



Retail Marketplace Profile Report

Geneva city, IL (1728872)

Geography: Place

Summary Demographics

2018 Population	21,989
2018 Households	8,077
2018 Median Disposable Income	\$76,901
2018 Per Capita Income	\$48,930

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	\$476,298,909	\$403,289,363	\$73,009,546	8.3	324
Total Retail Trade	44-45	\$427,471,372	\$336,374,901	\$91,096,471	11.9	233
Total Food & Drink	722	\$48,827,537	\$66,914,462	-\$18,086,925	-15.6	91

2017 Industry Group

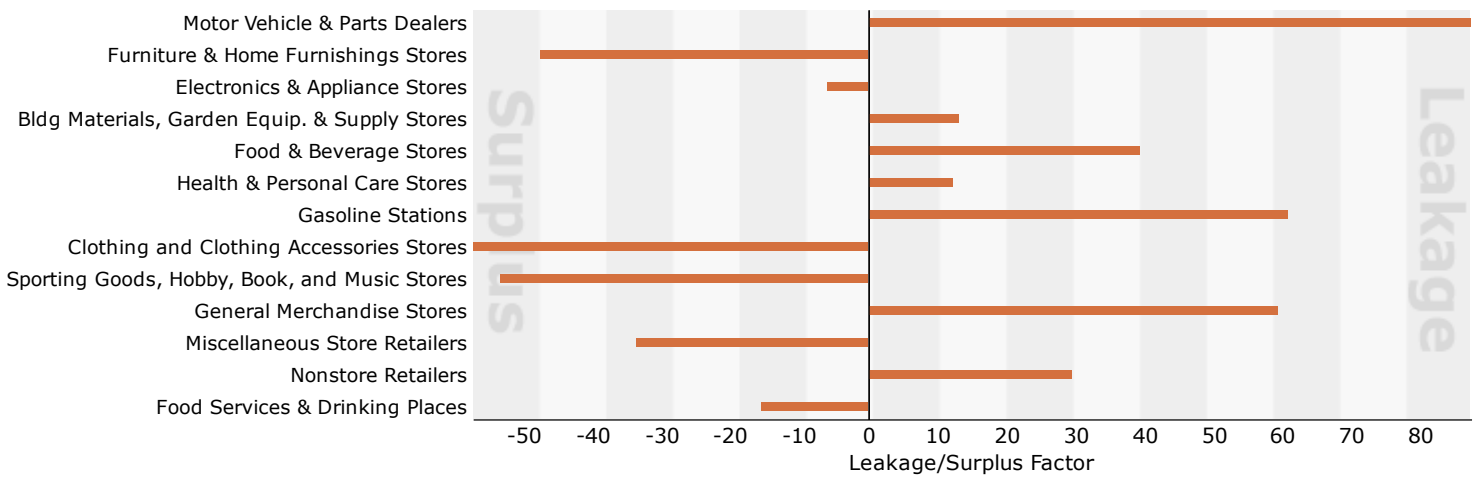
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$88,514,249	\$5,959,418	\$82,554,831	87.4	3
Automobile Dealers	4411	\$73,003,279	\$4,293,533	\$68,709,746	88.9	1
Other Motor Vehicle Dealers	4412	\$7,438,036	\$0	\$7,438,036	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$8,072,934	\$1,665,885	\$6,407,049	65.8	2
Furniture & Home Furnishings Stores	442	\$14,690,328	\$41,546,318	-\$26,855,990	-47.8	23
Furniture Stores	4421	\$8,377,684	\$22,820,518	-\$14,442,834	-46.3	14
Home Furnishings Stores	4422	\$6,312,644	\$18,725,800	-\$12,413,156	-49.6	9
Electronics & Appliance Stores	443	\$16,685,802	\$18,838,997	-\$2,153,195	-6.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,651,785	\$24,271,419	\$7,380,366	13.2	6
Bldg Material & Supplies Dealers	4441	\$28,650,744	\$22,857,206	\$5,793,538	11.2	5
Lawn & Garden Equip & Supply Stores	4442	\$3,001,041	\$1,414,213	\$1,586,828	35.9	1
Food & Beverage Stores	445	\$68,895,153	\$29,926,539	\$38,968,614	39.4	19
Grocery Stores	4451	\$60,212,487	\$22,823,229	\$37,389,258	45.0	8
Specialty Food Stores	4452	\$3,533,142	\$1,847,845	\$1,685,297	31.3	6
Beer, Wine & Liquor Stores	4453	\$5,149,524	\$5,255,465	-\$105,941	-1.0	5
Health & Personal Care Stores	446,4461	\$27,806,219	\$21,750,002	\$6,056,217	12.2	21
Gasoline Stations	447,4471	\$42,440,859	\$10,327,167	\$32,113,692	60.9	3
Clothing & Clothing Accessories Stores	448	\$24,206,250	\$89,491,927	-\$65,285,677	-57.4	56
Clothing Stores	4481	\$16,106,288	\$79,847,812	-\$63,741,524	-66.4	45
Shoe Stores	4482	\$3,434,375	\$5,614,966	-\$2,180,591	-24.1	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,665,587	\$4,029,149	\$636,438	7.3	6
Sporting Goods, Hobby, Book & Music Stores	451	\$11,513,037	\$37,970,110	-\$26,457,073	-53.5	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,558,074	\$34,745,722	-\$25,187,648	-56.9	22
Book, Periodical & Music Stores	4512	\$1,954,963	\$3,224,388	-\$1,269,425	-24.5	1
General Merchandise Stores	452	\$73,786,823	\$18,812,846	\$54,973,977	59.4	8
Department Stores Excluding Leased Depts.	4521	\$53,173,494	\$12,620,107	\$40,553,387	61.6	4
Other General Merchandise Stores	4529	\$20,613,329	\$6,192,739	\$14,420,590	53.8	4
Miscellaneous Store Retailers	453	\$15,266,727	\$30,945,930	-\$15,679,203	-33.9	54
Florists	4531	\$1,234,962	\$549,950	\$685,012	38.4	3
Office Supplies, Stationery & Gift Stores	4532	\$2,814,487	\$10,178,727	-\$7,364,240	-56.7	22
Used Merchandise Stores	4533	\$1,512,572	\$11,323,001	-\$9,810,429	-76.4	13
Other Miscellaneous Store Retailers	4539	\$9,704,706	\$8,894,252	\$810,454	4.4	16
Nonstore Retailers	454	\$12,014,140	\$6,534,228	\$5,479,912	29.5	4
Electronic Shopping & Mail-Order Houses	4541	\$9,412,783	\$5,546,106	\$3,866,677	25.8	3
Vending Machine Operators	4542	\$319,708	\$0	\$319,708	100.0	0
Direct Selling Establishments	4543	\$2,281,649	\$988,122	\$1,293,527	39.6	1
Food Services & Drinking Places	722	\$48,827,537	\$66,914,462	-\$18,086,925	-15.6	91
Special Food Services	7223	\$1,207,954	\$0	\$1,207,954	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,595,078	\$516,621	\$1,078,457	51.1	2
Restaurants/Other Eating Places	7225	\$46,024,505	\$66,397,841	-\$20,373,336	-18.1	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 2018 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

