



Retail MarketPlace Profile

VLW_Municipal_POLY_20160714.shp.zip
Area: 2.69 square miles

Prepared by Esri

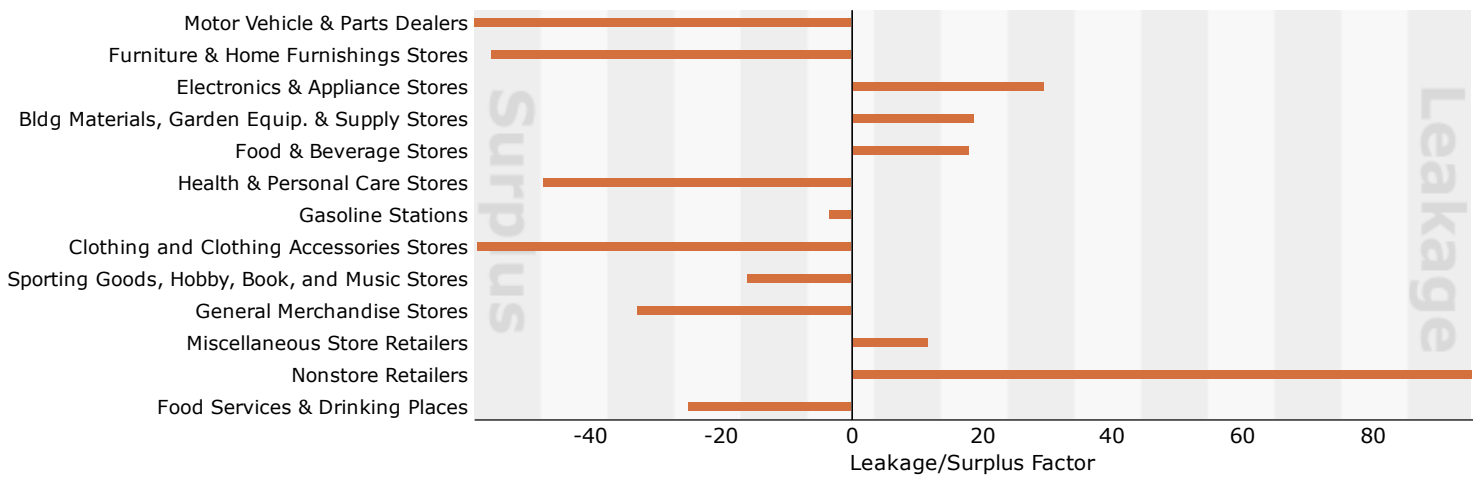
Summary Demographics						
2016 Population						12,709
2016 Households						4,339
2016 Median Disposable Income						\$67,203
2016 Per Capita Income						\$42,549
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$274,822,618	\$535,743,226	-\$260,920,608	-32.2	193
Total Retail Trade	44-45	\$246,585,857	\$488,673,096	-\$242,087,239	-32.9	144
Total Food & Drink	722	\$28,236,761	\$47,070,130	-\$18,833,369	-25.0	49
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$55,357,237	\$207,468,401	-\$152,111,164	-57.9	9
Automobile Dealers	4411	\$45,427,099	\$206,867,842	-\$161,440,743	-64.0	10
Other Motor Vehicle Dealers	4412	\$6,378,080	\$0	\$6,378,080	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,552,058	\$600,559	\$2,951,499	71.1	1
Furniture & Home Furnishings Stores	442	\$7,351,713	\$25,627,299	-\$18,275,586	-55.4	12
Furniture Stores	4421	\$4,544,327	\$5,694,642	-\$1,150,315	-11.2	3
Home Furnishings Stores	4422	\$2,807,386	\$19,932,657	-\$17,125,271	-75.3	9
Electronics & Appliance Stores	443	\$12,936,608	\$6,994,700	\$5,941,908	29.8	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,650,372	\$9,970,929	\$4,679,443	19.0	3
Bldg Material & Supplies Dealers	4441	\$12,897,379	\$9,970,929	\$2,926,450	12.8	3
Lawn & Garden Equip & Supply Stores	4442	\$1,752,993	\$0	\$1,752,993	100.0	0
Food & Beverage Stores	445	\$45,842,361	\$31,768,209	\$14,074,152	18.1	15
Grocery Stores	4451	\$40,407,493	\$26,778,050	\$13,629,443	20.3	7
Specialty Food Stores	4452	\$2,455,193	\$4,731,207	-\$2,276,014	-31.7	7
Beer, Wine & Liquor Stores	4453	\$2,979,675	\$258,952	\$2,720,723	84.0	1
Health & Personal Care Stores	446,4461	\$12,297,536	\$34,263,554	-\$21,966,018	-47.2	19
Gasoline Stations	447,4471	\$15,716,583	\$16,872,019	-\$1,155,436	-3.5	8
Clothing & Clothing Accessories Stores	448	\$13,608,234	\$50,378,466	-\$36,770,232	-57.5	44
Clothing Stores	4481	\$9,399,310	\$34,743,548	-\$25,344,238	-57.4	25
Shoe Stores	4482	\$1,688,930	\$7,373,136	-\$5,684,206	-62.7	8
Jewelry, Luggage & Leather Goods Stores	4483	\$2,519,994	\$8,261,782	-\$5,741,788	-53.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$7,550,809	\$10,423,402	-\$2,872,593	-16.0	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,239,017	\$10,423,402	-\$4,184,385	-25.1	6
Book, Periodical & Music Stores	4512	\$1,311,792	\$0	\$1,311,792	100.0	0
General Merchandise Stores	452	\$44,497,976	\$88,132,175	-\$43,634,199	-32.9	5
Department Stores Excluding Leased Depts.	4521	\$34,140,502	\$76,273,840	-\$42,133,338	-38.2	3
Other General Merchandise Stores	4529	\$10,357,474	\$11,858,335	-\$1,500,861	-6.8	2
Miscellaneous Store Retailers	453	\$8,333,408	\$6,571,629	\$1,761,779	11.8	14
Florists	4531	\$489,579	\$243,976	\$245,603	33.5	2
Office Supplies, Stationery & Gift Stores	4532	\$812,870	\$1,298,411	-\$485,541	-23.0	4
Used Merchandise Stores	4533	\$693,532	\$0	\$693,532	100.0	0
Other Miscellaneous Store Retailers	4539	\$6,337,427	\$5,029,242	\$1,308,185	11.5	8
Nonstore Retailers	454	\$8,443,020	\$202,313	\$8,240,707	95.3	1
Electronic Shopping & Mail-Order Houses	4541	\$6,648,949	\$0	\$6,648,949	100.0	0
Vending Machine Operators	4542	\$244,021	\$202,313	\$41,708	9.3	1
Direct Selling Establishments	4543	\$1,550,050	\$0	\$1,550,050	100.0	0
Food Services & Drinking Places	722	\$28,236,761	\$47,070,130	-\$18,833,369	-25.0	49
Full-Service Restaurants	7221	\$15,641,534	\$19,018,400	-\$3,376,866	-9.7	24
Limited-Service Eating Places	7222	\$10,731,822	\$21,162,108	-\$10,430,286	-32.7	22
Special Food Services	7223	\$622,606	\$6,889,622	-\$6,267,016	-83.4	3
Drinking Places - Alcoholic Beverages	7224	\$1,240,799	\$0	\$1,240,799	100.0	0

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.

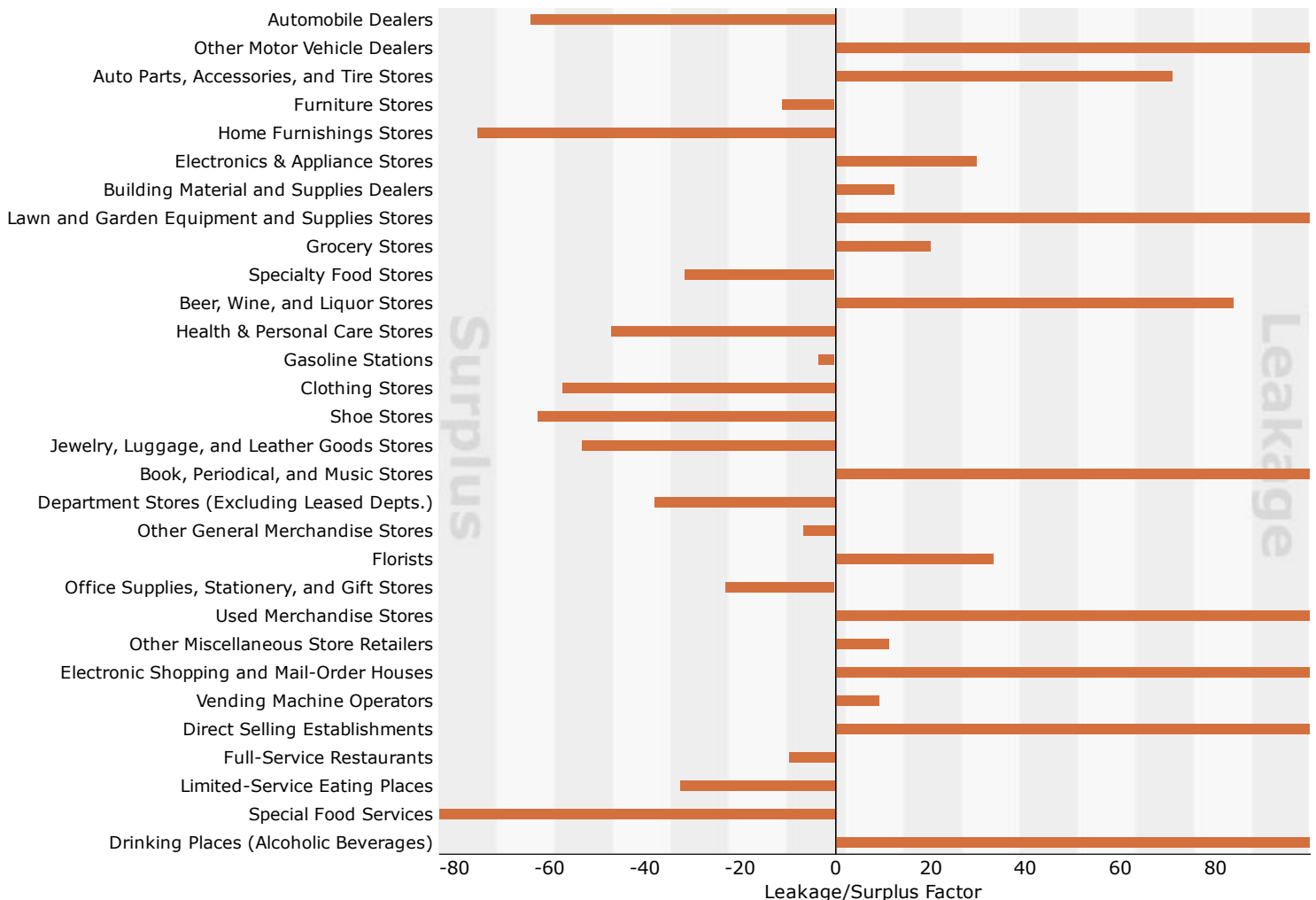
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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





Demographic and Income Profile

6900 N Lincolnwood Dr, Lincolnwood, Illinois, 60712
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 42.00645
 Longitude: -87.74915

Summary	Census 2010	2015	2020
Population	175,180	176,899	178,653
Households	64,117	64,962	65,741
Families	44,207	44,411	44,721
Average Household Size	2.70	2.69	2.69
Owner Occupied Housing Units	43,823	42,793	43,184
Renter Occupied Housing Units	20,294	22,169	22,557
Median Age	40.9	41.6	42.2

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.20%	0.21%	0.75%
Households	0.24%	0.26%	0.77%
Families	0.14%	0.14%	0.69%
Owner HHs	0.18%	0.18%	0.70%
Median Household Income	3.34%	2.80%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	6,868	10.6%	6,058	9.2%
\$15,000 - \$24,999	5,752	8.9%	4,079	6.2%
\$25,000 - \$34,999	5,815	9.0%	5,032	7.7%
\$35,000 - \$49,999	7,482	11.5%	7,358	11.2%
\$50,000 - \$74,999	11,899	18.3%	11,206	17.0%
\$75,000 - \$99,999	7,842	12.1%	8,596	13.1%
\$100,000 - \$149,999	10,808	16.6%	13,556	20.6%
\$150,000 - \$199,999	3,972	6.1%	4,842	7.4%
\$200,000+	4,524	7.0%	5,013	7.6%

Median Household Income	\$61,396	\$72,353
Average Household Income	\$85,694	\$97,235
Per Capita Income	\$31,697	\$36,023

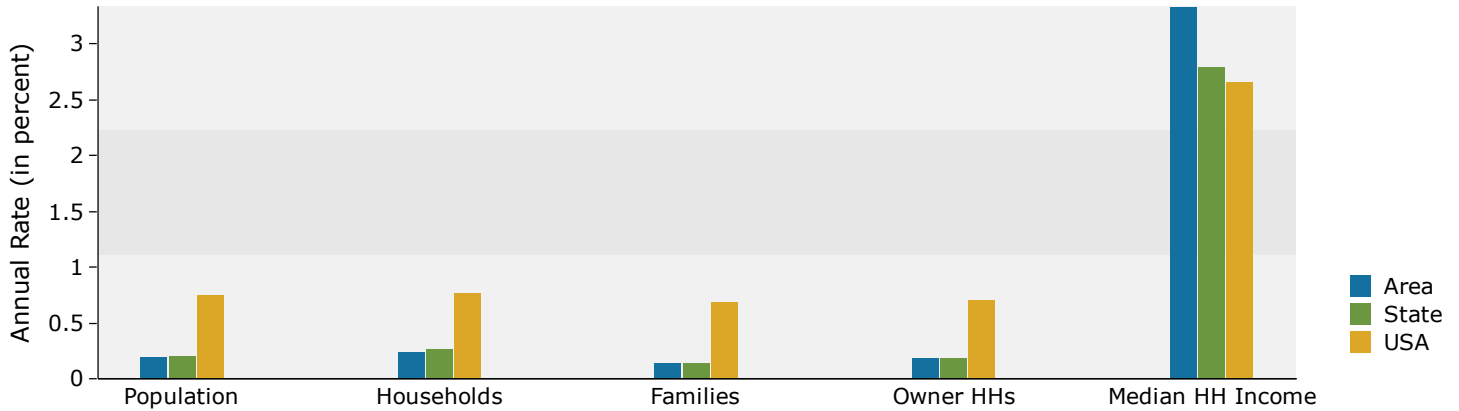
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,526	6.0%	9,970	5.6%	9,987	5.6%
5 - 9	10,840	6.2%	10,592	6.0%	9,882	5.5%
10 - 14	11,034	6.3%	11,190	6.3%	10,653	6.0%
15 - 19	10,549	6.0%	10,509	5.9%	10,086	5.6%
20 - 24	9,994	5.7%	10,218	5.8%	9,587	5.4%
25 - 34	21,343	12.2%	21,942	12.4%	22,980	12.9%
35 - 44	22,945	13.1%	21,592	12.2%	22,105	12.4%
45 - 54	25,564	14.6%	23,806	13.5%	22,338	12.5%
55 - 64	22,859	13.0%	24,300	13.7%	24,170	13.5%
65 - 74	13,923	7.9%	16,629	9.4%	19,615	11.0%
75 - 84	10,155	5.8%	10,136	5.7%	11,067	6.2%
85+	5,446	3.1%	6,015	3.4%	6,182	3.5%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	117,282	66.9%	114,366	64.7%	111,435	62.4%
Black Alone	6,133	3.5%	5,532	3.1%	4,921	2.8%
American Indian Alone	547	0.3%	508	0.3%	499	0.3%
Asian Alone	35,896	20.5%	39,901	22.6%	44,128	24.7%
Pacific Islander Alone	64	0.0%	64	0.0%	62	0.0%
Some Other Race Alone	9,062	5.2%	9,749	5.5%	10,447	5.8%
Two or More Races	6,196	3.5%	6,780	3.8%	7,162	4.0%
Hispanic Origin (Any Race)	24,363	13.9%	26,303	14.9%	28,558	16.0%

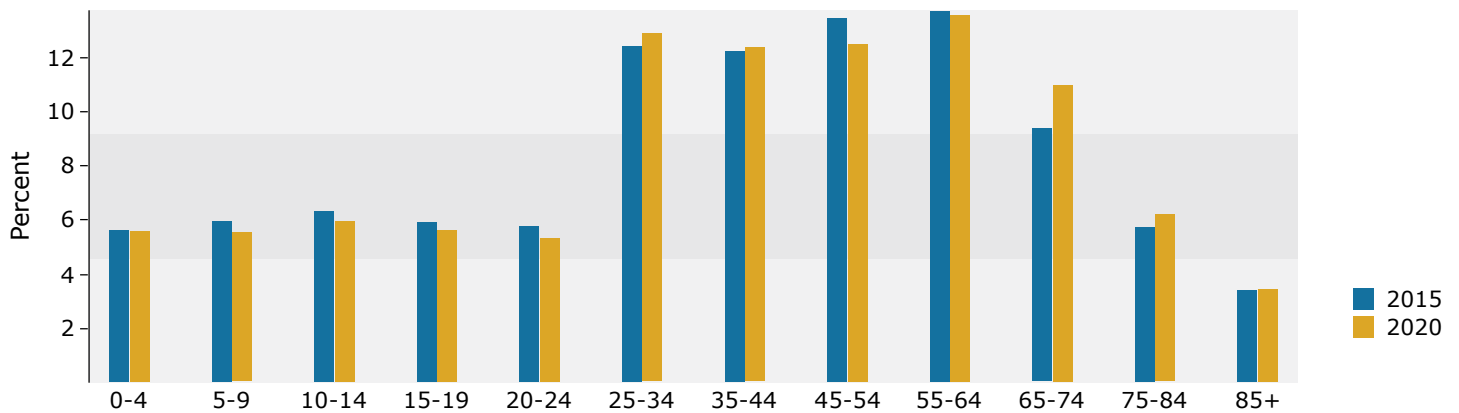
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

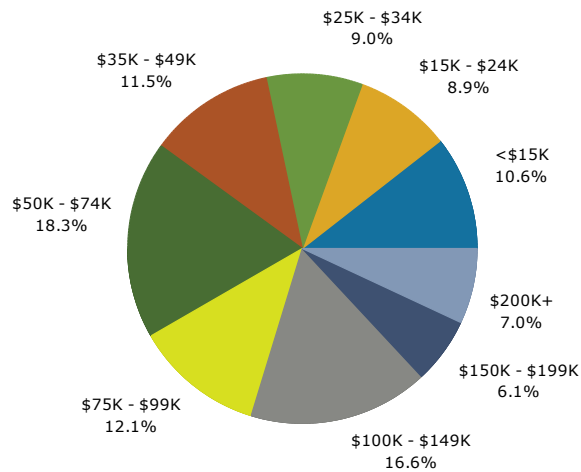
Trends 2015-2020



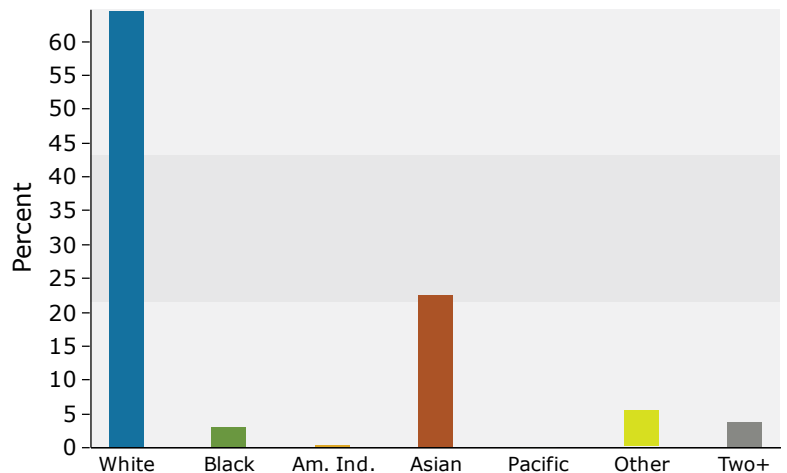
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 14.9%



Demographic and Income Profile

6900 N Lincolnwood Dr, Lincolnwood, Illinois, 60712
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 42.00645
 Longitude: -87.74915

Summary	Census 2010	2015	2020
Population	546,291	552,854	559,676
Households	201,499	204,954	208,016
Families	134,495	135,669	137,035
Average Household Size	2.68	2.66	2.66
Owner Occupied Housing Units	127,678	124,387	125,376
Renter Occupied Housing Units	73,821	80,567	82,640
Median Age	38.6	39.4	40.0

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.30%	0.26%	0.77%
Families	0.20%	0.14%	0.69%
Owner HHs	0.16%	0.18%	0.70%
Median Household Income	3.31%	2.80%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	21,667	10.6%	19,315	9.3%
\$15,000 - \$24,999	20,305	9.9%	14,847	7.1%
\$25,000 - \$34,999	18,813	9.2%	16,645	8.0%
\$35,000 - \$49,999	24,929	12.2%	24,272	11.7%
\$50,000 - \$74,999	36,132	17.6%	34,327	16.5%
\$75,000 - \$99,999	24,400	11.9%	27,824	13.4%
\$100,000 - \$149,999	30,974	15.1%	38,670	18.6%
\$150,000 - \$199,999	11,645	5.7%	14,242	6.8%
\$200,000+	16,089	7.9%	17,875	8.6%

Median Household Income	\$59,275	\$69,766
Average Household Income	\$86,804	\$98,662
Per Capita Income	\$32,407	\$36,910

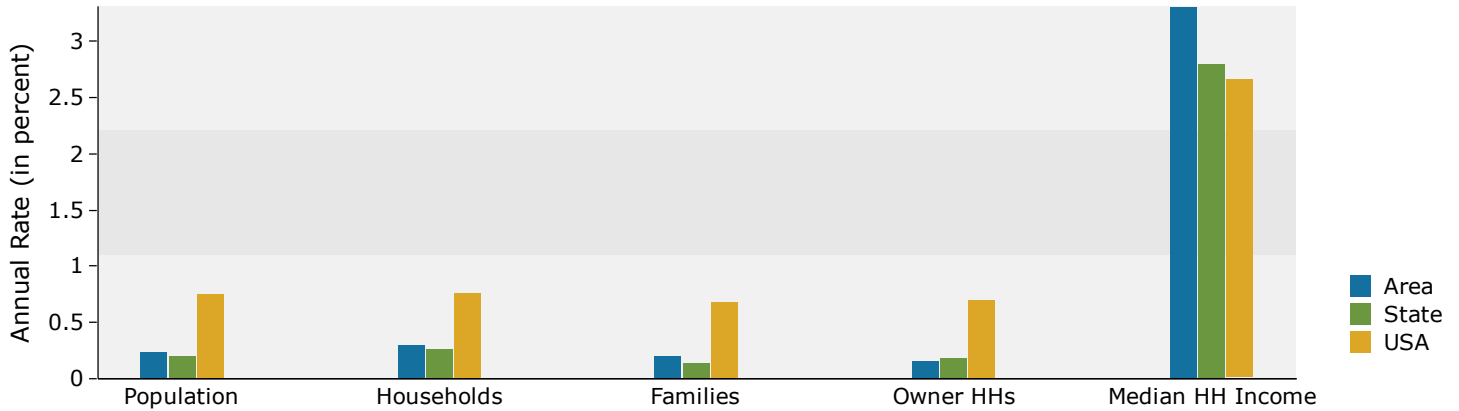
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	35,423	6.5%	33,521	6.1%	33,577	6.0%
5 - 9	35,057	6.4%	35,294	6.4%	32,675	5.8%
10 - 14	34,360	6.3%	35,965	6.5%	34,754	6.2%
15 - 19	33,356	6.1%	33,365	6.0%	32,434	5.8%
20 - 24	32,648	6.0%	33,493	6.1%	31,395	5.6%
25 - 34	74,744	13.7%	73,404	13.3%	76,293	13.6%
35 - 44	76,530	14.0%	72,911	13.2%	74,235	13.3%
45 - 54	79,742	14.6%	75,504	13.7%	72,458	12.9%
55 - 64	66,747	12.2%	72,301	13.1%	72,707	13.0%
65 - 74	37,833	6.9%	46,104	8.3%	55,038	9.8%
75 - 84	26,201	4.8%	26,107	4.7%	28,855	5.2%
85+	13,651	2.5%	14,887	2.7%	15,254	2.7%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	365,963	67.0%	360,748	65.3%	355,936	63.6%
Black Alone	34,582	6.3%	31,934	5.8%	29,122	5.2%
American Indian Alone	2,204	0.4%	2,135	0.4%	2,186	0.4%
Asian Alone	76,723	14.0%	85,552	15.5%	94,880	17.0%
Pacific Islander Alone	217	0.0%	218	0.0%	215	0.0%
Some Other Race Alone	47,102	8.6%	50,896	9.2%	54,608	9.8%
Two or More Races	19,500	3.6%	21,370	3.9%	22,728	4.1%
Hispanic Origin (Any Race)	112,634	20.6%	121,859	22.0%	132,221	23.6%

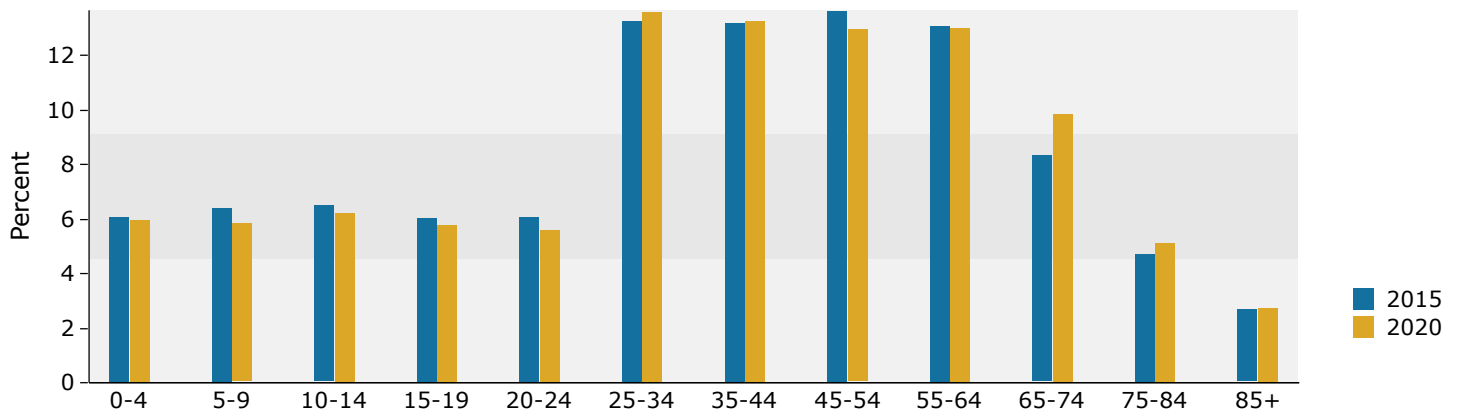
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

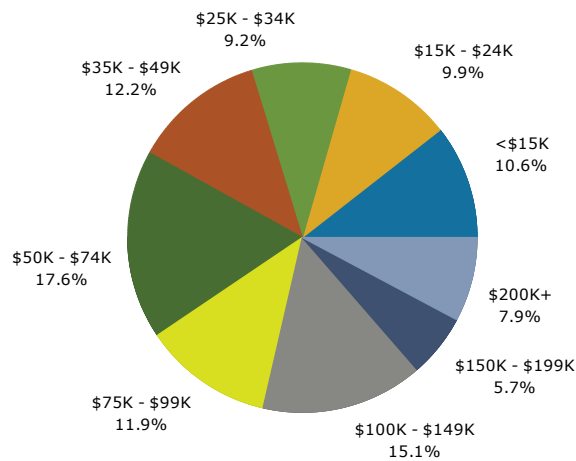
Trends 2015-2020



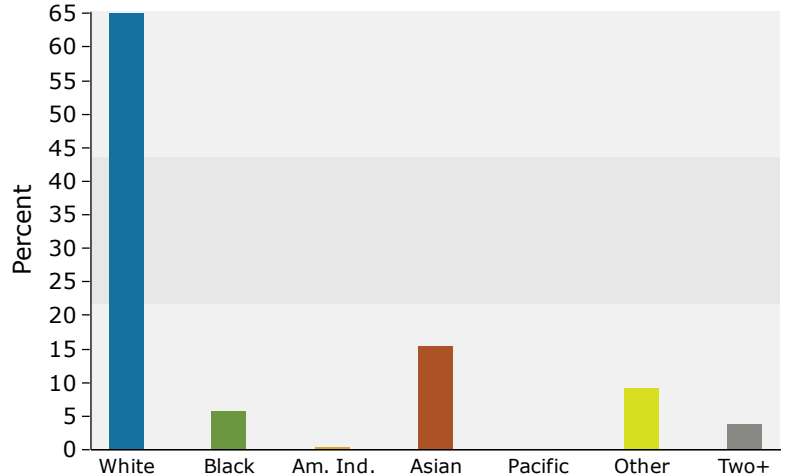
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 22.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

6900 N Lincolnwood Dr, Lincolnwood, Illinois, 60712
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 42.00645
 Longitude: -87.74915

Summary	Census 2010	2015	2020
Population	1,092,630	1,108,103	1,123,652
Households	425,130	433,973	441,519
Families	255,567	258,235	261,141
Average Household Size	2.52	2.50	2.49
Owner Occupied Housing Units	241,345	234,394	236,477
Renter Occupied Housing Units	183,785	199,579	205,041
Median Age	37.1	37.9	38.7

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.28%	0.21%	0.75%
Households	0.35%	0.26%	0.77%
Families	0.22%	0.14%	0.69%
Owner HHs	0.18%	0.18%	0.70%
Median Household Income	3.11%	2.80%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	51,825	11.9%	47,068	10.7%
\$15,000 - \$24,999	42,011	9.7%	31,182	7.1%
\$25,000 - \$34,999	41,747	9.6%	36,662	8.3%
\$35,000 - \$49,999	56,169	12.9%	54,363	12.3%
\$50,000 - \$74,999	75,685	17.4%	73,018	16.5%
\$75,000 - \$99,999	49,663	11.4%	59,126	13.4%
\$100,000 - \$149,999	57,066	13.1%	70,295	15.9%
\$150,000 - \$199,999	23,758	5.5%	29,428	6.7%
\$200,000+	36,048	8.3%	40,378	9.1%

Median Household Income	\$56,322	\$65,642
Average Household Income	\$85,854	\$97,902
Per Capita Income	\$33,890	\$38,737

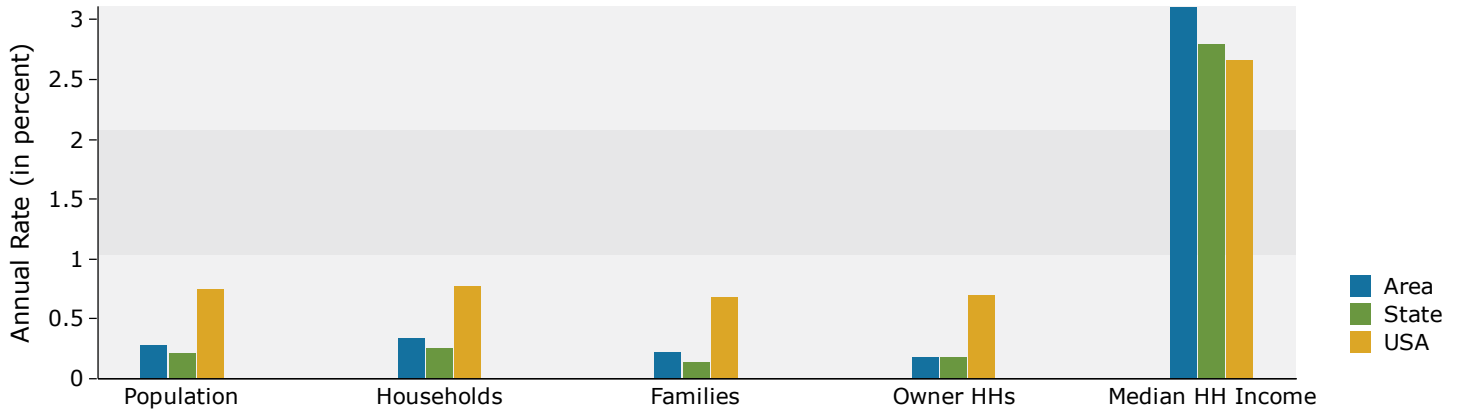
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	68,715	6.3%	65,145	5.9%	65,390	5.8%
5 - 9	65,032	6.0%	66,746	6.0%	61,704	5.5%
10 - 14	62,752	5.7%	66,383	6.0%	64,679	5.8%
15 - 19	66,242	6.1%	66,478	6.0%	64,838	5.8%
20 - 24	75,204	6.9%	73,851	6.7%	70,457	6.3%
25 - 34	175,536	16.1%	169,983	15.3%	172,858	15.4%
35 - 44	156,401	14.3%	153,137	13.8%	157,633	14.0%
45 - 54	153,501	14.0%	147,851	13.3%	143,073	12.7%
55 - 64	125,582	11.5%	136,853	12.4%	138,688	12.3%
65 - 74	71,136	6.5%	86,868	7.8%	103,253	9.2%
75 - 84	48,346	4.4%	48,331	4.4%	53,708	4.8%
85+	24,183	2.2%	26,475	2.4%	27,371	2.4%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,389	68.9%	746,174	67.3%	740,415	65.9%
Black Alone	69,239	6.3%	64,112	5.8%	58,722	5.2%
American Indian Alone	4,783	0.4%	4,691	0.4%	4,859	0.4%
Asian Alone	120,435	11.0%	135,152	12.2%	150,773	13.4%
Pacific Islander Alone	478	0.0%	486	0.0%	479	0.0%
Some Other Race Alone	108,523	9.9%	117,052	10.6%	125,234	11.1%
Two or More Races	36,782	3.4%	40,436	3.6%	43,170	3.8%
Hispanic Origin (Any Race)	255,193	23.4%	275,422	24.9%	297,960	26.5%

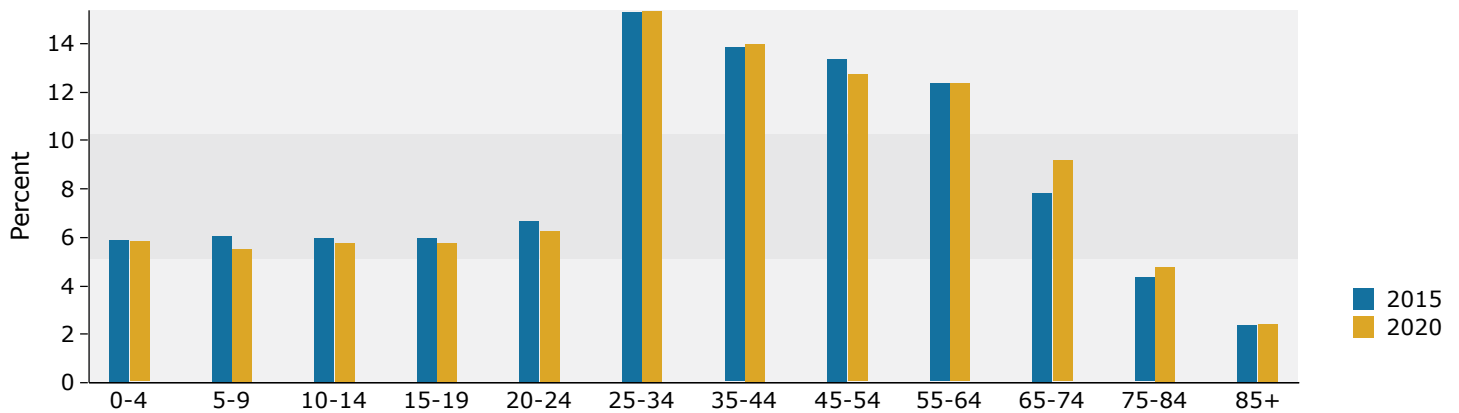
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

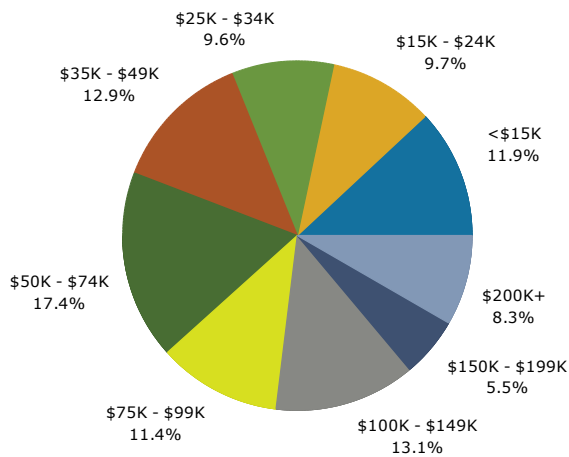
Trends 2015-2020



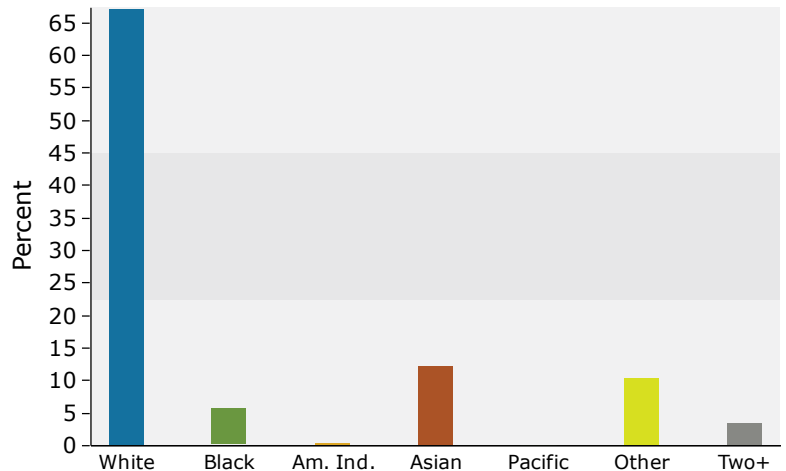
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 24.9%