



retail_market

Geneva city, IL (1728872)

Geography: Place

Summary Demographics

2020 Population	21,964
2020 Households	8,135
2020 Median Disposable Income	\$83,646
2020 Per Capita Income	\$52,969

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

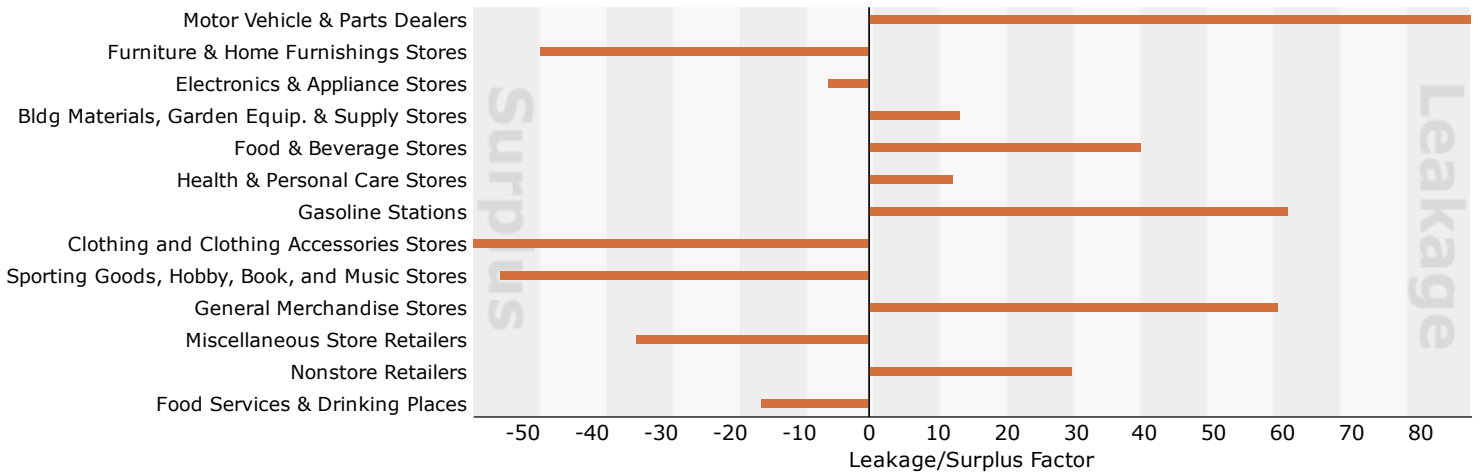
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$477,444,788	\$403,289,363	\$74,155,425	8.4	324
Total Retail Trade	44-45	\$428,495,556	\$336,374,901	\$92,120,655	12.0	233
Total Food & Drink	722	\$48,949,232	\$66,914,462	-\$17,965,230	-15.5	91
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$88,738,886	\$5,959,418	\$82,779,468	87.4	3
Automobile Dealers	4411	\$73,188,958	\$4,293,533	\$68,895,425	88.9	1
Other Motor Vehicle Dealers	4412	\$7,458,330	\$0	\$7,458,330	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$8,091,598	\$1,665,885	\$6,425,713	65.9	2
Furniture & Home Furnishings Stores	442	\$14,728,617	\$41,546,318	-\$26,817,701	-47.7	23
Furniture Stores	4421	\$8,399,229	\$22,820,518	-\$14,421,289	-46.2	14
Home Furnishings Stores	4422	\$6,329,388	\$18,725,800	-\$12,396,412	-49.5	9
Electronics & Appliance Stores	443	\$16,726,654	\$18,838,997	-\$2,112,343	-5.9	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,736,113	\$24,271,419	\$7,464,694	13.3	6
Bldg Material & Supplies Dealers	4441	\$28,727,397	\$22,857,206	\$5,870,191	11.4	5
Lawn & Garden Equip & Supply Stores	4442	\$3,008,716	\$1,414,213	\$1,594,503	36.1	1
Food & Beverage Stores	445	\$69,046,720	\$29,926,539	\$39,120,181	39.5	19
Grocery Stores	4451	\$60,344,510	\$22,823,229	\$37,521,281	45.1	8
Specialty Food Stores	4452	\$3,540,880	\$1,847,845	\$1,693,035	31.4	6
Beer, Wine & Liquor Stores	4453	\$5,161,330	\$5,255,465	-\$94,135	-0.9	5
Health & Personal Care Stores	446,4461	\$27,864,646	\$21,750,002	\$6,114,644	12.3	21
Gasoline Stations	447,4471	\$42,537,795	\$10,327,167	\$32,210,628	60.9	3
Clothing & Clothing Accessories Stores	448	\$24,266,642	\$89,491,927	-\$65,225,285	-57.3	56
Clothing Stores	4481	\$16,146,126	\$79,847,812	-\$63,701,686	-66.4	45
Shoe Stores	4482	\$3,443,572	\$5,614,966	-\$2,171,394	-24.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,676,944	\$4,029,149	\$647,795	7.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$11,542,257	\$37,970,110	-\$26,427,853	-53.4	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,582,615	\$34,745,722	-\$25,163,107	-56.8	22
Book, Periodical & Music Stores	4512	\$1,959,642	\$3,224,388	-\$1,264,746	-24.4	1
General Merchandise Stores	452	\$73,963,728	\$18,812,846	\$55,150,882	59.4	8
Department Stores Excluding Leased Depts.	4521	\$53,303,480	\$12,620,107	\$40,683,373	61.7	4
Other General Merchandise Stores	4529	\$20,660,248	\$6,192,739	\$14,467,509	53.9	4
Miscellaneous Store Retailers	453	\$15,302,640	\$30,945,930	-\$15,643,290	-33.8	54
Florists	4531	\$1,238,422	\$549,950	\$688,472	38.5	3
Office Supplies, Stationery & Gift Stores	4532	\$2,821,316	\$10,178,727	-\$7,357,411	-56.6	22
Used Merchandise Stores	4533	\$1,516,334	\$11,323,001	-\$9,806,667	-76.4	13
Other Miscellaneous Store Retailers	4539	\$9,726,568	\$8,894,252	\$832,316	4.5	16
Nonstore Retailers	454	\$12,040,858	\$6,534,228	\$5,506,630	29.6	4
Electronic Shopping & Mail-Order Houses	4541	\$9,434,930	\$5,546,106	\$3,888,824	26.0	3
Vending Machine Operators	4542	\$320,431	\$0	\$320,431	100.0	0
Direct Selling Establishments	4543	\$2,285,497	\$988,122	\$1,297,375	39.6	1
Food Services & Drinking Places	722	\$48,949,232	\$66,914,462	-\$17,965,230	-15.5	91
Special Food Services	7223	\$1,211,416	\$0	\$1,211,416	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,598,818	\$516,621	\$1,082,197	51.2	2
Restaurants/Other Eating Places	7225	\$46,138,998	\$66,397,841	-\$20,258,843	-18.0	89

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>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

