



# Market Profile

Buffalo Grove Village, IL\_4  
Buffalo Grove village, IL (1709447)  
Geography: Place

Buffalo Grove village, IL...

### Population Summary

2000 Total Population	43,211
2010 Total Population	41,496
2012 Total Population	41,899
2012 Group Quarters	197
2017 Total Population	42,475
2012-2017 Annual Rate	0.27%

### Household Summary

2000 Households	15,810
2000 Average Household Size	2.71
2010 Households	16,206
2010 Average Household Size	2.55
2012 Households	16,322
2012 Average Household Size	2.55
2017 Households	16,691
2017 Average Household Size	2.53
2012-2017 Annual Rate	0.45%
2010 Families	11,621
2010 Average Family Size	3.08
2012 Families	11,712
2012 Average Family Size	3.07
2017 Families	11,904
2017 Average Family Size	3.06
2012-2017 Annual Rate	0.33%

### Housing Unit Summary

2000 Housing Units	16,235
Owner Occupied Housing Units	86.3%
Renter Occupied Housing Units	11.0%
Vacant Housing Units	2.6%
2010 Housing Units	17,034
Owner Occupied Housing Units	78.6%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	4.9%
2012 Housing Units	17,193
Owner Occupied Housing Units	78.7%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	5.1%
2017 Housing Units	17,564
Owner Occupied Housing Units	79.1%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	5.0%

### Median Household Income

2012	\$92,514
2017	\$100,654

### Median Home Value

2012	\$294,460
2017	\$312,825

### Per Capita Income

2012	\$44,134
2017	\$50,743

### Median Age

2010	41.9
2012	43.2
2017	43.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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### 2012 Households by Income

Household Income Base	16,325
<\$15,000	2.8%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	10.7%
\$200,000+	11.0%

Average Household Income \$112,240

### 2017 Households by Income

Household Income Base	16,691
<\$15,000	2.4%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	26.2%
\$150,000 - \$199,999	12.7%
\$200,000+	11.7%

Average Household Income \$128,098

### 2012 Owner Occupied Housing Units by Value

Total	13,528
<\$50,000	0.1%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	11.8%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	16.1%
\$300,000 - \$399,999	27.4%
\$400,000 - \$499,999	10.4%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	0.4%

Average Home Value \$322,605

### 2017 Owner Occupied Housing Units by Value

Total	13,890
<\$50,000	0.0%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	9.5%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	17.3%
\$300,000 - \$399,999	28.5%
\$400,000 - \$499,999	13.1%
\$500,000 - \$749,999	9.9%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	0.5%

Average Home Value \$343,324

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	41,496
0 - 4	4.8%
5 - 9	6.3%
10 - 14	7.4%
15 - 24	11.6%
25 - 34	10.1%
35 - 44	14.6%
45 - 54	19.3%
55 - 64	14.1%
65 - 74	6.2%
75 - 84	4.0%
85 +	1.7%
18 +	76.4%

## 2012 Population by Age

Total	41,895
0 - 4	4.7%
5 - 9	6.1%
10 - 14	7.0%
15 - 24	11.2%
25 - 34	9.9%
35 - 44	13.7%
45 - 54	18.4%
55 - 64	15.2%
65 - 74	7.1%
75 - 84	4.5%
85 +	2.2%
18 +	77.4%

## 2017 Population by Age

Total	42,476
0 - 4	4.7%
5 - 9	6.1%
10 - 14	7.1%
15 - 24	10.5%
25 - 34	10.0%
35 - 44	13.3%
45 - 54	17.0%
55 - 64	15.8%
65 - 74	8.4%
75 - 84	4.7%
85 +	2.3%
18 +	77.5%

## 2010 Population by Sex

Males	20,073
Females	21,423

## 2012 Population by Sex

Males	20,229
Females	21,666

## 2017 Population by Sex

Males	20,561
Females	21,915

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## 2010 Population by Race/Ethnicity

Total	41,496
White Alone	79.8%
Black Alone	1.0%
American Indian Alone	0.2%
Asian Alone	16.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.6%
Hispanic Origin	4.9%
Diversity Index	39.9

## 2012 Population by Race/Ethnicity

Total	41,900
White Alone	80.5%
Black Alone	1.0%
American Indian Alone	0.2%
Asian Alone	15.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	1.7%
Hispanic Origin	5.4%
Diversity Index	39.8

## 2017 Population by Race/Ethnicity

Total	42,476
White Alone	78.3%
Black Alone	1.1%
American Indian Alone	0.2%
Asian Alone	16.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.9%
Hispanic Origin	6.3%
Diversity Index	43.5

## 2010 Population by Relationship and Household Type

Total	41,496
In Households	99.7%
In Family Households	87.1%
Householder	28.0%
Spouse	24.1%
Child	31.6%
Other relative	2.6%
Nonrelative	0.8%
In Nonfamily Households	12.7%
In Group Quarters	0.3%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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## 2010 Households by Type

Total	16,206
Households with 1 Person	24.7%
Households with 2+ People	75.3%
Family Households	71.7%
Husband-wife Families	61.6%
With Related Children	30.2%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	2.6%
With Related Children	1.2%
Other Family with Female Householder	7.5%
With Related Children	4.0%
Nonfamily Households	3.6%

All Households with Children 35.6%

Multigenerational Households	2.8%
Unmarried Partner Households	3.2%
Male-female	2.7%
Same-sex	0.5%

## 2010 Households by Size

Total	16,206
1 Person Household	24.7%
2 Person Household	30.9%
3 Person Household	18.9%
4 Person Household	18.1%
5 Person Household	5.6%
6 Person Household	1.4%
7 + Person Household	0.5%

## 2010 Households by Tenure and Mortgage Status

Total	16,206
Owner Occupied	82.6%
Owned with a Mortgage/Loan	64.3%
Owned Free and Clear	18.3%
Renter Occupied	17.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



# Retail Goods and Services Expenditures

Buffalo Grove Village, IL\_4  
 Buffalo Grove village, IL (1709447)  
 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2012	2017
Suburban Splendor	19.3%	Population	41,899	42,475
Exurbanites	14.8%	Households	16,322	16,691
Boomburbs	11.7%	Families	11,712	11,904
Enterprising Professionals	9.1%	Median Age	43.2	43.7
In Style	8.1%	Median Household Income	\$92,514	\$100,654
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		111	\$2,375.22	\$38,768,321
Men's		108	\$433.70	\$7,078,808
Women's		98	\$738.56	\$12,054,739
Children's		114	\$401.88	\$6,559,512
Footwear		79	\$319.86	\$5,220,784
Watches & Jewelry		178	\$252.77	\$4,125,696
Apparel Products and Services (1)		254	\$228.45	\$3,728,781
<b>Computer</b>				
Computers and Hardware for Home Use		168	\$324.74	\$5,300,473
Portable Memory		163	\$11.81	\$192,726
Computer Software		169	\$31.69	\$517,237
Computer Accessories		172	\$27.23	\$444,492
<b>Entertainment &amp; Recreation</b>		171	\$5,287.10	\$86,296,098
Fees and Admissions		188	\$1,123.01	\$18,329,795
Membership Fees for Clubs (2)		193	\$305.46	\$4,985,717
Fees for Participant Sports, excl. Trips		187	\$209.42	\$3,418,151
Admission to Movie/Theatre/Opera/Ballet		178	\$264.79	\$4,321,944
Admission to Sporting Events, excl. Trips		186	\$111.13	\$1,813,808
Fees for Recreational Lessons		197	\$231.63	\$3,780,684
Dating Services		142	\$0.58	\$9,492
TV/Video/Audio		157	\$1,917.01	\$31,289,384
Cable and Satellite Television Services		154	\$1,265.89	\$20,661,906
Televisions		162	\$244.40	\$3,989,073
Satellite Dishes		148	\$2.22	\$36,242
VCRs, Video Cameras, and DVD Players		162	\$19.82	\$323,562
Miscellaneous Video Equipment		176	\$12.82	\$209,262
Video Cassettes and DVDs		154	\$51.52	\$840,986
Video Game Hardware/Accessories		146	\$37.45	\$611,279
Video Game Software		155	\$43.87	\$716,048
Streaming/Downloaded Video		175	\$6.20	\$101,133
Rental of Video Cassettes and DVDs		158	\$41.06	\$670,239
Installation of Televisions		191	\$1.57	\$25,610
Audio (3)		167	\$183.19	\$2,990,033
Rental and Repair of TV/Radio/Sound Equipment		153	\$6.99	\$114,011
Pets		192	\$968.65	\$15,810,348
Toys and Games (4)		160	\$211.30	\$3,448,824
Recreational Vehicles and Fees (5)		186	\$398.07	\$6,497,233
Sports/Recreation/Exercise Equipment (6)		145	\$246.11	\$4,017,070
Photo Equipment and Supplies (7)		169	\$124.55	\$2,032,930
Reading (8)		172	\$251.01	\$4,096,913
Catered Affairs (9)		190	\$47.40	\$773,600
<b>Food</b>		158	\$12,354.59	\$201,651,576
Food at Home		156	\$7,436.97	\$121,386,179
Bakery and Cereal Products		156	\$1,045.55	\$17,065,421
Meats, Poultry, Fish, and Eggs		155	\$1,624.13	\$26,509,093
Dairy Products		156	\$797.33	\$13,013,998
Fruits and Vegetables		159	\$1,438.25	\$23,475,161
Snacks and Other Food at Home (10)		154	\$2,531.71	\$41,322,505
Food Away from Home		162	\$4,917.62	\$80,265,397
Alcoholic Beverages		166	\$835.69	\$13,640,111
Nonalcoholic Beverages at Home		152	\$684.99	\$11,180,419

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	208	\$4,096.45	\$66,862,195
Vehicle Loans	158	\$5,750.24	\$93,855,432
<b>Health</b>			
Nonprescription Drugs	154	\$181.45	\$2,961,695
Prescription Drugs	157	\$720.97	\$11,767,645
Eyeglasses and Contact Lenses	167	\$136.15	\$2,222,251
<b>Home</b>			
Mortgage Payment and Basics (11)	188	\$16,894.71	\$275,755,471
Maintenance and Remodeling Services	186	\$2,857.35	\$46,637,628
Maintenance and Remodeling Materials (12)	163	\$450.01	\$7,344,984
Utilities, Fuel, and Public Services	157	\$7,545.49	\$123,157,551
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	167	\$167.52	\$2,734,336
Furniture	167	\$763.11	\$12,455,500
Rugs	196	\$47.25	\$771,286
Major Appliances (14)	163	\$427.92	\$6,984,519
Housewares (15)	145	\$102.70	\$1,676,334
Small Appliances	160	\$67.75	\$1,105,742
Luggage	185	\$15.66	\$255,674
Telephones and Accessories	140	\$71.39	\$1,165,277
<b>Household Operations</b>			
Child Care	169	\$712.28	\$11,625,858
Lawn and Garden (16)	171	\$688.58	\$11,239,028
Moving/Storage/Freight Express	158	\$98.23	\$1,603,362
Housekeeping Supplies (17)	158	\$1,068.80	\$17,444,990
<b>Insurance</b>			
Owners and Renters Insurance	172	\$804.35	\$13,128,588
Vehicle Insurance	162	\$1,828.18	\$29,839,589
Life/Other Insurance	173	\$715.36	\$11,676,083
Health Insurance	164	\$3,857.05	\$62,954,707
Personal Care Products (18)	159	\$673.32	\$10,989,899
School Books and Supplies (19)	155	\$276.01	\$4,505,011
Smoking Products	131	\$605.64	\$9,885,304
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	160	\$5,472.28	\$89,318,521
Gasoline and Motor Oil	153	\$4,497.15	\$73,402,414
Vehicle Maintenance and Repairs	164	\$1,706.18	\$27,848,224
<b>Travel</b>			
Airline Fares	184	\$804.59	\$13,132,457
Lodging on Trips	184	\$741.05	\$12,095,469
Auto/Truck/Van Rental on Trips	189	\$60.31	\$984,421
Food and Drink on Trips	178	\$739.93	\$12,077,067

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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# Retail MarketPlace Profile

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 Geography: Place

## Summary Demographics

2012 Population	41,899
2012 Households	16,322
2012 Median Disposable Income	\$68,173
2012 Per Capita Income	\$44,134

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	\$727,965,017	\$869,461,856	-\$141,496,839	-8.9	310
Total Retail Trade	44-45	\$654,510,123	\$817,272,371	-\$162,762,248	-11.1	256
Total Food & Drink	722	\$73,454,894	\$52,189,485	\$21,265,409	16.9	54

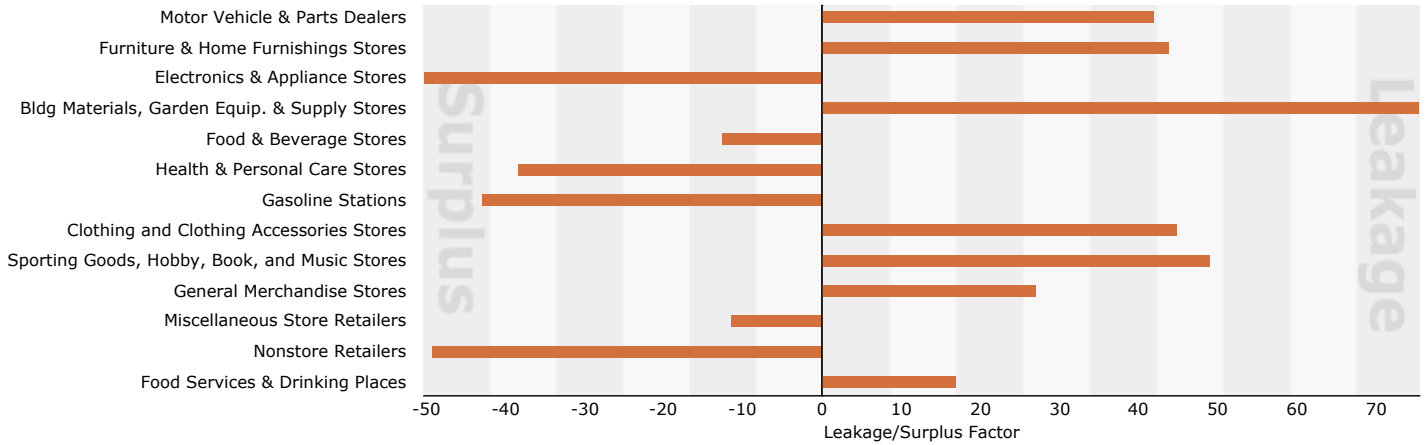
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,706,254	\$50,376,753	\$73,329,501	42.1	12
Automobile Dealers	4411	\$105,887,789	\$46,028,032	\$59,859,757	39.4	4
Other Motor Vehicle Dealers	4412	\$7,958,651	\$3,083,772	\$4,874,879	44.1	3
Auto Parts, Accessories & Tire Stores	4413	\$9,859,814	\$1,264,949	\$8,594,865	77.3	5
Furniture & Home Furnishings Stores	442	\$14,620,355	\$5,695,285	\$8,925,070	43.9	10
Furniture Stores	4421	\$8,517,724	\$3,043,457	\$5,474,267	47.4	5
Home Furnishings Stores	4422	\$6,102,631	\$2,651,828	\$3,450,803	39.4	5
Electronics & Appliance Stores	4431	\$17,867,628	\$53,962,502	-\$36,094,874	-50.3	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,549,272	\$3,425,952	\$21,123,320	75.5	9
Bldg Material & Supplies Dealers	4441	\$20,797,610	\$3,425,952	\$17,371,658	71.7	9
Lawn & Garden Equip & Supply Stores	4442	\$3,751,662	\$0	\$3,751,662	100.0	0
Food & Beverage Stores	445	\$103,951,506	\$134,111,158	-\$30,159,652	-12.7	33
Grocery Stores	4451	\$92,290,775	\$122,526,294	-\$30,235,519	-14.1	18
Specialty Food Stores	4452	\$3,094,242	\$2,130,394	\$963,848	18.4	10
Beer, Wine & Liquor Stores	4453	\$8,566,489	\$9,454,470	-\$887,981	-4.9	5
Health & Personal Care Stores	446,4461	\$55,375,673	\$124,367,068	-\$68,991,395	-38.4	27
Gasoline Stations	447,4471	\$65,393,769	\$163,533,922	-\$98,140,153	-42.9	5
Clothing & Clothing Accessories Stores	448	\$42,108,329	\$16,019,116	\$26,089,213	44.9	37
Clothing Stores	4481	\$30,216,272	\$7,547,766	\$22,668,506	60.0	18
Shoe Stores	4482	\$6,154,601	\$151,261	\$6,003,340	95.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,737,456	\$8,320,089	-\$2,582,633	-18.4	18
Sporting Goods, Hobby, Book & Music Stores	451	\$17,114,086	\$5,839,235	\$11,274,851	49.1	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,278,844	\$4,858,569	\$8,420,275	46.4	12
Book, Periodical & Music Stores	4512	\$3,835,242	\$980,666	\$2,854,576	59.3	3
General Merchandise Stores	452	\$115,732,249	\$66,341,166	\$49,391,083	27.1	6
Department Stores Excluding Leased Depts.	4521	\$44,889,743	\$66,122,432	-\$21,232,689	-19.1	4
Other General Merchandise Stores	4529	\$70,842,506	\$218,734	\$70,623,772	99.4	2
Miscellaneous Store Retailers	453	\$14,012,640	\$17,641,073	-\$3,628,433	-11.5	71
Florists	4531	\$855,534	\$323,725	\$531,809	45.1	3
Office Supplies, Stationery & Gift Stores	4532	\$2,383,013	\$8,025,301	-\$5,642,288	-54.2	22
Used Merchandise Stores	4533	\$1,358,982	\$758,509	\$600,473	28.4	4
Other Miscellaneous Store Retailers	4539	\$9,415,111	\$8,533,538	\$881,573	4.9	42
Nonstore Retailers	454	\$60,078,362	\$175,959,141	-\$115,880,779	-49.1	14
Electronic Shopping & Mail-Order Houses	4541	\$52,232,775	\$168,557,830	-\$116,325,055	-52.7	3
Vending Machine Operators	4542	\$1,790,164	\$4,872,472	-\$3,082,308	-46.3	3
Direct Selling Establishments	4543	\$6,055,423	\$2,528,839	\$3,526,584	41.1	8
Food Services & Drinking Places	722	\$73,454,894	\$52,189,485	\$21,265,409	16.9	54
Full-Service Restaurants	7221	\$32,625,461	\$20,460,156	\$12,165,305	22.9	19
Limited-Service Eating Places	7222	\$33,448,004	\$24,593,907	\$8,854,097	15.3	27
Special Food Services	7223	\$3,446,197	\$964,404	\$2,481,793	56.3	5
Drinking Places - Alcoholic Beverages	7224	\$3,935,232	\$6,171,018	-\$2,235,786	-22.1	3

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

Buffalo Grove Village, IL\_4  
 Buffalo Grove village, IL (1709447)  
 Geography: Place

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

