	442	\$3,015,637	\$3,425,274	-\$409,637	-6.4	2
Furniture Stores	4421	\$1,764,056	\$1,831,835	-\$67,779	-1.9	1
Home Furnishings Stores	4422	\$1,251,581	\$1,593,439	-\$341,858	-12.0	1
Electronics & Appliance Stores	443	\$3,498,684	\$4,022,018	-\$523,334	-7.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,692,601	\$2,979,559	\$3,713,042	38.4	2
Bldg Material & Supplies Dealers	4441	\$6,001,914	\$2,029,797	\$3,972,117	49.5	1
Lawn & Garden Equip & Supply Stores	4442	\$690,687	\$949,762	-\$259,075	-15.8	1
Food & Beverage Stores	445	\$15,860,246	\$18,160,615	-\$2,300,369	-6.8	6
Grocery Stores	4451	\$13,989,339	\$17,510,142	-\$3,520,803	-11.2	5
Specialty Food Stores	4452	\$823,752	\$0	\$823,752	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,047,155	\$650,473	\$396,682	23.4	1
Health & Personal Care Stores	446,4461	\$6,474,693	\$978,235	\$5,496,458	73.7	3
Gasoline Stations	447,4471	\$10,356,169	\$38,598,807	-\$28,242,638	-57.7	5
Clothing & Clothing Accessories Stores	448	\$4,770,957	\$3,898,647	\$872,310	10.1	9
Clothing Stores	4481	\$3,268,580	\$2,532,713	\$735,867	12.7	8
Shoe Stores	4482	\$695,073	\$0	\$695,073	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$807,304	\$1,365,934	-\$558,630	-25.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,422,083	\$1,171,362	\$1,250,721	34.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,999,242	\$1,068,946	\$930,296	30.3	4
Book, Periodical & Music Stores	4512	\$422,841	\$102,416	\$320,425	61.0	1
General Merchandise Stores	452	\$16,233,058	\$1,127,965	\$15,105,093	87.0	1
Department Stores Excluding Leased Depts.	4521	\$11,429,126	\$0	\$11,429,126	100.0	0
Other General Merchandise Stores	4529	\$4,803,932	\$1,127,965	\$3,675,967	62.0	1
Miscellaneous Store Retailers	453	\$3,616,417	\$5,554,888	-\$1,938,471	-21.1	12
Florists	4531	\$226,201	\$243,054	-\$16,853	-3.6	2
Office Supplies, Stationery & Gift Stores	4532	\$586,004	\$1,695,162	-\$1,109,158	-48.6	2
Used Merchandise Stores	4533	\$324,553	\$217,724	\$106,829	19.7	1
Other Miscellaneous Store Retailers	4539	\$2,479,659	\$3,398,948	-\$919,289	-15.6	7
Nonstore Retailers	454	\$2,611,839	\$0	\$2,611,839	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,007,871	\$0	\$2,007,871	100.0	0
Vending Machine Operators	4542	\$72,324	\$0	\$72,324	100.0	0
Direct Selling Establishments	4543	\$531,644	\$0	\$531,644	100.0	0
Food Services & Drinking Places	722	\$10,056,023	\$13,544,086	-\$3,488,063	-14.8	34
Special Food Services	7223	\$253,100	\$319,313	-\$66,213	-11.6	1
Drinking Places - Alcoholic Beverages	7224	\$331,335	\$1,102,457	-\$771,122	-53.8	9
Restaurants/Other Eating Places	7225	\$9,471,588	\$12,122,316	-\$2,650,728	-12.3	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 click the link below to view the Methodology Statement. <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

