



Montgomery Village, IL
 Montgomery village, IL (1750218)
 Geography: Place

Summary Demographics

2014 Population	19,156
2014 Households	6,191
2014 Median Disposable Income	\$56,196
2014 Per Capita Income	\$28,663

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$219,621,656	\$205,627,928	\$13,993,728	3.3	99
Total Retail Trade	44-45	\$196,719,754	\$182,480,808	\$14,238,946	3.8	72
Total Food & Drink	722	\$22,901,902	\$23,147,120	-\$245,218	-0.5	27

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,106,563	\$27,766,247	\$13,340,316	19.4	4
Automobile Dealers	4411	\$36,134,634	\$24,072,075	\$12,062,559	20.0	2
Other Motor Vehicle Dealers	4412	\$2,308,638	\$0	\$2,308,638	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,663,291	\$3,694,172	-\$1,030,881	-16.2	2
Furniture & Home Furnishings Stores	442	\$4,311,156	\$525,844	\$3,785,312	78.3	6
Furniture Stores	4421	\$2,567,413	\$336,937	\$2,230,476	76.8	2
Home Furnishings Stores	4422	\$1,743,743	\$188,907	\$1,554,836	80.5	4
Electronics & Appliance Stores	443	\$5,336,547	\$4,478,086	\$858,461	8.7	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,946,574	\$6,912,076	\$34,498	0.2	7
Bldg Material & Supplies Dealers	4441	\$5,724,334	\$6,071,220	-\$346,886	-2.9	4
Lawn & Garden Equip & Supply Stores	4442	\$1,222,240	\$840,856	\$381,384	18.5	3
Food & Beverage Stores	445	\$31,106,151	\$14,779,405	\$16,326,746	35.6	12
Grocery Stores	4451	\$27,575,692	\$13,290,751	\$14,284,941	35.0	9
Specialty Food Stores	4452	\$923,926	\$87,554	\$836,372	82.7	1
Beer, Wine & Liquor Stores	4453	\$2,606,533	\$1,401,100	\$1,205,433	30.1	2
Health & Personal Care Stores	446,4461	\$17,321,429	\$25,041,486	-\$7,720,057	-18.2	5
Gasoline Stations	447,4471	\$19,195,960	\$1,872,201	\$17,323,759	82.2	2
Clothing & Clothing Accessories Stores	448	\$12,531,464	\$1,911,324	\$10,620,140	73.5	4
Clothing Stores	4481	\$8,855,217	\$1,110,030	\$7,745,187	77.7	2
Shoe Stores	4482	\$1,840,350	\$696,836	\$1,143,514	45.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,835,897	\$104,458	\$1,731,439	89.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,136,327	\$5,229,025	-\$92,698	-0.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,007,797	\$5,229,025	-\$1,221,228	-13.2	5
Book, Periodical & Music Stores	4512	\$1,128,530	\$0	\$1,128,530	100.0	0
General Merchandise Stores	452	\$33,078,015	\$91,226,157	-\$58,148,142	-46.8	4
Department Stores Excluding Leased Depts.	4521	\$12,452,039	\$6,779,011	\$5,673,028	29.5	2
Other General Merchandise Stores	4529	\$20,625,976	\$84,447,146	-\$63,821,170	-60.7	2
Miscellaneous Store Retailers	453	\$4,157,066	\$2,394,085	\$1,762,981	26.9	11
Florists	4531	\$188,510	\$82,974	\$105,536	38.9	2
Office Supplies, Stationery & Gift Stores	4532	\$701,600	\$532,940	\$168,660	13.7	4
Used Merchandise Stores	4533	\$447,276	\$228,188	\$219,088	32.4	2
Other Miscellaneous Store Retailers	4539	\$2,819,680	\$1,549,983	\$1,269,697	29.1	3
Nonstore Retailers	454	\$16,492,502	\$344,872	\$16,147,630	95.9	5
Electronic Shopping & Mail-Order Houses	4541	\$15,089,558	\$0	\$15,089,558	100.0	0
Vending Machine Operators	4542	\$399,730	\$0	\$399,730	100.0	0
Direct Selling Establishments	4543	\$1,003,214	\$344,872	\$658,342	48.8	5
Food Services & Drinking Places	722	\$22,901,902	\$23,147,120	-\$245,218	-0.5	27
Full-Service Restaurants	7221	\$9,584,444	\$4,598,344	\$4,986,100	35.2	9
Limited-Service Eating Places	7222	\$11,094,588	\$17,667,721	-\$6,573,133	-22.9	14
Special Food Services	7223	\$1,012,503	\$0	\$1,012,503	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,210,367	\$881,055	\$329,312	15.7	4

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>.

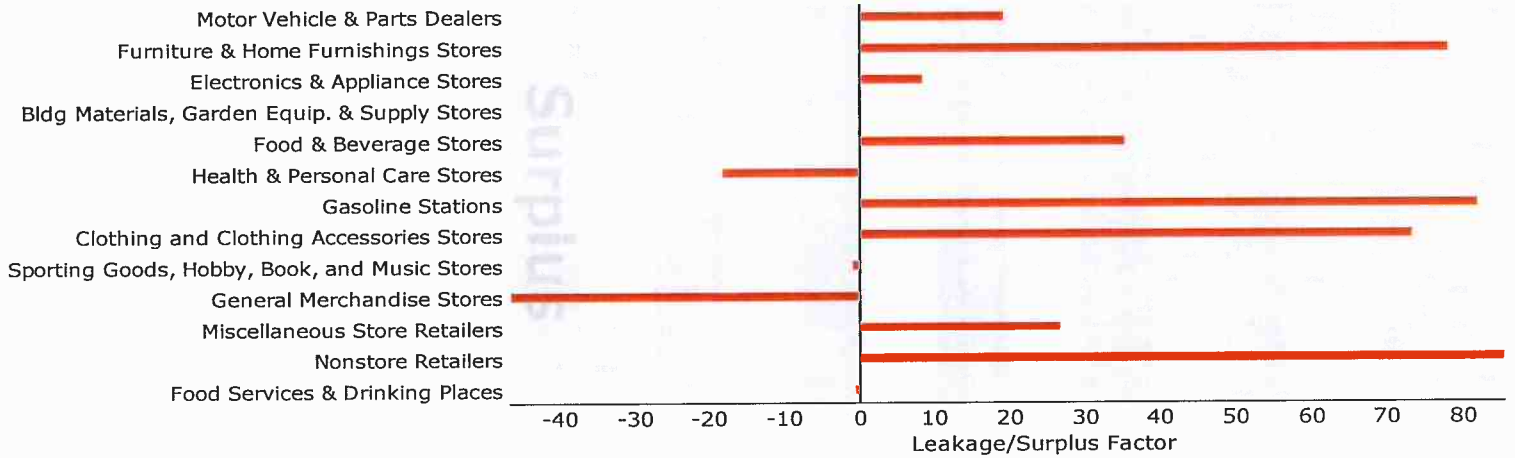
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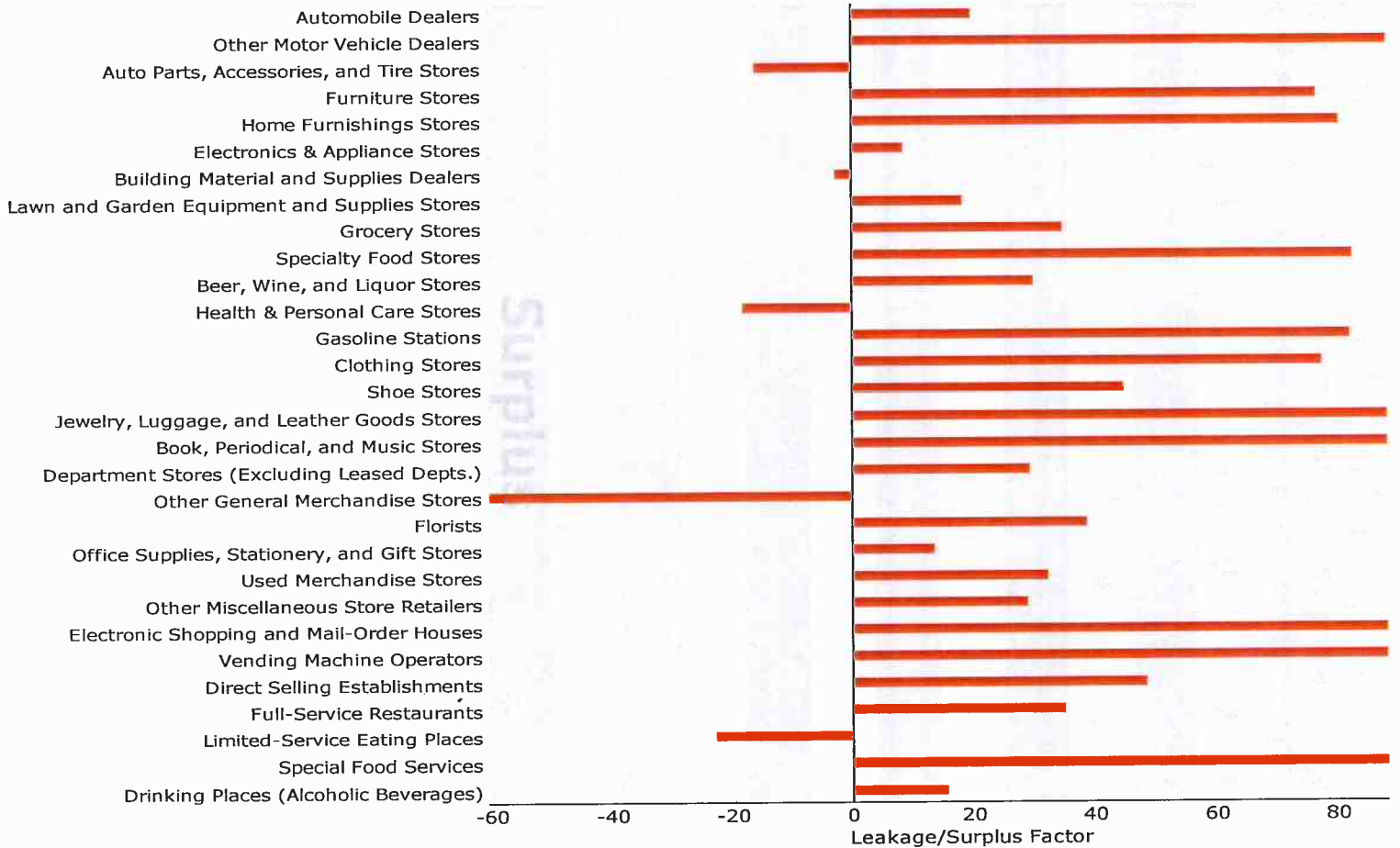
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Prepared by Valerie S. Kretchmer Associat

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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