



Retail MarketPlace Profile

Aurora city, IL (1703012)
Place

Summary Demographics

2016 Population	201,890
2016 Households	63,088
2016 Median Disposable Income	\$50,338
2016 Per Capita Income	\$26,869

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	\$2,858,814,989	\$2,315,178,284	\$543,636,705	10.5	1,211
Total Retail Trade	44-45	\$2,567,698,490	\$2,100,047,897	\$467,650,593	10.0	889
Total Food & Drink	722	\$291,116,499	\$215,130,387	\$75,986,112	15.0	322

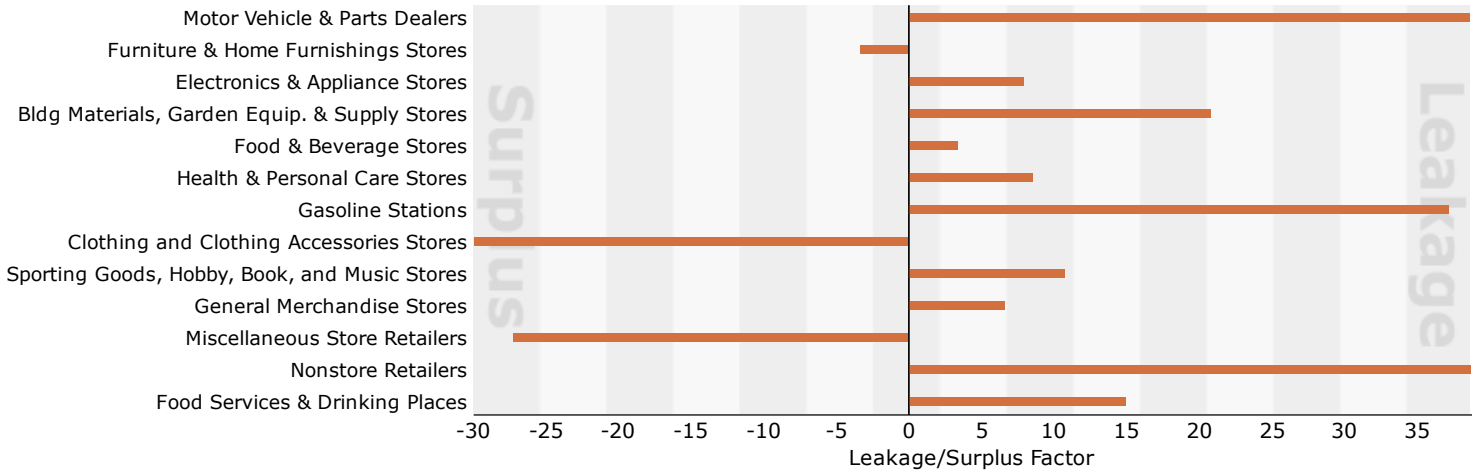
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$590,265,052	\$260,927,067	\$329,337,985	38.7	78
Automobile Dealers	4411	\$495,983,142	\$223,411,359	\$272,571,783	37.9	35
Other Motor Vehicle Dealers	4412	\$59,106,367	\$8,345,507	\$50,760,860	75.3	4
Auto Parts, Accessories & Tire Stores	4413	\$35,175,543	\$29,170,201	\$6,005,342	9.3	39
Furniture & Home Furnishings Stores	442	\$77,341,511	\$82,788,010	-\$5,446,499	-3.4	52
Furniture Stores	4421	\$49,329,558	\$52,449,772	-\$3,120,214	-3.1	30
Home Furnishings Stores	4422	\$28,011,953	\$30,338,238	-\$2,326,285	-4.0	22
Electronics & Appliance Stores	443	\$131,586,087	\$112,102,569	\$19,483,518	8.0	65
Bldg Materials, Garden Equip. & Supply Stores	444	\$126,397,077	\$82,715,871	\$43,681,206	20.9	53
Bldg Material & Supplies Dealers	4441	\$110,413,438	\$74,767,794	\$35,645,644	19.2	47
Lawn & Garden Equip & Supply Stores	4442	\$15,983,639	\$7,948,077	\$8,035,562	33.6	6
Food & Beverage Stores	445	\$482,908,946	\$450,758,431	\$32,150,515	3.4	93
Grocery Stores	4451	\$427,557,248	\$428,953,211	-\$1,395,963	-0.2	59
Specialty Food Stores	4452	\$26,016,165	\$12,282,256	\$13,733,909	35.9	19
Beer, Wine & Liquor Stores	4453	\$29,335,533	\$9,522,964	\$19,812,569	51.0	15
Health & Personal Care Stores	446,4461	\$123,556,469	\$103,892,267	\$19,664,202	8.6	71
Gasoline Stations	447,4471	\$174,610,727	\$79,790,892	\$94,819,835	37.3	34
Clothing & Clothing Accessories Stores	448	\$143,148,416	\$265,609,822	-\$122,461,406	-30.0	201
Clothing Stores	4481	\$99,251,056	\$195,403,948	-\$96,152,892	-32.6	134
Shoe Stores	4482	\$18,973,316	\$33,189,618	-\$14,216,302	-27.3	33
Jewelry, Luggage & Leather Goods Stores	4483	\$24,924,044	\$37,016,256	-\$12,092,212	-19.5	34
Sporting Goods, Hobby, Book & Music Stores	451	\$79,500,598	\$63,941,129	\$15,559,469	10.8	50
Sporting Goods/Hobby/Musical Instr Stores	4511	\$65,668,089	\$59,618,613	\$6,049,476	4.8	46
Book, Periodical & Music Stores	4512	\$13,832,509	\$4,322,516	\$9,509,993	52.4	4
General Merchandise Stores	452	\$472,706,532	\$413,358,888	\$59,347,644	6.7	41
Department Stores Excluding Leased Depts.	4521	\$363,151,249	\$390,552,582	-\$27,401,333	-3.6	20
Other General Merchandise Stores	4529	\$109,555,283	\$22,806,306	\$86,748,977	65.5	21
Miscellaneous Store Retailers	453	\$84,777,410	\$148,510,870	-\$63,733,460	-27.3	132
Florists	4531	\$4,291,417	\$1,016,184	\$3,275,233	61.7	8
Office Supplies, Stationery & Gift Stores	4532	\$8,305,172	\$11,246,237	-\$2,941,065	-15.0	26
Used Merchandise Stores	4533	\$7,185,046	\$6,970,236	\$214,810	1.5	24
Other Miscellaneous Store Retailers	4539	\$64,995,775	\$129,278,213	-\$64,282,438	-33.1	74
Nonstore Retailers	454	\$80,899,665	\$35,652,081	\$45,247,584	38.8	19
Electronic Shopping & Mail-Order Houses	4541	\$65,984,239	\$15,868,255	\$50,115,984	61.2	9
Vending Machine Operators	4542	\$2,581,834	\$4,110,702	-\$1,528,868	-22.8	6
Direct Selling Establishments	4543	\$12,333,592	\$15,673,124	-\$3,339,532	-11.9	4
Food Services & Drinking Places	722	\$291,116,499	\$215,130,387	\$75,986,112	15.0	322
Full-Service Restaurants	7221	\$160,743,897	\$104,265,056	\$56,478,841	21.3	180
Limited-Service Eating Places	7222	\$112,060,275	\$105,583,971	\$6,476,304	3.0	125
Special Food Services	7223	\$6,368,500	\$1,460,295	\$4,908,205	62.7	6
Drinking Places - Alcoholic Beverages	7224	\$11,943,827	\$3,821,065	\$8,122,762	51.5	11

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. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

