



# Demographic and Income Profile

Larkin & Plainfield Road, Crest Hill  
 N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403,  
 Ring: 1 mile radius

Prepared by Steven Caton

Latitude: 41.55488  
 Longitude: -88.12578

<b>Summary</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
Population	10,013	13,008	13,878			
Households	4,277	5,575	5,942			
Families	2,662	3,100	3,204			
Average Household Size	2.30	2.30	2.31			
Owner Occupied Housing Units	2,778	3,329	3,499			
Renter Occupied Housing Units	1,499	2,245	2,443			
Median Age	34.1	35.6	35.9			
<b>Trends: 2010 - 2015 Annual Rate</b>	<b>Area</b>	<b>State</b>	<b>National</b>			
Population	1.30%	0.27%	0.76%			
Households	1.28%	0.27%	0.78%			
Families	0.66%	0.07%	0.64%			
Owner HHs	1.00%	0.32%	0.82%			
Median Household Income	3.08%	2.76%	2.36%			
<b>Households by Income</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	404	9.3%	414	7.4%	324	5.5%
\$15,000 - \$24,999	579	13.4%	575	10.3%	462	7.8%
\$25,000 - \$34,999	528	12.2%	534	9.6%	453	7.6%
\$35,000 - \$49,999	900	20.8%	844	15.1%	608	10.2%
\$50,000 - \$74,999	1,113	25.7%	1,349	24.2%	1,533	25.8%
\$75,000 - \$99,999	424	9.8%	1,033	18.5%	1,141	19.2%
\$100,000 - \$149,999	285	6.6%	606	10.9%	1,055	17.8%
\$150,000 - \$199,999	44	1.0%	110	2.0%	218	3.7%
\$200,000+	55	1.3%	110	2.0%	147	2.5%
Median Household Income	\$45,632		\$57,604		\$67,027	
Average Household Income	\$53,419		\$66,205		\$76,856	
Per Capita Income	\$23,431		\$27,890		\$32,302	
<b>Population by Age</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
0 - 4	747	7.5%	947	7.3%	994	7.2%
5 - 9	650	6.5%	841	6.5%	901	6.5%
10 - 14	590	5.9%	790	6.1%	856	6.2%
15 - 19	617	6.2%	779	6.0%	815	5.9%
20 - 24	783	7.8%	937	7.2%	987	7.1%
25 - 34	1,786	17.8%	2,108	16.2%	2,217	16.0%
35 - 44	1,534	15.3%	1,875	14.4%	1,864	13.4%
45 - 54	1,252	12.5%	1,745	13.4%	1,851	13.3%
55 - 64	756	7.6%	1,353	10.4%	1,495	10.8%
65 - 74	622	6.2%	759	5.8%	1,030	7.4%
75 - 84	489	4.9%	572	4.4%	541	3.9%
85+	186	1.9%	304	2.3%	328	2.4%
<b>Race and Ethnicity</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,144	81.3%	9,252	71.1%	9,585	69.1%
Black Alone	1,146	11.4%	1,910	14.7%	2,068	14.9%
American Indian Alone	20	0.2%	40	0.3%	47	0.3%
Asian Alone	181	1.8%	385	3.0%	456	3.3%
Pacific Islander Alone	9	0.1%	17	0.1%	18	0.1%
Some Other Race Alone	344	3.4%	1,047	8.1%	1,278	9.2%
Two or More Races	170	1.7%	356	2.7%	425	3.1%
Hispanic Origin (Any Race)	853	8.5%	2,515	19.3%	3,206	23.1%

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

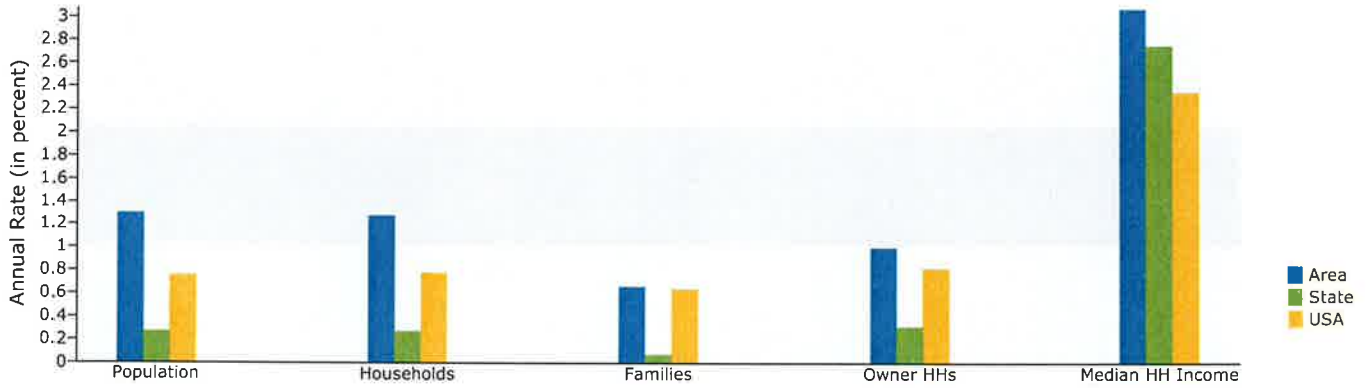


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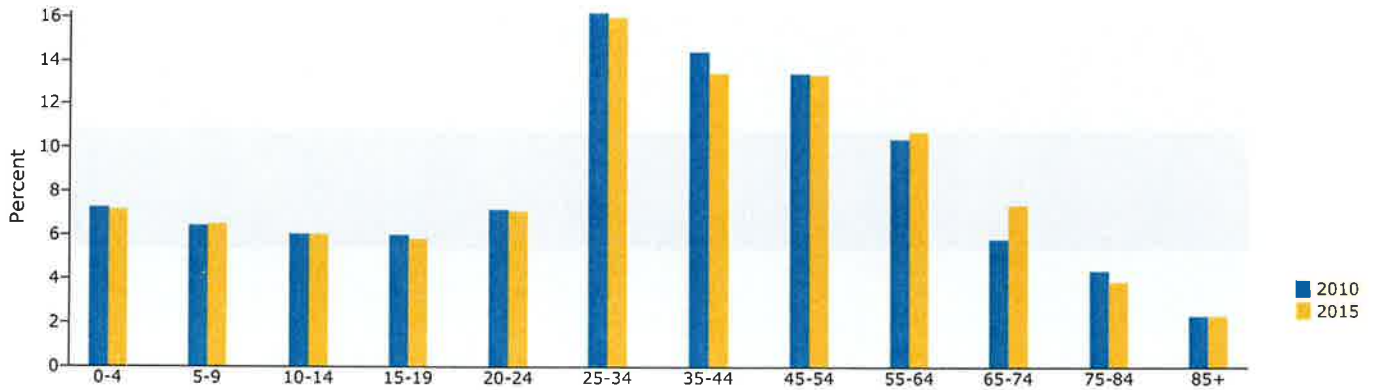
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Prepared by Steven Caton  
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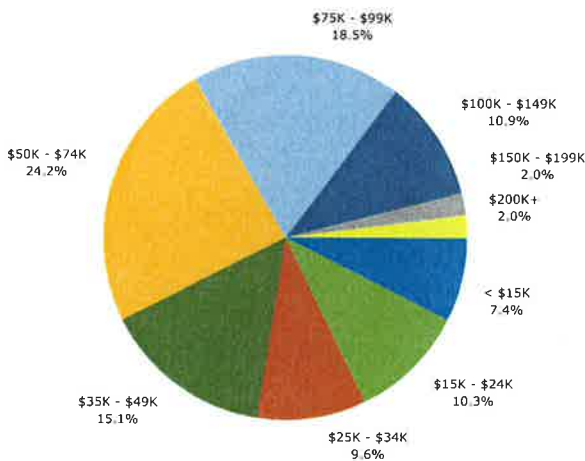
## Trends 2010-2015



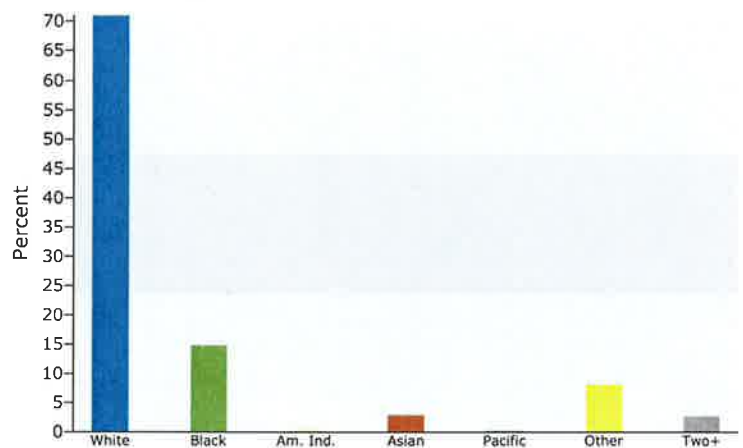
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 19.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Demographic and Income Profile

Larkin & Plainfield Road, Crest Hill  
 N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403,  
 Ring: 3 miles radius

Prepared by Steven Caton

Latitude: 41.55458  
 Longitude: -88.12528

<b>Summary</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
Population	77,258	99,742	104,309			
Households	29,229	37,694	39,434			
Families	19,030	23,534	24,170			
Average Household Size	2.50	2.53	2.54			
Owner Occupied Housing Units	20,557	25,696	26,772			
Renter Occupied Housing Units	8,671	11,998	12,662			
Median Age	34.2	35.6	35.8			
<b>Trends: 2010 - 2015 Annual Rate</b>	<b>Area</b>	<b>State</b>	<b>National</b>			
Population	0.90%	0.27%	0.76%			
Households	0.91%	0.27%	0.78%			
Families	0.54%	0.07%	0.64%			
Owner HHs	0.82%	0.32%	0.82%			
Median Household Income	3.41%	2.76%	2.36%			
<b>Households by Income</b>	<b>2000</b>		<b>2010</b>		<b>2015</b>	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,484	11.9%	3,446	9.1%	2,671	6.8%
\$15,000 - \$24,999	3,483	11.9%	3,336	8.9%	2,606	6.6%
\$25,000 - \$34,999	3,639	12.4%	3,334	8.8%	2,735	6.9%
\$35,000 - \$49,999	5,132	17.5%	5,250	13.9%	3,762	9.5%
\$50,000 - \$74,999	7,008	23.9%	8,130	21.6%	8,854	22.5%
\$75,000 - \$99,999	3,551	12.1%	7,341	19.5%	7,716	19.6%
\$100,000 - \$149,999	2,296	7.8%	5,312	14.1%	8,625	21.9%
\$150,000 - \$199,999	368	1.3%	862	2.3%	1,503	3.8%
\$200,000+	314	1.1%	683	1.8%	962	2.4%
Median Household Income	\$46,366		\$60,673		\$71,733	
Average Household Income	\$54,721		\$68,380		\$79,533	
Per Capita Income	\$21,711		\$26,396		\$30,650	
<b>Population by Age</b>	<b>2000</b>		<b>2010</b>		<b>2015</b>	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,724	7.4%	7,333	7.4%	7,586	7.3%
5 - 9	5,357	6.9%	6,745	6.8%	7,055	6.8%
10 - 14	4,898	6.3%	6,373	6.4%	6,802	6.5%
15 - 19	4,884	6.3%	6,450	6.5%	6,527	6.3%
20 - 24	5,765	7.5%	6,977	7.0%	7,293	7.0%
25 - 34	13,034	16.9%	15,223	15.3%	15,747	15.1%
35 - 44	12,406	16.1%	14,173	14.2%	14,030	13.5%
45 - 54	8,949	11.6%	13,577	13.6%	13,413	12.9%
55 - 64	5,736	7.4%	10,105	10.1%	11,533	11.1%
65 - 74	4,949	6.4%	6,080	6.1%	7,739	7.4%
75 - 84	4,102	5.3%	4,448	4.5%	4,297	4.1%
85+	1,451	1.9%	2,259	2.3%	2,287	2.2%
<b>Race and Ethnicity</b>	<b>2000</b>		<b>2010</b>		<b>2015</b>	
	Number	Percent	Number	Percent	Number	Percent
White Alone	61,567	79.7%	70,530	70.7%	71,870	68.9%
Black Alone	8,838	11.4%	13,195	13.2%	13,921	13.3%
American Indian Alone	196	0.3%	384	0.4%	426	0.4%
Asian Alone	1,014	1.3%	2,160	2.2%	2,528	2.4%
Pacific Islander Alone	39	0.1%	67	0.1%	71	0.1%
Some Other Race Alone	4,163	5.4%	10,642	10.7%	12,307	11.8%
Two or More Races	1,441	1.9%	2,763	2.8%	3,186	3.1%
Hispanic Origin (Any Race)	8,950	11.6%	22,657	22.7%	27,522	26.4%

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

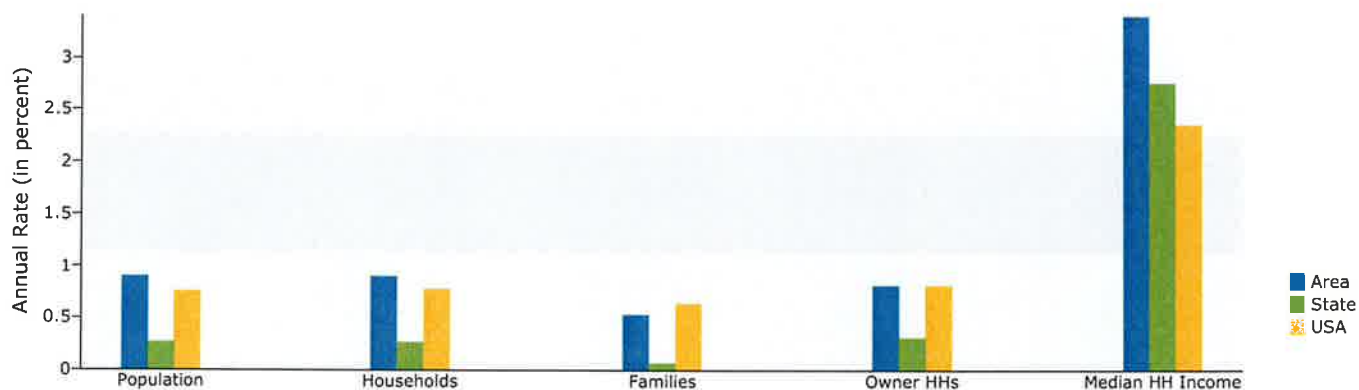


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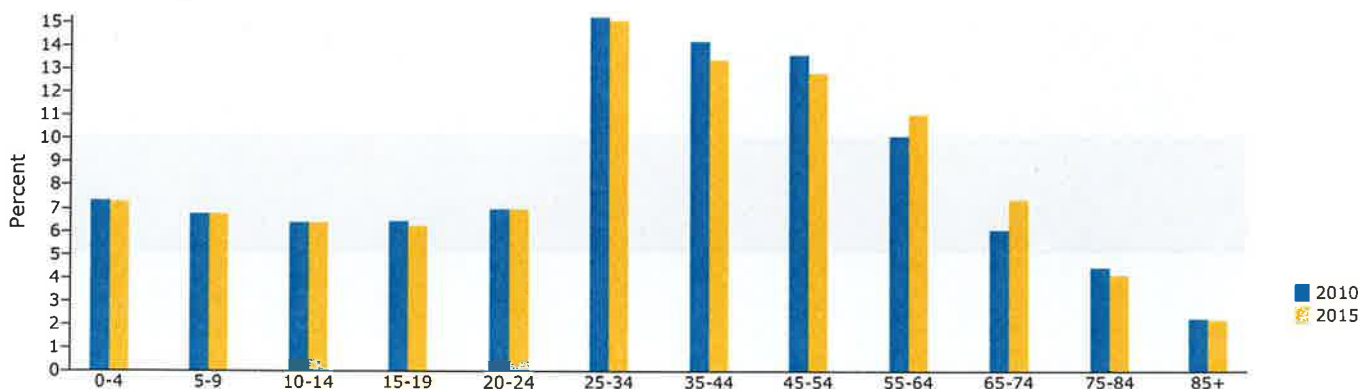
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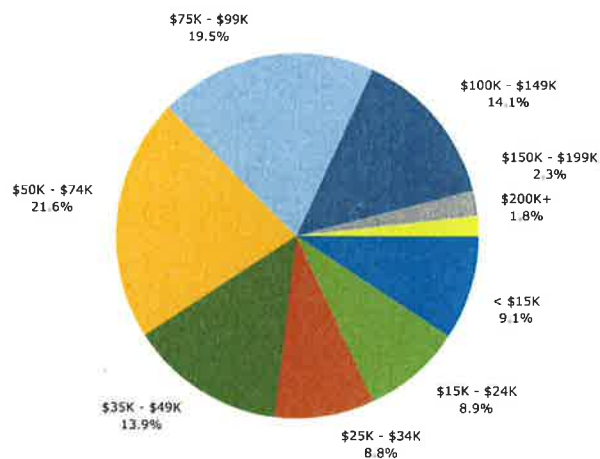
## Trends 2010-2015



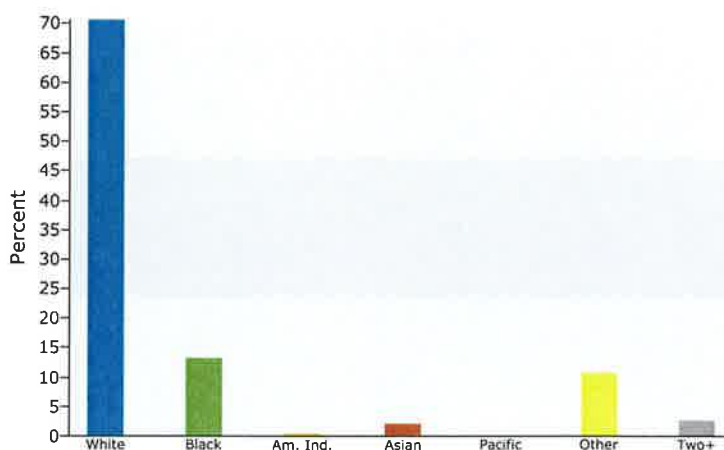
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 22.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Demographic and Income Profile

Larkin & Plainfield Road, Crest Hill  
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 Ring: 5 miles radius

Prepared by Steven Caton  
 Latitude: 41.55488  
 Longitude: -88.12578

<b>Summary</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
Population	152,918	204,208	216,628			
Households	52,820	70,537	74,848			
Families	37,000	47,992	50,289			
Average Household Size	2.75	2.79	2.79			
Owner Occupied Housing Units	37,925	50,062	53,301			
Renter Occupied Housing Units	14,895	20,475	21,547			
Median Age	32.1	33.4	33.4			
<b>Trends: 2010 - 2015 Annual Rate</b>	<b>Area</b>	<b>State</b>	<b>National</b>			
Population	1.19%	0.27%	0.76%			
Households	1.19%	0.27%	0.78%			
Families	0.94%	0.07%	0.64%			
Owner HHs	1.26%	0.32%	0.82%			
Median Household Income	3.50%	2.76%	2.36%			
<b>Households by Income</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	6,160	11.6%	5,906	8.4%	4,560	6.1%
\$15,000 - \$24,999	5,838	11.0%	5,599	7.9%	4,364	5.8%
\$25,000 - \$34,999	6,389	12.1%	5,741	8.1%	4,717	6.3%
\$35,000 - \$49,999	9,089	17.2%	9,097	12.9%	6,561	8.8%
\$50,000 - \$74,999	12,905	24.4%	15,448	21.9%	16,641	22.2%
\$75,000 - \$99,999	6,822	12.9%	14,337	20.3%	14,909	19.9%
\$100,000 - \$149,999	4,459	8.4%	11,222	15.9%	18,060	24.1%
\$150,000 - \$199,999	722	1.4%	1,823	2.6%	3,090	4.1%
\$200,000+	580	1.1%	1,362	1.9%	1,947	2.6%
Median Household Income	\$48,120		\$63,705		\$75,671	
Average Household Income	\$56,080		\$71,563		\$82,794	
Per Capita Income	\$20,201		\$25,559		\$29,549	
<b>Population by Age</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12,682	8.3%	17,359	8.5%	18,212	8.4%
5 - 9	12,024	7.9%	16,155	7.9%	17,371	8.0%
10 - 14	10,918	7.1%	14,871	7.3%	16,274	7.5%
15 - 19	11,089	7.3%	14,496	7.1%	15,059	7.0%
20 - 24	11,445	7.5%	13,745	6.7%	14,738	6.8%
25 - 34	26,229	17.2%	30,318	14.8%	31,816	14.7%
35 - 44	24,259	15.9%	31,425	15.4%	30,766	14.2%
45 - 54	16,898	11.1%	26,711	13.1%	27,913	12.9%
55 - 64	10,581	6.9%	18,278	9.0%	20,818	9.6%
65 - 74	8,330	5.4%	10,506	5.1%	13,392	6.2%
75 - 84	6,227	4.1%	6,960	3.4%	6,834	3.2%
85+	2,238	1.5%	3,383	1.7%	3,436	1.6%
<b>Race and Ethnicity</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>			
	Number	Percent	Number	Percent	Number	Percent
White Alone	110,875	72.5%	135,629	66.4%	141,647	65.4%
Black Alone	25,557	16.7%	33,364	16.3%	34,503	15.9%
American Indian Alone	433	0.3%	765	0.4%	845	0.4%
Asian Alone	1,722	1.1%	4,379	2.1%	5,381	2.5%
Pacific Islander Alone	50	0.0%	89	0.0%	96	0.0%
Some Other Race Alone	11,236	7.3%	24,238	11.9%	27,503	12.7%
Two or More Races	3,045	2.0%	5,745	2.8%	6,654	3.1%
Hispanic Origin (Any Race)	23,862	15.6%	51,361	25.2%	61,323	28.3%

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

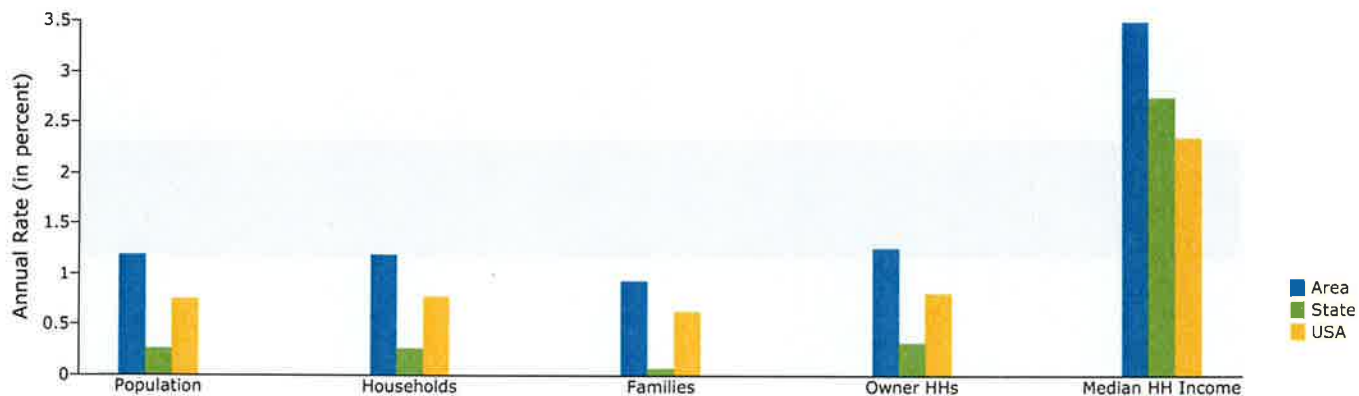


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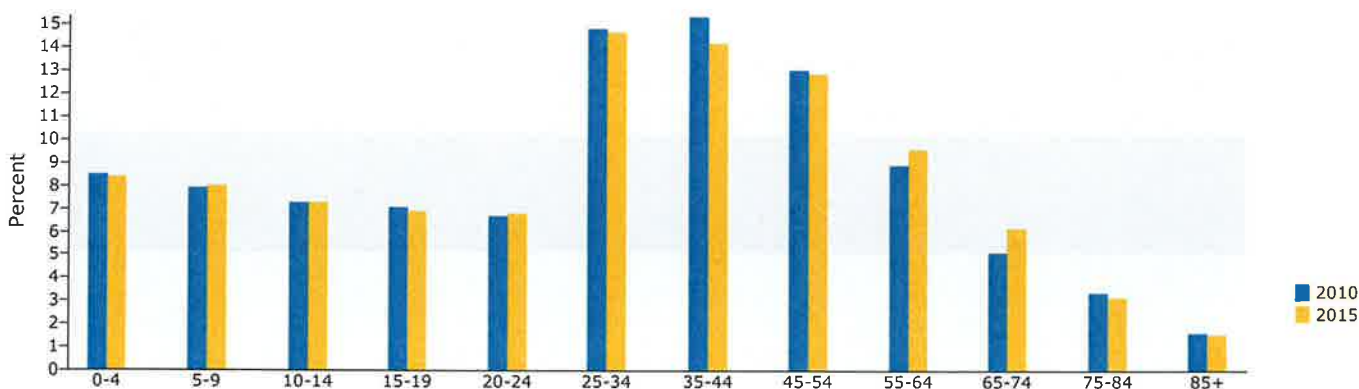
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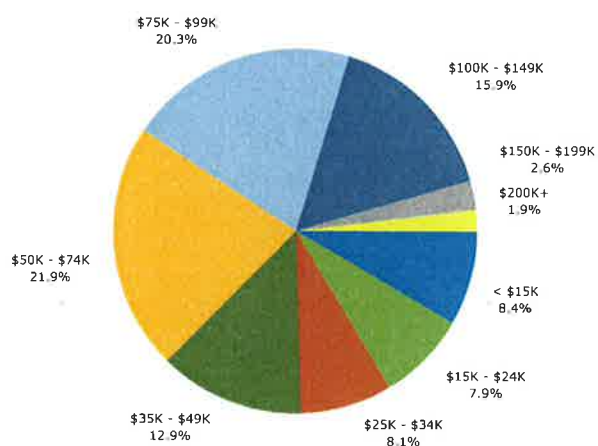
Trends 2010-2015



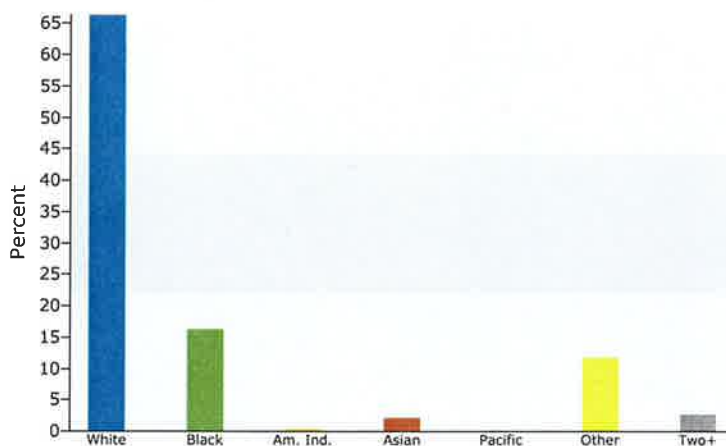
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 25.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



**Larkin & Plainfield Road, Cr...**  
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**Ring: 1 mile radius**

## 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
 Longitude: -88.12578

### Summary Demographics

2010 Population	13,008
2010 Households	5,575
2010 Median Disposable Income	\$44,971
2010 Per Capita Income	\$27,890

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$134,000,627	\$155,710,967	\$-21,710,340	-7.5	134
Total Retail Trade (NAICS 44-45)	\$114,226,741	\$141,412,675	\$-27,185,934	-10.6	104
Total Food & Drink (NAICS 722)	\$19,773,886	\$14,298,292	\$5,475,594	16.1	30

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$28,297,241	\$24,920,949	\$3,376,292	6.3	11
Automobile Dealers (NAICS 4411)	\$24,480,058	\$23,235,734	\$1,244,324	2.6	5
Other Motor Vehicle Dealers (NAICS 4412)	\$2,121,088	\$461,498	\$1,659,590	64.3	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,696,095	\$1,223,717	\$472,378	16.2	5
Furniture & Home Furnishings Stores (NAICS 442)	\$4,102,521	\$2,968,488	\$1,134,033	16.0	5
Furniture Stores (NAICS 4421)	\$2,449,305	\$249,029	\$2,200,276	81.5	1
Home Furnishings Stores (NAICS 4422)	\$1,653,216	\$2,719,459	\$-1,066,243	-24.4	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,865,302	\$1,761,046	\$1,104,256	23.9	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,087,689	\$5,280,800	\$-193,111	-1.9	9
Building Material and Supplies Dealers (NAICS 4441)	\$4,224,676	\$5,075,925	\$-851,249	-9.2	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$863,013	\$204,875	\$658,138	61.6	2
Food & Beverage Stores (NAICS 445)	\$25,181,526	\$53,398,502	\$-28,216,976	-35.9	8
Grocery Stores (NAICS 4451)	\$23,580,906	\$51,061,213	\$-27,480,307	-36.8	4
Specialty Food Stores (NAICS 4452)	\$365,974	\$274,741	\$91,233	14.2	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,234,646	\$2,062,548	\$-827,902	-25.1	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,784,731	\$8,971,044	\$-4,186,313	-30.4	9
Gasoline Stations (NAICS 447/4471)	\$18,612,800	\$10,724,134	\$7,888,666	26.9	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,679,602	\$4,046,014	\$-366,412	-4.7	15
Clothing Stores (NAICS 4481)	\$2,638,758	\$3,117,272	\$-478,514	-8.3	10
Shoe Stores (NAICS 4482)	\$479,593	\$711,456	\$-231,863	-19.5	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$561,251	\$217,286	\$343,965	44.2	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,673,845	\$2,614,069	\$-940,224	-21.9	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$930,745	\$1,446,553	\$-515,808	-21.7	8
Book, Periodical, and Music Stores (NAICS 4512)	\$743,100	\$1,167,516	\$-424,416	-22.2	2

**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.

**Sources:** Esri and Infogroup



**CATON**  
COMMERCIAL  
REAL ESTATE GROUP  
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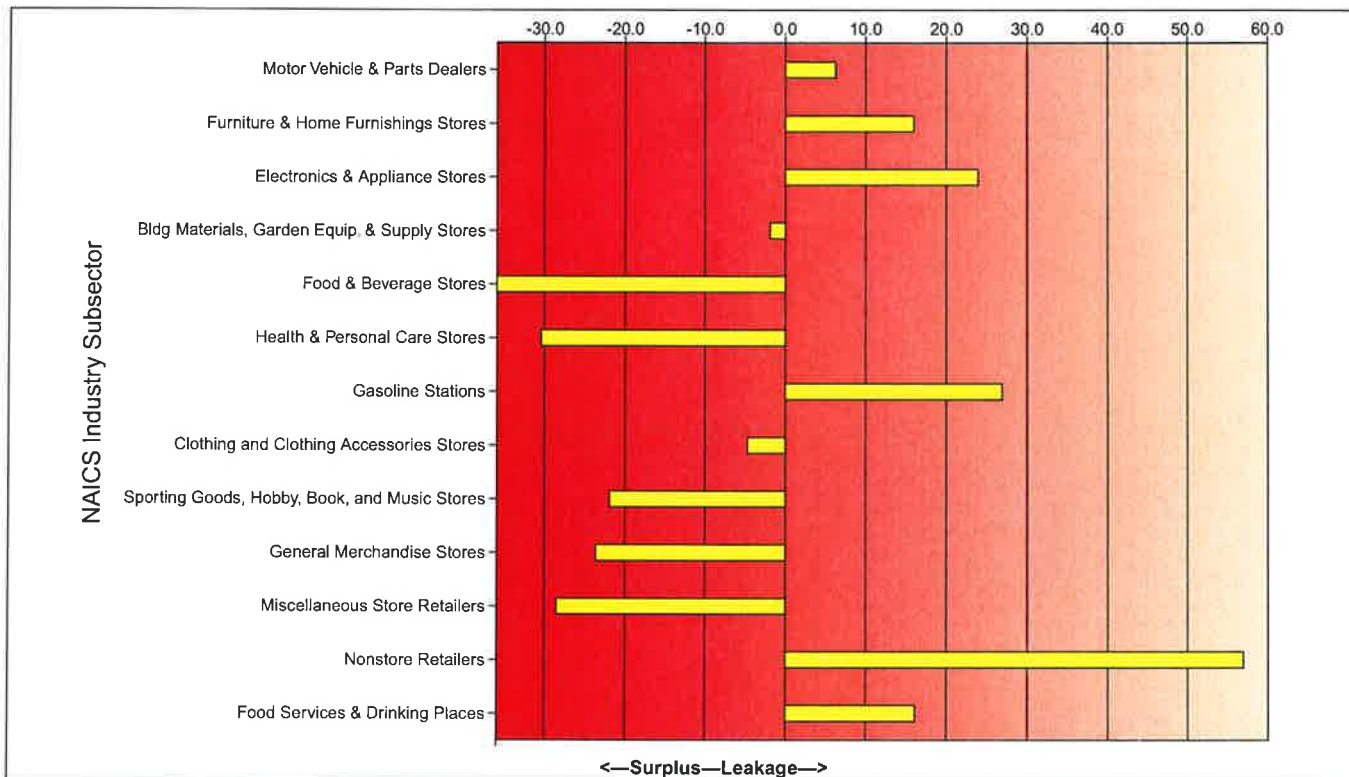
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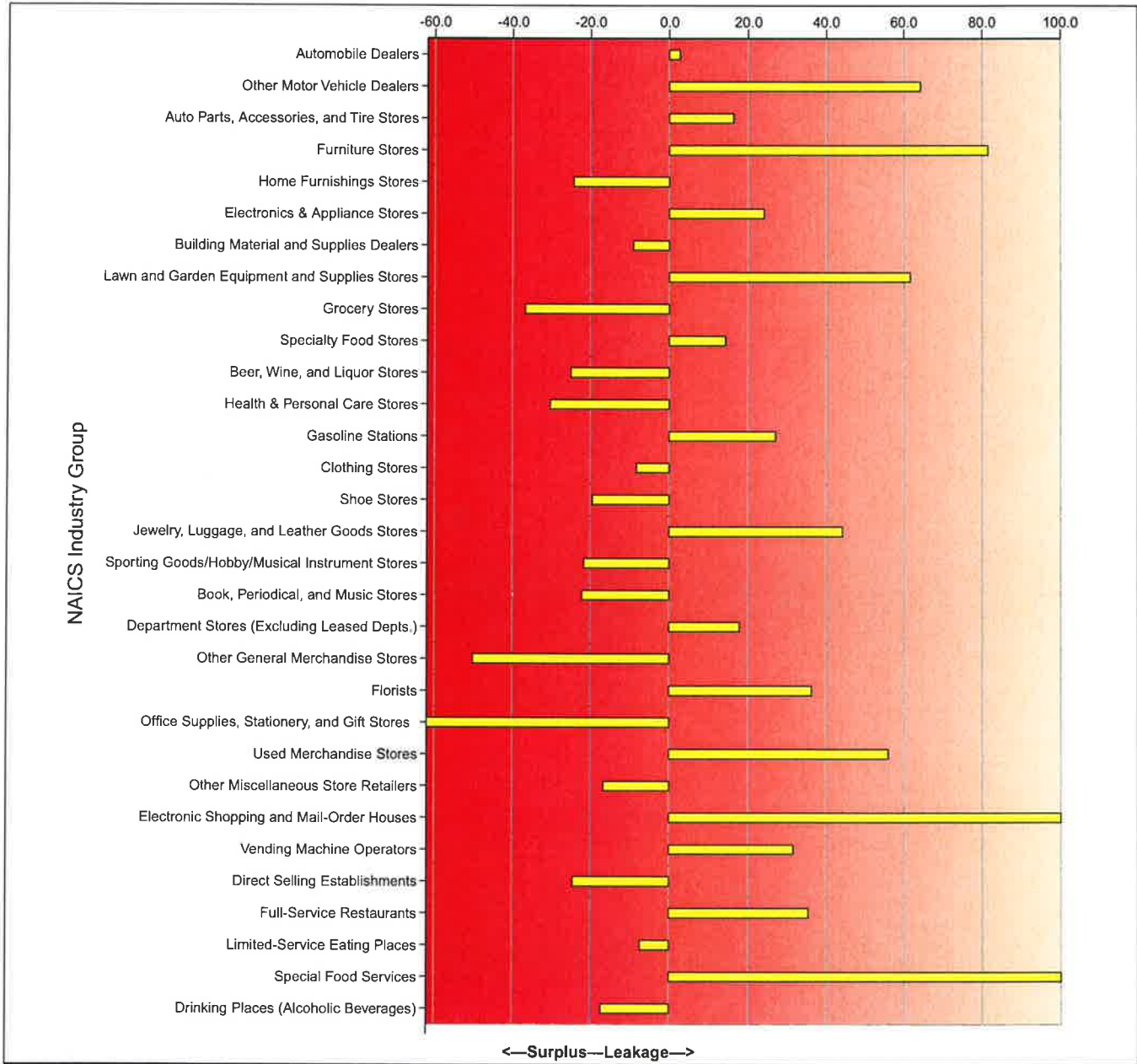
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$13,826,589	\$22,374,637	\$-8,548,048	-23.6	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,329,701	\$5,807,806	\$2,521,895	17.8	4
Other General Merchandise Stores (NAICS 4529)	\$5,496,888	\$16,566,831	\$-11,069,943	-50.2	4
Miscellaneous Store Retailers (NAICS 453)	\$1,755,988	\$3,155,387	\$-1,399,399	-28.5	17
Florists (NAICS 4531)	\$159,775	\$74,767	\$85,008	36.2	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$342,038	\$1,458,312	\$-1,116,274	-62.0	7
Used Merchandise Stores (NAICS 4533)	\$120,999	\$34,163	\$86,836	56.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,133,176	\$1,588,145	\$-454,969	-16.7	8
Nonstore Retailers (NAICS 454)	\$4,358,907	\$1,197,605	\$3,161,302	56.9	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,266,662	\$0	\$3,266,662	100.0	0
Vending Machine Operators (NAICS 4542)	\$534,862	\$278,531	\$256,331	31.5	1
Direct Selling Establishments (NAICS 4543)	\$557,383	\$919,074	\$-361,691	-24.5	3
Food Services & Drinking Places (NAICS 722)	\$19,773,886	\$14,298,292	\$5,475,594	16.1	30
Full-Service Restaurants (NAICS 7221)	\$10,915,157	\$5,207,800	\$5,707,357	35.4	17
Limited-Service Eating Places (NAICS 7222)	\$6,854,913	\$7,957,780	\$-1,102,867	-7.4	9
Special Food Services (NAICS 7223)	\$1,205,492	\$0	\$1,205,492	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$798,324	\$1,132,712	\$-334,388	-17.3	4

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



**CATON**  
COMMERCIAL  
REAL ESTATE GROUP

Larkin & Plainfield Road, Cr...  
N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403  
Ring: 3 miles radius

## 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
Longitude: -88.12578

### Summary Demographics

2010 Population	99,742
2010 Households	37,694
2010 Median Disposable Income	\$47,511
2010 Per Capita Income	\$26,396

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$924,287,069	\$1,115,299,304	\$-191,012,235	-9.4	822
Total Retail Trade (NAICS 44-45)	\$789,025,869	\$959,601,459	\$-170,575,590	-9.8	583
Total Food & Drink (NAICS 722)	\$135,261,200	\$155,697,845	\$-20,436,645	-7.0	239

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$196,203,630	\$316,221,641	\$-120,018,011	-23.4	86
Automobile Dealers (NAICS 4411)	\$169,304,683	\$272,672,825	\$-103,368,142	-23.4	42
Other Motor Vehicle Dealers (NAICS 4412)	\$15,200,204	\$28,184,449	\$-12,984,245	-29.9	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$11,698,743	\$15,364,367	\$-3,665,624	-13.5	38
Furniture & Home Furnishings Stores (NAICS 442)	\$28,913,641	\$26,526,477	\$2,387,164	4.3	36
Furniture Stores (NAICS 4421)	\$17,160,124	\$10,078,357	\$7,081,767	26.0	14
Home Furnishings Stores (NAICS 4422)	\$11,753,517	\$16,448,120	\$-4,694,603	-16.6	22
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$19,947,392	\$27,748,980	\$-7,801,588	-16.4	37
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$37,327,872	\$44,209,893	\$-6,882,021	-8.4	48
Building Material and Supplies Dealers (NAICS 4441)	\$31,049,820	\$42,611,654	\$-11,561,834	-15.7	39
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,278,052	\$1,598,239	\$4,679,813	59.4	9
Food & Beverage Stores (NAICS 445)	\$172,242,989	\$180,379,347	\$-8,136,358	-2.3	51
Grocery Stores (NAICS 4451)	\$161,411,519	\$165,930,364	\$-4,518,845	-1.4	27
Specialty Food Stores (NAICS 4452)	\$2,502,033	\$1,662,298	\$839,735	20.2	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$8,329,437	\$12,786,685	\$-4,457,248	-21.1	15
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$33,311,937	\$43,562,536	\$-10,250,599	-13.3	51
Gasoline Stations (NAICS 447/4471)	\$127,135,299	\$83,411,402	\$43,723,897	20.8	22
Clothing and Clothing Accessories Stores (NAICS 448)	\$25,245,367	\$43,782,846	\$-18,537,479	-26.9	86
Clothing Stores (NAICS 4481)	\$18,092,492	\$31,430,640	\$-13,338,148	-26.9	50
Shoe Stores (NAICS 4482)	\$3,249,609	\$6,066,007	\$-2,816,398	-30.2	14
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,903,266	\$6,286,199	\$-2,382,933	-23.4	22
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,370,411	\$15,601,877	\$-4,231,466	-15.7	43
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,404,508	\$9,965,473	\$-3,560,965	-21.8	34
Book, Periodical, and Music Stores (NAICS 4512)	\$4,965,903	\$5,636,404	\$-670,501	-6.3	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.

Sources: Esri and Infogroup



**Larkin & Plainfield Road, Cr...**  
**N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403**  
**Ring: 3 miles radius**

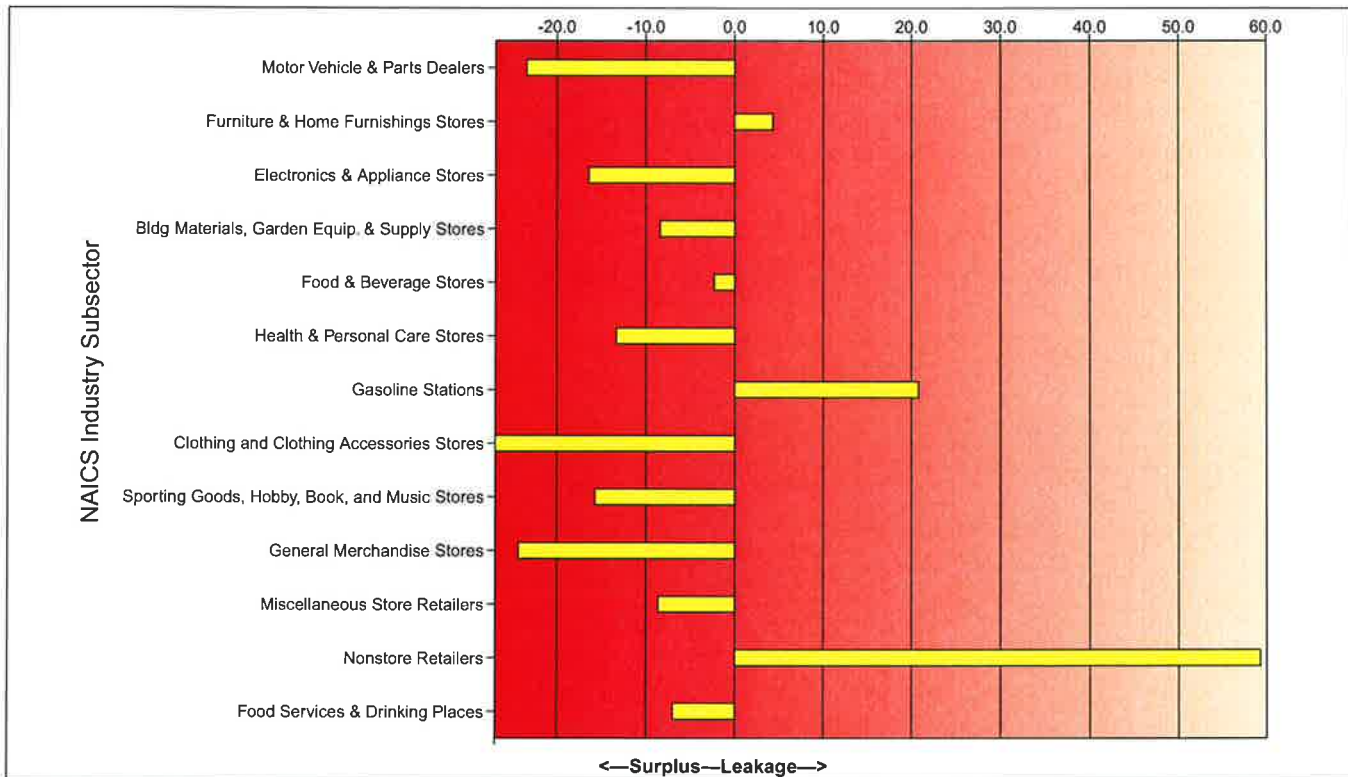
## 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
 Longitude: -88.12578

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$95,082,053	\$156,031,186	\$-60,949,133	-24.3	25
Department Stores Excluding Leased Depts.(NAICS 4521)	\$57,420,542	\$77,012,764	\$-19,592,222	-14.6	14
Other General Merchandise Stores (NAICS 4529)	\$37,661,511	\$79,018,422	\$-41,356,911	-35.4	11
Miscellaneous Store Retailers (NAICS 453)	\$12,154,668	\$14,439,631	\$-2,284,963	-8.6	88
Florists (NAICS 4531)	\$1,165,993	\$1,445,469	\$-279,476	-10.7	13
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,375,419	\$5,706,000	\$-3,330,581	-41.2	29
Used Merchandise Stores (NAICS 4533)	\$835,862	\$1,921,533	\$-1,085,671	-39.4	10
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,777,394	\$5,366,629	\$2,410,765	18.3	36
Nonstore Retailers (NAICS 454)	\$30,090,610	\$7,685,643	\$22,404,967	59.3	10
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$22,500,124	\$4,754,713	\$17,745,411	65.1	2
Vending Machine Operators (NAICS 4542)	\$3,656,141	\$1,321,108	\$2,335,033	46.9	3
Direct Selling Establishments (NAICS 4543)	\$3,934,345	\$1,609,822	\$2,324,523	41.9	5
Food Services & Drinking Places (NAICS 722)	\$135,261,200	\$155,697,845	\$-20,436,645	-7.0	239
Full-Service Restaurants (NAICS 7221)	\$74,620,768	\$65,352,822	\$9,267,946	6.6	119
Limited-Service Eating Places (NAICS 7222)	\$46,958,681	\$70,162,661	\$-23,203,980	-19.8	74
Special Food Services (NAICS 7223)	\$8,251,065	\$12,496,382	\$-4,245,317	-20.5	14
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,430,686	\$7,685,980	\$-2,255,294	-17.2	32

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



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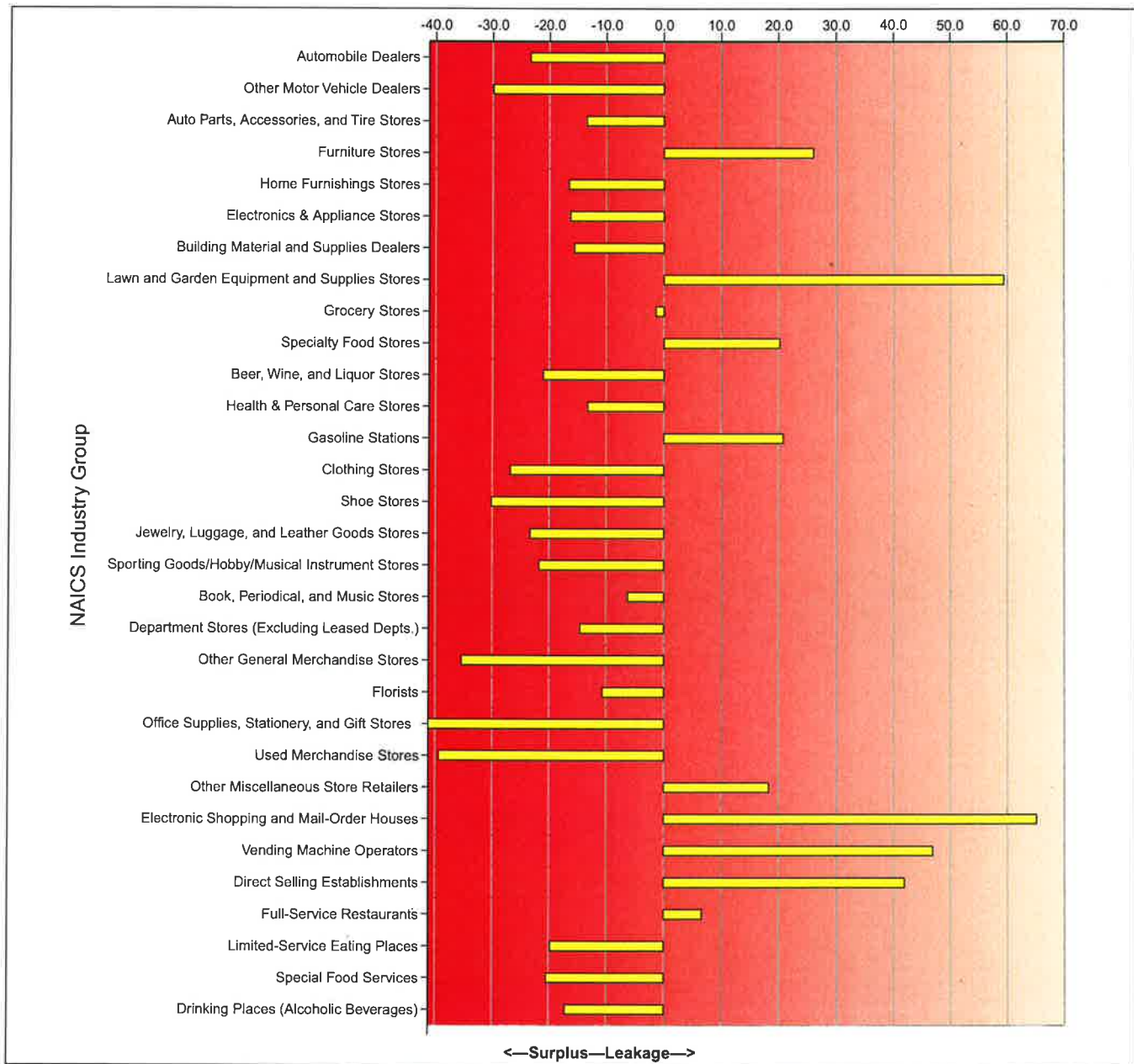
Larkin & Plainfield Road, Cr...  
N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403  
Ring: 3 miles radius

# 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
Longitude: -88.12578

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



**CATON**  
COMMERCIAL  
REAL ESTATE GROUP  
Larkin & Plainfield Road, Cr...  
N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403  
Ring: 5 miles radius

## 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
Longitude: -88.12578

### Summary Demographics

2010 Population	204,208
2010 Households	70,537
2010 Median Disposable Income	\$50,500
2010 Per Capita Income	\$25,559

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,848,517,569	\$1,781,382,038	\$67,135,531	1.8	1,353
Total Retail Trade (NAICS 44-45)	\$1,578,127,697	\$1,530,958,790	\$47,168,907	1.5	940
Total Food & Drink (NAICS 722)	\$270,389,872	\$250,423,248	\$19,966,624	3.8	413

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$396,941,822	\$404,669,928	\$-7,728,106	-1.0	140
Automobile Dealers (NAICS 4411)	\$342,550,671	\$340,000,542	\$2,550,129	0.4	70
Other Motor Vehicle Dealers (NAICS 4412)	\$31,079,878	\$36,218,200	\$-5,138,322	-7.6	12
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$23,311,273	\$28,451,186	\$-5,139,913	-9.9	58
Furniture & Home Furnishings Stores (NAICS 442)	\$59,341,016	\$77,602,171	\$-18,261,155	-13.3	61
Furniture Stores (NAICS 4421)	\$35,297,373	\$16,204,824	\$19,092,549	37.1	23
Home Furnishings Stores (NAICS 4422)	\$24,043,643	\$61,397,347	\$-37,353,704	-43.7	38
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$40,407,381	\$33,394,140	\$7,013,241	9.5	58
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$75,753,142	\$81,337,783	\$-5,584,641	-3.6	94
Building Material and Supplies Dealers (NAICS 4441)	\$63,297,961	\$75,022,856	\$-11,724,895	-8.5	73
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$12,455,181	\$6,314,927	\$6,140,254	32.7	21
Food & Beverage Stores (NAICS 445)	\$340,793,530	\$322,697,596	\$18,095,934	2.7	107
Grocery Stores (NAICS 4451)	\$319,232,643	\$294,710,950	\$24,521,693	4.0	61
Specialty Food Stores (NAICS 4452)	\$4,949,977	\$2,998,972	\$1,951,005	24.5	17
Beer, Wine, and Liquor Stores (NAICS 4453)	\$16,610,910	\$24,987,674	\$-8,376,764	-20.1	29
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$65,265,063	\$60,157,403	\$5,107,660	4.1	67
Gasoline Stations (NAICS 447/4471)	\$251,645,609	\$151,593,939	\$100,051,670	24.8	43
Clothing and Clothing Accessories Stores (NAICS 448)	\$50,813,333	\$48,424,881	\$2,388,452	2.4	110
Clothing Stores (NAICS 4481)	\$36,319,531	\$34,445,402	\$1,874,129	2.6	63
Shoe Stores (NAICS 4482)	\$6,504,102	\$6,959,569	\$-455,467	-3.4	18
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,989,700	\$7,019,910	\$969,790	6.5	29
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$23,002,705	\$18,472,649	\$4,530,056	10.9	64
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$13,001,675	\$12,170,715	\$830,960	3.3	51
Book, Periodical, and Music Stores (NAICS 4512)	\$10,001,030	\$6,301,934	\$3,699,096	22.7	13

**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.

Sources: Esri and Infogroup



**CATON**  
 COMMERCIAL  
 REAL ESTATE GROUP  
 Larkin & Plainfield Road, Cr...  
 N Larkin Ave & Plainfield Rd, Crest Hill, IL 60403  
 Ring: 5 miles radius

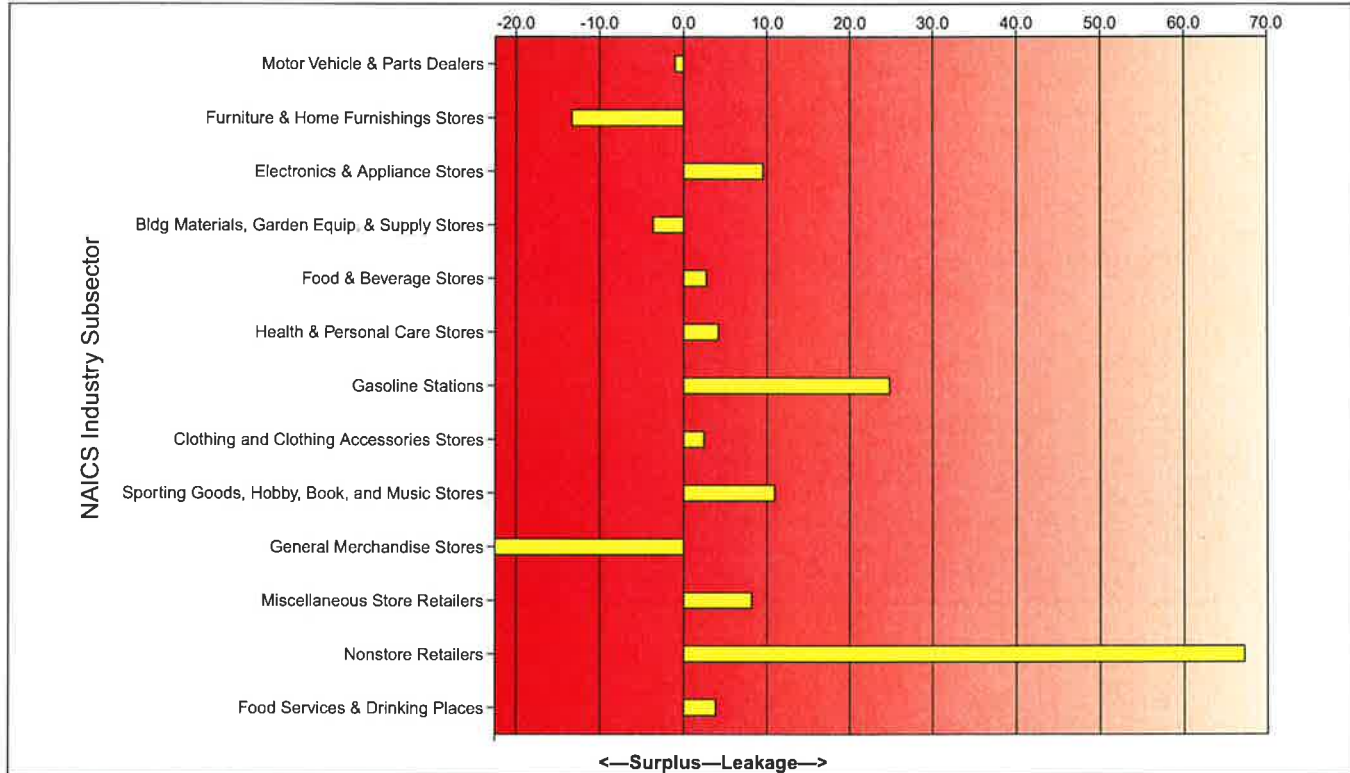
## 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
 Longitude: -88.12578

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$189,973,178	\$300,234,632	\$-110,261,454	-22.5	41
Department Stores Excluding Leased Depts.(NAICS 4521)	\$115,237,419	\$111,987,204	\$3,250,215	1.4	20
Other General Merchandise Stores (NAICS 4529)	\$74,735,759	\$188,247,428	\$-113,511,669	-43.2	21
Miscellaneous Store Retailers (NAICS 453)	\$24,243,042	\$20,604,770	\$3,638,272	8.1	141
Florists (NAICS 4531)	\$2,317,326	\$1,822,366	\$494,960	12.0	17
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,802,503	\$8,393,424	\$-3,590,921	-27.2	42
Used Merchandise Stores (NAICS 4533)	\$1,709,474	\$2,371,571	\$-662,097	-16.2	19
Other Miscellaneous Store Retailers (NAICS 4539)	\$15,413,739	\$8,017,409	\$7,396,330	31.6	63
Nonstore Retailers (NAICS 454)	\$59,947,876	\$11,768,898	\$48,178,978	67.2	14
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$45,086,563	\$7,146,762	\$37,939,801	72.6	3
Vending Machine Operators (NAICS 4542)	\$7,246,595	\$1,866,398	\$5,380,197	59.0	4
Direct Selling Establishments (NAICS 4543)	\$7,614,718	\$2,755,738	\$4,858,980	46.9	7
Food Services & Drinking Places (NAICS 722)	\$270,389,872	\$250,423,248	\$19,966,624	3.8	413
Full-Service Restaurants (NAICS 7221)	\$149,177,488	\$97,654,799	\$51,522,689	20.9	211
Limited-Service Eating Places (NAICS 7222)	\$93,833,642	\$109,794,945	\$-15,961,303	-7.8	119
Special Food Services (NAICS 7223)	\$16,486,187	\$29,706,745	\$-13,220,558	-28.6	25
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$10,892,555	\$13,266,759	\$-2,374,204	-9.8	58

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



CATON  
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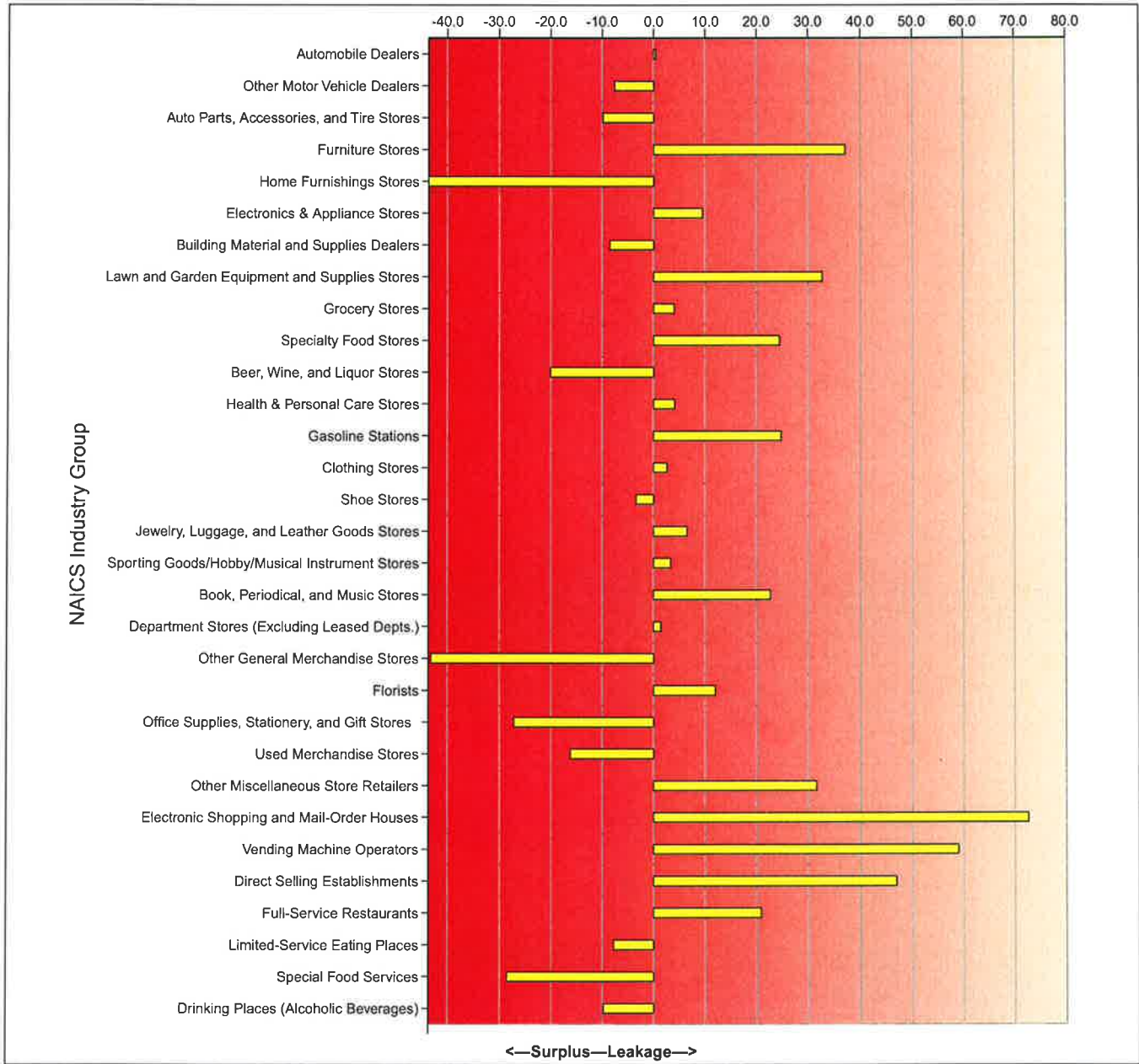
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# 2010 Retail MarketPlace Profile

Prepared by Steven Caton

Latitude: 41.55488  
Longitude: -88.12578

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup