

Summary Demographics 2015 Population

Retail MarketPlace Profile

Northfield

361 Happ Road Northfield IL 60093

Latitude: 42.101 Drive Time: 5 minute radius Longitude: -87.770

	NATCS	Demand	Supply	Retail Gan	Leakage/Surplus	Number of
2015 Per Capita Income						\$72,017
2015 Median Disposable Income						\$104,324
2015 Households						3,787

Industry Summary (Retail Potential) (Retail Sales) Factor B Total Retail Trade and Food & Drink 44-45,722 \$377,277,395 \$479,999,868 -\$102,722,473 -12.0 Total Retail Trade 44-45 \$338,549,318 \$460,848,280 -\$122,298,962 -15.3 Total Food & Drink 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8 NAICS Demand Supply Retail Gap Leakage/Surplus N	\$72,017 Number of Businesses 138 109 29 Number of Businesses 10 8 0 3
Industry Summary (Retail Potential) (Retail Sales) Factor B Total Retail Trade and Food & Drink 44-45,722 \$377,277,395 \$479,999,868 -\$102,722,473 -12.0 Total Retail Trade 44-45 \$338,549,318 \$460,848,280 -\$122,298,962 -15.3 Total Food & Drink 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8 NAICS Demand Supply Retail Gap Leakage/Surplus N Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	38 138 109 29 Number of 38 100 8 0
Total Retail Trade and Food & Drink 44-45,722 \$377,277,395 \$479,999,868 -\$102,722,473 -12.0 Total Retail Trade 44-45 \$338,549,318 \$460,848,280 -\$122,298,962 -15.3 Total Food & Drink 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8 NAICS Demand Supply Retail Gap Leakage/Surplus N Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	138 109 29 Number of Businesses 10 8
Total Retail Trade 44-45 \$338,549,318 \$460,848,280 -\$122,298,962 -15.3 Total Food & Drink 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8 NAICS Demand Supply Retail Gap Leakage/Surplus Naics Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	109 29 Number of Businesses 10 8
Total Food & Drink 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8 NAICS Demand Supply Retail Gap Leakage/Surplus Naics Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	29 Number of Businesses 10 8
NAICS Demand Supply Retail Gap Leakage/Surplus Naics Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	Number of Businesses 10 8 0
Industry Group (Retail Potential) (Retail Sales) Factor B Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	Businesses 10 8 0
Motor Vehicle & Parts Dealers 441 \$77,268,358 \$233,503,119 -\$156,234,761 -50.3 Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	10 8 0
Automobile Dealers 4411 \$63,533,308 \$232,336,668 -\$168,803,360 -57.1 Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	8
Other Motor Vehicle Dealers 4412 \$8,906,119 \$0 \$8,906,119 100.0	0
Auto Parts, Accessories & Tire Stores 4413 \$4,828,931 \$1,166,451 \$3,662,480 61,1	3
7410 1413, Accessories & Tile Stores 4415 94,020,751 91,100,451 95,002,400 0111	_
Furniture & Home Furnishings Stores 442 \$10,408,117 \$18,910,877 -\$8,502,760 -29.0	8
Furniture Stores 4421 \$6,470,812 \$7,362,062 -\\$91,250 -6.4	2
Home Furnishings Stores 4422 \$3,937,305 \$11,548,815 -\\$7,611,510 -49.2	6
Electronics & Appliance Stores 443 \$17,858,081 \$8,265,798 \$9,592,283 36.7	12
Bldg Materials, Garden Equip. & Supply Stores 444 \$20,613,324 \$15,680,986 \$4,932,338 13.6	9
Bldg Material & Supplies Dealers 4441 \$18,124,087 \$11,220,894 \$6,903,193 23.5	8
Lawn & Garden Equip & Supply Stores 4442 \$2,489,237 \$4,460,092 -\\$1,970,855 -28.4	1
Food & Beverage Stores 445 \$61,353,335 \$44,632,905 \$16,720,430 15.8	10
Grocery Stores 4451 \$53,999,652 \$40,712,222 \$13,287,430 14.0	5
Specialty Food Stores 4452 \$3,277,201 \$3,239,103 \$38,098 0.6	5
Beer, Wine & Liquor Stores 4453 \$4,076,481 \$681,580 \$3,394,901 71.4	1
Health & Personal Care Stores 446,4461 \$16,768,799 \$19,930,432 -\\$3,161,633 -8.6	8
Gasoline Stations 447,4471 \$21,345,655 \$8,884,284 \$12,461,371 41.2	4
Clothing & Clothing Accessories Stores 448 \$18,718,180 \$9,270,007 \$9,448,173 33.8	15
Clothing Stores 4481 \$12,895,619 \$5,199,716 \$7,695,903 42.5	7
Shoe Stores 4482 \$2,269,711 \$2,594,313 -\\$324,602 -6.7	5
Jewelry, Luggage & Leather Goods Stores 4483 \$3,552,850 \$1,475,978 \$2,076,872 41.3	3
Sporting Goods, Hobby, Book & Music Stores 451 \$10,299,240 \$8,115,626 \$2,183,614 11.9	11
Sporting Goods/Hobby/Musical Instr Stores 4511 \$8,504,522 \$7,458,842 \$1,045,680 6.6	9
Book, Periodical & Music Stores 4512 \$1,794,717 \$656,784 \$1,137,933 46.4	2
General Merchandise Stores 452 \$60,851,855 \$80,491,569 -\frac{\$19,639,714}{} -\frac{13.9}{}	2
Department Stores Excluding Leased Depts. 4521 \$46,942,856 \$80,481,431 -\frac{\$33,538,575}{} -26.3	2
Other General Merchandise Stores 4529 \$13,908,999 \$0 \$13,908,999 100.0	0
Miscellaneous Store Retailers 453 \$11,398,840 \$12,582,683 -\$1,183,843 -4.9	17
Florists 4531 \$701,445 \$523,739 \$177,706 14.5	3
Office Supplies, Stationery & Gift Stores 4532 \$1,112,391 \$3,618,012 -\$2,505,621 -53.0	5
Used Merchandise Stores 4533 \$949,230 \$0 \$949,230 100.0	0
Other Miscellaneous Store Retailers 4539 \$8,635,773 \$8,440,932 \$194,841 1.1	9
Nonstore Retailers 454 \$11,665,533 \$579,994 \$11,085,539 90.5	1
Electronic Shopping & Mail-Order Houses 4541 \$9,112,568 \$547,899 \$8,564,669 88.7	1
Vending Machine Operators 4542 \$326,399 \$0 \$326,399 100.0	0
Direct Selling Establishments 4543 \$2,226,566 \$0 \$2,226,566 100.0	0
Food Services & Drinking Places 722 \$38,728,077 \$19,151,588 \$19,576,489 33.8	29
Full-Service Restaurants 7221 \$21,483,433 \$9,135,814 \$12,347,619 40.3	15
Limited-Service Eating Places 7222 \$14,622,223 \$10,015,774 \$4,606,449 18.7	14
Special Food Services 7223 \$896,526 \$0 \$896,526 100.0	0
Drinking Places - Alcoholic Beverages 7224 \$1,725,895 \$0 \$1,725,895 100.0	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/white papers/pdfs/esri-data-retail-market place.pdf

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10,268

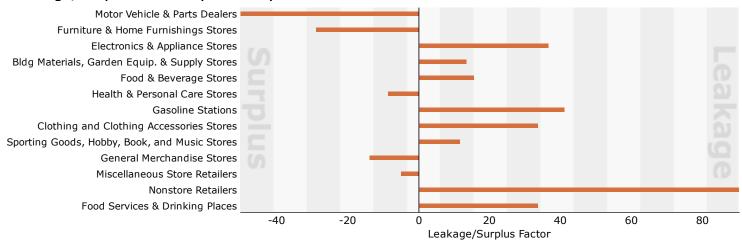


Northfield

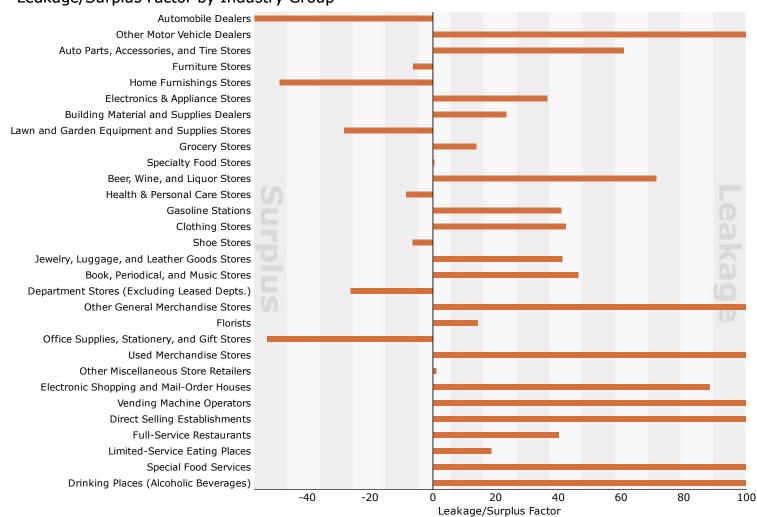
361 Happ Road Northfield IL 60093 Drive Time: 5 minute radius

Latitude: 42.101 Longitude: -87.770

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Northfield

361 Happ Road Northfield IL 60093 Drive Time: 10 minute radius

Latitude: 42.101 Longitude: -87.770

2015 Nepulation	Cumman, Damagraphica						
2015 Neuseholds 279,054 279,05	Summary Demographics						110 712
Section Sect	•						
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Industry Summary	·						
Total Retail Trade and Food & Drink	2015 Per Capita Income						
Total Retail Trade and Food 8 Drink	Industry Summary	NAICS			Retail Gap		
Total Facial Trade 44-45 \$33,059,283,527 \$3,255,000,260 \$-\$160,316,733 \$2.5 \$1,122 \$1,	-	44-45.722	, ,		-\$103.375.582		1.492
Total Food 8 Drink NATC		•					
Industry Group							
Motor Vehicle & Parts Dealers	Total 1 ood & Brink						
Motor Vehicle & Parts Dealers	Industry Group	1171200			netan cap		
Automobile Dealers 4411 \$577,917,906 \$691,359,300 \$113,441,394 \$-8,9 35 Other Motor Vehicle Dealers 4412 \$79,570,982 \$14,401,474 \$56,519,508 \$69.3 4 Auto Parts, Accessories & Tire Stores 4413 \$44,081,434 \$12,108,026 \$31,973,408 \$5.9 18 Furniture & Home Furnishings Stores 442 \$94,619,884 \$121,108,026 \$31,973,408 \$5.9 18 Furniture Stores 442 \$94,619,884 \$141,214,134 \$-46,594,250 \$1.8 8 46 Furniture Stores 442 \$98,619,884 \$141,214,134 \$-46,594,250 \$1.8 8 48 Furniture Stores 442 \$98,679,831 \$47,868,126 \$-19.8 8 88 Home Furnishings Stores 442 \$35,740,054 \$35,346,008 \$17,605,994 \$1.9.8 \$46 \$161,000 \$100,000 \$13,740,000 \$13,740,000 \$13,740,000 \$1,7		441	` ,	,	-\$16 298 477		
Other Motor Vehicle Dealers 4412 \$79,570,982 \$14,401,474 \$65,169,508 69.3 4 Auto Parts, Accessories & Tire Stores 4413 \$44,081,434 \$12,108,026 \$31,973,408 56.9 18 Furniture & Home Furnishings Stores 4412 \$94,619,884 \$141,214,134 \$45,594,250 \$19.8 38 Home Furnishings Stores 4421 \$58,879,831 \$87,686,126 \$28,988,295 \$19.8 38 Home Furnishings Stores 4422 \$35,740,054 \$53,346,008 \$1,76,05,954 \$19.8 46 Electronics & Appliance Stores 443 \$162,859,991 \$136,791,787 \$26,067,704 8.7 89 Bldg Materials, Garden Equip, & Supply Stores 444 \$183,259,660 \$89,097,818 \$51,61,842 \$0.3 66 Bldg Materials, Garden Equip, & Supply Stores 4441 \$160,675,079 \$87,591,249 \$73,083,830 \$29.4 59 Lawn & Garden Equip & Supply Stores 4445 \$567,060,558 \$485,017,147 \$10,506,569 \$12,078,012 \$36.5 7 7 Food & Beverage Stores 445 \$567,060,558 \$458,017,147 \$109,589,411 10.7 90 Grocery Stores 4451 \$499,873,361 \$395,333,727 \$104,489,634 11.7 39 Specialty Food Stores 4452 \$30,378,522 \$40,601,799 \$4,360,533 7.7 33 Beer, Wine & Liquor Stores 4464 \$130,332,08 \$148,165,643 \$37,302,55 \$10.0 18 Health & Personal Care Stores 446,461 \$153,093,208 \$149,146,546 \$49,97,77,993 \$10,149,998 \$103,184,049 \$29,965,949 \$31.1 39 Glothing & Clothing Accessories Stores 4481 \$118,886,471 \$259,106,189 \$29,965,949 \$31.1 39 Glothing & Clothing Accessories Stores 4481 \$118,886,471 \$259,106,189 \$29,965,949 \$31.1 39 Glothing & Clothing Accessories Stores 4481 \$118,886,471 \$259,106,189 \$109,279,89 \$36,60,219,799 \$31.1 39 Shoe Stores 4481 \$118,886,471 \$259,106,189 \$39,877,989 \$36,60 \$30,977,999 \$30,977,999 \$30,977,990 \$30,977,990 \$30,977,990 \$30,977,990 \$30,977,990 \$30,977,990							
Auto Parts, Accessories & Tire Stores							
Furniture & Home Furnishings Stores							
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Bidg Material & Supplies Dealers							
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Food & Beverage Stores	- ' '						
Grocery Stores 4451 \$499,873,361 \$395,383,727 \$104,489,634 11.7 39 Specialty Food Stores 4452 \$30,378,522 \$26,017,699 \$4,360,553 7.7 33 38 William Red Liquor Stores 4453 \$37,354,676 \$36,615,451 \$739,225 1.0 18 Health & Personal Care Stores 446,4461 \$153,093,208 \$184,165,634 \$33,1072,426 \$-9.2 85 Gasoline Stations 447,4471 \$196,149,998 \$103,184,049 \$92,965,949 31.1 39 Clothing & Clothing Accessories Stores 448 \$172,027,695 \$31,805,684 \$189,777,989 \$35.6 273 Clothing Stores 4481 \$118,886,471 \$259,106,180 \$140,219,709 \$31.1 190 Shoe Stores 4482 \$21,113,316 \$31,242,574 \$10,129,258 \$19.3 29 Levelry, Luggage & Leather Goods Stores 4488 \$32,027,908 \$71,465,930 \$31,420,972 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940 \$39,429,022 \$38.1 54 \$30,927,908 \$71,465,930 \$40,940							
Specialty Food Stores 4452 \$30,378,522 \$26,017,969 \$4,360,553 7,7 33 Beer, Wine & Liquor Stores 4453 \$37,354,676 \$56,615,451 \$739,225 1.0 18 Health & Personal Care Stores 446,4461 \$153,093,208 \$184,165,634 -\$31,072,426 -9.2 85 Gasoline Stations 447,4471 \$196,149,998 \$103,184,049 \$92,965,949 31.1 39 Clothing Accessories Stores 4481 \$118,886,471 \$259,106,180 \$140,219,709 -37.1 190 Shoe Stores 4481 \$118,886,471 \$259,106,180 \$140,219,709 -37.1 190 Shoe Stores 4482 \$21,113,316 \$31,242,574 -\$10,129,258 -19.3 29 Jewelry, Luggage & Leather Goods Stores 4483 \$32,027,908 \$71,456,930 -\$39,429,022 -38.1 54 Sporting Goods, Hobby, Book & Music Stores 451 \$93,823,434 \$140,038,347 -\$46,214,913 -19.8 89 Sporting Goods, Hobby, Book & Music Stores 451 \$736	-						
Beer, Wine & Liquor Stores							
Health & Personal Care Stores	• •						
Gasoline Stations 447,4471 \$196,149,998 \$103,184,049 \$92,965,949 31.1 39 Clothing & Clothing Accessories Stores 448 \$172,027,695 \$361,805,684 -\$189,777,989 -35.6 273 Clothing Stores 4481 \$118,886,471 \$259,106,180 -\$140,219,709 -37.1 190 Shoe Stores 4482 \$21,113,316 \$31,242,574 -\$10,129,258 -19.3 29 Jewelry, Luggage & Leather Goods Stores 4483 \$32,027,908 \$71,456,930 -\$39,429,022 -38.1 54 Sporting Goods, Hobby, Book & Music Stores 451 \$93,823,434 \$140,038,347 -\$46,214,913 -19.8 89 Sporting Goods/Hobby/Musical Instr Stores 4511 \$77,369,748 \$122,472,783 -\$45,103,035 -22.6 75 Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$56,7906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 -56 22 Other General Merchandise Stores 452 \$1104,040,255 \$300,775,99 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 4539 \$78,837,390 \$79,720,395 -\$118,363,005 -42.9 78 Nonstore Retailers 4539 \$78,837,390 \$79,720,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 \$40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,999 \$41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 66.4 3 Direct Selling Establishments 4543 \$20,705,664 \$10,998 \$34,119,761 \$48,991,999 \$41.8 15 Vending Machine Operators 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Elling Establishments 4543 \$20,705,664 \$10,998 \$32,804,704 13.9 117 Special Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Equil Food Services 872 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	•						
Clothing & Clothing Accessories Stores							
Clothing Stores 4481 \$118,886,471 \$259,106,180 -\$140,219,709 -37.1 190 Shoe Stores 4482 \$21,113,316 \$31,242,574 -\$10,129,258 -19.3 29 Jewelry, Luggage & Leather Goods Stores 4483 \$32,027,908 \$71,456,930 -\$39,429,022 -38.1 54 Sporting Goods, Hobby, Book & Music Stores 451 \$93,823,434 \$140,038,347 -\$46,214,913 -19.8 89 Sporting Goods/Hobby/Musical Instr Stores 451 \$77,369,748 \$122,472,783 -\$45,103,035 -22.6 75 Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$6,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4531 \$83,304,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,055 2.3 227 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Gasoline Stations		\$196,149,998				
Shoe Stores 4482 \$21,113,316 \$31,242,574 -\$10,129,258 -19.3 29 Jewelry, Luggage & Leather Goods Stores 4483 \$32,027,908 \$71,456,930 -\$39,429,022 -38.1 54 Sporting Goods, Hobby, Book & Music Stores 451 \$93,823,434 \$140,038,347 -\$46,214,913 -19.8 89 Sporting Goods/Hobby/Musical Instr Stores 4511 \$77,369,748 \$122,472,783 -\$45,103,035 -22.6 75 Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$44,487,01 -17.5 13 Miscellaneous Store Retailers 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery	Clothing & Clothing Accessories Stores	448	\$172,027,695	\$361,805,684	-\$189,777,989	-35.6	273
Jewelry, Luggage & Leather Goods Stores	Clothing Stores				-\$140,219,709	-37.1	
Sporting Goods, Hobby, Book & Music Stores 451 \$93,823,434 \$140,038,347 \$46,214,913 -19.8 89 Sporting Goods/Hobby/Musical Instr Stores 4511 \$77,369,748 \$122,472,783 -\$45,103,035 -22.6 75 Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$45,448,701 -17.5 13 Miscellaneous Store Retailers 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous	Shoe Stores	4482	\$21,113,316	\$31,242,574	-\$10,129,258	-19.3	29
Sporting Goods/Hobby/Musical Instr Stores 4511 \$77,369,748 \$122,472,783 -\$45,103,035 -22.6 75 Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retaillers	Jewelry, Luggage & Leather Goods Stores	4483	\$32,027,908	\$71,456,930	-\$39,429,022	-38.1	54
Book, Periodical & Music Stores 4512 \$16,453,686 \$17,565,564 -\$1,111,878 -3.3 14 General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$122,4784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 <t< td=""><td>Sporting Goods, Hobby, Book & Music Stores</td><td>451</td><td>\$93,823,434</td><td>\$140,038,347</td><td>-\$46,214,913</td><td>-19.8</td><td>89</td></t<>	Sporting Goods, Hobby, Book & Music Stores	451	\$93,823,434	\$140,038,347	-\$46,214,913	-19.8	89
General Merchandise Stores 452 \$559,393,180 \$567,906,778 -\$8,513,598 -0.8 35 Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541	Sporting Goods/Hobby/Musical Instr Stores	4511	\$77,369,748	\$122,472,783	-\$45,103,035	-22.6	75
Department Stores Excluding Leased Depts. 4521 \$430,927,583 \$384,992,480 \$45,935,103 5.6 22 Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542	Book, Periodical & Music Stores	4512	\$16,453,686	\$17,565,564	-\$1,111,878	-3.3	14
Other General Merchandise Stores 4529 \$128,465,597 \$182,914,298 -\$54,448,701 -17.5 13 Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,6	General Merchandise Stores	452	\$559,393,180	\$567,906,778	-\$8,513,598	-0.8	35
Miscellaneous Store Retailers 453 \$104,040,255 \$300,775,989 -\$196,735,734 -48.6 189 Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211	Department Stores Excluding Leased Depts.	4521	\$430,927,583	\$384,992,480	\$45,935,103	5.6	22
Florists 4531 \$6,308,481 \$7,533,265 -\$1,224,784 -8.8 27 Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Other General Merchandise Stores	4529	\$128,465,597	\$182,914,298	-\$54,448,701	-17.5	13
Office Supplies, Stationery & Gift Stores 4532 \$10,189,783 \$88,400,367 -\$78,210,584 -79.3 48 Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 2.3 227 Limited-Service Eating Places 72	Miscellaneous Store Retailers	453	\$104,040,255	\$300,775,989	-\$196,735,734	-48.6	189
Used Merchandise Stores 4533 \$8,704,601 \$7,641,962 \$1,062,639 6.5 36 Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614	Florists	4531	\$6,308,481	\$7,533,265	-\$1,224,784	-8.8	27
Other Miscellaneous Store Retailers 4539 \$78,837,390 \$197,200,395 -\$118,363,005 -42.9 78 Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Office Supplies, Stationery & Gift Stores	4532	\$10,189,783	\$88,400,367	-\$78,210,584	-79.3	48
Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Used Merchandise Stores	4533	\$8,704,601	\$7,641,962	\$1,062,639	6.5	36
Nonstore Retailers 454 \$106,839,842 \$45,734,093 \$61,105,749 40.0 25 Electronic Shopping & Mail-Order Houses 4541 \$83,111,670 \$34,119,761 \$48,991,909 41.8 15 Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Other Miscellaneous Store Retailers	4539	\$78,837,390	\$197,200,395	-\$118,363,005	-42.9	78
Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Nonstore Retailers	454		\$45,734,093	\$61,105,749	40.0	25
Vending Machine Operators 4542 \$3,022,548 \$699,925 \$2,322,623 62.4 3 Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	Electronic Shopping & Mail-Order Houses	4541					15
Direct Selling Establishments 4543 \$20,705,624 \$10,914,407 \$9,791,217 31.0 8 Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17							
Food Services & Drinking Places 722 \$355,907,211 \$298,966,061 \$56,941,150 8.7 370 Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	- '						
Full-Service Restaurants 7221 \$197,364,993 \$188,623,940 \$8,741,053 2.3 227 Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	•						
Limited-Service Eating Places 7222 \$134,485,702 \$101,680,998 \$32,804,704 13.9 117 Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17	-						
Special Food Services 7223 \$8,230,614 \$5,983,195 \$2,247,419 15.8 17							
	Drinking Places - Alcoholic Beverages	7224	\$15,825,902	\$2,677,928	\$13,147,974	71.1	9

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/white papers/pdfs/esri-data-retail-market place.pdf

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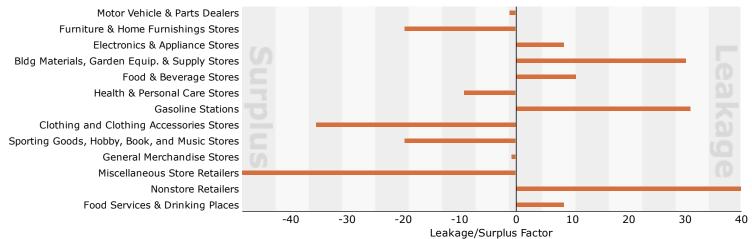
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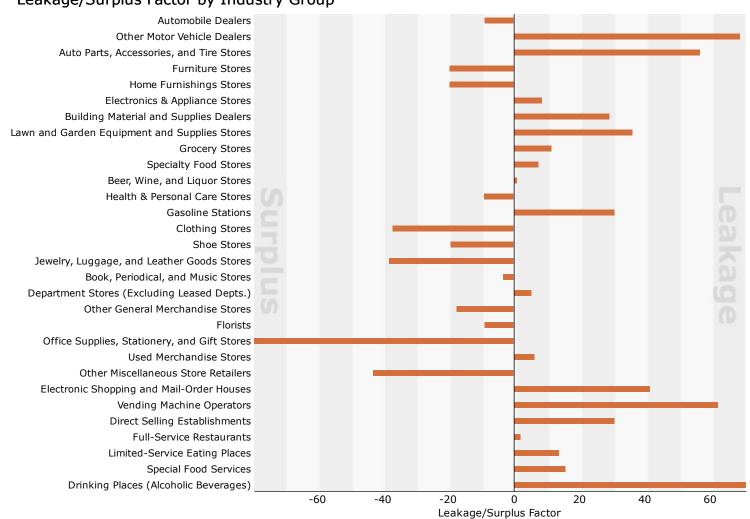
Northfield

361 Happ Road Northfield IL 60093 Drive Time: 10 minute radius Latitude: 42.101 Longitude: -87.770

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Northfield

361 Happ Road Northfield IL 60093 Drive Time: 15 minute radius

Latitude: 42.101 Longitude: -87.770

Summary Demographics						
2015 Population						318,336
2015 Households						119,086
2015 Median Disposable Income						\$70,778
2015 Per Capita Income						\$54,590
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$8,843,889,966	\$8,981,428,083	-\$137,538,117	-0.8	3,404
Total Retail Trade	44-45	\$7,932,123,028	\$8,347,161,611	-\$415,038,583	-2.5	2,509
Total Food & Drink	722	\$911,766,938	\$634,266,473	\$277,500,465	17.9	895
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Group		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$1,794,307,682	\$1,707,244,553	\$87,063,129	2.5	142
Automobile Dealers	4411	\$1,479,135,939	\$1,631,090,816	-\$151,954,877	-4.9	82
Other Motor Vehicle Dealers	4412	\$202,158,217	\$37,488,786	\$164,669,431	68.7	12
Auto Parts, Accessories & Tire Stores	4413	\$113,013,527	\$38,664,950	\$74,348,577	49.0	48
Furniture & Home Furnishings Stores	442	\$240,971,386	\$300,588,020	-\$59,616,634	-11.0	182
Furniture Stores	4421	\$149,958,354	\$176,315,851	-\$26,357,497	-8.1	77
Home Furnishings Stores	4422	\$91,013,032	\$124,272,169	-\$33,259,137	-15.4	106
Electronics & Appliance Stores	443	\$416,512,998	\$788,824,639	-\$372,311,641	-30.9	207
Bldg Materials, Garden Equip. & Supply Stores	444	\$463,616,343	\$227,310,020	\$236,306,323	34.2	161
Bldg Material & Supplies Dealers	4441	\$406,170,507	\$203,325,065	\$202,845,442	33.3	144
Lawn & Garden Equip & Supply Stores	4442	\$57,445,837	\$23,984,955	\$33,460,882	41.1	17
Food & Beverage Stores	445	\$1,462,709,001	\$1,018,059,858	\$444,649,143	17.9	230
Grocery Stores	4451	\$1,288,725,027	\$872,966,641	\$415,758,386	19.2	107
Specialty Food Stores	4452	\$78,343,745	\$84,717,861	-\$6,374,116	-3.9	91
Beer, Wine & Liquor Stores	4453	\$95,640,228	\$60,375,356	\$35,264,872	22.6	33
Health & Personal Care Stores Gasoline Stations	446,4461 447,4471	\$392,426,574	\$528,743,352	-\$136,316,778	-14.8 26.7	211 107
	447,4471	\$505,475,062	\$292,445,227	\$213,029,835 -\$212,572,032	-19.4	501
Clothing & Clothing Accessories Stores Clothing Stores	4481	\$440,561,587 \$304,727,933	\$653,133,619 \$446,887,057	-\$142,159,124	-19.4	343
Shoe Stores	4482	\$54,456,572	\$50,362,206	\$4,094,366	3.9	52
Jewelry, Luggage & Leather Goods Stores	4483	\$81,377,082	\$155,884,356	-\$74,507,274	-31.4	106
Sporting Goods, Hobby, Book & Music Stores	451	\$240,436,897	\$345,764,157	-\$105,327,260	-18.0	204
Sporting Goods/Hobby/Musical Instr Stores	4511	\$198,279,219	\$301,853,806	-\$103,574,587	-20.7	168
Book, Periodical & Music Stores	4512	\$42,157,679	\$43,910,351	-\$1,752,672	-2.0	36
General Merchandise Stores	452	\$1,435,342,349	\$1,064,756,143	\$370,586,206	14.8	84
Department Stores Excluding Leased Depts.	4521	\$1,104,408,786	\$723,829,538	\$380,579,248	20.8	41
Other General Merchandise Stores	4529	\$330,933,563	\$340,926,605	-\$9,993,042	-1.5	44
Miscellaneous Store Retailers	453	\$266,689,484	\$513,638,107	-\$246,948,623	-31.6	412
Florists	4531	\$15,969,707	\$17,545,515	-\$1,575,808	-4.7	64
Office Supplies, Stationery & Gift Stores	4532	\$26,107,785	\$169,887,864	-\$143,780,079	-73.4	113
Used Merchandise Stores	4533	\$22,302,972	\$13,032,126	\$9,270,846	26.2	60
Other Miscellaneous Store Retailers	4539	\$202,309,021	\$313,172,602	-\$110,863,581	-21.5	176
Nonstore Retailers	454	\$273,073,663	\$906,653,916	-\$633,580,253	-53.7	67
Electronic Shopping & Mail-Order Houses	4541	\$212,699,193	\$861,392,262	-\$648,693,069	-60.4	34
Vending Machine Operators	4542	\$7,790,702	\$5,778,083	\$2,012,619	14.8	9
Direct Selling Establishments	4543	\$52,583,768	\$39,483,572	\$13,100,196	14.2	24
Food Services & Drinking Places	722	\$911,766,938	\$634,266,473	\$277,500,465	17.9	895
Full-Service Restaurants	7221	\$505,399,284	\$398,313,812	\$107,085,472	11.8	569
Limited-Service Eating Places	7222	\$345,133,664	\$208,033,855	\$137,099,809	24.8	261
Special Food Services	7223	\$20,907,747	\$21,673,875	-\$766,128	-1.8	44
Drinking Places - Alcoholic Beverages	7224	\$40,326,243	\$6,244,931	\$34,081,312	73.2	22

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/white papers/pdfs/esri-data-retail-market place.pdf

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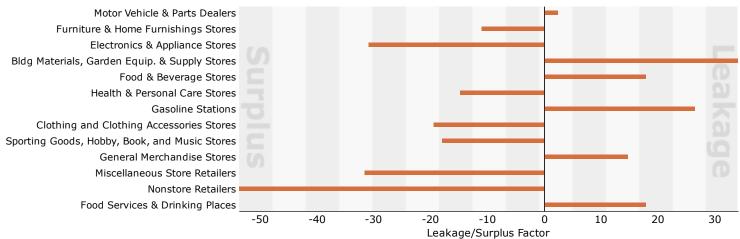


Northfield

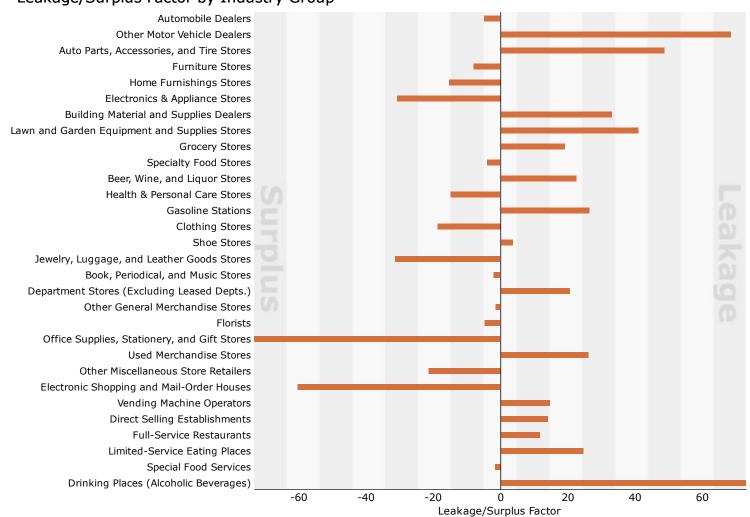
361 Happ Road Northfield IL 60093 Drive Time: 15 minute radius

Latitude: 42.101 Longitude: -87.770

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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