



Retail MarketPlace Profile

Lake Villa Village, IL
Lake Villa Village, IL (1741586)
Geography: Place

Prepared by Esri

Summary Demographics

2020 Population	9,193
2020 Households	3,230
2020 Median Disposable Income	\$66,818
2020 Per Capita Income	\$40,210

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$164,165,233	\$82,075,405	\$82,089,828	33.3	49
Total Retail Trade	44-45	\$147,438,358	\$74,022,599	\$73,415,759	33.2	35
Total Food & Drink	722	\$16,726,875	\$8,052,806	\$8,674,069	35.0	14
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,032,993	\$32,911,152	-\$1,878,159	-2.9	5
Automobile Dealers	4411	\$25,654,459	\$8,113,436	\$17,541,023	51.9	2
Other Motor Vehicle Dealers	4412	\$2,630,459	\$22,481,432	-\$19,850,973	-79.1	2
Auto Parts, Accessories & Tire Stores	4413	\$2,748,075	\$2,316,284	\$431,791	8.5	1
Furniture & Home Furnishings Stores	442	\$5,054,344	\$957,083	\$4,097,261	68.2	1
Furniture Stores	4421	\$2,894,383	\$957,083	\$1,937,300	50.3	1
Home Furnishings Stores	4422	\$2,159,961	\$0	\$2,159,961	100.0	0
Electronics & Appliance Stores	443	\$5,683,084	\$1,666,754	\$4,016,330	54.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,857,306	\$4,692,634	\$6,164,672	39.6	7
Bldg Material & Supplies Dealers	4441	\$9,865,053	\$4,374,106	\$5,490,947	38.6	6
Lawn & Garden Equip & Supply Stores	4442	\$992,253	\$318,528	\$673,725	51.4	1
Food & Beverage Stores	445	\$23,642,354	\$8,685,501	\$14,956,853	46.3	5
Grocery Stores	4451	\$20,722,990	\$3,843,186	\$16,879,804	68.7	2
Specialty Food Stores	4452	\$1,218,265	\$3,157,537	-\$1,939,272	-44.3	1
Beer, Wine & Liquor Stores	4453	\$1,701,099	\$1,684,778	\$16,321	0.5	2
Health & Personal Care Stores	446,4461	\$9,477,116	\$1,954,873	\$7,522,243	65.8	1
Gasoline Stations	447,4471	\$14,966,164	\$15,000,144	-\$33,980	-0.1	4
Clothing & Clothing Accessories Stores	448	\$8,144,714	\$456,036	\$7,688,678	89.4	1
Clothing Stores	4481	\$5,459,846	\$0	\$5,459,846	100.0	0
Shoe Stores	4482	\$1,193,800	\$0	\$1,193,800	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,491,068	\$456,036	\$1,035,032	53.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,948,175	\$1,798,543	\$2,149,632	37.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,285,250	\$1,798,543	\$1,486,707	29.2	1
Book, Periodical & Music Stores	4512	\$662,925	\$0	\$662,925	100.0	0
General Merchandise Stores	452	\$25,377,706	\$574,480	\$24,803,226	95.6	2
Department Stores Excluding Leased Depts.	4521	\$18,245,523	\$0	\$18,245,523	100.0	0
Other General Merchandise Stores	4529	\$7,132,183	\$574,480	\$6,557,703	85.1	2
Miscellaneous Store Retailers	453	\$5,271,882	\$1,560,539	\$3,711,343	54.3	4
Florists	4531	\$389,171	\$197,290	\$191,881	32.7	1
Office Supplies, Stationery & Gift Stores	4532	\$966,462	\$386,034	\$580,428	42.9	1
Used Merchandise Stores	4533	\$520,412	\$0	\$520,412	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,395,837	\$977,215	\$2,418,622	55.3	2
Nonstore Retailers	454	\$3,982,520	\$3,764,860	\$217,660	2.8	2
Electronic Shopping & Mail-Order Houses	4541	\$3,198,314	\$3,670,902	-\$472,588	-6.9	1
Vending Machine Operators	4542	\$110,269	\$0	\$110,269	100.0	0
Direct Selling Establishments	4543	\$673,937	\$93,958	\$579,979	75.5	1
Food Services & Drinking Places	722	\$16,726,875	\$8,052,806	\$8,674,069	35.0	14
Special Food Services	7223	\$417,529	\$217,010	\$200,519	31.6	1
Drinking Places - Alcoholic Beverages	7224	\$537,556	\$230,032	\$307,524	40.1	1
Restaurants/Other Eating Places	7225	\$15,771,790	\$7,605,764	\$8,166,026	34.9	12

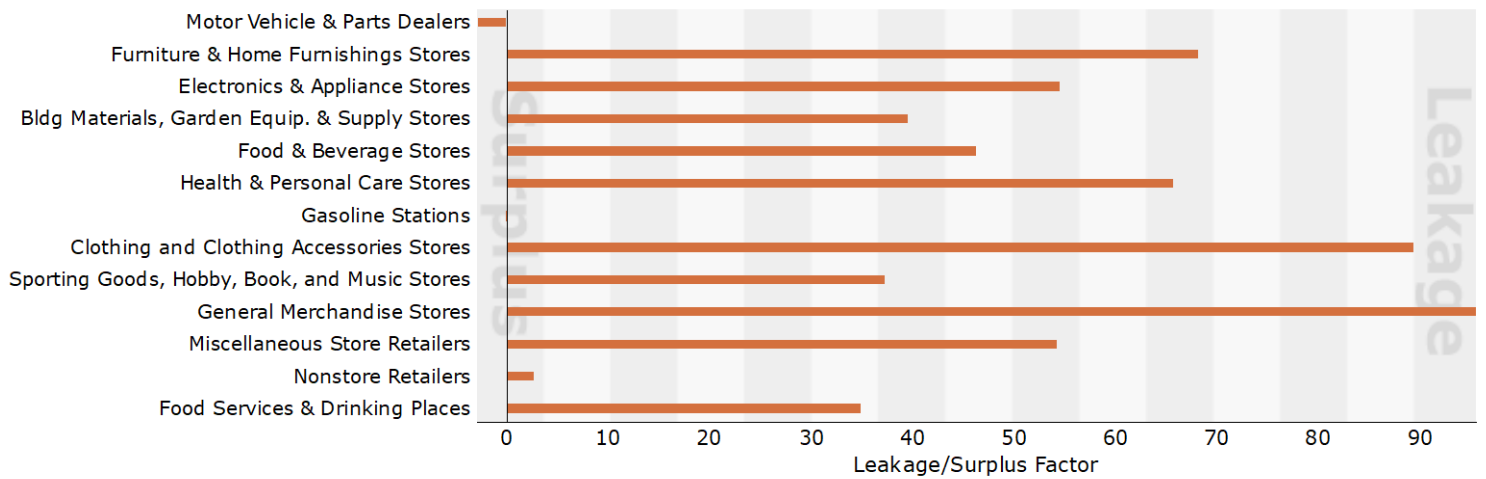
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



