



Retail MarketPlace Profile

Crystal Lake, Illinois
6000 Northwest Highway
Crystal Lake, IL 60014

Latitude: 42.226235
Longitude: -88.314821
Radius: 1 Miles

Site Type: Rings

Summary Demographics

2009 Population	5,867
2009 Households	2,213
2009 Median Disposable Income	\$52,322
2009 Per Capita Income	\$27,940

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$62,691,477	\$391,592,951	\$-328,901,474	-72.4	222
Total Retail Trade (NAICS 44-45)	\$53,548,435	\$334,978,648	\$-281,430,213	-72.4	171
Total Food & Drink (NAICS 722)	\$9,143,042	\$56,614,303	\$-47,471,261	-72.2	51

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$13,359,794	\$54,636,452	\$-41,276,658	-60.7	18
Automobile Dealers (NAICS 4411)	\$11,488,193	\$39,478,818	\$-27,990,625	-54.9	6
Other Motor Vehicle Dealers (NAICS 4412)	\$996,485	\$3,765,776	\$-2,769,291	-58.2	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$875,116	\$11,391,858	\$-10,516,742	-85.7	8
Furniture & Home Furnishings Stores (NAICS 442)	\$1,631,431	\$11,653,409	\$-10,021,978	-75.4	17
Furniture Stores (NAICS 4421)	\$864,062	\$6,664,586	\$-5,800,524	-77.0	8
Home Furnishings Stores (NAICS 4422)	\$767,369	\$4,988,823	\$-4,221,454	-73.3	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,250,192	\$28,906,514	\$-27,656,322	-91.7	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,633,145	\$60,407,648	\$-57,774,503	-91.6	17
Building Material and Supplies Dealers (NAICS 4441)	\$2,235,203	\$58,416,816	\$-56,181,613	-92.6	15
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$397,942	\$1,990,832	\$-1,592,890	-66.7	2
Food & Beverage Stores (NAICS 445)	\$11,390,515	\$51,108,593	\$-39,718,078	-63.5	6
Grocery Stores (NAICS 4451)	\$10,360,191	\$50,007,981	\$-39,647,790	-65.7	5
Specialty Food Stores (NAICS 4452)	\$561,717	\$319,422	\$242,295	27.5	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$468,607	\$781,190	\$-312,583	-25.0	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,223,988	\$11,840,241	\$-9,616,253	-68.4	14
Gasoline Stations (NAICS 447/4471)	\$8,060,637	\$11,985,452	\$-3,924,815	-19.6	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,551,725	\$10,841,223	\$-9,289,498	-75.0	16
Clothing Stores (NAICS 4481)	\$1,060,896	\$8,154,795	\$-7,093,899	-77.0	10
Shoe Stores (NAICS 4482)	\$221,517	\$1,698,146	\$-1,476,629	-76.9	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$269,312	\$988,282	\$-718,970	-57.2	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,060,608	\$15,502,217	\$-14,441,609	-87.2	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$453,733	\$8,463,063	\$-8,009,330	-89.8	15
Book, Periodical, and Music Stores (NAICS 4512)	\$606,875	\$7,039,154	\$-6,432,279	-84.1	4

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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

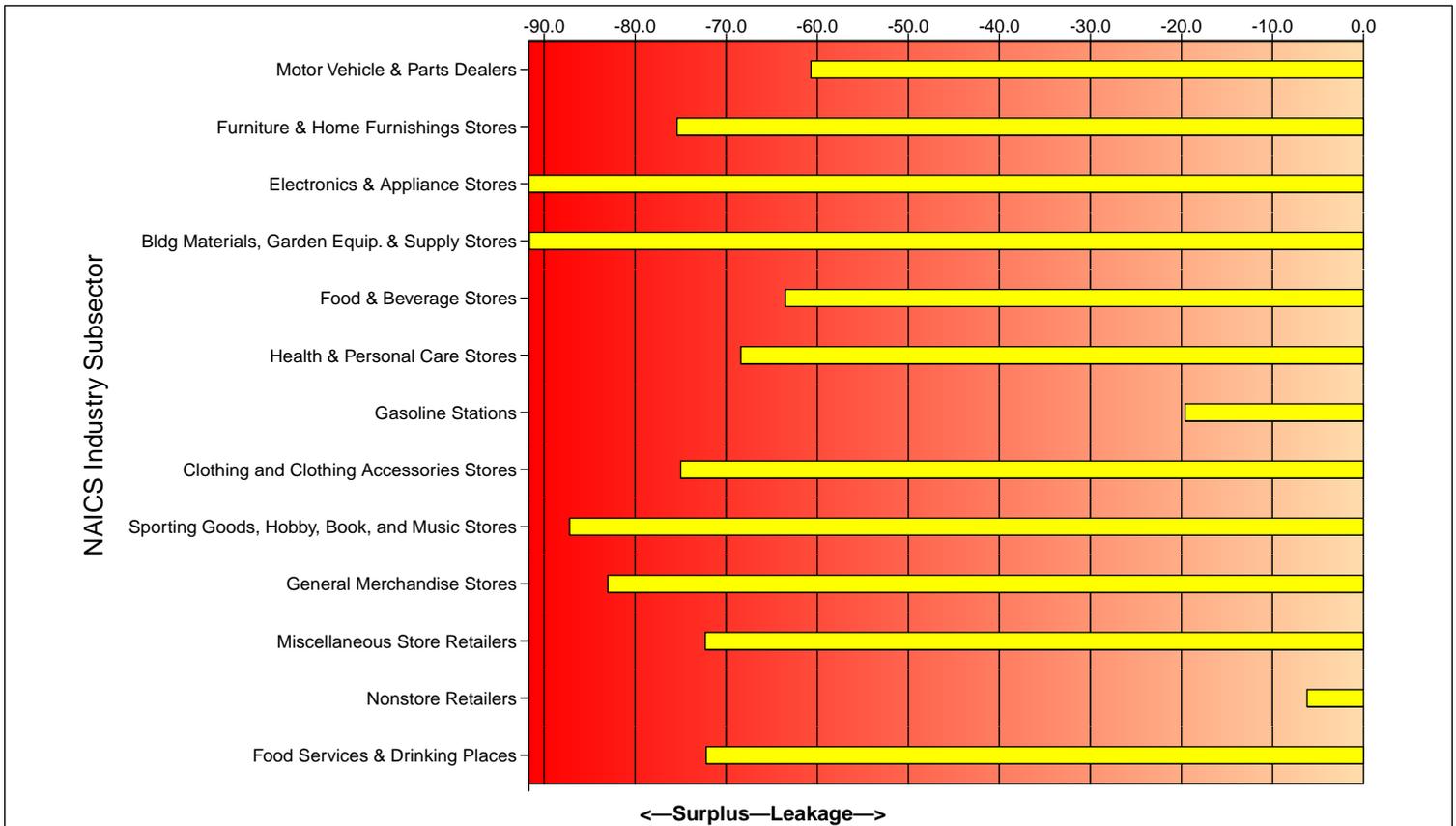
Crystal Lake, Illinois
6000 Northwest Highway
Crystal Lake, IL 60014

Latitude: 42.226235
Longitude: -88.314821
Radius: 1 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$6,368,868	\$68,504,304	-\$62,135,436	-83.0	9
Department Stores Excluding Leased Depts.(NAICS 4521)	\$4,247,873	\$55,725,719	-\$51,477,846	-85.8	7
Other General Merchandise Stores (NAICS 4529)	\$2,120,995	\$12,778,585	-\$10,657,590	-71.5	2
Miscellaneous Store Retailers (NAICS 453)	\$992,781	\$6,165,872	-\$5,173,091	-72.3	28
Florists (NAICS 4531)	\$92,262	\$71,434	\$20,828	12.7	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$133,418	\$1,848,117	-\$1,714,699	-86.5	7
Used Merchandise Stores (NAICS 4533)	\$152,697	\$439,014	-\$286,317	-48.4	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$614,404	\$3,807,307	-\$3,192,903	-72.2	14
Nonstore Retailers (NAICS 454)	\$3,024,751	\$3,426,723	-\$401,972	-6.2	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,475,636	\$0	\$2,475,636	100.0	0
Vending Machine Operators (NAICS 4542)	\$296,432	\$57,792	\$238,640	67.4	1
Direct Selling Establishments (NAICS 4543)	\$252,683	\$3,368,931	-\$3,116,248	-86.0	2
Food Services & Drinking Places (NAICS 722)	\$9,143,042	\$56,614,303	-\$47,471,261	-72.2	51
Full-Service Restaurants (NAICS 7221)	\$4,083,670	\$24,468,271	-\$20,384,601	-71.4	25
Limited-Service Eating Places (NAICS 7222)	\$4,239,148	\$30,152,041	-\$25,912,893	-75.3	24
Special Food Services (NAICS 7223)	\$462,764	\$1,828,097	-\$1,365,333	-59.6	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$357,460	\$165,894	\$191,566	36.6	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

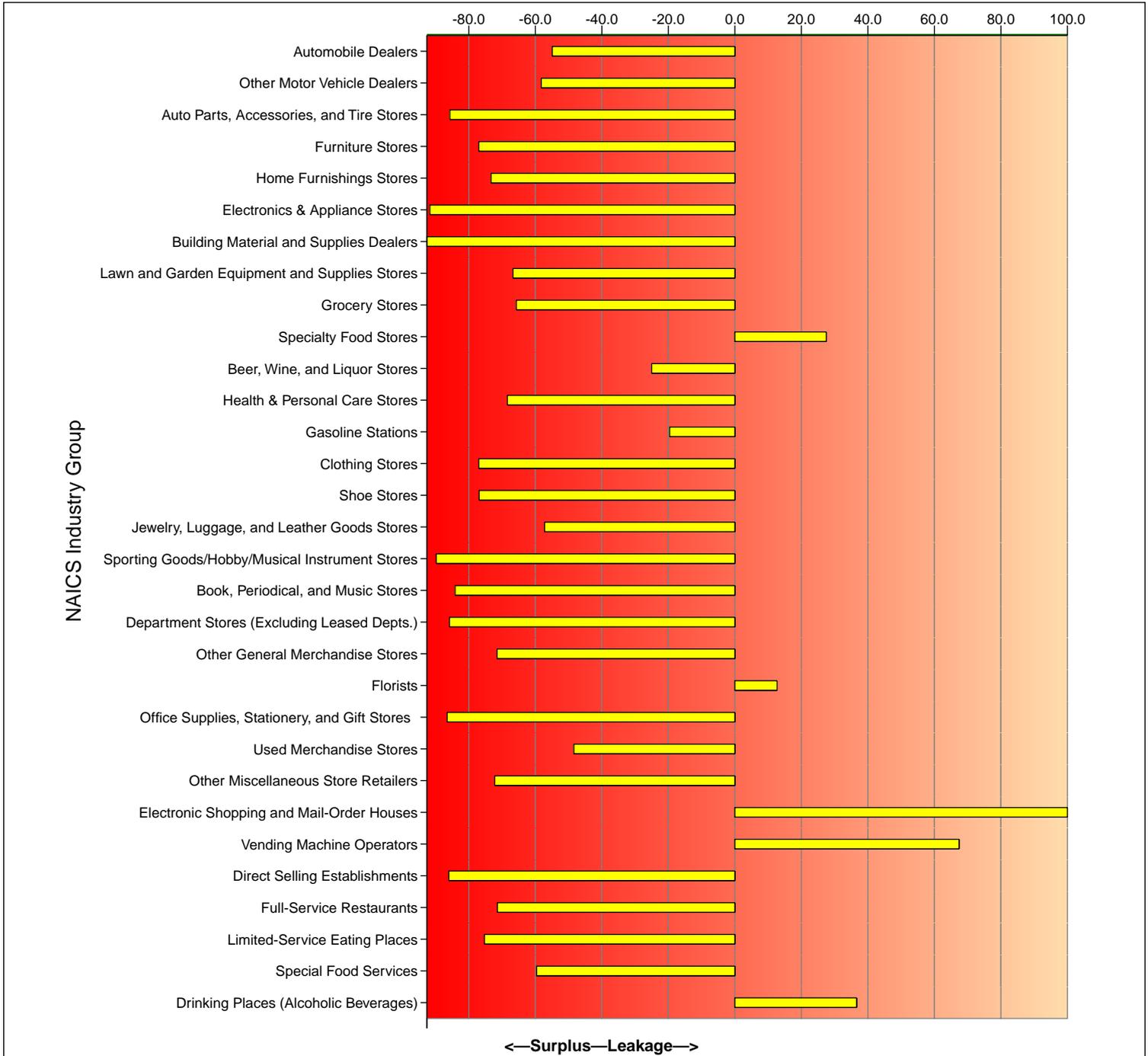


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Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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Site Type: Rings

Summary Demographics

2009 Population	59,362
2009 Households	20,302
2009 Median Disposable Income	\$66,678
2009 Per Capita Income	\$35,032

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$764,727,646	\$1,077,835,757	\$-313,108,111	-17.0	575
Total Retail Trade (NAICS 44-45)	\$653,961,100	\$958,207,842	\$-304,246,742	-18.9	441
Total Food & Drink (NAICS 722)	\$110,766,546	\$119,627,915	\$-8,861,369	-3.8	134

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$165,735,644	\$171,552,753	\$-5,817,109	-1.7	50
Automobile Dealers (NAICS 4411)	\$141,857,312	\$142,824,533	\$-967,221	-0.3	19
Other Motor Vehicle Dealers (NAICS 4412)	\$13,230,962	\$10,630,207	\$2,600,755	10.9	14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,647,370	\$18,098,013	\$-7,450,643	-25.9	17
Furniture & Home Furnishings Stores (NAICS 442)	\$21,028,301	\$22,956,054	\$-1,927,753	-4.4	39
Furniture Stores (NAICS 4421)	\$11,032,680	\$11,076,190	\$-43,510	-0.2	16
Home Furnishings Stores (NAICS 4422)	\$9,995,621	\$11,879,864	\$-1,884,243	-8.6	23
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$15,635,707	\$66,733,467	\$-51,097,760	-62.0	48
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$34,617,953	\$96,718,727	\$-62,100,774	-47.3	48
Building Material and Supplies Dealers (NAICS 4441)	\$29,408,714	\$92,167,922	\$-62,759,208	-51.6	41
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,209,239	\$4,550,805	\$658,434	6.7	7
Food & Beverage Stores (NAICS 445)	\$135,378,493	\$87,777,101	\$47,601,392	21.3	24
Grocery Stores (NAICS 4451)	\$123,100,702	\$84,148,752	\$38,951,950	18.8	16
Specialty Food Stores (NAICS 4452)	\$6,658,495	\$1,172,548	\$5,485,947	70.1	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,619,296	\$2,455,801	\$3,163,495	39.2	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$26,886,856	\$24,713,158	\$2,173,698	4.2	31
Gasoline Stations (NAICS 447/4471)	\$96,143,243	\$47,859,323	\$48,283,920	33.5	15
Clothing and Clothing Accessories Stores (NAICS 448)	\$19,050,400	\$24,902,092	\$-5,851,692	-13.3	47
Clothing Stores (NAICS 4481)	\$12,952,120	\$19,792,747	\$-6,840,627	-20.9	34
Shoe Stores (NAICS 4482)	\$2,633,080	\$3,270,279	\$-637,199	-10.8	8
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,465,200	\$1,839,066	\$1,626,134	30.7	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$12,970,893	\$21,027,593	\$-8,056,700	-23.7	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,646,804	\$12,934,953	\$-7,288,149	-39.2	35
Book, Periodical, and Music Stores (NAICS 4512)	\$7,324,089	\$8,092,640	\$-768,551	-5.0	6

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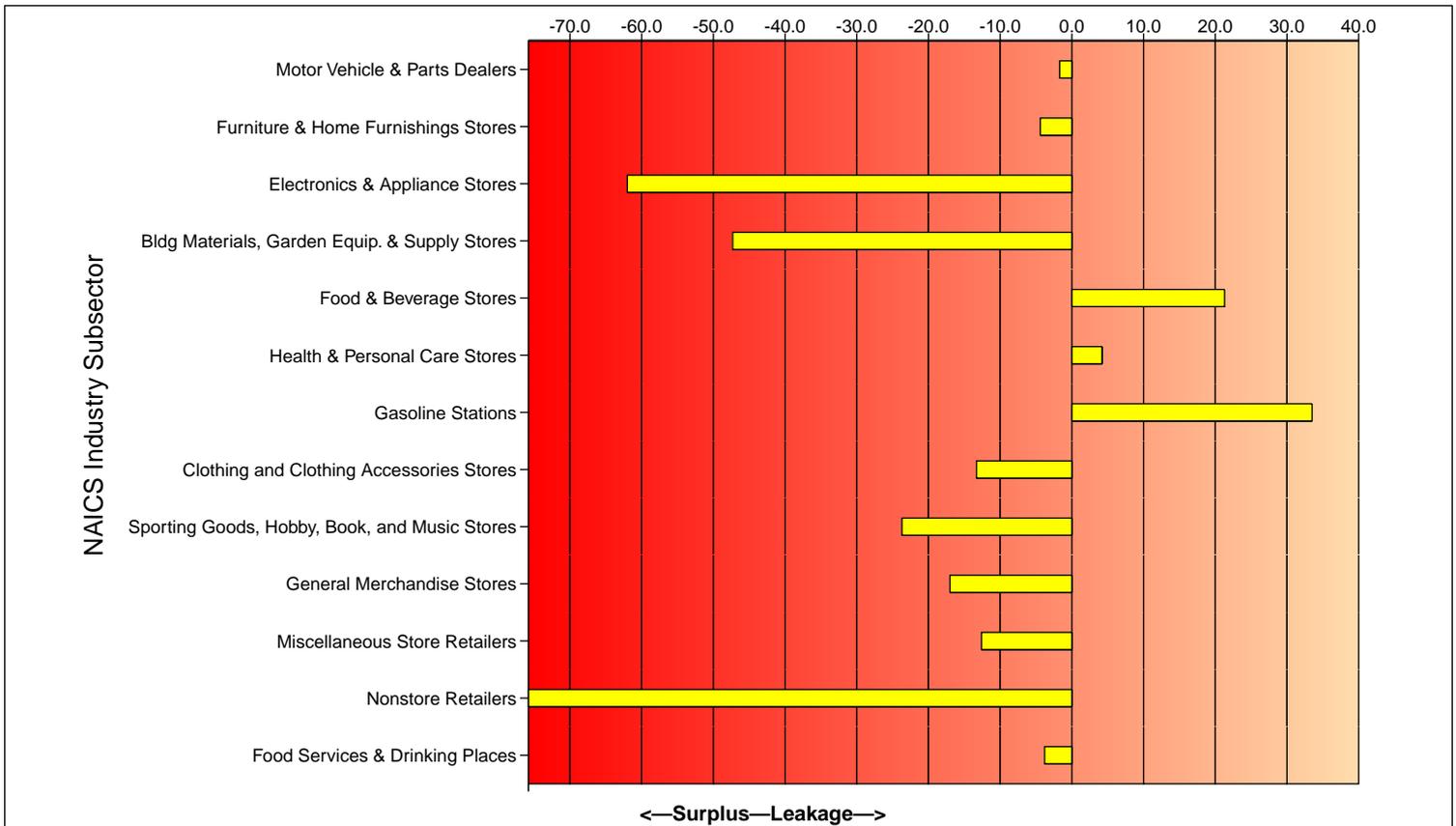
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$77,363,133	\$109,122,155	\$-31,759,022	-17.0	16
Department Stores Excluding Leased Depts.(NAICS 4521)	\$52,012,538	\$82,423,885	\$-30,411,347	-22.6	10
Other General Merchandise Stores (NAICS 4529)	\$25,350,595	\$26,698,270	\$-1,347,675	-2.6	6
Miscellaneous Store Retailers (NAICS 453)	\$12,162,023	\$15,678,005	\$-3,515,982	-12.6	73
Florists (NAICS 4531)	\$1,223,748	\$2,574,223	\$-1,350,475	-35.6	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,659,890	\$3,784,515	\$-2,124,625	-39.0	21
Used Merchandise Stores (NAICS 4533)	\$1,924,947	\$2,352,245	\$-427,298	-10.0	11
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,353,438	\$6,967,022	\$386,416	2.7	34
Nonstore Retailers (NAICS 454)	\$36,988,454	\$269,167,414	\$-232,178,960	-75.8	9
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$30,424,359	\$255,949,148	\$-225,524,789	-78.8	1
Vending Machine Operators (NAICS 4542)	\$3,526,680	\$457,522	\$3,069,158	77.0	1
Direct Selling Establishments (NAICS 4543)	\$3,037,415	\$12,760,744	\$-9,723,329	-61.5	7
Food Services & Drinking Places (NAICS 722)	\$110,766,546	\$119,627,915	\$-8,861,369	-3.8	134
Full-Service Restaurants (NAICS 7221)	\$49,493,183	\$51,353,350	\$-1,860,167	-1.8	70
Limited-Service Eating Places (NAICS 7222)	\$51,284,228	\$59,133,120	\$-7,848,892	-7.1	51
Special Food Services (NAICS 7223)	\$5,593,757	\$6,630,778	\$-1,037,021	-8.5	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,395,378	\$2,510,667	\$1,884,711	27.3	5

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

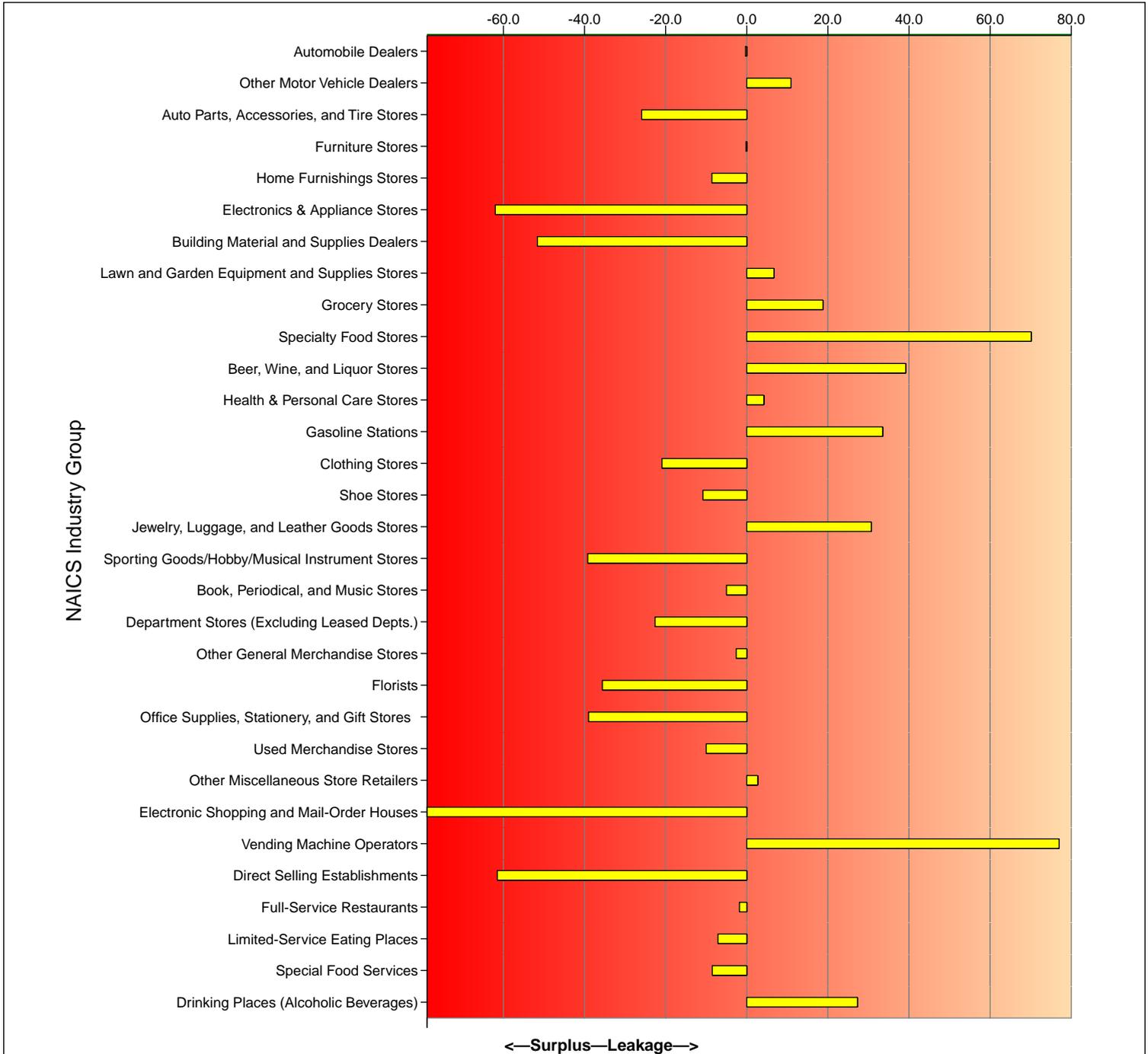


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Leakage/Surplus Factor by Industry Group



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Latitude: 42.226235
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Radius: 5 Miles

Site Type: Rings

Summary Demographics

2009 Population	139,181
2009 Households	46,024
2009 Median Disposable Income	\$74,591
2009 Per Capita Income	\$37,473

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,916,299,821	\$1,608,764,761	\$307,535,060	8.7	971
Total Retail Trade (NAICS 44-45)	\$1,639,069,701	\$1,405,263,415	\$233,806,286	7.7	720
Total Food & Drink (NAICS 722)	\$277,230,120	\$203,501,346	\$73,728,774	15.3	251

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$418,426,281	\$247,904,420	\$170,521,861	25.6	80
Automobile Dealers (NAICS 4411)	\$357,626,004	\$210,373,546	\$147,252,458	25.9	30
Other Motor Vehicle Dealers (NAICS 4412)	\$34,269,152	\$16,063,404	\$18,205,748	36.2	24
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$26,531,125	\$21,467,470	\$5,063,655	10.5	26
Furniture & Home Furnishings Stores (NAICS 442)	\$53,792,663	\$36,631,712	\$17,160,951	19.0	61
Furniture Stores (NAICS 4421)	\$28,223,556	\$15,535,110	\$12,688,446	29.0	24
Home Furnishings Stores (NAICS 4422)	\$25,569,107	\$21,096,602	\$4,472,505	9.6	37
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$39,589,211	\$74,326,138	\$-34,736,927	-30.5	75
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$87,922,850	\$124,873,396	\$-36,950,546	-17.4	82
Building Material and Supplies Dealers (NAICS 4441)	\$74,726,972	\$114,273,446	\$-39,546,474	-20.9	67
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$13,195,878	\$10,599,950	\$2,595,928	10.9	15
Food & Beverage Stores (NAICS 445)	\$335,854,637	\$270,440,862	\$65,413,775	10.8	53
Grocery Stores (NAICS 4451)	\$305,314,643	\$253,311,731	\$52,002,912	9.3	27
Specialty Food Stores (NAICS 4452)	\$16,505,512	\$9,573,500	\$6,932,012	26.6	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$14,034,482	\$7,555,631	\$6,478,851	30.0	14
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$66,682,773	\$37,715,979	\$28,966,794	27.7	48
Gasoline Stations (NAICS 447/4471)	\$238,946,582	\$80,879,244	\$158,067,338	49.4	28
Clothing and Clothing Accessories Stores (NAICS 448)	\$48,096,855	\$31,528,524	\$16,568,331	20.8	70
Clothing Stores (NAICS 4481)	\$32,573,343	\$24,079,969	\$8,493,374	15.0	48
Shoe Stores (NAICS 4482)	\$6,583,896	\$4,492,682	\$2,091,214	18.9	11
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$8,939,616	\$2,955,873	\$5,983,743	50.3	11
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$32,840,010	\$26,008,725	\$6,831,285	11.6	62
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,350,245	\$17,686,034	\$-3,335,789	-10.4	54
Book, Periodical, and Music Stores (NAICS 4512)	\$18,489,765	\$8,322,691	\$10,167,074	37.9	8

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.

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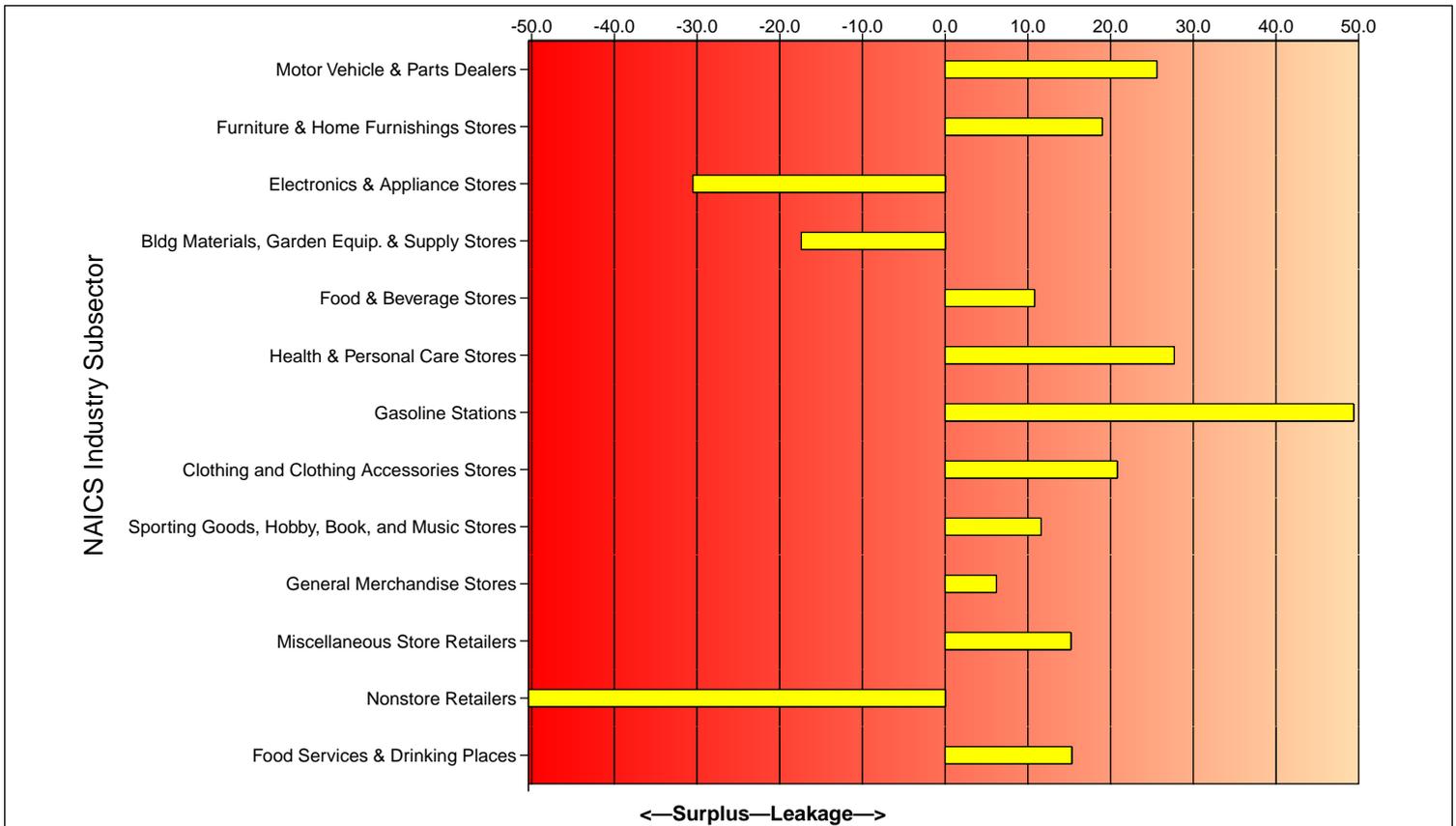
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Radius: 5 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$193,765,188	\$171,227,502	\$22,537,686	6.2	25
Department Stores Excluding Leased Depts.(NAICS 4521)	\$130,714,307	\$136,030,650	\$-5,316,343	-2.0	16
Other General Merchandise Stores (NAICS 4529)	\$63,050,881	\$35,196,852	\$27,854,029	28.4	9
Miscellaneous Store Retailers (NAICS 453)	\$30,502,590	\$22,457,722	\$8,044,868	15.2	119
Florists (NAICS 4531)	\$3,113,867	\$3,485,149	\$-371,282	-5.6	15
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,200,122	\$5,115,241	\$-915,119	-9.8	27
Used Merchandise Stores (NAICS 4533)	\$4,912,212	\$3,427,021	\$1,485,191	17.8	20
Other Miscellaneous Store Retailers (NAICS 4539)	\$18,276,389	\$10,430,311	\$7,846,078	27.3	57
Nonstore Retailers (NAICS 454)	\$92,650,061	\$281,269,191	\$-188,619,130	-50.4	17
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$76,455,256	\$257,057,070	\$-180,601,814	-54.2	1
Vending Machine Operators (NAICS 4542)	\$8,756,713	\$1,441,178	\$7,315,535	71.7	3
Direct Selling Establishments (NAICS 4543)	\$7,438,092	\$22,770,943	\$-15,332,851	-50.8	13
Food Services & Drinking Places (NAICS 722)	\$277,230,120	\$203,501,346	\$73,728,774	15.3	251
Full-Service Restaurants (NAICS 7221)	\$123,933,030	\$90,147,891	\$33,785,139	15.8	136
Limited-Service Eating Places (NAICS 7222)	\$128,219,116	\$97,201,768	\$31,017,348	13.8	88
Special Food Services (NAICS 7223)	\$13,984,175	\$10,030,888	\$3,953,287	16.5	15
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$11,093,799	\$6,120,799	\$4,973,000	28.9	12

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

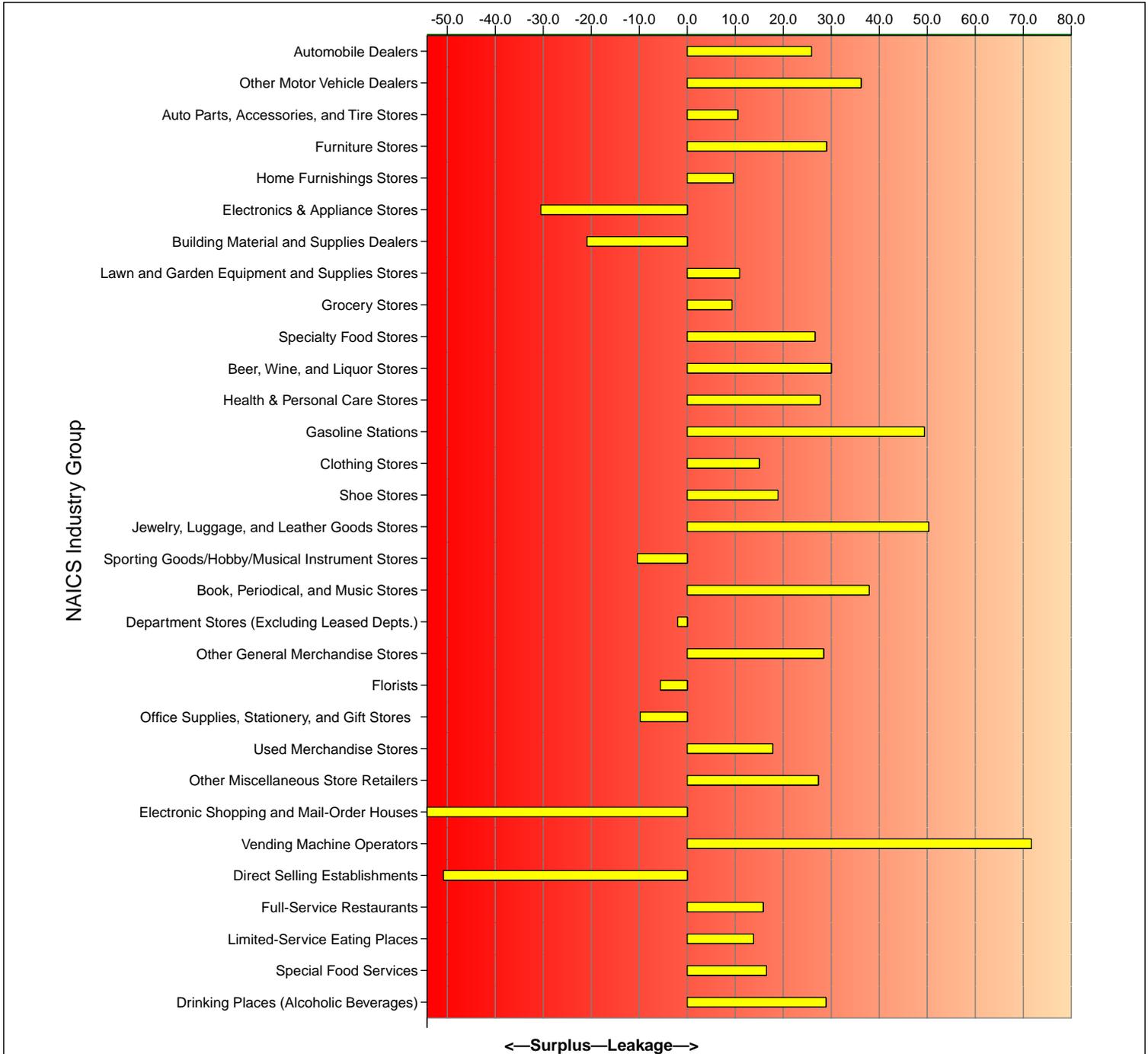


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Leakage/Surplus Factor by Industry Group



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