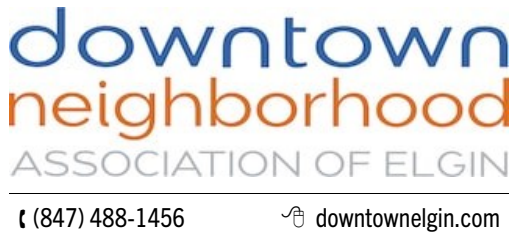# DOWNTOWN ELGIN

ELGIN, ILLINOIS

MARKET SNAPSHOT

Downtown Neighborhood Association (DNA) of Elgin helps strengthen the economic vitality of the downtown by providing strategic business support services available to all downtown businesses and property owners, cultivating a network of entrepreneurs interested in considering a downtown location, and driving foot-traffic and visibility through positive community-building events.

This Market Snapshot, commissioned by Illinois Main Street, summarizes local and regional demographic, lifestyle, and retail data. The information provides a starting point for evaluating the market, for identifying potential opportunities, for fine-tuning downtown enhancement strategies, and for tracking changes in the market and assessing possible implications for Downtown Elgin.

downtown neighborhood
ASSOCIATION OF ELGIN

☎ (847) 488-1456   🖱 downtownelgin.com

## Elgin is an Illinois Main Street community.

Illinois Main Street supports a network of communities across the state that are working to bring prosperity to their older and historic downtowns and commercial districts.

Illinois Main Street is part of Main Street America, a national movement of individuals and organizations with a shared commitment to bring economic vitality back downtown, while celebrating their historic character, and bringing communities together.

ILLINOIS MAIN STREET

MAIN STREET AMERICA™
Coordinating Program
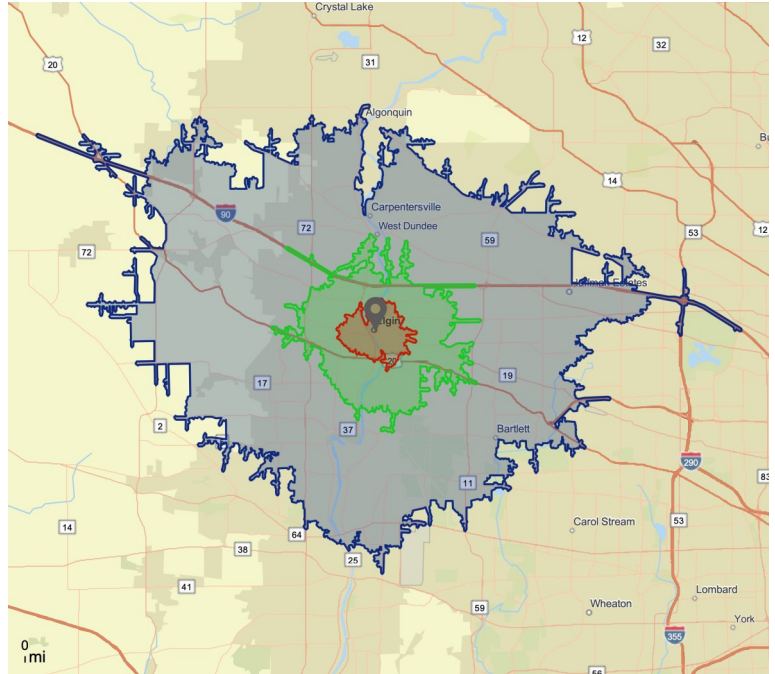
POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	39,385	109,324	430,838
2020 Total	38,275	110,535	447,426
2023 Estimate	37,179	109,022	446,241
2028 Projection	36,240	106,760	441,677
Growth (2023-28)	-2.5%	-2.1%	-1.0%
ⓘ Projected State Population Growth (2023-28)			-0.9%

2023 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	30,098	99,666	423,473
Workers	11,048	44,327	206,025
Residents	19,050	55,339	217,448
Daytime Change	-19.0%	-8.6%	-5.1%

HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	11,581	35,396	144,960
2020 Total	12,289	37,358	155,196
2023 Estimate	12,224	37,225	156,351
2028 Projection	12,130	37,025	157,334
Growth (2023-28)	-0.8%	-0.5%	0.6%
ⓘ Projected State Households Growth (2023-28)			0.6%

MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2023 Estimate	$67,985	$78,753	$93,703
2028 Projection	$76,339	$85,985	$103,092
Growth (2023-28)	12.3%	9.2%	10.0%
ⓘ 2023 State Median HH: $74,859		2023-28 Growth: 11.0%	

Market Traits | Source: Esri 2024

Housing Units	5 Minutes	10 Minutes	20 Minutes
2023 Estimate	12,968	39,100	162,764
- Owner Occupied	54.6%	65.6%	74.8%
- Renter Occupied	39.7%	29.6%	21.3%
- Vacant	5.7%	4.8%	3.9%
Estimated State Percent Vacant (2023)			8.3%

Population by Race/Ethnicity—Diversity

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	78.0	76.3	67.1
2020	85.3	86.2	79.6
2023	84.9	86.6	80.6
2028	84.1	87.0	82.1

State Diversity Index **2023**: 71.9 **2028**: 73.6

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

2023 Population 25+ by Educational Attainment

Education	5 Minutes	10 Minutes	20 Minutes
No HS Diploma	27.1%	18.6%	10.9%
HS Grad/GED	26.5%	26.2%	23.6%
Some College/Assoc	28.4%	27.8%	26.9%
Bachelor/Grad/Prof	18.0%	27.4%	38.7%

Per Capita Income
2023 Estimate

5 Minutes	$28,285
10 Minutes	$34,837
20 Minutes	$43,427
State	$42,864

Median Age
2023 Estimate

5 Minutes	31.2
10 Minutes	35.0
20 Minutes	37.3
State	38.8

2023 Employed
Civilian Population 16+

5 Minutes	95.0%
10 Minutes	95.1%
20 Minutes	95.9%
State	94.5%

2023 Employment by Occupation

2023 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	18,590	54,847	232,990
- White Collar	41.3%	52.3%	63.2%
- Services	22.0%	17.7%	14.7%
- Blue Collar	36.6%	30.0%	22.1%

Source: Esri Market Profile | 6.24

Lifestyle Profile | Source: Esri 2024

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Prevalent Esri Tapestry LifeMode Groups

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Next Wave and Affluent Estates LifeMode Groups are among those most prevalent in the drive time areas.

Next Wave [LM13] | #1 in 5 and 10 Minute Drive Times

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
7,014	57.4%	8,749	23.5%	14,679	9.4%

- Urban dwellers; young, hardworking families.
- A large share are foreign born and speak only their native language.
- Young, or multigenerational, families with children are typical.
- Most are renters in older multiunit structures, built in the 1960s or earlier.
- Hardworking with long commutes to jobs, often using public transit to commute to work.
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance.
- Also a top market for moviegoers (second only to college students) and fast food.
- Partial to soccer and basketball.

Affluent Estates [LM1] | #1 in 20 Minute Drive Time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
0	0.0%	1,920	5.2%	40,884	26.1%

- Established wealth—educated, well-traveled married couples.
- Less than 10% of all households, with 20% of household income.
- Homeowners (almost 90%), with mortgages (65.2%).
- Married-couple families with children ranging from grade school to college.
- Expect quality; invest in time-saving services.
- Participate actively in their communities.
- Active in sports and enthusiastic travelers.

Visit Esri Tapestry Segmentation for information on methodology and applications, along with descriptions for Tapestry's 14 LifeMode Groups and 67 segments.

Source: Esri Community Tapestry Segmentation | 6.24

RETAIL VIEW | Source: Claritas 2024

An understanding of area supply and demand for retail and food and drink establishments, infused with local insights on market forces influencing performance and opportunities in the marketplace, can yield a meaningful assessment of a retail market's performance and possibilities for growth.

Data sourced from Claritas' Retail Market Power® (RMP) reports provide a good starting point for:

− Assessing and tracking overall sales volumes and retail performance.

− Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.

− Detecting gaps in the business mix and possible repositioning, expansion, and recruitment opportunities.

Claritas RMP estimates provide a direct comparison between sales by businesses (supply) and consumer spending (potential sales or demand). The resulting difference between supply and demand is expressed as sales surplus or leakage.

DOWNTOWN ELGIN | DRIVE TIME MARKETS

SALES SURPLUS AND LEAKAGE ESTIMATES | ($MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$427.6M	$1599.5M	$6930.0M
- Potential Sales (Demand)	$433.9M	$1407.5M	$7634.8M
- Est. Surplus/(Leakage)	($6.3M)	$192.0M	($704.8M)
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$67.9M	$187.1M	$1040.4M
- Potential Sales (Demand)	$52.7M	$171.9M	$916.5M
- Est. Surplus/(Leakage)	$15.3M	$15.3M	$123.8M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$495.6M	$1786.6M	$7970.4M
- Potential Sales (Demand)	$486.6M	$1579.4M	$8551.4M
- Est. Surplus/(Leakage)	$9.0M	$207.3M	($581.0M)

Estimates shown in millions and rounded to nearest one hundred thousand dollars.

⊕ SUPPLY IS GREATER THAN DEMAND = SALES SURPLUS
A surplus could signal the area is attractive to retailers and offer opportunities for complementary or niche establishments that capitalize on existing strengths, clusters and consumer patterns.

⊖ SUPPLY IS LESS THAN DEMAND = SALES LEAKAGE
Sectors showing leakage may help to attract new establishments or reveal changes that could be made to an existing business' menu or product mix to fill gaps and increase market share.

Source: Claritas Market Power® 2024 | Retail Stores Opportunity Gap.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

TOTAL RETAIL SALES

DOWNTOWN ELGIN | ELGIN, ILLINOIS
[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)] | Source: Claritas 2024

$496 MILLION	$1.79 BILLION	$7.97 BILLION
5 MINUTES	10 MINUTES	20 MINUTES

PERFORMANCE BY CATEGORY

Sales gap factors offer a quick look means of assessing the relative strength of retail and food and drink categories for a defined area. The factor is a measure of the relationship between supply and demand that ranges from -100 (total leakage) to 100 (total surplus).

(100) ○○○○○○ 0 ○○○○○○ 100
← weaker   stronger →

+ Categories with a positive factor have a surplus of sales. The higher the sales gap factor, the stronger the performance. Categories with the highest factors indicate market strengths.

− Categories with a negative factor have sales leakage. The lower the sales gap factor, the weaker the performance. Categories with the lowest factors could identify business gaps and possibilities for re-positioning or expansion.

SALES GAP FACTORS | DOWNTOWN ELGIN DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	2.7	26.8	(0.7)
Furniture / Home Furnishings Stores	17.4	(2.3)	(4.8)
Electronics and Appliance Stores	4.1	(12.7)	(2.1)
Building Materials, Garden & Supply	(2.3)	(3.2)	(7.8)
Food and Beverage Stores	12.8	7.5	(0.2)
Health and Personal Care Stores	(18.8)	2.8	(2.7)
Gasoline Stations	(13.8)	4.0	(8.5)
Clothing and Clothing Accessories	12.4	32.9	21.7
Sporting Goods, Hobby, Book, Music	4.1	(17.1)	(9.0)
General Merchandise Stores	4.7	(4.6)	(7.3)
Miscellaneous Store Retailers	(14.4)	(33.7)	(16.7)
Nonstore Retailers	(18.1)	(23.7)	(19.6)
Food Services and Drinking Places	12.7	4.2	6.3

Source: Claritas Market Power® 2024 | Retail Stores Gap | Calculations by DPN

See the Categories Detail (provided as a supplement) for sales surplus and leakage figures for more than one hundred retail and food and drink categories and subcategories.

See the supplemental Categories Detail—Page 3 for other important notes, limitations and disclaimers.

A USER'S GUIDE TO YOUR MARKET SNAPSHOT

DATA SOURCES AND APPLICATIONS

ESRI DEMOGRAPHICS DATA | MARKET PROFILE

Esri's demographics provide decision makers the most current information available to understand and track changes in the population, consumer behavior, and broader market area trends. Information can help inform market strategies by analyzing and assessing:

- How trends in population, households, income, and other variables might impact existing businesses and prospects for growth.
- How changes in daytime population effect commerce, opportunities, and the district's way of life.
- How housing unit numbers and occupancy trends might influence demand, housing styles, and price points for district housing.
- How changes in age, diversity, and other population traits could effect demand for products and services, menu items, amenities, events, etc.
- How education and employment levels might impact opportunities for business growth and the cost of doing business.

ESRI SEGMENTATION DATA | TAPESTRY SEGMENTATION AREA PROFILE

Esri Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods among 67 distinct market segments. For a broader view of consumer markets, segments are summarized by 14 LifeMode groups — groups of Tapestry segments that share similar demographic characteristics and consumer behavior patterns. Information profiling concentrations of different groups and segments in the marketplace can offer insights useful for:

- Gauging the market's potential response to business concepts and features such as menu items, products, services, amenities, price points, merchandising techniques, etc.
- Fine-tuning messaging, marketing, and advertising strategies to resonate with and reach intended market segments.
- Programming activities and events that appeal to the lifestyles and preferences of targeted audience members.
- Assessing how current housing styles, preferences, and life stages of different segments could impact district housing opportunities.

CLARITAS | RETAIL MARKET POWER (RMP) OPPORTUNITY GAP DATA

Claritas' Retail Market Power Opportunity Gap by Retail Store Types report enables users to assess growth strategies by depicting the sales gaps that exist in the marketplace. By using sales estimates to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand, Retail Market Power® enables an opportunity gap (sales surplus and leakage) analysis of the retail environment. The information provides a good starting point for:

- Assessing and tracking overall sales volumes and retail performance.
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.
- Detecting gaps in the business mix and possible business repositioning, expansion, and recruitment opportunities.

DIGGING DEEPER | SOURCE REPORTS

The Market Snapshot summarizes slices of more extensive data contained in source Esri and Claritas reports delivered with your snapshot. For example:

- Esri's Market Profile report contains in-depth demographic data for hundreds of variables, some dating back to the year 2000.
- Esri's Tapestry Segmentation Profile report shows the distribution of 67 Tapestry segments with links to detailed descriptions.
- Claritas' RMP Opportunity Gap data provides sales supply, demand, and opportunity gap/surplus estimates for more than 100 Retail and Food Services and Drinking Places categories and subcategories.

Esri's 2023/2028 release of Updated Demographics uses Census 2020–based geographic boundaries and the most current Census 2020 data available. Select Esri demographic update universes including population, housing, race, and ethnicity have now been rebased using the P.L.94-171 redistricting counts from the initial release of Census 2020 data.

View the 2023/2028 Esri Update Demographics Methodology Statement for more information.
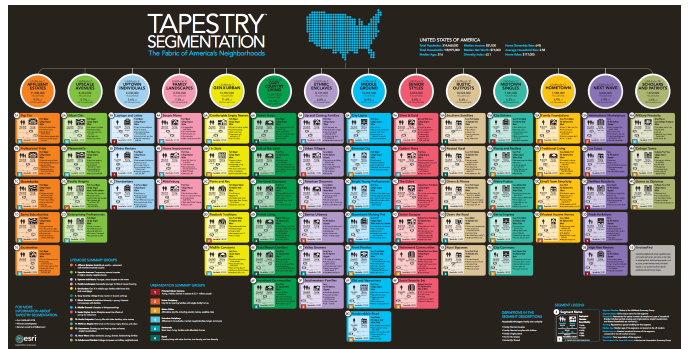
Esri's Tapestry is a market segmentation system designed specifically to understand customers' lifestyle choices—what they buy, how they spend their free time, etc. The system's 67 different segments are grouped into and generalized in 14 LifeMode Groups. Two of your area's most prevalent LifeMode Groups are displayed in your Snapshot. Information identifying and detailing other LifeMode Groups and which of the 67 segments are present in your study area can be accessed using the Esri source reports accompanying your Market Snapshot.

Visit Esri's website to learn more about the Esri Tapestry Segmentation system.

Your Market Snapshot shows overall sales surplus and leakage estimates derived from Claritas Retail Market Power (RMP) data for the retail and food & drink sectors. Claritas RMP compares Demand and Supply estimates to display an Opportunity Gap (Leakage) or Surplus.

Example	2024 Demand ($)	2024 Supply ($)	Opportunity Gap/Surplus ($)
A.	10,000,000	18,000,000	- 8,000,000
B.	10,000,000	4,000,000	6,000,000

Claritas Retail Market Power Opportunity Gap Report Display Format

Example A shows an instance where Supply ($18M) exceeds Demand ($10M) resulting in a surplus of $8 million (displayed as a negative amount in Claritas RMP reports). In Example B, Demand ($10M) is greater than Supply ($4M) resulting in an Opportunity Gap (or Leakage) of $6 million (shown as a positive figure in Claritas RMP reports).

As indicated in your Snapshot's footnotes, the polarity of the resulting Opportunity Gap/Surplus figures shown in source Claritas RMP reports has been reversed so that your Market Snapshot shows a Surplus as a positive value, and Leakage as a negative value. The same information is used to calculate the Leakage/Surplus Factor displayed in your Market Snapshot, where leakage values are shown as negative, and surplus as positive.

Categories Detail: Sales Surplus and Leakage Estimates

		Estimated Sales Surplus/ (Leakage)					
NAICS	Totals	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
44,45,722	Total retail trade including food and drink	9,017,598	0.9	207,268,591	6.2	(580,967,307)	(3.5)
44,45	- Total retail trade	(6,269,220)	(0.7)	192,015,316	6.4	(704,793,095)	(4.8)
NAICS	Motor Vehicle and Parts Dealers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
441	Motor vehicle and parts dealers	5,334,732	2.7	236,064,359	26.8	(25,526,653)	(0.7)
4411	- Automobile dealers	124,599	0.1	243,752,322	31.5	111,672,187	3.6
44111	- - New car dealers	(2,170,823)	(1.5)	230,404,074	32.7	200,915,400	7.0
44112	- - Used car dealers	2,295,423	11.6	13,348,248	18.9	(89,243,214)	(38.3)
4412	- Other motor vehicle dealers	(3,622,825)	(28.7)	(15,949,369)	(39.0)	(95,857,335)	(41.1)
44121	- - Recreational vehicle dealers	(1,755,889)	(39.0)	(9,381,539)	(72.2)	(33,127,264)	(33.9)
44122	- - Motorcycle, boat, and other motor vehicle dealers	(1,866,936)	(23.0)	(6,567,830)	(23.5)	(62,730,071)	(46.3)
441222	- - - Boat dealers	(907,549)	(34.8)	(5,123,825)	(69.1)	(32,267,216)	(78.9)
441228	- - - Motorcycle, ATV, and all other motor vehicle dealers	(959,388)	(17.4)	(1,444,005)	(7.0)	(30,462,855)	(32.2)
4413	- Automotive parts, accessories, and tire stores	8,832,957	33.4	8,261,407	12.6	(41,341,506)	(15.4)
44131	- - Automotive parts and accessories stores	4,656,806	29.6	4,244,869	10.5	(26,238,232)	(15.5)
44132	- - Tire dealers	4,176,152	39.1	4,016,538	15.9	(15,103,274)	(15.3)
NAICS	Furniture and Home Furnishings Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
442	Furniture and home furnishings stores	3,360,424	17.4	(1,163,588)	(2.3)	(13,123,365)	(4.8)
4421	- Furniture stores	2,142,263	19.2	(285,483)	(1.0)	(6,414,367)	(4.2)
4422	- Home furnishings stores	1,218,161	14.8	(878,105)	(3.9)	(6,708,998)	(5.6)
44221	- - Floor covering stores	2,980,863	51.3	2,920,003	23.4	11,376,163	17.3
44229	- - Other home furnishings stores	(1,762,703)	(73.7)	(3,798,107)	(38.7)	(18,085,162)	(32.9)
442291	- - - Window treatment stores	(122,688)	(100.0)	(379,583)	(91.5)	(1,510,648)	(54.2)
442299	- - - All other home furnishings stores	(1,640,015)	(72.2)	(3,418,523)	(36.4)	(16,574,514)	(31.7)
NAICS	Electronics and Appliance Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
443	Electronics and appliance stores	564,351	4.1	(4,858,602)	(12.7)	(4,686,698)	(2.1)
443141	- Household appliance stores	(734,395)	(43.8)	(1,370,782)	(21.2)	6,421,059	13.2
443142	- Electronics stores	1,298,748	10.6	(3,487,821)	(11.0)	(11,107,757)	(6.3)
NAICS	Building Material and Garden Equipment and Supplies Dealers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
444	Building material and garden equipment and supplies dealers	(1,299,362)	(2.3)	(5,955,083)	(3.2)	(76,102,241)	(7.8)
4441	- Building material and supplies dealers	(46,988)	(0.1)	4,301,475	2.6	(19,708,199)	(2.2)
44411	- - Home centers	(2,556,588)	(10.3)	12,602,275	12.2	39,321,861	7.3
44412	- - Paint and wallpaper stores	(630,212)	(45.4)	(2,345,375)	(53.3)	(10,211,930)	(38.0)
44413	- - Hardware stores	778,686	15.2	(377,462)	(2.7)	(9,746,950)	(14.0)
44419	- - Other building material dealers	2,361,126	13.1	(5,577,964)	(12.0)	(39,071,179)	(15.9)
4442	- Lawn and garden equipment and supplies stores	(1,252,375)	(17.2)	(10,256,558)	(57.4)	(56,394,042)	(58.6)
44421	- - Outdoor power equipment stores	(349,673)	(25.4)	(2,306,936)	(68.1)	(10,310,820)	(49.6)
44422	- - Nursery, garden center, and farm supply stores	(902,702)	(15.2)	(7,949,623)	(54.9)	(46,083,222)	(61.0)
NAICS	Food and Beverage Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
445	Food and beverage stores	18,223,919	12.8	31,940,458	7.5	(3,338,705)	(0.2)
4451	- Grocery stores	22,205,825	16.5	41,368,695	10.4	620,522	0.0
44511	- - Supermarkets and other grocery (except convenience) stores	23,368,051	17.9	45,361,266	11.7	17,655,152	1.0
44512	- - Convenience stores	(1,162,226)	(32.6)	(3,992,571)	(36.4)	(17,034,631)	(27.4)
4452	- Specialty food stores	(1,516,429)	(100.0)	(4,822,377)	(100.0)	(9,692,131)	(23.2)
44521	- - Meat markets	(458,639)	(100.0)	(1,462,374)	(100.0)	(3,393,282)	(27.7)
44522	- - Fish and seafood markets	(180,596)	(100.0)	(575,446)	(100.0)	(2,253,938)	(57.9)
44523	- - Fruit and vegetable markets	(320,840)	(100.0)	(1,017,094)	(100.0)	1,035,858	8.7
44529	- - Other specialty food stores	(556,354)	(100.0)	(1,767,463)	(100.0)	(5,080,770)	(36.8)
445299	- - - All other specialty food stores	(258,409)	(100.0)	(824,437)	(100.0)	(2,240,730)	(34.1)
4453	- Beer, wine, and liquor stores	(2,465,479)	(37.0)	(4,605,861)	(19.0)	5,732,904	3.6

		Estimated Sales Surplus/ (Leakage)					
NAICS	**Health and Personal Care Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
446	Health and personal care stores	(9,622,469)	(18.8)	5,629,629	2.8	(27,604,185)	(2.7)
44611	- Pharmacies and drug stores	(9,621,842)	(22.8)	8,489,338	4.8	(26,454,174)	(3.0)
44612	- Cosmetics, beauty supplies, and perfume stores	(162,195)	(4.5)	(777,879)	(6.9)	1,484,796	2.2
44613	- Optical goods stores	429,538	19.1	433,581	6.7	2,520,036	7.4
44619	- Other health and personal care stores	(267,969)	(8.4)	(2,515,412)	(29.0)	(5,154,843)	(9.3)
446191	- - Food (health) supplement stores	(306,010)	(33.7)	(1,399,505)	(55.2)	(5,180,170)	(32.2)
446199	- - All other health and personal care stores	38,042	1.7	(1,115,907)	(18.2)	25,327	0.1
NAICS	**Gasoline Stations**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
447	Gasoline Stations	(7,444,970)	(13.8)	8,172,979	4.0	(81,674,581)	(8.5)
NAICS	**Clothing and Clothing Accessories Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
448	Clothing and clothing accessories stores	5,217,193	12.4	58,254,250	32.9	175,922,435	21.7
4481	- Clothing stores	4,263,818	14.2	49,329,296	37.2	134,061,001	23.2
44811	- - Men's clothing stores	145,414	13.2	886,352	21.9	3,865,984	18.6
44812	- - Women's clothing stores	1,666,682	29.6	12,327,819	48.9	32,975,423	32.4
44813	- - Children's and infants' clothing stores	700,435	33.5	4,406,973	50.8	12,002,464	34.0
44814	- - Family clothing stores	2,407,956	13.3	33,043,930	39.3	85,867,739	23.9
44815	- - Clothing accessories stores	(161,888)	(13.1)	(231,907)	(5.3)	315,718	1.3
44819	- - Other clothing stores	(494,782)	(29.0)	(1,103,871)	(18.3)	(966,327)	(2.6)
4482	- Shoe stores	1,874,389	30.8	9,459,898	41.1	31,619,118	30.5
4483	- Jewelry, luggage, and leather goods stores	(921,014)	(15.6)	(534,944)	(2.5)	10,242,315	8.0
44831	- - Jewelry stores	(1,094,817)	(31.1)	(2,365,363)	(18.8)	(376,842)	(0.5)
44832	- - Luggage and leather goods stores	173,803	7.3	1,830,419	20.3	10,619,156	21.7
NAICS	**Sporting Goods, Hobby, Musical Instrument, and Book Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
451	Sporting goods, hobby, musical instrument, and book stores	591,134	4.1	(6,474,771)	(17.1)	(19,819,357)	(9.0)
4511	- Sporting goods, hobby, and musical instrument stores	1,425,297	10.6	(3,911,395)	(11.1)	(13,375,687)	(6.8)
45111	- - Sporting goods stores	749,457	8.5	(3,042,283)	(13.0)	(16,952,452)	(13.5)
45112	- - Hobby, toy, and game stores	1,136,995	28.0	521,785	5.3	5,413,319	9.8
45113	- - Sewing, needlework, and piece goods stores	(173,212)	(63.2)	(508,208)	(52.2)	(306,489)	(4.0)
45114	- - Musical instrument and supplies stores	(287,943)	(100.0)	(882,690)	(92.2)	(1,530,065)	(18.4)
4512	- Book stores and news dealers	(834,163)	(100.0)	(2,563,376)	(91.0)	(6,443,669)	(28.9)
451211	- - Book stores	(780,333)	(100.0)	(2,391,740)	(90.4)	(6,567,525)	(32.2)
451212	- - News dealers and newsstands	(53,831)	(100.0)	(171,636)	(100.0)	123,856	6.4
NAICS	**General Merchandise Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
452	General merchandise stores	5,414,140	4.7	(15,744,129)	(4.6)	(129,719,749)	(7.3)
4522	- Department stores	(5,785,726)	(79.7)	(17,768,572)	(72.5)	(52,197,420)	(29.9)
4523	- Other general merchandise stores	11,199,866	10.3	2,024,443	0.6	(77,522,329)	(4.8)
452311	- - Warehouse clubs and supercenters	14,223,984	13.8	13,090,674	4.4	(28,908,361)	(1.9)
452319	- - All other general merchandise stores	(3,024,117)	(55.1)	(11,066,230)	(67.9)	(48,613,968)	(49.7)
NAICS	**Miscellaneous Store Retailers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
453	Miscellaneous store retailers	(2,389,769)	(14.4)	(15,553,877)	(33.7)	(47,276,639)	(16.7)
4531	- Florists	(422,146)	(100.0)	(1,392,685)	(100.0)	(3,125,745)	(25.9)
4532	- Office supplies, stationery, and gift stores	(1,254,665)	(50.4)	(4,524,331)	(59.5)	(14,700,408)	(29.3)
45321	- - Office supplies and stationery stores	(274,030)	(21.6)	(1,367,218)	(37.9)	(3,622,544)	(15.7)
45322	- - Gift, novelty, and souvenir stores	(980,635)	(80.3)	(3,157,113)	(78.9)	(11,077,865)	(40.8)
4533	- Used merchandise stores	(450,192)	(20.6)	(2,155,032)	(34.0)	(69,869)	(0.2)
4539	- Other miscellaneous store retailers	(262,766)	(2.3)	(7,481,828)	(24.3)	(29,380,618)	(16.8)
45391	- - Pet and pet supplies stores	641,303	16.0	(794,372)	(7.9)	1,429,918	2.4
45392	- - Art dealers	(814,942)	(100.0)	(2,624,400)	(100.0)	(10,847,261)	(63.2)
45393	- - Manufactured (mobile) home dealers	(500,208)	(100.0)	(1,789,829)	(100.0)	(10,463,913)	(100.0)
45399	- - All other miscellaneous store retailers	411,081	6.6	(2,273,227)	(13.9)	(9,499,362)	(10.7)
453991	- - - Tobacco stores	(178,153)	(8.7)	(1,647,138)	(31.0)	(6,746,507)	(23.5)
453998	- - - All other miscellaneous store retailers (except tobacco stores)	589,234	14.2	(626,089)	(5.7)	(2,752,855)	(4.6)

		Estimated Sales Surplus/ (Leakage)					
NAICS	Non-store Retailers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
454	Non-store retailers	(24,218,544)	(18.1)	(98,296,308)	(23.7)	(451,843,357)	(19.6)
4541	- Electronic shopping and mail-order houses	(19,814,819)	(15.3)	(84,143,768)	(21.0)	(387,222,509)	(17.5)
4542	- Vending machine operators	(369,016)	(100.0)	(1,170,715)	(100.0)	(4,777,031)	(61.7)
4543	- Direct selling establishments	(4,034,708)	(100.0)	(12,981,824)	(98.9)	(59,843,816)	(73.4)
45431	- - Fuel dealers	(2,698,313)	(100.0)	(8,708,616)	(100.0)	(46,081,353)	(95.4)
45439	- - Other direct selling establishments	(1,336,395)	(100.0)	(4,273,209)	(96.8)	(13,762,463)	(41.5)
NAICS	Food Services and Drinking Places	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
722	Food services and drinking places	15,286,818	12.7	15,253,275	4.2	123,825,787	6.3
7223	- Special food services	237,771	2.9	3,272,932	11.2	13,781,130	9.0
72231	- - Food service contractors	(1,750,455)	(39.8)	699,675	3.4	3,235,744	2.9
72232	- - Caterers	2,075,940	56.1	2,858,413	35.1	11,560,152	29.1
72233	- - Mobile food services	(87,714)	(100.0)	(285,155)	(100.0)	(1,014,766)	(50.1)
7224	- Drinking places (alcoholic beverages)	2,488,983	42.1	2,204,287	16.2	7,019,706	10.3
7225	- Restaurants and other eating places	12,560,064	11.8	9,776,056	3.1	103,024,951	5.9
722511	- - Full-service restaurants	(4,248,902)	(10.0)	5,549,008	3.5	57,751,152	6.6
722513	- - Limited-service restaurants	19,214,951	32.5	6,019,455	4.4	37,313,754	5.1
722514	- - Cafeterias, grill buffets, and buffets	(490,767)	(92.9)	(1,165,411)	(54.3)	(3,230,008)	(22.4)
722515	- - Snack and non-alcoholic beverage bars	(1,915,218)	(45.3)	(626,996)	(3.2)	11,190,052	9.5

Source: Claritas Retail Market Power® 2024 | Retail Stores Gap. Sales Gap Factor Calculations by DPN.

Retail Market Power (RMP): RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

Sales Surplus and Leakage Estimates: The polarity of surplus/leakage estimates shown in this summary document (as compared to those shown in source Claritas Retail Market Power by Retail Stores reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply).

— A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.

— Conversely, in categories where demand exceeds supply, an opportunity gap - or sales leakage - exists and could indicate possibilities for attracting new retail operations or informing what changes need to be made to a store's product mix to increase market share.

Factors: Sales gap factors (sometimes referred to as Pull Factors) provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor displayed in this instance is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

— A positive value factor represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets.

— Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for re-positioning, expansion, or recruitment.

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

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