



**N 24th St AT Broadway St  
Quincy, IL 62301**

**Site Type: Radius**

**Latitude: 39.9354  
Longitude: -91.3777  
Radius: 25.0 miles**

**Summary Demographics**

2005 Population	112,254
2005 Households	44,240
2005 Median Disposable Income	\$30,691
2005 Per Capita Income	\$20,267

**Industry Summary**

	<b>Supply (Retail Sales)</b>	<b>Demand (Retail Potential)</b>	<b>Leakage/ Surplus</b>	<b>Number of Businesses</b>
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,179,732,821	\$951,086,627	-10.7	1,020
Total Retail Trade (NAICS 44-45)	\$1,064,635,521	\$818,104,379	-13.1	786
Total Food & Drink (NAICS 722)	\$115,097,300	\$132,982,248	7.2	234

	<b>Supply (Retail Sales)</b>	<b>Demand (Retail Potential)</b>	<b>Leakage/ Surplus</b>	<b>Number of Businesses</b>
NAICS 441: Motor Vehicle & Parts Dealers	\$275,499,874	\$242,397,679	-6.4	129
NAICS 4411: Automobile Dealers	\$232,138,462	\$202,333,856	-6.9	67
NAICS 4412: Other Motor Vehicle Dealers	\$16,105,664	\$18,531,492	7.0	21
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$27,255,748	\$21,532,331	-11.7	41
NAICS 442: Furniture & Home Furnishings Stores	\$17,053,532	\$15,726,337	-4.0	30
NAICS 4421: Furniture Stores	\$11,426,005	\$12,900,311	6.1	11
NAICS 4422: Home Furnishings Stores	\$5,627,527	\$2,826,026	-33.1	19
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$20,679,848	\$16,834,942	-10.2	65
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$36,543,494	\$43,688,519	8.9	80
NAICS 4441: Building Material and Supplies Dealers	\$30,971,971	\$36,168,062	7.7	55
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$5,571,523	\$7,520,457	14.9	25
NAICS 445: Food & Beverage Stores	\$192,395,060	\$147,055,930	-13.4	104
NAICS 4451: Grocery Stores	\$188,006,138	\$143,229,855	-13.5	86
NAICS 4452: Specialty Food Stores	\$3,172,935	\$2,729,035	-7.5	15
NAICS 4453: Beer, Wine, and Liquor Stores	\$1,215,987	\$1,097,040	-5.1	3
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$53,552,638	\$34,139,428	-22.1	44
NAICS 447/NAICS 4471: Gasoline Stations	\$69,486,883	\$79,005,925	6.4	16
NAICS 448: Clothing and Clothing Accessories Stores	\$41,869,285	\$14,939,985	-47.4	72
NAICS 4481: Clothing Stores	\$23,301,823	\$9,965,046	-40.1	41
NAICS 4482: Shoe Stores	\$9,869,584	\$2,360,656	-61.4	13
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$8,697,878	\$2,614,283	-53.8	18
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$19,707,346	\$13,007,742	-20.5	58
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$15,797,796	\$8,301,402	-31.1	47
NAICS 4512: Books, Periodical, and Music Stores	\$3,909,550	\$4,706,340	9.2	11

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). 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.

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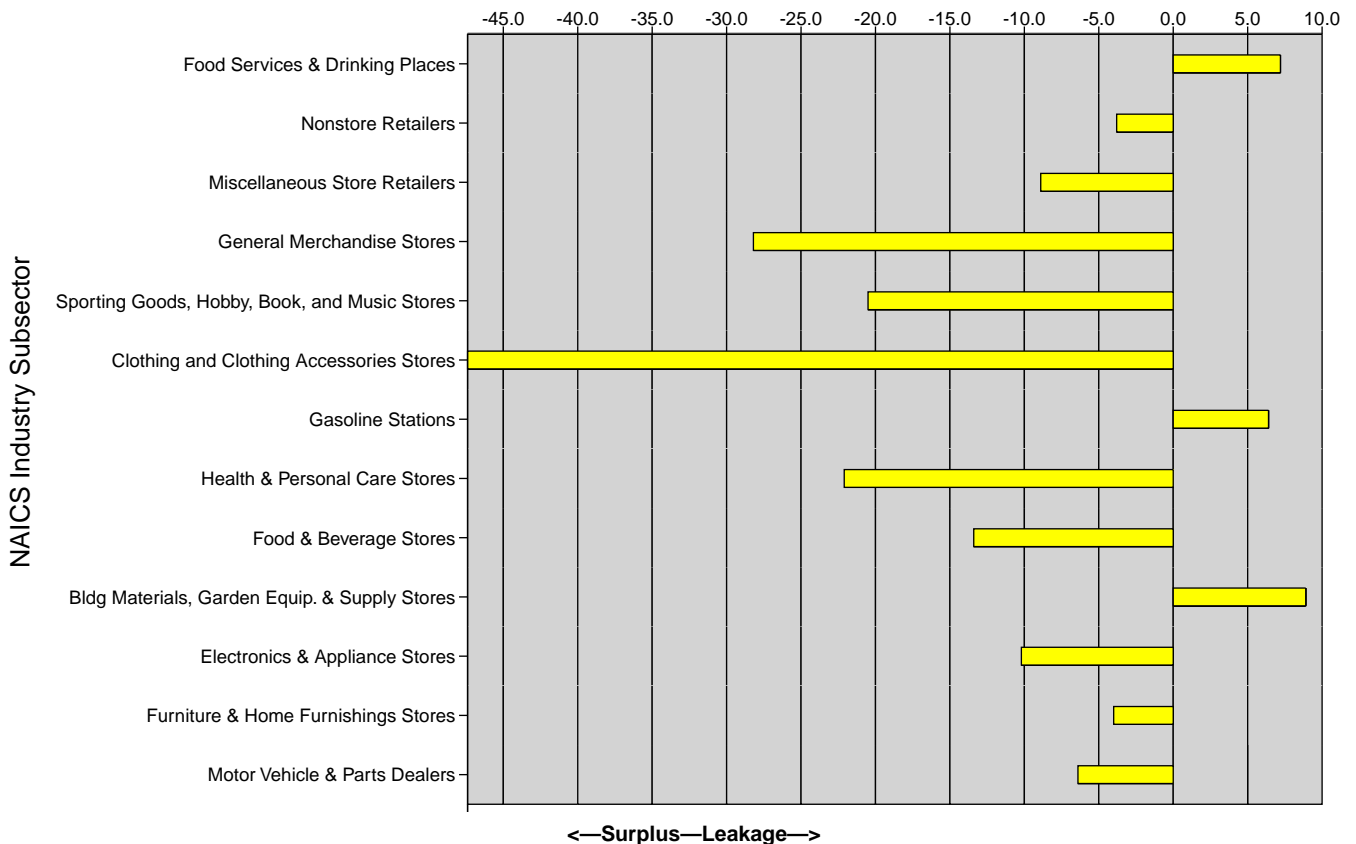
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$270,049,957	\$151,146,573	-28.2	26
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$126,271,731	\$68,992,650	-29.3	20
NAICS 4529: Other General Merchandise Stores	\$143,778,226	\$82,153,923	-27.3	6
NAICS 453: Miscellaneous Store Retailers	\$29,802,586	\$24,928,553	-8.9	148
NAICS 4531: Florists	\$3,039,825	\$1,634,914	-30.1	27
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$10,647,137	\$8,406,209	-11.8	41
NAICS 4533: Used Merchandise Stores	\$3,586,475	\$3,090,943	-7.4	43
NAICS 4539: Other Miscellaneous Store Retailers	\$12,529,149	\$11,796,487	-3.0	37
NAICS 454: Nonstore Retailers	\$37,995,018	\$35,232,766	-3.8	14
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$14,938,368	\$7,943,410	-30.6	2
NAICS 4542: Vending Machine Operators	\$6,931,064	\$7,810,117	6.0	2
NAICS 4543: Direct Selling Establishments	\$16,125,586	\$19,479,239	9.4	10
NAICS 722: Food Services & Drinking Places	\$115,097,300	\$132,982,248	7.2	234
NAICS 7221: Full-Service Restaurants	\$76,815,722	\$91,073,589	8.5	8
NAICS 7222: Limited-Service Eating Places	\$27,172,985	\$29,061,579	3.4	158
NAICS 7223: Special Food Services	\$4,765,592	\$5,970,486	11.2	9
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$6,343,001	\$6,876,594	4.0	59

Leakage/Surplus Factor by Industry Subsector



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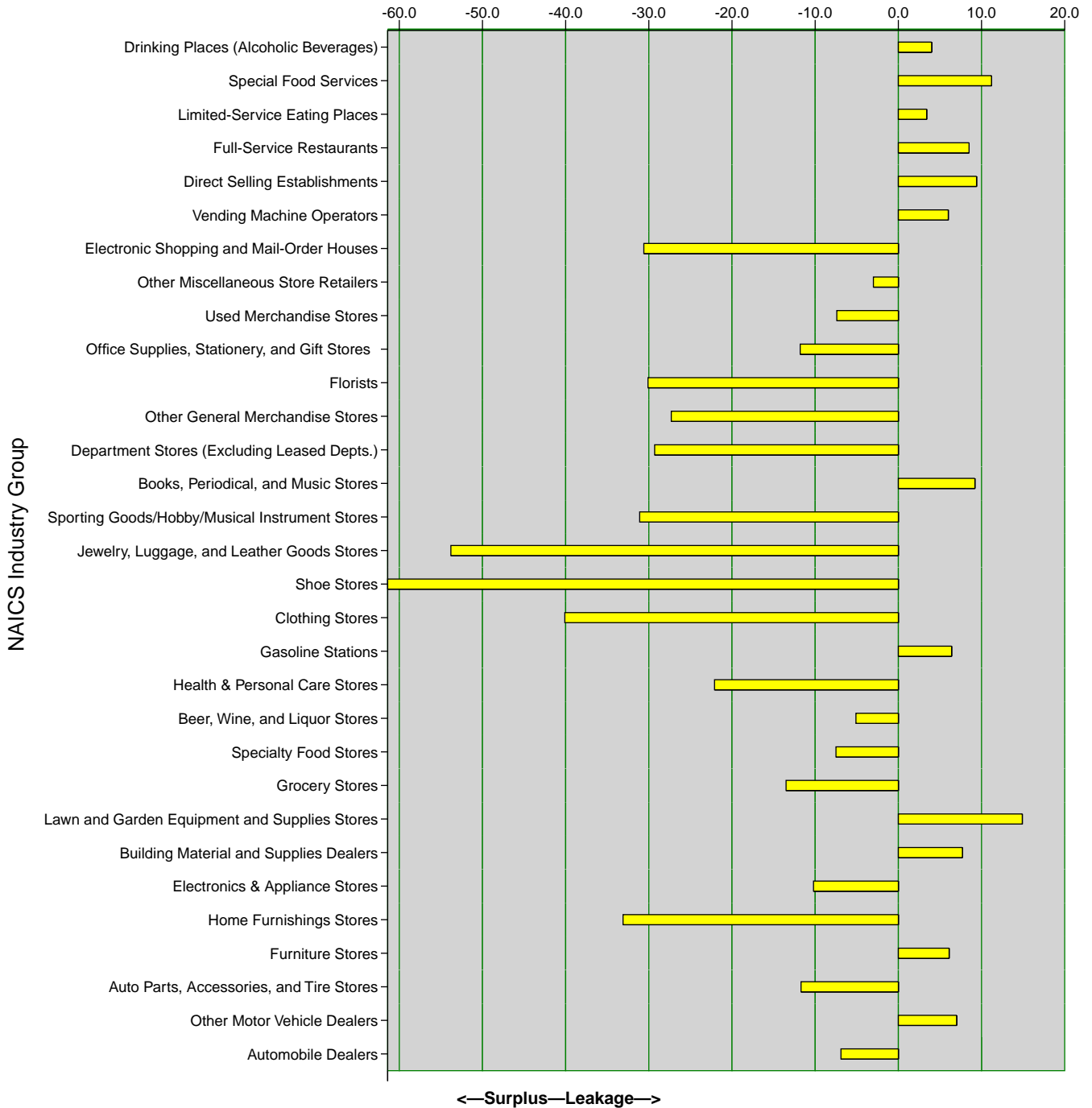


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Leakage/Surplus Factor by Industry Group



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Site Type: Radius

Latitude: 39.9354  
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**Summary Demographics**

2005 Population	250,914
2005 Households	98,361
2005 Median Disposable Income	\$30,373
2005 Per Capita Income	\$19,759

**Industry Summary**

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,252,637,144	\$2,108,817,342	-3.3	2,255
Total Retail Trade (NAICS 44-45)	\$2,049,749,166	\$1,826,881,584	-5.7	1,729
Total Food & Drink (NAICS 722)	\$202,887,978	\$281,935,758	16.3	526

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$536,607,966	\$553,868,533	1.6	301
NAICS 4411: Automobile Dealers	\$438,745,617	\$462,417,873	2.6	160
NAICS 4412: Other Motor Vehicle Dealers	\$25,925,043	\$40,404,128	21.8	39
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$71,937,306	\$51,046,532	-17.0	102
NAICS 442: Furniture & Home Furnishings Stores	\$34,652,477	\$35,117,107	0.7	71
NAICS 4421: Furniture Stores	\$21,691,527	\$27,598,204	12.0	29
NAICS 4422: Home Furnishings Stores	\$12,960,950	\$7,518,903	-26.6	42
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$28,921,532	\$34,300,544	8.5	105
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$68,282,823	\$104,199,935	20.8	200
NAICS 4441: Building Material and Supplies Dealers	\$53,474,631	\$80,841,012	20.4	131
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$14,808,192	\$23,358,923	22.4	69
NAICS 445: Food & Beverage Stores	\$470,898,999	\$372,853,845	-11.6	251
NAICS 4451: Grocery Stores	\$459,334,949	\$357,982,678	-12.4	212
NAICS 4452: Specialty Food Stores	\$5,886,427	\$5,216,247	-6.0	27
NAICS 4453: Beer, Wine, and Liquor Stores	\$5,677,623	\$9,654,920	25.9	12
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$117,886,962	\$82,459,144	-17.7	87
NAICS 447/NAICS 4471: Gasoline Stations	\$172,321,241	\$180,722,880	2.4	50
NAICS 448: Clothing and Clothing Accessories Stores	\$60,167,986	\$34,719,202	-26.8	119
NAICS 4481: Clothing Stores	\$35,173,605	\$26,022,930	-15.0	67
NAICS 4482: Shoe Stores	\$12,038,657	\$3,453,613	-55.4	20
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$12,955,724	\$5,242,659	-42.4	32
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$32,541,246	\$26,681,305	-9.9	124
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$26,519,395	\$18,742,579	-17.2	103
NAICS 4512: Books, Periodical, and Music Stores	\$6,021,851	\$7,938,726	13.7	21

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). 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.

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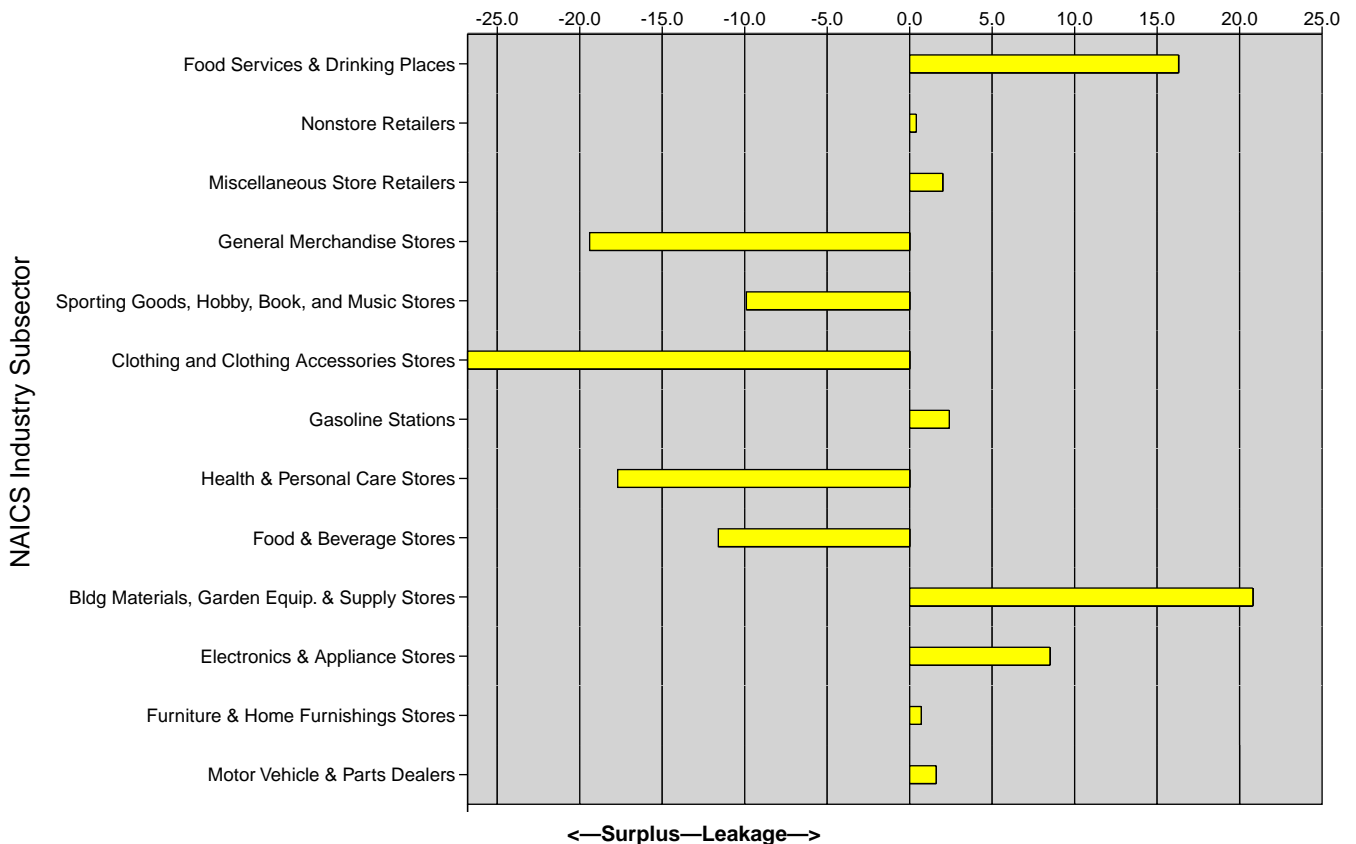
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$394,098,045	\$265,772,989	-19.4	68
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$166,091,323	\$121,092,831	-15.7	52
NAICS 4529: Other General Merchandise Stores	\$228,006,722	\$144,680,158	-22.4	16
NAICS 453: Miscellaneous Store Retailers	\$55,429,694	\$57,656,559	2.0	326
NAICS 4531: Florists	\$8,415,560	\$4,713,131	-28.2	70
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$14,971,682	\$16,829,187	5.8	71
NAICS 4533: Used Merchandise Stores	\$7,751,125	\$10,891,851	16.8	102
NAICS 4539: Other Miscellaneous Store Retailers	\$24,291,327	\$25,222,390	1.9	83
NAICS 454: Nonstore Retailers	\$77,940,195	\$78,529,541	0.4	27
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$14,938,368	\$9,486,475	-22.3	2
NAICS 4542: Vending Machine Operators	\$12,123,177	\$15,094,403	10.9	6
NAICS 4543: Direct Selling Establishments	\$50,878,650	\$53,948,663	2.9	19
NAICS 722: Food Services & Drinking Places	\$202,887,978	\$281,935,758	16.3	526
NAICS 7221: Full-Service Restaurants	\$116,058,620	\$170,713,105	19.1	19
NAICS 7222: Limited-Service Eating Places	\$64,024,907	\$80,637,258	11.5	379
NAICS 7223: Special Food Services	\$9,609,968	\$11,901,771	10.7	13
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$13,194,483	\$18,683,624	17.2	115

Leakage/Surplus Factor by Industry Subsector



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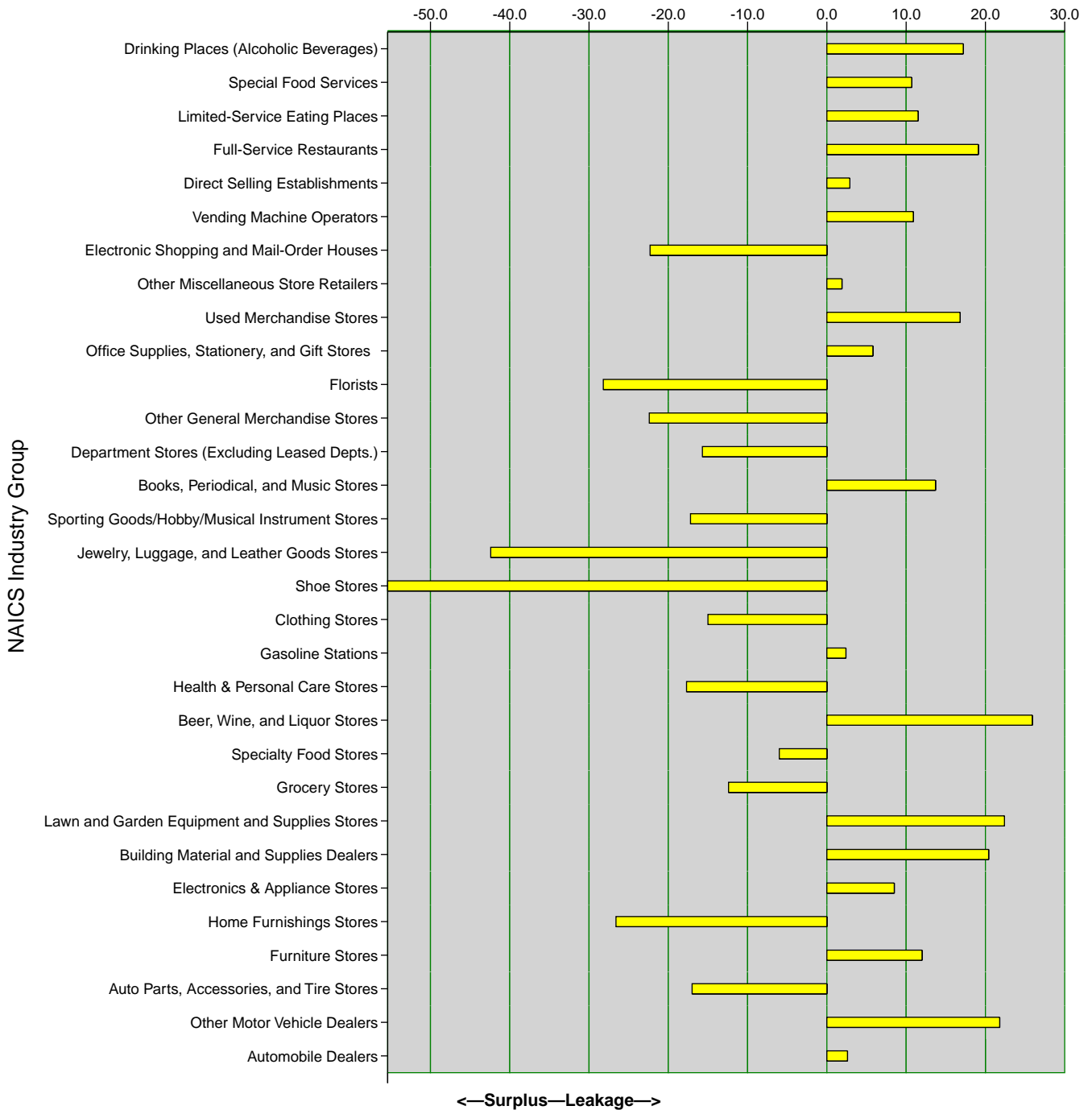


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Leakage/Surplus Factor by Industry Group



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**Site Type: Radius**

**Latitude: 39.9354  
Longitude: -91.3777  
Radius: 75.0 miles**

## Summary Demographics

2005 Population	614,443
2005 Households	240,409
2005 Median Disposable Income	\$31,073
2005 Per Capita Income	\$20,075

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,425,457,493	\$5,234,275,312	-1.8	5,202
Total Retail Trade (NAICS 44-45)	\$4,880,864,645	\$4,536,799,947	-3.7	3,980
Total Food & Drink (NAICS 722)	\$544,592,848	\$697,475,365	12.3	1,222

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$1,199,596,113	\$1,358,737,582	6.2	668
NAICS 4411: Automobile Dealers	\$1,014,942,983	\$1,157,478,677	6.6	373
NAICS 4412: Other Motor Vehicle Dealers	\$67,640,169	\$87,866,248	13.0	84
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$117,012,961	\$113,392,657	-1.6	211
NAICS 442: Furniture & Home Furnishings Stores	\$103,952,318	\$88,600,326	-8.0	169
NAICS 4421: Furniture Stores	\$53,700,428	\$68,001,773	11.8	80
NAICS 4422: Home Furnishings Stores	\$50,251,890	\$20,598,553	-41.9	89
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$91,634,754	\$85,393,065	-3.5	242
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$196,152,529	\$261,064,202	14.2	508
NAICS 4441: Building Material and Supplies Dealers	\$152,326,074	\$201,186,009	13.8	334
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$43,826,455	\$59,878,193	15.5	174
NAICS 445: Food & Beverage Stores	\$1,016,407,455	\$874,041,695	-7.5	595
NAICS 4451: Grocery Stores	\$973,376,387	\$836,993,658	-7.5	499
NAICS 4452: Specialty Food Stores	\$12,094,722	\$11,281,258	-3.5	59
NAICS 4453: Beer, Wine, and Liquor Stores	\$30,936,346	\$25,766,779	-9.1	37
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$261,163,702	\$193,128,003	-15.0	193
NAICS 447/NAICS 4471: Gasoline Stations	\$511,879,185	\$484,978,021	-2.7	117
NAICS 448: Clothing and Clothing Accessories Stores	\$133,628,741	\$75,904,857	-27.5	259
NAICS 4481: Clothing Stores	\$79,635,428	\$54,758,846	-18.5	146
NAICS 4482: Shoe Stores	\$25,859,365	\$8,158,863	-52.0	44
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$28,133,948	\$12,987,148	-36.8	69
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$78,072,495	\$65,906,989	-8.4	281
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$54,483,348	\$41,889,930	-13.1	230
NAICS 4512: Books, Periodical, and Music Stores	\$23,589,147	\$24,017,059	0.9	51

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). 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.

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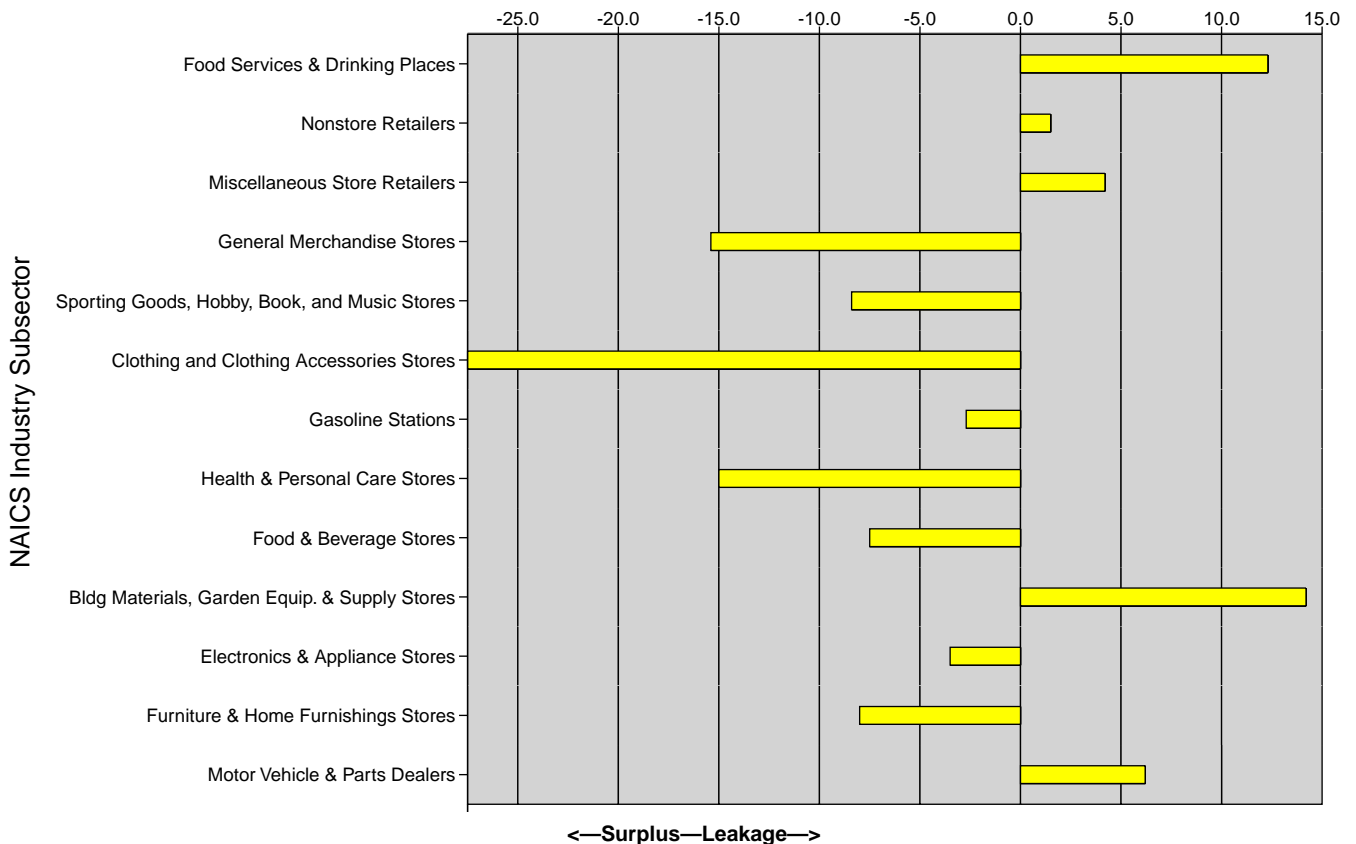
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$960,862,012	\$704,269,125	-15.4	151
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$470,015,356	\$365,746,481	-12.5	120
NAICS 4529: Other General Merchandise Stores	\$490,846,656	\$338,522,644	-18.4	31
NAICS 453: Miscellaneous Store Retailers	\$125,901,046	\$136,991,040	4.2	728
NAICS 4531: Florists	\$18,135,501	\$10,040,851	-28.7	137
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$38,785,062	\$43,429,318	5.6	171
NAICS 4533: Used Merchandise Stores	\$17,819,486	\$29,343,142	24.4	234
NAICS 4539: Other Miscellaneous Store Retailers	\$51,160,997	\$54,177,729	2.9	186
NAICS 454: Nonstore Retailers	\$201,614,295	\$207,785,042	1.5	69
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$35,978,624	\$31,932,927	-6.0	6
NAICS 4542: Vending Machine Operators	\$67,298,181	\$70,644,552	2.4	18
NAICS 4543: Direct Selling Establishments	\$98,337,490	\$105,207,563	3.4	45
NAICS 722: Food Services & Drinking Places	\$544,592,848	\$697,475,365	12.3	1,222
NAICS 7221: Full-Service Restaurants	\$320,015,663	\$408,335,383	12.1	50
NAICS 7222: Limited-Service Eating Places	\$157,604,504	\$203,035,644	12.6	875
NAICS 7223: Special Food Services	\$28,430,917	\$38,068,199	14.5	29
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$38,541,764	\$48,036,139	11.0	268

Leakage/Surplus Factor by Industry Subsector



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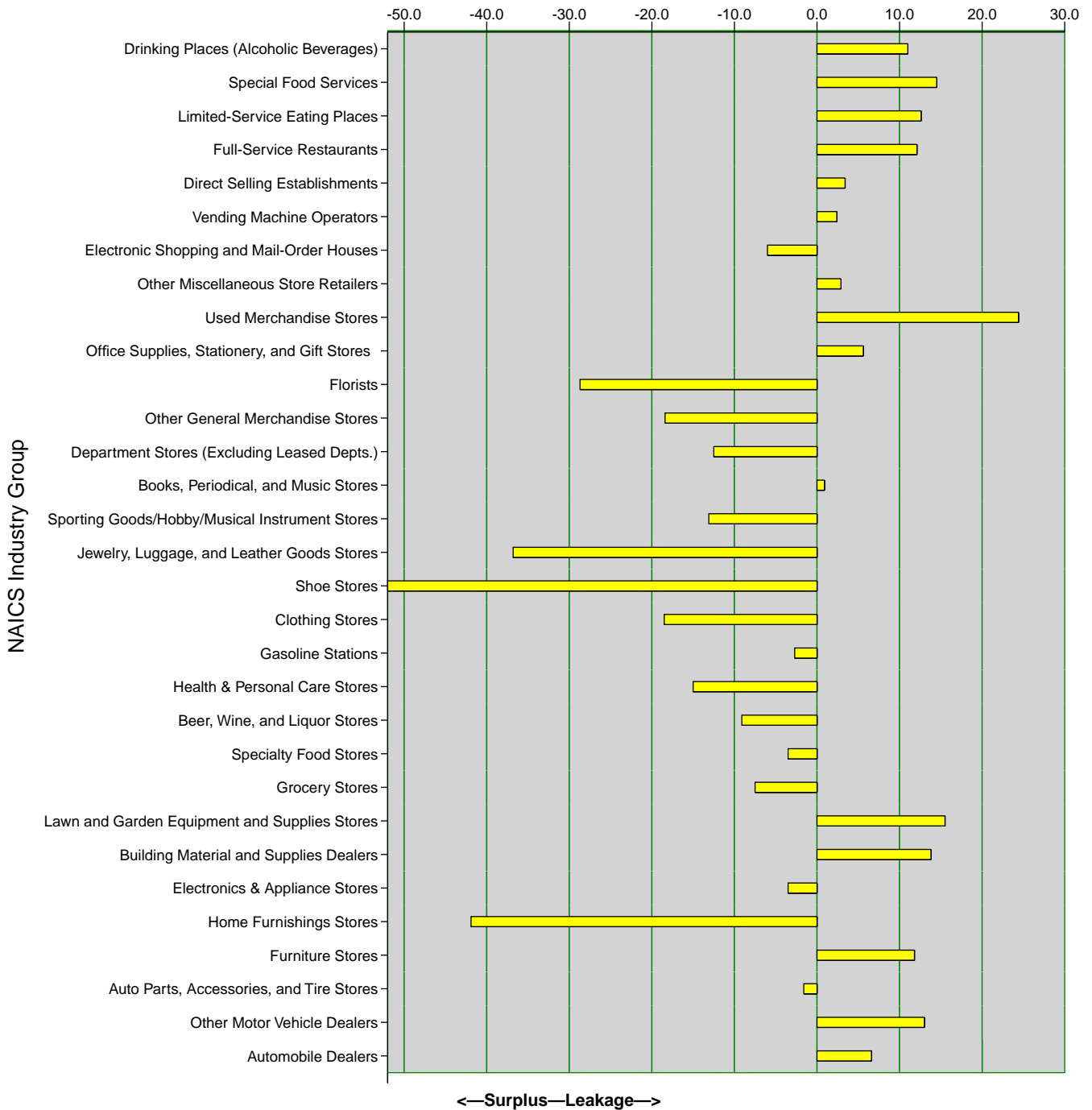


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