

Summary Demographics

2016 Population	39,535
2016 Households	16,135
2016 Median Disposable Income	\$37,074
2016 Per Capita Income	\$26,170

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	\$550,163,263	\$549,520,607	\$642,656	0.1	281
Total Retail Trade	44-45	\$499,908,790	\$501,505,110	-\$1,596,320	-0.2	198
Total Food & Drink	722	\$50,254,473	\$48,015,497	\$2,238,976	2.3	83

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$114,629,090	\$130,956,406	-\$16,327,316	-6.6	27
Automobile Dealers	4411	\$97,249,707	\$123,998,590	-\$26,748,883	-12.1	18
Other Motor Vehicle Dealers	4412	\$9,648,364	\$2,144,161	\$7,504,203	63.6	3
Auto Parts, Accessories & Tire Stores	4413	\$7,731,019	\$4,813,656	\$2,917,363	23.3	6
Furniture & Home Furnishings Stores	442	\$14,078,104	\$24,036,410	-\$9,958,306	-26.1	11
Furniture Stores	4421	\$8,423,204	\$14,516,365	-\$6,093,161	-26.6	6
Home Furnishings Stores	4422	\$5,654,900	\$9,520,045	-\$3,865,145	-25.5	5
Electronics & Appliance Stores	443	\$27,777,327	\$6,982,293	\$20,795,034	59.8	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,449,573	\$34,020,642	-\$1,571,069	-2.4	16
Bldg Material & Supplies Dealers	4441	\$28,483,681	\$33,085,674	-\$4,601,993	-7.5	14
Lawn & Garden Equip & Supply Stores	4442	\$3,965,892	\$934,969	\$3,030,923	61.8	2
Food & Beverage Stores	445	\$84,914,619	\$98,703,778	-\$13,789,159	-7.5	16
Grocery Stores	4451	\$74,145,850	\$88,328,679	-\$14,182,829	-8.7	10
Specialty Food Stores	4452	\$5,887,596	\$3,573,290	\$2,314,306	24.5	3
Beer, Wine & Liquor Stores	4453	\$4,881,173	\$6,801,810	-\$1,920,637	-16.4	3
Health & Personal Care Stores	446,4461	\$31,111,062	\$24,811,562	\$6,299,500	11.3	16
Gasoline Stations	447,4471	\$33,496,679	\$21,524,748	\$11,971,931	21.8	11
Clothing & Clothing Accessories Stores	448	\$22,242,605	\$6,459,639	\$15,782,966	55.0	11
Clothing Stores	4481	\$15,215,077	\$3,341,672	\$11,873,405	64.0	6
Shoe Stores	4482	\$3,023,774	\$1,452,742	\$1,571,032	35.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,003,755	\$1,665,225	\$2,338,530	41.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$11,609,013	\$9,234,415	\$2,374,598	11.4	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,417,584	\$9,125,910	\$291,674	1.6	18
Book, Periodical & Music Stores	4512	\$2,191,430	\$108,505	\$2,082,925	90.6	1
General Merchandise Stores	452	\$89,694,795	\$115,262,730	-\$25,567,935	-12.5	18
Department Stores Excluding Leased Depts.	4521	\$66,418,988	\$103,992,700	-\$37,573,712	-22.0	6
Other General Merchandise Stores	4529	\$23,275,808	\$11,270,030	\$12,005,778	34.8	12
Miscellaneous Store Retailers	453	\$21,576,079	\$27,533,081	-\$5,957,002	-12.1	41
Florists	4531	\$1,155,281	\$992,308	\$162,973	7.6	4
Office Supplies, Stationery & Gift Stores	4532	\$2,824,485	\$3,176,031	-\$351,546	-5.9	10
Used Merchandise Stores	4533	\$1,521,197	\$2,658,900	-\$1,137,703	-27.2	11
Other Miscellaneous Store Retailers	4539	\$16,075,115	\$20,705,843	-\$4,630,728	-12.6	16
Nonstore Retailers	454	\$16,329,843	\$1,979,406	\$14,350,437	78.4	4
Electronic Shopping & Mail-Order Houses	4541	\$11,629,441	\$0	\$11,629,441	100.0	0
Vending Machine Operators	4542	\$434,450	\$265,124	\$169,326	24.2	1
Direct Selling Establishments	4543	\$4,265,952	\$1,714,282	\$2,551,670	42.7	3
Food Services & Drinking Places	722	\$50,254,473	\$48,015,497	\$2,238,976	2.3	83
Special Food Services	7223	\$1,264,971	\$0	\$1,264,971	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,593,472	\$1,335,295	\$258,177	8.8	12
Restaurants/Other Eating Places	7225	\$47,396,030	\$46,672,859	\$723,171	1	72

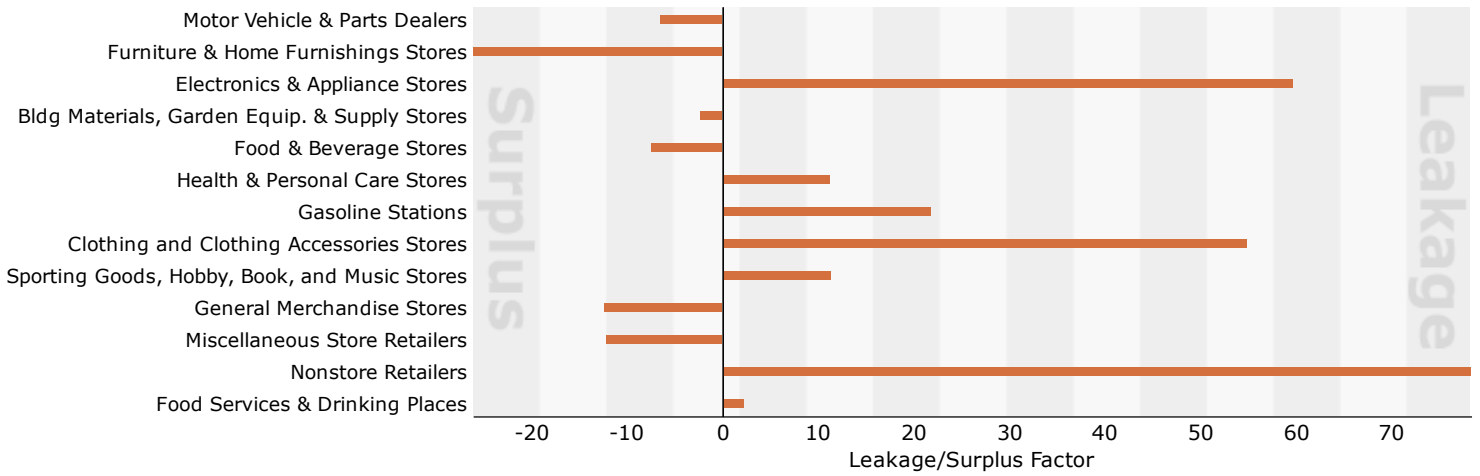
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Retail MarketPlace Profile

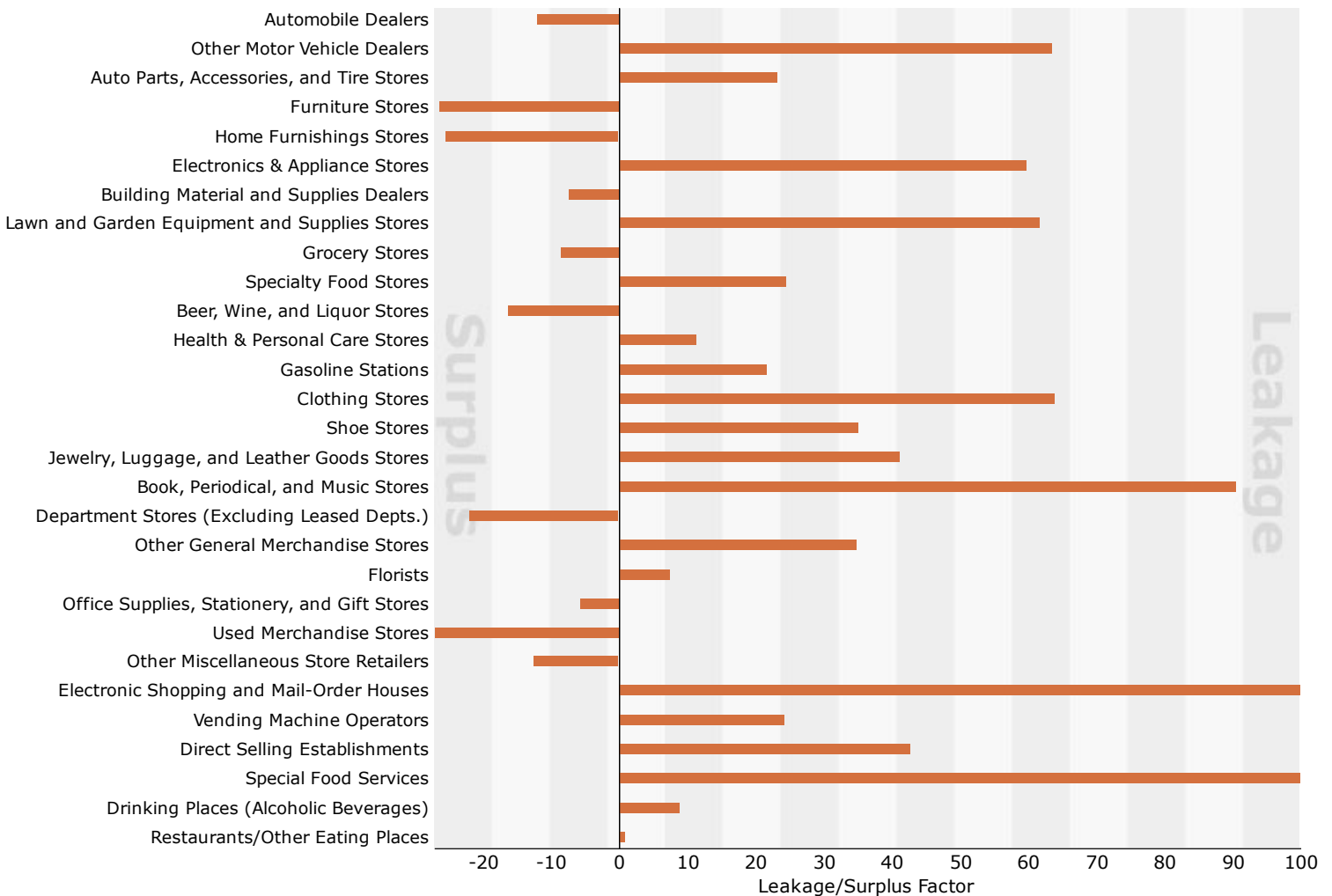
Example Site, Pekin, Illinois, 61554
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 40.55630
 Longitude: -89.61198

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Retail MarketPlace Profile

Example Site, Pekin, Illinois, 61554
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 40.55630
Longitude: -89.61198

Summary Demographics

2016 Population	59,220
2016 Households	23,906
2016 Median Disposable Income	\$38,863
2016 Per Capita Income	\$26,657

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	\$838,436,207	\$700,866,844	\$137,569,363	8.9	413
Total Retail Trade	44-45	\$761,309,380	\$632,686,311	\$128,623,069	9.2	283
Total Food & Drink	722	\$77,126,827	\$68,180,534	\$8,946,293	6.2	130

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$174,234,315	\$175,695,633	-\$1,461,318	-0.4	40
Automobile Dealers	4411	\$147,730,388	\$161,650,064	-\$13,919,676	-4.5	25
Other Motor Vehicle Dealers	4412	\$14,721,388	\$7,275,329	\$7,446,059	33.9	6
Auto Parts, Accessories & Tire Stores	4413	\$11,782,539	\$6,770,239	\$5,012,300	27.0	9
Furniture & Home Furnishings Stores	442	\$21,599,261	\$25,629,225	-\$4,029,964	-8.5	13
Furniture Stores	4421	\$12,904,080	\$14,704,985	-\$1,800,905	-6.5	6
Home Furnishings Stores	4422	\$8,695,181	\$10,924,240	-\$2,229,059	-11.4	6
Electronics & Appliance Stores	443	\$42,586,469	\$11,428,043	\$31,158,426	57.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,599,975	\$49,910,587	-\$310,612	-0.3	31
Bldg Material & Supplies Dealers	4441	\$43,613,007	\$45,525,344	-\$1,912,337	-2.1	26
Lawn & Garden Equip & Supply Stores	4442	\$5,986,969	\$4,385,243	\$1,601,726	15.4	5
Food & Beverage Stores	445	\$129,067,798	\$127,478,937	\$1,588,861	0.6	29
Grocery Stores	4451	\$112,655,811	\$110,975,492	\$1,680,319	0.8	18
Specialty Food Stores	4452	\$8,946,362	\$7,204,265	\$1,742,097	10.8	5
Beer, Wine & Liquor Stores	4453	\$7,465,625	\$9,299,181	-\$1,833,556	-10.9	6
Health & Personal Care Stores	446,4461	\$47,204,379	\$28,640,843	\$18,563,536	24.5	20
Gasoline Stations	447,4471	\$50,723,445	\$42,846,851	\$7,876,594	8.4	19
Clothing & Clothing Accessories Stores	448	\$34,140,661	\$8,604,687	\$25,535,974	59.7	16
Clothing Stores	4481	\$23,341,572	\$5,304,860	\$18,036,712	63.0	11
Shoe Stores	4482	\$4,637,468	\$1,452,742	\$3,184,726	52.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$6,161,621	\$1,847,086	\$4,314,535	53.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$17,766,773	\$10,545,945	\$7,220,828	25.5	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,427,286	\$10,386,428	\$4,040,858	16.3	22
Book, Periodical & Music Stores	4512	\$3,339,487	\$159,516	\$3,179,971	90.9	1
General Merchandise Stores	452	\$136,886,187	\$118,649,851	\$18,236,336	7.1	22
Department Stores Excluding Leased Depts.	4521	\$101,521,637	\$103,992,700	-\$2,471,063	-1.2	6
Other General Merchandise Stores	4529	\$35,364,550	\$14,657,151	\$20,707,399	41.4	16
Miscellaneous Store Retailers	453	\$32,680,009	\$31,215,306	\$1,464,703	2.3	52
Florists	4531	\$1,770,014	\$1,172,744	\$597,270	20.3	4
Office Supplies, Stationery & Gift Stores	4532	\$4,329,461	\$3,622,884	\$706,577	8.9	13
Used Merchandise Stores	4533	\$2,325,194	\$3,092,597	-\$767,403	-14.2	13
Other Miscellaneous Store Retailers	4539	\$24,255,341	\$23,327,080	\$928,261	2.0	20
Nonstore Retailers	454	\$24,820,107	\$2,040,403	\$22,779,704	84.8	4
Electronic Shopping & Mail-Order Houses	4541	\$17,762,851	\$0	\$17,762,851	100.0	0
Vending Machine Operators	4542	\$661,630	\$265,124	\$396,506	42.8	1
Direct Selling Establishments	4543	\$6,395,627	\$1,775,279	\$4,620,348	56.5	3
Food Services & Drinking Places	722	\$77,126,827	\$68,180,534	\$8,946,293	6.2	130
Special Food Services	7223	\$1,945,840	\$93,619	\$1,852,221	90.8	1
Drinking Places - Alcoholic Beverages	7224	\$2,448,761	\$2,475,851	-\$27,090	-0.6	19
Restaurants/Other Eating Places	7225	\$72,732,226	\$65,611,063	\$7,121,163	5	111

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/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

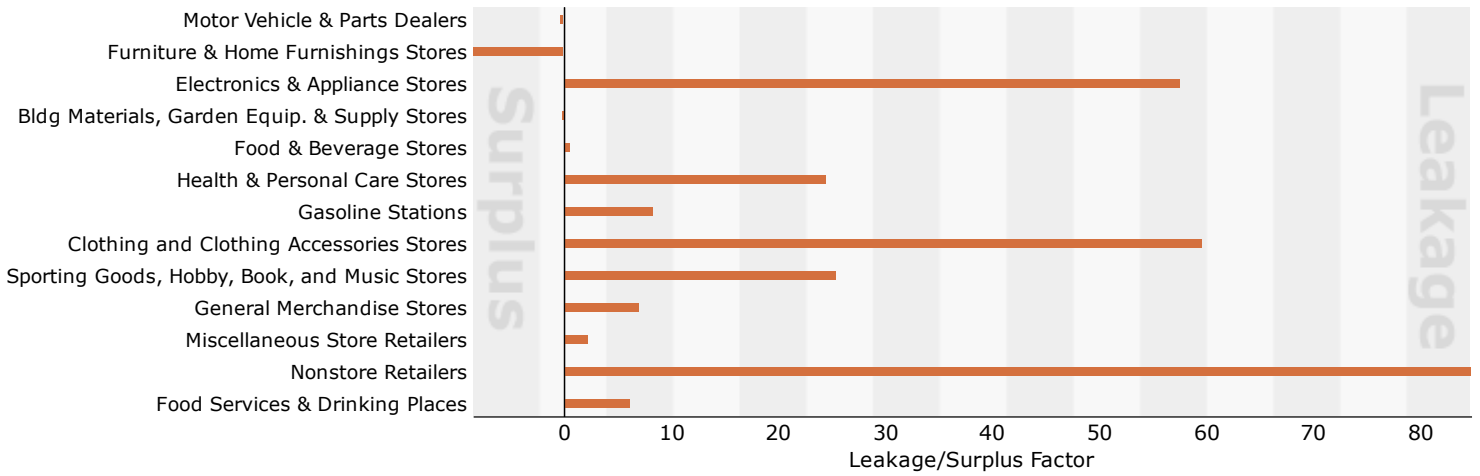
May 18, 2017

Retail MarketPlace Profile

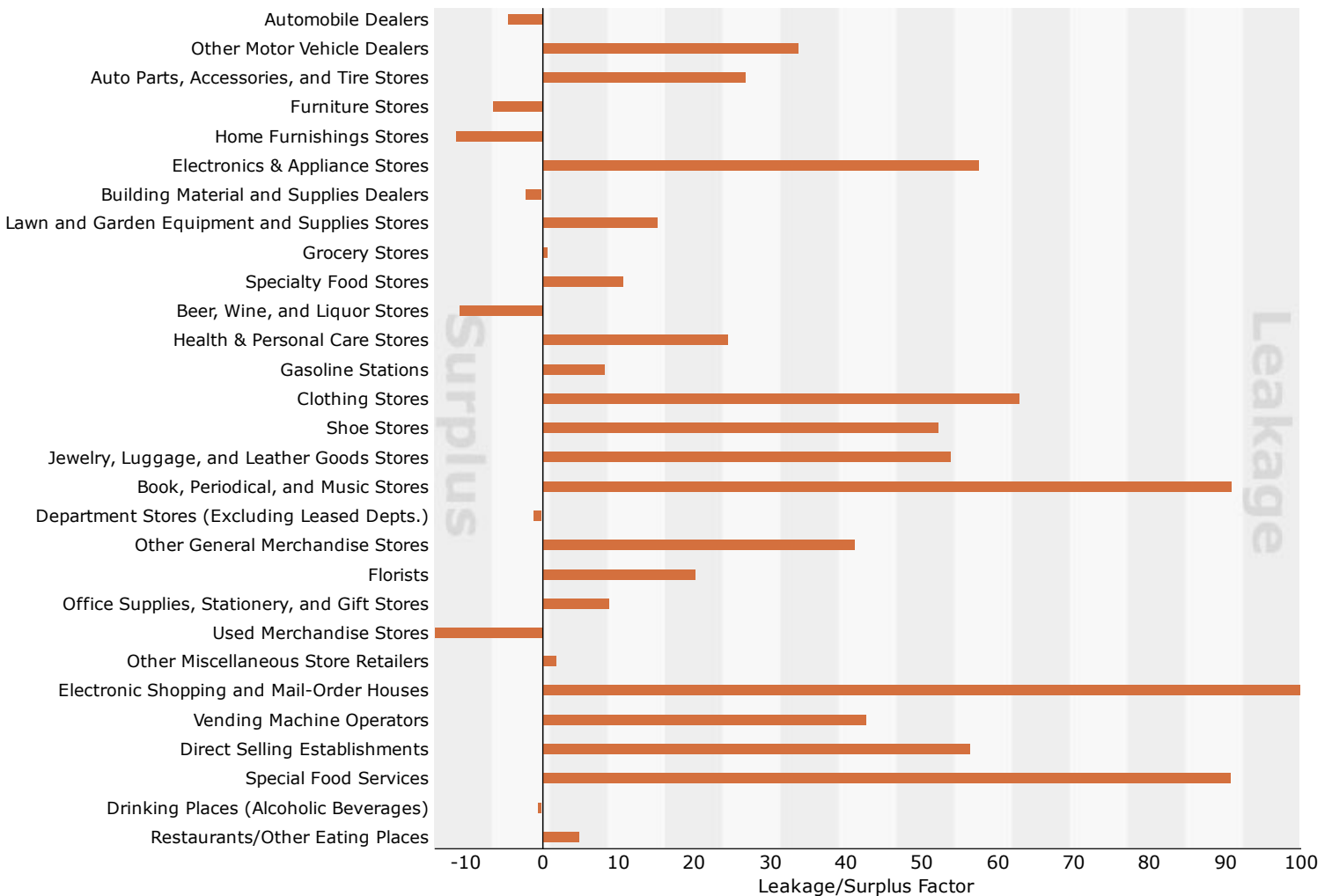
Example Site, Pekin, Illinois, 61554
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 40.55630
 Longitude: -89.61198

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

May 18, 2017

Retail MarketPlace Profile

Example Site, Pekin, Illinois, 61554
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 40.55630
Longitude: -89.61198

Summary Demographics

2016 Population	114,695
2016 Households	46,101
2016 Median Disposable Income	\$39,253
2016 Per Capita Income	\$26,549

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	\$1,627,179,967	\$1,794,614,401	-\$167,434,434	-4.9	812
Total Retail Trade	44-45	\$1,476,667,915	\$1,637,268,098	-\$160,600,183	-5.2	534
Total Food & Drink	722	\$150,512,052	\$157,346,303	-\$6,834,251	-2.2	278

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$337,068,899	\$357,275,780	-\$20,206,881	-2.9	77
Automobile Dealers	4411	\$285,766,497	\$331,203,837	-\$45,437,340	-7.4	46
Other Motor Vehicle Dealers	4412	\$28,446,838	\$10,175,986	\$18,270,852	47.3	8
Auto Parts, Accessories & Tire Stores	4413	\$22,855,564	\$15,895,956	\$6,959,608	18.0	23
Furniture & Home Furnishings Stores	442	\$42,209,164	\$42,821,440	-\$612,276	-0.7	23
Furniture Stores	4421	\$25,230,194	\$16,651,605	\$8,578,589	20.5	9
Home Furnishings Stores	4422	\$16,978,970	\$26,169,835	-\$9,190,865	-21.3	14
Electronics & Appliance Stores	443	\$83,046,487	\$31,568,809	\$51,477,678	44.9	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$96,118,638	\$94,882,208	\$1,236,430	0.6	62
Bldg Material & Supplies Dealers	4441	\$84,643,746	\$87,341,779	-\$2,698,033	-1.6	51
Lawn & Garden Equip & Supply Stores	4442	\$11,474,893	\$7,540,430	\$3,934,463	20.7	11
Food & Beverage Stores	445	\$250,371,856	\$271,728,281	-\$21,356,425	-4.1	65
Grocery Stores	4451	\$218,480,771	\$236,703,346	-\$18,222,575	-4.0	40
Specialty Food Stores	4452	\$17,356,088	\$20,832,880	-\$3,476,792	-9.1	13
Beer, Wine & Liquor Stores	4453	\$14,534,996	\$14,192,056	\$342,940	1.2	12
Health & Personal Care Stores	446,4461	\$91,335,303	\$53,977,226	\$37,358,077	25.7	36
Gasoline Stations	447,4471	\$98,001,474	\$109,108,558	-\$11,107,084	-5.4	36
Clothing & Clothing Accessories Stores	448	\$66,699,096	\$15,778,257	\$50,920,839	61.7	30
Clothing Stores	4481	\$45,599,280	\$10,804,509	\$34,794,771	61.7	20
Shoe Stores	4482	\$9,056,023	\$2,456,641	\$6,599,382	57.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$12,043,793	\$2,517,107	\$9,526,686	65.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$34,584,313	\$34,739,998	-\$155,685	-0.2	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$28,098,616	\$34,320,921	-\$6,222,305	-10.0	36
Book, Periodical & Music Stores	4512	\$6,485,698	\$419,077	\$6,066,621	87.9	4
General Merchandise Stores	452	\$266,145,700	\$565,487,415	-\$299,341,715	-36.0	40
Department Stores Excluding Leased Depts.	4521	\$197,607,877	\$310,020,746	-\$112,412,869	-22.1	14
Other General Merchandise Stores	4529	\$68,537,823	\$255,466,669	-\$186,928,846	-57.7	26
Miscellaneous Store Retailers	453	\$63,029,805	\$52,020,469	\$11,009,336	9.6	92
Florists	4531	\$3,429,859	\$2,509,707	\$920,152	15.5	9
Office Supplies, Stationery & Gift Stores	4532	\$8,442,097	\$6,689,542	\$1,752,555	11.6	24
Used Merchandise Stores	4533	\$4,529,605	\$11,163,922	-\$6,634,317	-42.3	25
Other Miscellaneous Store Retailers	4539	\$46,628,244	\$31,657,298	\$14,970,946	19.1	34
Nonstore Retailers	454	\$48,057,179	\$7,879,656	\$40,177,523	71.8	8
Electronic Shopping & Mail-Order Houses	4541	\$34,546,314	\$745,289	\$33,801,025	95.8	1
Vending Machine Operators	4542	\$1,285,367	\$375,697	\$909,670	54.8	1
Direct Selling Establishments	4543	\$12,225,498	\$6,758,671	\$5,466,827	28.8	6
Food Services & Drinking Places	722	\$150,512,052	\$157,346,303	-\$6,834,251	-2.2	278
Special Food Services	7223	\$3,795,456	\$368,631	\$3,426,825	82.3	3
Drinking Places - Alcoholic Beverages	7224	\$4,790,766	\$7,698,075	-\$2,907,309	-23.3	52
Restaurants/Other Eating Places	7225	\$141,925,831	\$149,279,596	-\$7,353,765	-3	222

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/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

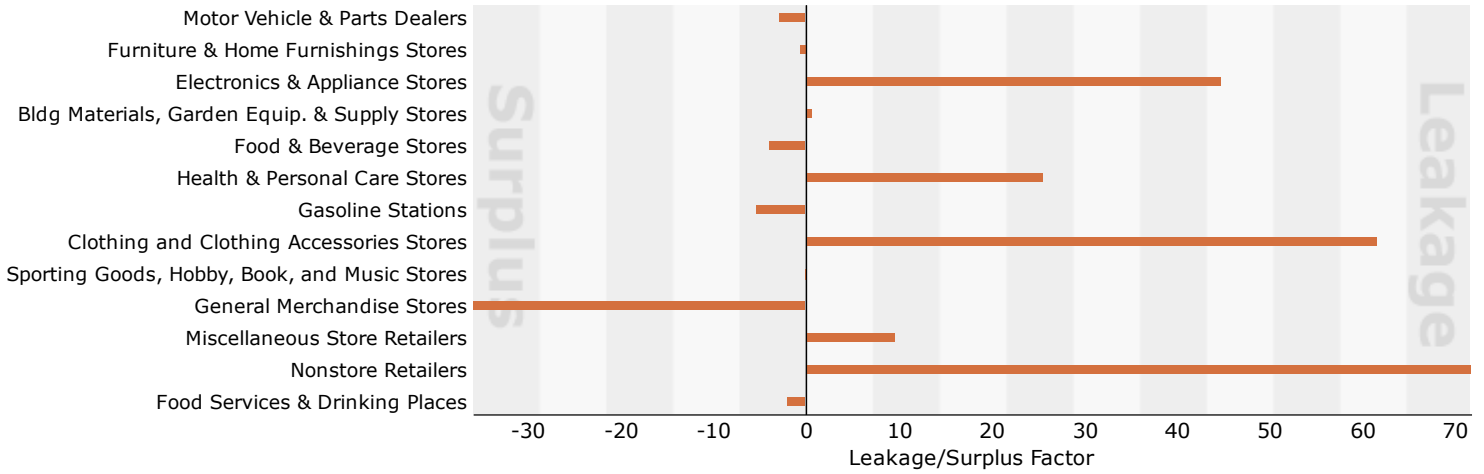
May 18, 2017

Retail MarketPlace Profile

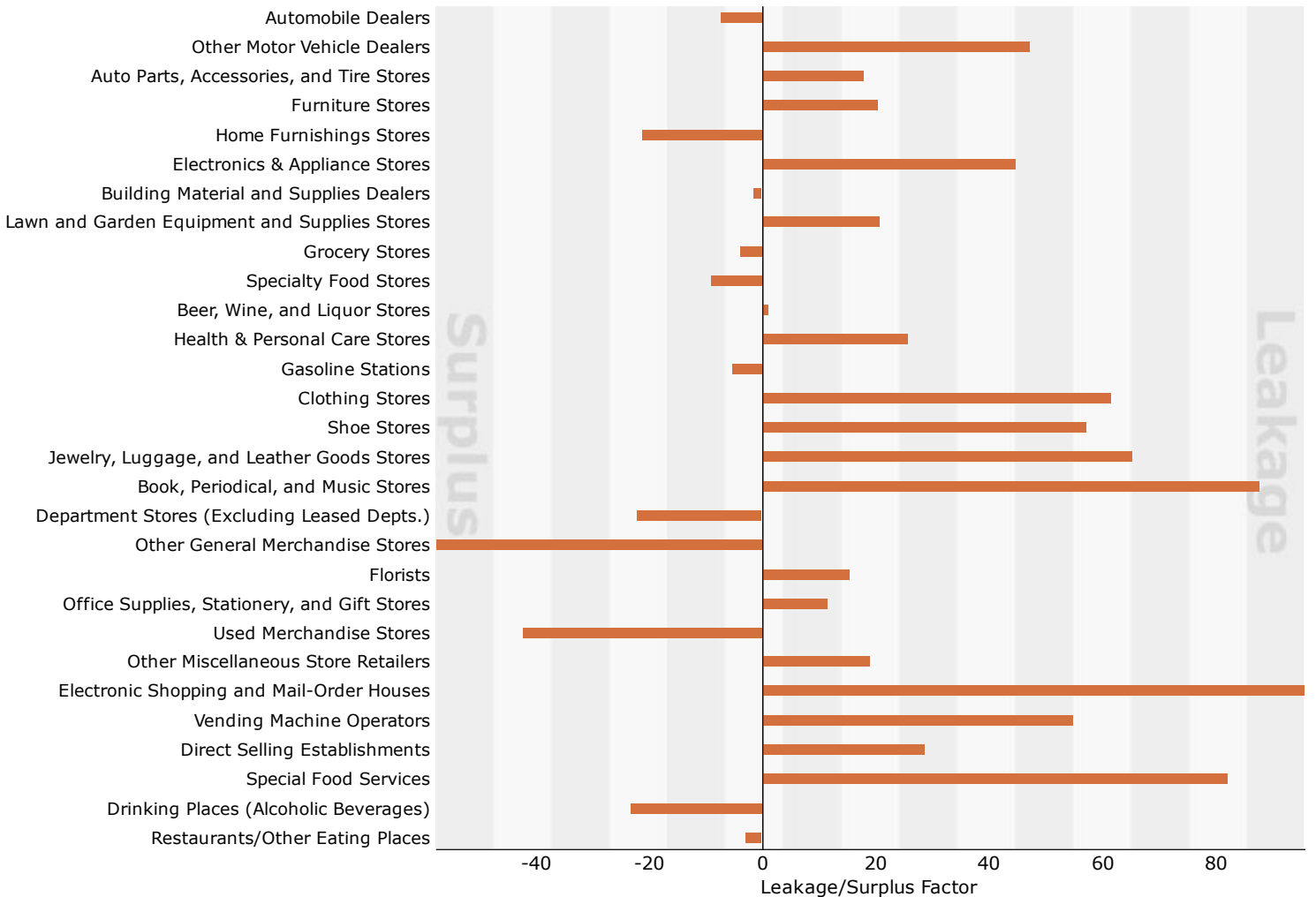
Example Site, Pekin, Illinois, 61554
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 40.55630
 Longitude: -89.61198

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.