Downtown Alton

Alton, Illinois

Market Snapshot

Alton Main Street, a volunteer-driven organization established in 1994, fosters an appreciation of the community's history by coordinating social, economic and beautification activities transforming Alton's Downtown district into a thriving commercial and residential center. An influx of activity and exciting developments is serving to heighten the appeal of Downtown Alton as a place to work, visit, live, do business, and invest.

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 Alton.

Alton Main Street

(618) 463-1016

downtownalton.com

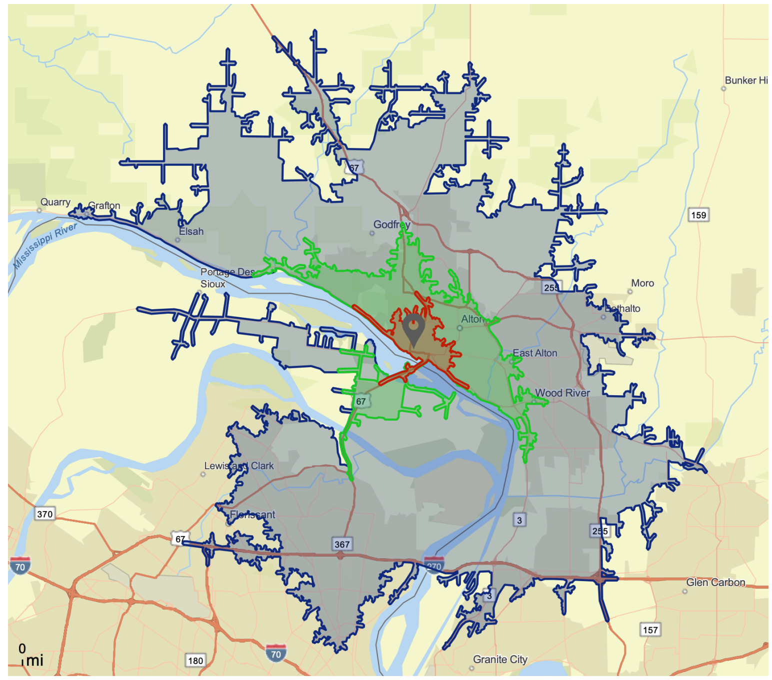
Alton is an Illinois Main Street community.

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.

Downtown Alton Drive Time Market

Demographic Fast Facts | Source: Esri 2023



Population	5 Minutes	10 Minutes	20 Minutes
2010 Total	7,959	36,287	212,986
2020 Total	6,982	33,301	203,668
2023 Estimate	6,813	32,715	201,883
2028 Projection	6,699	32,278	199,115
Growth (2023-28)	-1.7%	-1.3%	-1.4%
Projected State Population Growth (2023-28)			-0.9%

2023 Daytime Pop	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	9,926	37,625	175,856
Workers	6,288	19,701	68,979
Residents	3,638	17,924	106,877
Daytime Change	45.7%	15.0%	-12.9%

Households	5 Minutes	10 Minutes	20 Minutes
2010 Total	3,363	15,234	85,007
2020 Total	3,085	14,639	83,632
2023 Estimate	3,082	14,614	83,475
2028 Projection	3,080	14,642	83,404
Growth (2023-28)	-0.1%	0.2%	-0.1%
Projected State Households Growth (2023-28)			0.6%

Median HH Income	5 Minutes	10 Minutes	20 Minutes
2023 Estimate	$48,045	$51,729	$56,247
2028 Projection	$53,883	$57,226	$63,948
Growth (2023-28)	12.2%	10.6%	13.7%
2023 State Median HH: $74,859			2023-28 Growth: 11.0%

Market Traits | Source: Esri 2023

Housing Units	5 Minutes	10 Minutes	20 Minutes
2023 Estimate	3,756	16,833	93,227
- Owner Occupied	52.8%	58.1%	61.4%
- Renter Occupied	29.3%	28.7%	28.1%
- Vacant	17.9%	13.2%	10.5%
Estimated State Percent Vacant (2023)			8.3%

Population by Race/Ethnicity—Diversity

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	54.1	41.4	53.8
2020	57.4	48.8	58.0
2023	58.1	49.6	58.3
2028	59.3	51.2	59.0
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	11.2%	9.4%	7.5%
HS Grad/GED	28.3%	32.4%	32.0%
Some College/Assoc	34.0%	36.1%	36.7%
Bachelor/Grad/Prof	26.5%	22.2%	23.8%

Per Capita Income
2023 Estimate

5 Minutes	$31,757
10 Minutes	$32,687
20 Minutes	$31,961
State	$42,864

Median Age
2023 Estimate

5 Minutes	38.5
10 Minutes	40.3
20 Minutes	41.1
State	38.8

2023 Employed
Civilian Population 16+

5 Minutes	94.6%
10 Minutes	94.5%
20 Minutes	94.9%
State	94.5%

2023 Employment by Occupation

2023 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	3,146	14,894	96,611
- White Collar	53.2%	51.3%	54.2%
- Services	25.8%	23.1%	20.7%
- Blue Collar	21.0%	25.6%	25.1%

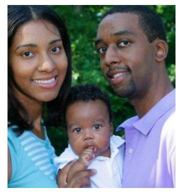
Source: Esri Market Profile | 1.24

Lifestyle Profile | Source: Esri 2023

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 Hometown and GenXurban LifeMode Groups are among those most prevalent in the drive time areas.



Hometown [LM12] | #1 in All Drive Time Areas

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,985	64.4%	8,608	58.9%	36,603	43.8%

- Growing up and staying close to home; single householders.
- Close-knit urban communities of young singles (many with children).
- Owners of old, single-family houses, or renters in small multiunit buildings.
- Religion is the cornerstone of many of these communities.
- Visit discount stores and clip coupons.
- Purchase used vehicles to get to and from nearby jobs.

GenXurban [LM5] | #2 in All Drive Time Areas

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
472	15.3%	2,929	20.0%	24,408	29.2%

- Gen X in middle age; families with fewer kids and a mortgage.
- Second-largest Tapestry group, composed of Gen X married couples, and a growing population of retirees.
- About a fifth of residents are 65 or older; about a fourth of households have retirement income.
- Own older single-family homes in urban areas, with 1 or 2 vehicles.
- Live and work in the same county, creating shorter commute times.
- Invest wisely, well insured, comfortable banking online or in person.
- News enthusiasts (read a daily newspaper, watch news on TV, and go online for news).
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise.

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 | 1.24

RETAIL VIEW | SOURCE: CLARITAS 2023

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) 2023 Retail Stores Opportunity Gap serve as 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, summarized for the defined drive times in the following tables, provide a direct comparison between sales by businesses (supply) and consumer spending (potential sales or demand) by households within the defined drive time areas. The resulting difference between supply and demand is expressed as sales surplus or leakage.

DOWNTOWN ALTON | DRIVE TIME MARKETS

SALES SURPLUS AND LEAKAGE ESTIMATES | ($MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$228.3M	$819.3M	$3028.4M
- Potential Sales (Demand)	$93.9M	$438.3M	$2345.0M
- Est. Surplus/(Leakage)	$134.4M	$381.0M	$683.4M
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$32.2M	$101.9M	$298.8M
- Potential Sales (Demand)	$10.8M	$51.1M	$277.0M
- Est. Surplus/(Leakage)	$21.4M	$50.8M	$21.8M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$260.5M	$921.1M	$3327.2M
- Potential Sales (Demand)	$104.7M	$489.3M	$2622M
- Est. Surplus/(Leakage)	$155.8M	$431.8M	$705.2M

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

SUPPLY > 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 < DEMAND = SALES LEAKAGE
Areas 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® 2023 | 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 SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)] | Source: Claritas 2023

$261 MILLION	$921 MILLION	$3.33 BILLION
5 MINUTES	10 MINUTES	20 MINUTES

PERFORMANCE BY CATEGORY

Sales gap factors, sometimes referred to as pull 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).

+ 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 ALTON DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	10.1	37.6	17.7
Furniture / Home Furnishings Stores	31.7	21.3	(21.8)
Electronics and Appliance Stores	45.7	29.7	(16.3)
Building Materials, Garden & Supply	38.0	43.9	4.8
Food and Beverage Stores	28.2	13.3	4.2
Health and Personal Care Stores	70.4	44.4	10.1
Gasoline Stations	79.7	60.1	24.7
Clothing and Clothing Accessories	9.2	(24.6)	(18.5)
Sporting Goods, Hobby, Book, Music	35.7	1.0	(29.5)
General Merchandise Stores	56.3	47.8	19.1
Miscellaneous Store Retailers	44.8	16.1	(19.4)
Nonstore Retailers	(54.8)	(72.4)	20.1
Food Services and Drinking Places	49.8	33.2	3.8

Source: Claritas Market Power® 2023 | 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.

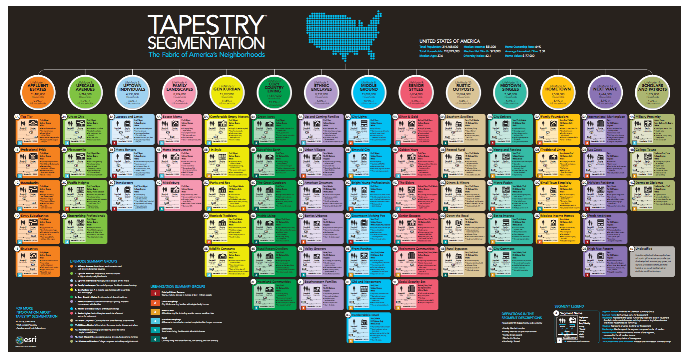
Digging Deeper | Source Reports

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	2023 Demand ($)	20223Supply ($)	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.

ILLINOIS MAIN STREET

DOWNTOWN PROFESSIONALS NETWORK

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	155,792,082	42.7	431,838,156	30.6	705,206,356	11.9
44,45	- Total retail trade	134,400,045	41.7	381,007,287	30.3	683,392,841	12.7
NAICS	Motor Vehicle and Parts Dealers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
441	Motor vehicle and parts dealers	5,223,736	10.1	129,946,192	37.6	249,157,431	17.7
4411	- Automobile dealers	6,104,796	13.8	114,858,485	39.3	261,032,301	21.5
44111	- - New car dealers	5,756,399	14.5	117,342,520	42.5	271,120,508	24.1
44112	- - Used car dealers	348,397	7.8	(2,484,034)	(14.9)	(10,088,207)	(10.9)
4412	- Other motor vehicle dealers	(1,701,397)	(61.0)	920,785	4.2	(8,876,751)	(8.6)
44121	- - Recreational vehicle dealers	(851,564)	(100.0)	1,514,781	15.8	(9,243,747)	(28.0)
44122	- - Motorcycle, boat, and other motor vehicle dealers	(849,833)	(43.9)	(593,996)	(4.7)	366,997	0.5
441222	- - - Boat dealers	(467,424)	(76.8)	(1,715,403)	(50.9)	(9,983,004)	(59.7)
441228	- - - Motorcycle, ATV, and all other motor vehicle dealers	(382,408)	(28.8)	1,121,407	12.3	10,350,000	19.5
4413	- Automotive parts, accessories, and tire stores	820,337	18.3	14,166,921	45.5	(2,998,119)	(3.4)
44131	- - Automotive parts and accessories stores	545,219	19.0	9,132,753	46.0	1,202,771	2.1
44132	- - Tire dealers	275,118	16.9	5,034,168	44.6	(4,200,891)	(14.4)
NAICS	Furniture and Home Furnishings Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
442	Furniture and home furnishings stores	1,709,705	31.7	4,791,530	21.3	(17,069,122)	(21.8)
4421	- Furniture stores	1,014,967	32.2	3,250,670	24.0	(9,044,177)	(19.3)
4422	- Home furnishings stores	694,740	31.0	1,540,860	17.3	(8,024,944)	(25.4)
44221	- - Floor covering stores	584,867	44.4	2,414,297	40.8	(1,771,353)	(10.4)
44229	- - Other home furnishings stores	109,872	11.9	(873,437)	(29.1)	(6,253,592)	(42.7)
442291	- - - Window treatment stores	191,610	81.2	162,339	43.7	(186,702)	(20.2)
442299	- - - All other home furnishings stores	(81,738)	(11.9)	(1,035,777)	(39.3)	(6,066,890)	(44.3)
NAICS	Electronics and Appliance Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
443	Electronics and appliance stores	2,510,702	45.7	5,909,923	29.7	(10,494,291)	(16.3)
443141	- Household appliance stores	1,403,634	69.4	2,830,753	49.3	411,257	2.6
443142	- Electronics stores	1,107,069	31.9	3,079,171	21.8	(10,905,547)	(22.6)
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	8,527,768	38.0	51,005,323	43.9	17,560,315	4.8
4441	- Building material and supplies dealers	8,641,633	41.5	54,252,801	48.7	25,623,605	7.7
44411	- - Home centers	4,255,291	38.4	31,965,420	50.0	22,650,812	11.7
44412	- - Paint and wallpaper stores	(17,617)	(4.2)	(247,476)	(13.6)	(1,953,917)	(21.1)
44413	- - Hardware stores	779,534	43.3	1,897,257	28.4	297,085	1.1
44419	- - Other building material dealers	3,624,424	48.0	20,637,600	52.9	4,629,625	4.5
4442	- Lawn and garden equipment and supplies stores	(113,865)	(7.2)	(3,247,479)	(68.2)	(8,063,290)	(23.1)
44421	- - Outdoor power equipment stores	(169,064)	(100.0)	(798,981)	(99.8)	(2,367,259)	(37.8)
44422	- - Nursery, garden center, and farm supply stores	55,200	3.9	(2,448,497)	(61.8)	(5,696,032)	(19.8)
NAICS	Food and Beverage Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
445	Food and beverage stores	9,887,227	28.2	18,005,065	13.3	27,296,160	4.2
4451	- Grocery stores	5,740,416	20.3	18,136,955	14.7	47,601,877	7.8
44511	- - Supermarkets and other grocery (except convenience) stores	5,451,802	20.2	17,484,213	14.8	49,957,037	8.5
44512	- - Convenience stores	288,614	22.2	652,742	12.2	(2,355,159)	(10.4)
4452	- Specialty food stores	1,726,774	73.0	919,246	23.6	(3,315,813)	(26.3)
44521	- - Meat markets	965,878	83.1	885,018	49.2	489,145	9.1
44522	- - Fish and seafood markets	(38,437)	(100.0)	(179,532)	(100.0)	(957,890)	(99.3)
44523	- - Fruit and vegetable markets	552,220	80.5	381,798	38.0	(589,699)	(21.6)
44529	- - Other specialty food stores	247,115	51.5	(168,039)	(18.3)	(2,257,368)	(63.7)
445299	- - - All other specialty food stores	35,928	24.7	(158,430)	(44.8)	(1,196,167)	(77.3)
4453	- Beer, wine, and liquor stores	2,420,038	54.7	(1,051,137)	(12.6)	(16,989,904)	(51.3)

		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	26,318,317	70.4	41,311,921	44.4	30,970,131	10.1
44611	- Pharmacies and drug stores	25,210,260	72.6	38,667,447	46.6	30,959,309	11.6
44612	- Cosmetics, beauty supplies, and perfume stores	132,255	16.7	27,650	0.9	(2,702,294)	(19.7)
44613	- Optical goods stores	264,409	45.1	683,040	31.6	165,029	2.0
44619	- Other health and personal care stores	711,393	54.3	1,933,784	40.9	2,548,085	14.6
446191	- - Food (health) supplement stores	549,726	72.3	1,687,419	63.2	3,037,837	36.7
446199	- - All other health and personal care stores	161,667	29.4	246,364	12.0	(489,752)	(5.4)
NAICS	**Gasoline Stations**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
447	Gasoline Stations	56,548,281	79.7	100,121,211	60.1	116,039,555	24.7
NAICS	**Clothing and Clothing Accessories Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
448	Clothing and clothing accessories stores	845,060	9.2	(7,712,439)	(24.6)	(32,830,627)	(18.5)
4481	- Clothing stores	(492,807)	(9.7)	(6,718,360)	(34.7)	(21,497,285)	(18.1)
44811	- - Men's clothing stores	(54,242)	(32.4)	(332,276)	(46.9)	(1,482,052)	(36.2)
44812	- - Women's clothing stores	(135,559)	(15.7)	(1,046,723)	(28.7)	(1,731,552)	(7.4)
44813	- - Children's and infants' clothing stores	(22,731)	(8.7)	(244,315)	(23.1)	(1,288,340)	(21.7)
44814	- - Family clothing stores	(41,332)	(1.3)	(3,796,694)	(32.2)	(12,736,987)	(17.9)
44815	- - Clothing accessories stores	(76,945)	(38.6)	(448,135)	(52.9)	(1,659,288)	(31.4)
44819	- - Other clothing stores	(161,999)	(54.2)	(850,216)	(64.9)	(2,599,065)	(29.0)
4482	- Shoe stores	760,696	40.5	(3,883)	(0.1)	(7,190,072)	(34.5)
4483	- Jewelry, luggage, and leather goods stores	577,170	25.8	(990,196)	(14.5)	(4,143,270)	(11.0)
44831	- - Jewelry stores	869,647	44.8	367,415	6.8	(69,121)	(0.3)
44832	- - Luggage and leather goods stores	(292,477)	(100.0)	(1,357,610)	(98.2)	(4,074,148)	(38.3)
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	1,663,037	35.7	144,145	1.0	(17,212,267)	(29.5)
4511	- Sporting goods, hobby, and musical instrument stores	1,117,679	29.7	172,839	1.4	(13,782,119)	(25.8)
45111	- - Sporting goods stores	188,752	9.5	(1,095,557)	(15.0)	(11,356,720)	(33.0)
45112	- - Hobby, toy, and game stores	553,282	45.2	888,429	22.1	(1,535,910)	(10.1)
45113	- - Sewing, needlework, and piece goods stores	46,100	37.7	(94,470)	(35.9)	(816,082)	(76.0)
45114	- - Musical instrument and supplies stores	329,546	74.2	474,437	47.3	(73,407)	(2.7)
4512	- Book stores and news dealers	545,358	61.7	(28,695)	(1.9)	(3,430,148)	(68.7)
451211	- - Book stores	557,569	63.9	27,983	1.9	(3,128,321)	(66.7)
451212	- - News dealers and newsstands	(12,211)	(100.0)	(56,678)	(100.0)	(301,827)	(100.0)
NAICS	**General Merchandise Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
452	General merchandise stores	29,330,500	56.3	97,129,185	47.8	134,084,458	19.1
4522	- Department stores	3,789,617	56.7	8,348,334	38.1	5,436,851	6.9
4523	- Other general merchandise stores	25,540,883	56.3	88,780,852	48.9	128,647,607	20.6
452311	- - Warehouse clubs and supercenters	24,469,616	57.6	87,722,711	51.1	137,595,769	23.5
452319	- - All other general merchandise stores	1,071,266	36.5	1,058,141	10.8	(8,948,161)	(23.7)
NAICS	**Miscellaneous Store Retailers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**20 Minutes**	**Factor**
453	Miscellaneous store retailers	3,213,389	44.8	3,554,922	16.1	(16,002,524)	(19.4)
4531	- Florists	503,986	73.5	483,163	36.0	(1,025,456)	(28.3)
4532	- Office supplies, stationery, and gift stores	649,090	47.3	788,637	18.8	(3,183,655)	(21.2)
45321	- - Office supplies and stationery stores	407,172	55.6	701,964	31.6	(585,946)	(7.8)
45322	- - Gift, novelty, and souvenir stores	241,918	37.8	86,673	4.4	(2,597,707)	(34.6)
4533	- Used merchandise stores	553,616	52.3	402,241	14.4	(3,154,517)	(33.0)
4539	- Other miscellaneous store retailers	1,506,697	37.2	1,880,880	13.7	(8,638,897)	(15.9)
45391	- - Pet and pet supplies stores	682,549	47.1	1,291,771	26.5	(746,383)	(4.1)
45392	- - Art dealers	(26,174)	(9.2)	(547,997)	(59.4)	(3,587,500)	(84.4)
45393	- - Manufactured (mobile) home dealers	211,296	41.3	299,353	17.4	(1,247,102)	(20.1)
45399	- - All other miscellaneous store retailers	639,027	35.5	837,753	13.4	(3,057,911)	(12.0)
453991	- - - Tobacco stores	185,975	30.4	232,910	10.8	(924,615)	(10.2)
453998	- - - All other miscellaneous store retailers (except tobacco stores)	453,053	38.1	604,843	14.9	(2,133,296)	(13.0)

		Estimated Sales Surplus/ (Leakage)					
NAICS	**Non-store Retailers**	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
454	Non-store retailers	(11,377,678)	(54.8)	(63,199,690)	(72.4)	201,893,623	20.1
4541	- Electronic shopping and mail-order houses	(11,708,151)	(62.9)	(61,325,158)	(76.0)	220,253,271	22.5
4542	- Vending machine operators	18,983	11.0	(263,387)	(57.8)	(1,813,887)	(89.6)
4543	- Direct selling establishments	311,489	15.7	(1,611,145)	(26.2)	(16,545,761)	(66.9)
45431	- - Fuel dealers	(178,241)	(17.6)	(2,097,201)	(62.1)	(13,565,090)	(87.6)
45439	- - Other direct selling establishments	489,732	50.1	486,057	17.5	(2,980,671)	(32.3)
NAICS	**Food Services and Drinking Places**	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
722	Food services and drinking places	21,392,037	49.8	50,830,868	33.2	21,813,514	3.8
7223	- Special food services	1,821,220	51.6	(671,918)	(9.0)	(1,733,305)	(4.1)
72231	- - Food service contractors	1,992,211	59.3	(147,282)	(2.3)	(5,222,144)	(17.4)
72232	- - Caterers	(154,374)	(100.0)	(464,248)	(46.9)	3,219,816	29.0
72233	- - Mobile food services	(16,616)	(100.0)	(60,387)	(62.9)	269,022	24.1
7224	- Drinking places (alcoholic beverages)	5,067,090	86.6	8,547,143	69.4	8,014,023	28.0
7225	- Restaurants and other eating places	14,503,726	43.1	42,955,644	32.3	15,532,797	3.1
722511	- - Full-service restaurants	11,412,441	54.3	25,343,383	35.8	(10,469,399)	(4.4)
722513	- - Limited-service restaurants	2,944,204	26.8	17,774,707	31.9	39,315,523	16.1
722514	- - Cafeterias, grill buffets, and buffets	229,113	52.8	172,702	15.2	(1,743,749)	(49.9)
722515	- - Snack and non-alcoholic beverage bars	(82,032)	(7.1)	(335,148)	(6.1)	(11,569,577)	(58.3)

Source: Claritas Retail Market Power® 2023 | 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.

ILLINOIS MAIN STREET

DOWNTOWN PROFESSIONALS NETWORK