



Retail MarketPlace Profile

Greene County, IL
 Greene County, IL (17061)
 Geography: County

Prepared by Esri

Summary Demographics

2020 Population	13,030
2020 Households	5,314
2020 Median Disposable Income	\$37,475
2020 Per Capita Income	\$24,729

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/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$171,373,257	\$160,610,185	\$10,763,072	3.2	89
Total Retail Trade	44-45	\$156,973,171	\$154,473,820	\$2,499,351	0.8	62
Total Food & Drink	722	\$14,400,086	\$6,136,365	\$8,263,721	40.2	27

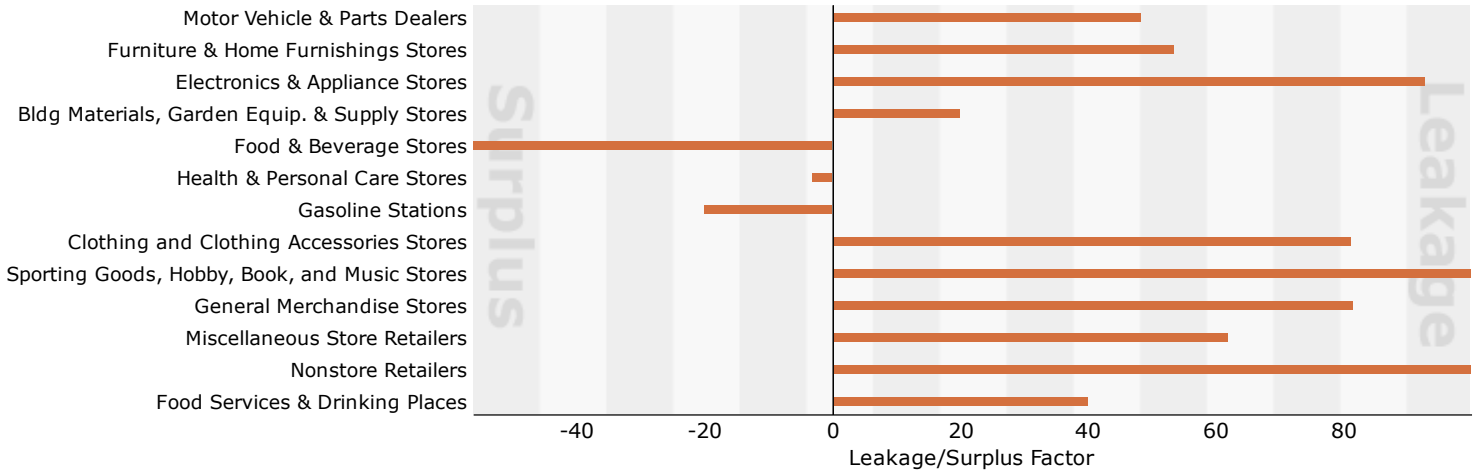
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,293,048	\$12,652,110	\$23,640,938	48.3	8
Automobile Dealers	4411	\$30,092,683	\$10,722,780	\$19,369,903	47.5	3
Other Motor Vehicle Dealers	4412	\$3,328,529	\$0	\$3,328,529	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,871,836	\$1,929,330	\$942,506	19.6	5
Furniture & Home Furnishings Stores	442	\$4,290,427	\$1,297,919	\$2,992,508	53.5	3
Furniture Stores	4421	\$2,449,558	\$1,297,919	\$1,151,639	30.7	3
Home Furnishings Stores	4422	\$1,840,869	\$0	\$1,840,869	100.0	0
Electronics & Appliance Stores	443	\$5,173,664	\$194,538	\$4,979,126	92.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,977,417	\$7,988,425	\$3,988,992	20.0	10
Bldg Material & Supplies Dealers	4441	\$10,633,016	\$4,740,232	\$5,892,784	38.3	8
Lawn & Garden Equip & Supply Stores	4442	\$1,344,401	\$3,248,193	-\$1,903,792	-41.5	2
Food & Beverage Stores	445	\$25,245,670	\$89,963,952	-\$64,718,282	-56.2	11
Grocery Stores	4451	\$22,414,931	\$89,963,952	-\$67,549,021	-60.1	11
Specialty Food Stores	4452	\$1,313,973	\$0	\$1,313,973	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,516,766	\$0	\$1,516,766	100.0	0
Health & Personal Care Stores	446,4461	\$10,776,188	\$11,466,173	-\$689,985	-3.1	5
Gasoline Stations	447,4471	\$17,404,474	\$26,181,939	-\$8,777,465	-20.1	8
Clothing & Clothing Accessories Stores	448	\$6,543,649	\$681,893	\$5,861,756	81.1	3
Clothing Stores	4481	\$4,540,281	\$378,467	\$4,161,814	84.6	2
Shoe Stores	4482	\$979,521	\$0	\$979,521	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,023,847	\$303,426	\$720,421	54.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,615,090	\$0	\$3,615,090	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,020,696	\$0	\$3,020,696	100.0	0
Book, Periodical & Music Stores	4512	\$594,394	\$0	\$594,394	100.0	0
General Merchandise Stores	452	\$24,946,743	\$2,532,038	\$22,414,705	81.6	4
Department Stores Excluding Leased Depts.	4521	\$17,138,458	\$0	\$17,138,458	100.0	0
Other General Merchandise Stores	4529	\$7,808,285	\$2,532,038	\$5,276,247	51.0	4
Miscellaneous Store Retailers	453	\$6,433,616	\$1,514,833	\$4,918,783	61.9	9
Florists	4531	\$356,727	\$407,700	-\$50,973	-6.7	4
Office Supplies, Stationery & Gift Stores	4532	\$860,031	\$95,771	\$764,260	80.0	1
Used Merchandise Stores	4533	\$453,802	\$148,072	\$305,730	50.8	1
Other Miscellaneous Store Retailers	4539	\$4,763,056	\$863,290	\$3,899,766	69.3	3
Nonstore Retailers	454	\$4,273,185	\$0	\$4,273,185	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,074,658	\$0	\$3,074,658	100.0	0
Vending Machine Operators	4542	\$112,257	\$0	\$112,257	100.0	0
Direct Selling Establishments	4543	\$1,086,270	\$0	\$1,086,270	100.0	0
Food Services & Drinking Places	722	\$14,400,086	\$6,136,365	\$8,263,721	40.2	27
Special Food Services	7223	\$391,451	\$23,423	\$368,028	88.7	1
Drinking Places - Alcoholic Beverages	7224	\$441,168	\$625,749	-\$184,581	-17.3	4
Restaurants/Other Eating Places	7225	\$13,567,467	\$5,487,193	\$8,080,274	42.4	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.

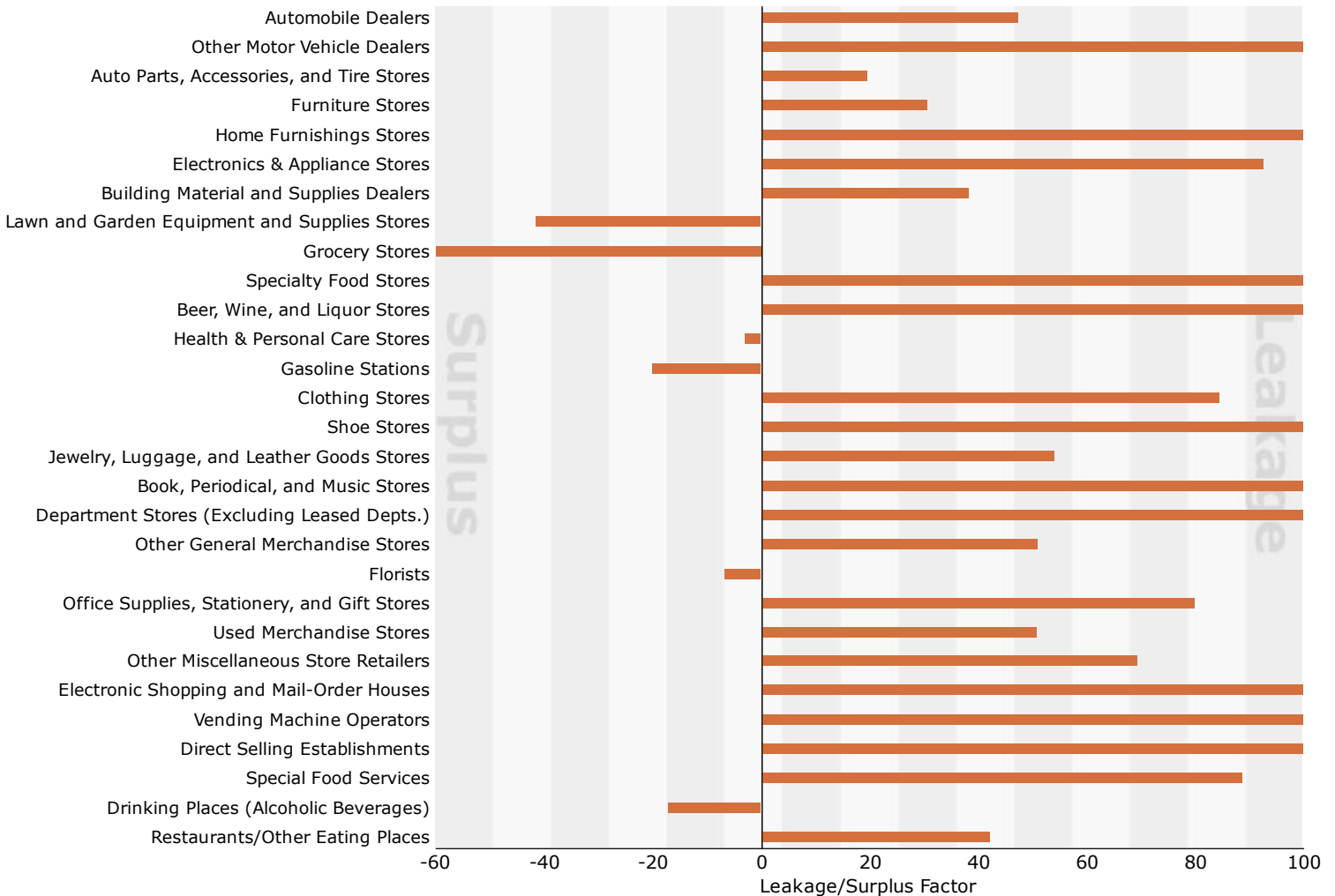
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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