



Retail Marketplace Potential
105 W 3rd St., Beardstown, IL 62618
Ring: 1 mile radius

Latitude: 40.016571
Longitude: -90.433835

Summary Demographics

2010 Population	5,793
2010 Households	2,200
2010 Median Disposable Income	\$30,914
2010 Per Capita Income	\$16,765

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)	\$38,411,433	\$25,113,547	\$13,297,886	20.9	38
Total Retail Trade (NAICS 44-45)	\$33,344,306	\$21,335,816	\$12,008,490	22.0	24
Total Food & Drink (NAICS 722)	\$5,067,127	\$3,777,731	\$1,289,396	14.6	14

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$7,744,997	\$6,625,273	\$1,119,724	7.8	5
Automobile Dealers (NAICS 4411)	\$6,668,490	\$6,177,607	\$490,883	3.8	2
Other Motor Vehicle Dealers (NAICS 4412)	\$605,450	\$359,646	\$245,804	25.5	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$471,057	\$88,020	\$383,037	68.5	1
Furniture & Home Furnishings Stores (NAICS 442)	\$107,956	\$3,406	\$104,550	93.9	1
Furniture Stores (NAICS 4421)	\$9,234	\$0	\$9,234	100.0	0
Home Furnishings Stores (NAICS 4422)	\$98,722	\$3,406	\$95,316	93.3	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$596,351	\$3,561	\$592,790	98.8	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,797,239	\$264,423	\$1,532,816	74.3	3
Building Material and Supplies Dealers (NAICS 4441)	\$959,625	\$259,984	\$699,641	57.4	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$837,614	\$4,439	\$833,175	98.9	1
Food & Beverage Stores (NAICS 445)	\$7,911,779	\$3,733,106	\$4,178,673	35.9	4
Grocery Stores (NAICS 4451)	\$7,576,710	\$3,333,838	\$4,242,872	38.9	3
Specialty Food Stores (NAICS 4452)	\$106,189	\$6,764	\$99,425	88.0	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$228,880	\$392,504	\$-163,624	-26.3	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$721,160	\$742,315	\$-21,155	-1.4	1
Gasoline Stations (NAICS 447/4471)	\$6,514,584	\$5,122,027	\$1,392,557	12.0	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,309,452	\$3,642,241	\$-2,332,789	-47.1	1
Clothing Stores (NAICS 4481)	\$1,303,542	\$3,642,241	\$-2,338,699	-47.3	1
Shoe Stores (NAICS 4482)	\$5,091	\$0	\$5,091	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$819	\$0	\$819	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$511,813	\$443,504	\$68,309	7.2	4
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$213,003	\$111,337	\$101,666	31.3	3
Book, Periodical, and Music Stores (NAICS 4512)	\$298,810	\$332,167	\$-33,357	-5.3	1

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

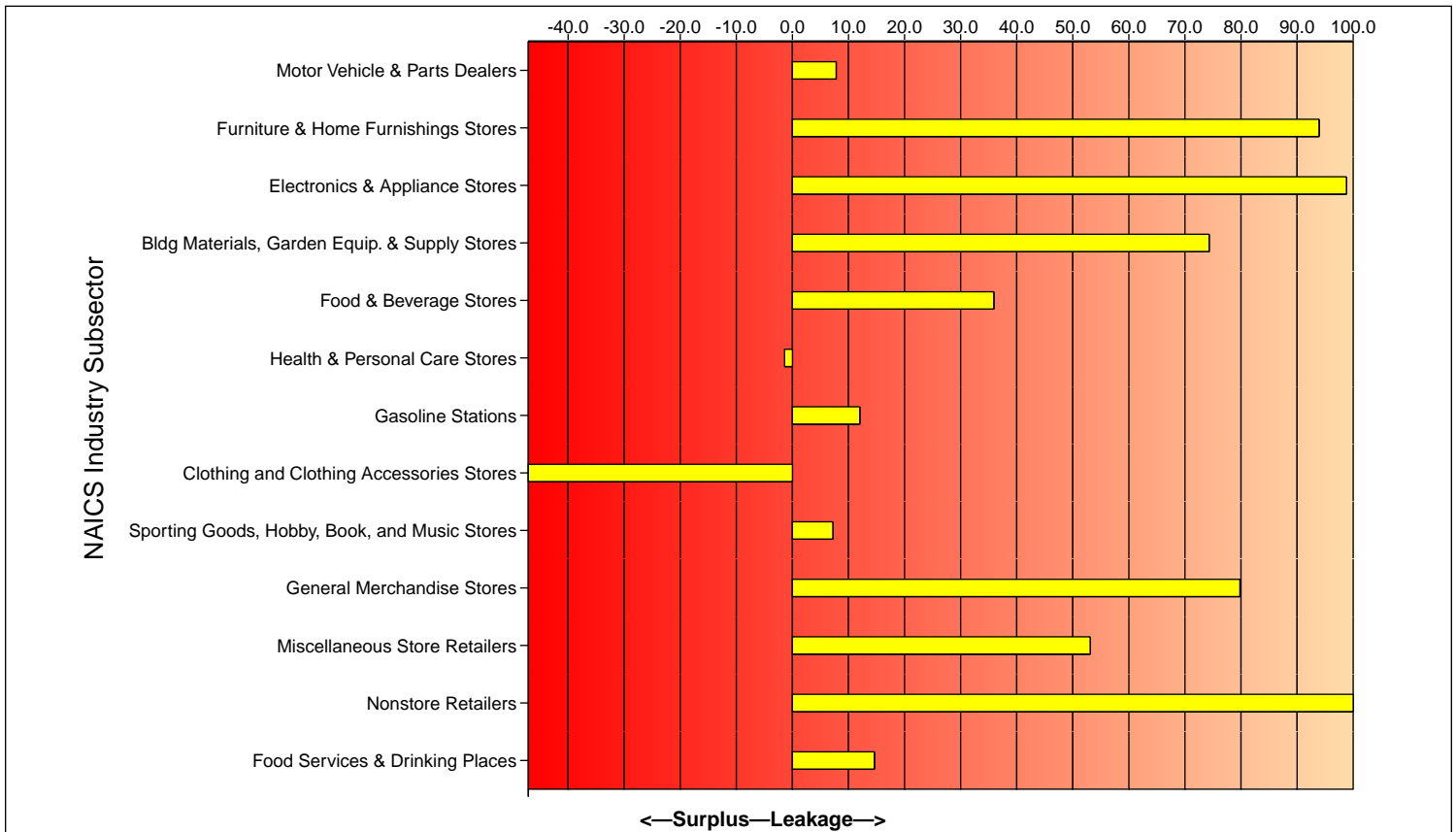


Retail Marketplace Potential
 105 W 3rd St., Beardstown, IL 62618
 Ring: 1 mile radius

Latitude: 40.016571
 Longitude: -90.433835

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$5,406,557	\$605,959	\$4,800,598	79.8	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,750,711	\$515,815	\$3,234,896	75.8	1
Other General Merchandise Stores (NAICS 4529)	\$1,655,846	\$90,144	\$1,565,702	89.7	1
Miscellaneous Store Retailers (NAICS 453)	\$489,179	\$150,001	\$339,178	53.1	3
Florists (NAICS 4531)	\$20,313	\$111,307	-\$90,994	-69.1	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$229,420	\$9,493	\$219,927	92.1	1
Used Merchandise Stores (NAICS 4533)	\$181,617	\$29,201	\$152,416	72.3	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$57,829	\$0	\$57,829	100.0	0
Nonstore Retailers (NAICS 454)	\$233,239	\$0	\$233,239	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$10,455	\$0	\$10,455	100.0	0
Vending Machine Operators (NAICS 4542)	\$64,485	\$0	\$64,485	100.0	0
Direct Selling Establishments (NAICS 4543)	\$158,299	\$0	\$158,299	100.0	0
Food Services & Drinking Places (NAICS 722)	\$5,067,127	\$3,777,731	\$1,289,396	14.6	14
Full-Service Restaurants (NAICS 7221)	\$2,126,207	\$1,829,301	\$296,906	7.5	7
Limited-Service Eating Places (NAICS 7222)	\$2,354,743	\$942,466	\$1,412,277	42.8	2
Special Food Services (NAICS 7223)	\$215,886	\$744,728	-\$528,842	-55.1	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$370,291	\$261,236	\$109,055	17.3	4

Leakage/Surplus Factor by Industry Subsector

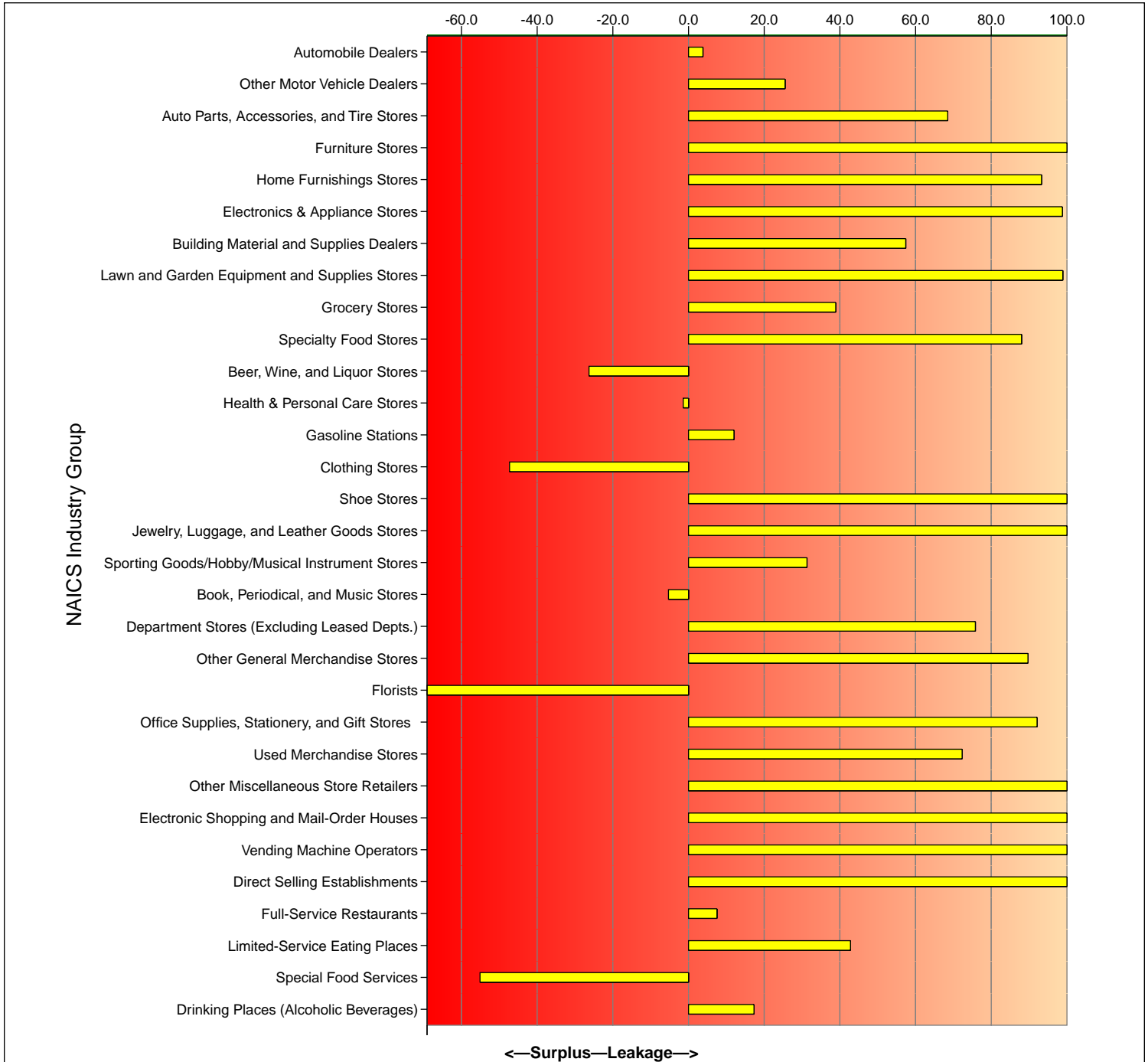


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Leakage/Surplus Factor by Industry Group



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Retail Marketplace Potential
105 W 3rd St., Beardstown, IL 62618
Ring: 15 miles radius

Latitude: 40.016571
Longitude: -90.433835

Summary Demographics

2010 Population	20,296
2010 Households	8,178
2010 Median Disposable Income	\$34,181
2010 Per Capita Income	\$19,544

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)	\$160,323,326	\$109,845,491	\$50,477,835	18.7	154
Total Retail Trade (NAICS 44-45)	\$140,206,308	\$97,939,879	\$42,266,429	17.7	107
Total Food & Drink (NAICS 722)	\$20,117,018	\$11,905,612	\$8,211,406	25.6	47

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$32,902,202	\$9,262,821	\$23,639,381	56.1	14
Automobile Dealers (NAICS 4411)	\$27,991,668	\$7,541,710	\$20,449,958	57.6	4
Other Motor Vehicle Dealers (NAICS 4412)	\$3,108,800	\$757,190	\$2,351,610	60.8	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,801,734	\$963,921	\$837,813	30.3	7
Furniture & Home Furnishings Stores (NAICS 442)	\$1,785,566	\$444,765	\$1,340,801	60.1	4
Furniture Stores (NAICS 4421)	\$1,001,268	\$230,211	\$771,057	62.6	1
Home Furnishings Stores (NAICS 4422)	\$784,298	\$214,554	\$569,744	57.0	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,882,809	\$355,259	\$2,527,550	78.1	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$6,640,968	\$4,190,768	\$2,450,200	22.6	16
Building Material and Supplies Dealers (NAICS 4441)	\$4,649,288	\$1,362,432	\$3,286,856	54.7	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,991,680	\$2,828,336	\$-836,656	-17.4	3
Food & Beverage Stores (NAICS 445)	\$30,569,434	\$16,699,542	\$13,869,892	29.3	15
Grocery Stores (NAICS 4451)	\$28,763,555	\$15,554,007	\$13,209,548	29.8	10
Specialty Food Stores (NAICS 4452)	\$807,934	\$337,366	\$470,568	41.1	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$997,945	\$808,169	\$189,776	10.5	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,840,556	\$2,892,811	\$1,947,745	25.2	4
Gasoline Stations (NAICS 447/4471)	\$28,609,641	\$33,845,368	\$-5,235,727	-8.4	12
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,156,041	\$4,125,183	\$30,858	0.4	6
Clothing Stores (NAICS 4481)	\$3,765,391	\$3,905,172	\$-139,781	-1.8	4
Shoe Stores (NAICS 4482)	\$115,412	\$0	\$115,412	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$275,238	\$220,011	\$55,227	11.2	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,631,261	\$739,335	\$891,926	37.6	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$913,930	\$248,159	\$665,771	57.3	6
Book, Periodical, and Music Stores (NAICS 4512)	\$717,331	\$491,176	\$226,155	18.7	2

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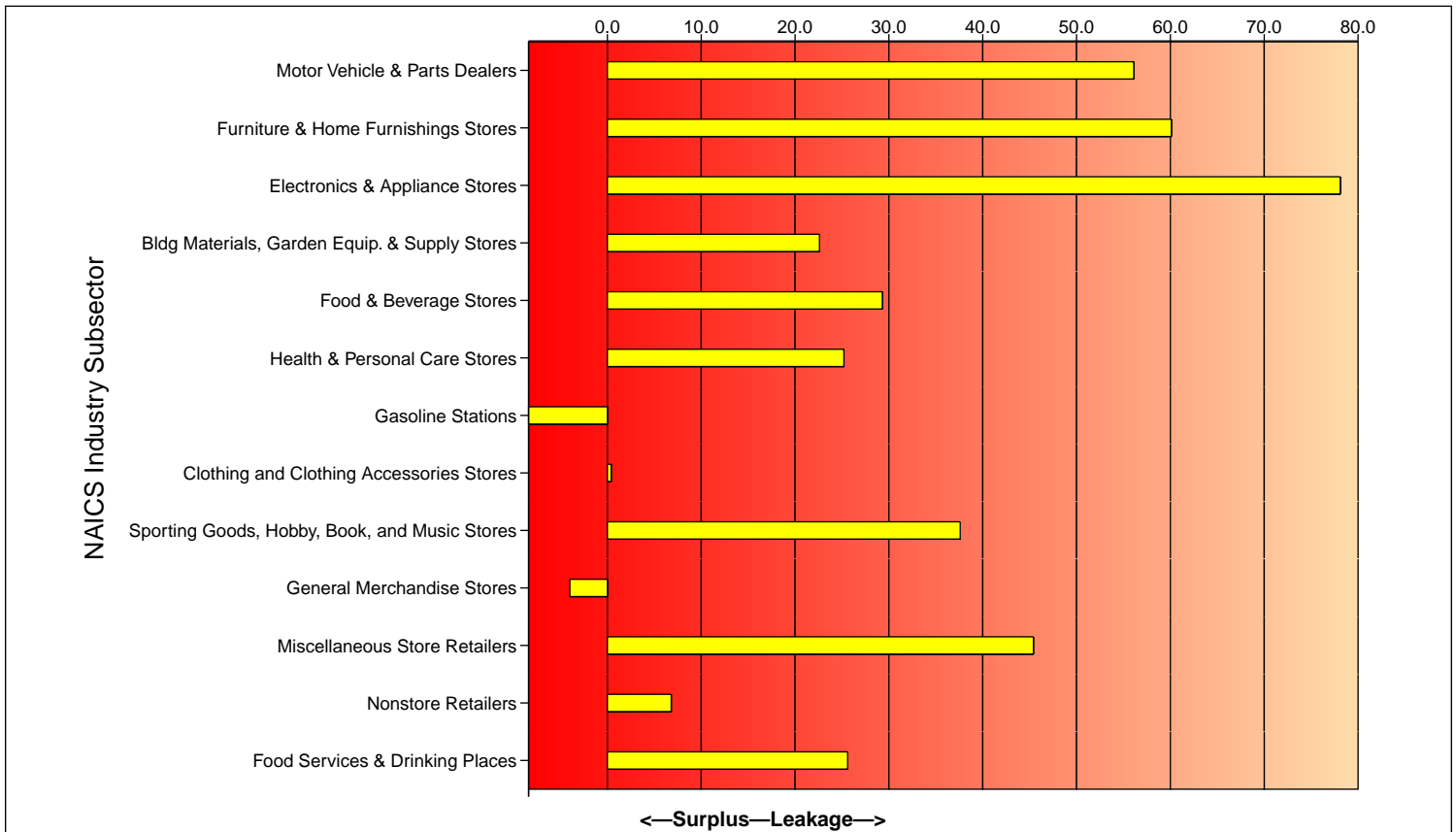


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Latitude: 40.016571
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$17,664,121	\$19,154,167	-\$1,490,046	-4.0	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$11,026,048	\$12,207,203	-\$1,181,155	-5.1	1
Other General Merchandise Stores (NAICS 4529)	\$6,638,073	\$6,946,964	-\$308,891	-2.3	3
Miscellaneous Store Retailers (NAICS 453)	\$2,422,090	\$910,339	\$1,511,751	45.4	18
Florists (NAICS 4531)	\$207,385	\$228,388	-\$21,003	-4.8	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$963,301	\$280,114	\$683,187	54.9	3
Used Merchandise Stores (NAICS 4533)	\$553,014	\$238,109	\$314,905	39.8	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$698,390	\$163,728	\$534,662	62.0	3
Nonstore Retailers (NAICS 454)	\$6,101,619	\$5,319,521	\$782,098	6.8	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,560,779	\$4,532,052	\$28,727	0.3	1
Vending Machine Operators (NAICS 4542)	\$336,030	\$0	\$336,030	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,204,810	\$787,469	\$417,341	20.9	2
Food Services & Drinking Places (NAICS 722)	\$20,117,018	\$11,905,612	\$8,211,406	25.6	47
Full-Service Restaurants (NAICS 7221)	\$6,941,184	\$4,339,329	\$2,601,855	23.1	20
Limited-Service Eating Places (NAICS 7222)	\$9,983,488	\$5,467,241	\$4,516,247	29.2	13
Special Food Services (NAICS 7223)	\$1,893,713	\$1,135,626	\$758,087	25.0	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,298,633	\$963,416	\$335,217	14.8	11

Leakage/Surplus Factor by Industry Subsector

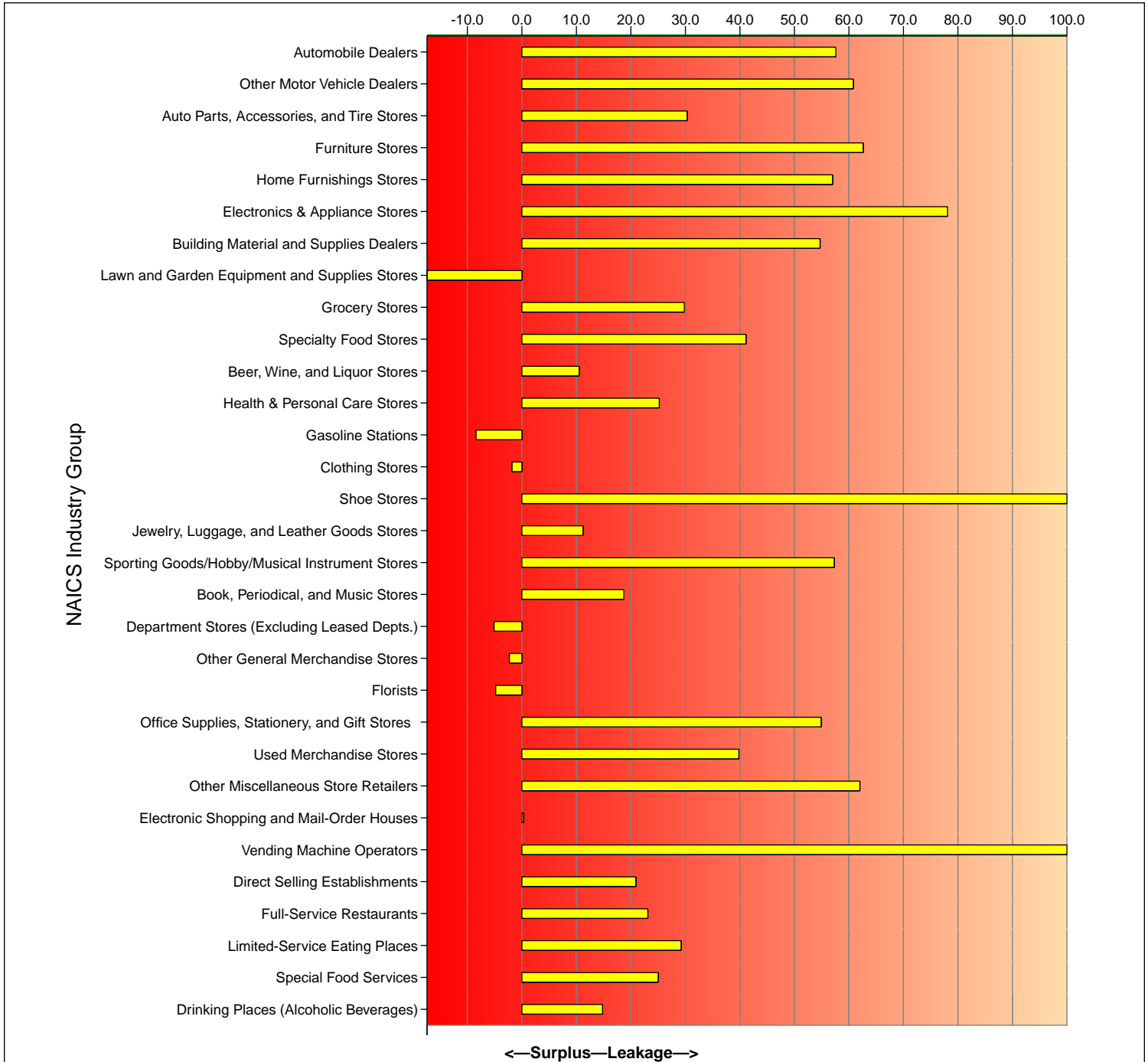


Sources: Esri and Infogroup

Retail Marketplace Potential
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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Retail Marketplace Potential
105 W 3rd St., Beardstown, IL 62618
Ring: 25 miles radius

Latitude: 40.016571
Longitude: -90.433835

Summary Demographics

2010 Population	65,436
2010 Households	25,201
2010 Median Disposable Income	\$35,566
2010 Per Capita Income	\$20,842

Industry Summary

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)	\$506,724,642	\$396,117,839	\$110,606,803	12.3	510
Total Retail Trade (NAICS 44-45)	\$440,371,218	\$352,878,463	\$87,492,755	11.0	364
Total Food & Drink (NAICS 722)	\$66,353,424	\$43,239,376	\$23,114,048	21.1	146

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$104,195,122	\$56,847,810	\$47,347,312	29.4	49
Automobile Dealers (NAICS 4411)	\$89,070,100	\$47,403,595	\$41,666,505	30.5	17
Other Motor Vehicle Dealers (NAICS 4412)	\$8,814,498	\$5,328,035	\$3,486,463	24.7	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,310,524	\$4,116,180	\$2,194,344	21.0	23
Furniture & Home Furnishings Stores (NAICS 442)	\$7,574,101	\$2,312,090	\$5,262,011	53.2	11
Furniture Stores (NAICS 4421)	\$5,196,525	\$1,652,085	\$3,544,440	51.8	5
Home Furnishings Stores (NAICS 4422)	\$2,377,576	\$660,005	\$1,717,571	56.5	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,873,819	\$5,457,153	\$5,416,666	33.2	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$18,971,635	\$23,061,069	\$-4,089,434	-9.7	45
Building Material and Supplies Dealers (NAICS 4441)	\$15,179,120	\$18,787,040	\$-3,607,920	-10.6	31
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,792,515	\$4,274,029	\$-481,514	-6.0	14
Food & Beverage Stores (NAICS 445)	\$103,507,645	\$79,216,175	\$24,291,470	13.3	46
Grocery Stores (NAICS 4451)	\$99,271,474	\$75,918,048	\$23,353,426	13.3	33
Specialty Food Stores (NAICS 4452)	\$1,463,091	\$701,446	\$761,645	35.2	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,773,080	\$2,596,681	\$176,399	3.3	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$14,173,555	\$9,553,958	\$4,619,597	19.5	19
Gasoline Stations (NAICS 447/4471)	\$86,677,706	\$87,287,589	\$-609,883	-0.4	32
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,071,034	\$7,543,032	\$4,528,002	23.1	27
Clothing Stores (NAICS 4481)	\$9,562,596	\$5,977,465	\$3,585,131	23.1	16
Shoe Stores (NAICS 4482)	\$1,272,161	\$808,977	\$463,184	22.3	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,236,277	\$756,590	\$479,687	24.1	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,816,118	\$1,871,364	\$2,944,754	44.0	27
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,294,167	\$1,182,686	\$2,111,481	47.2	23
Book, Periodical, and Music Stores (NAICS 4512)	\$1,521,951	\$688,678	\$833,273	37.7	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.

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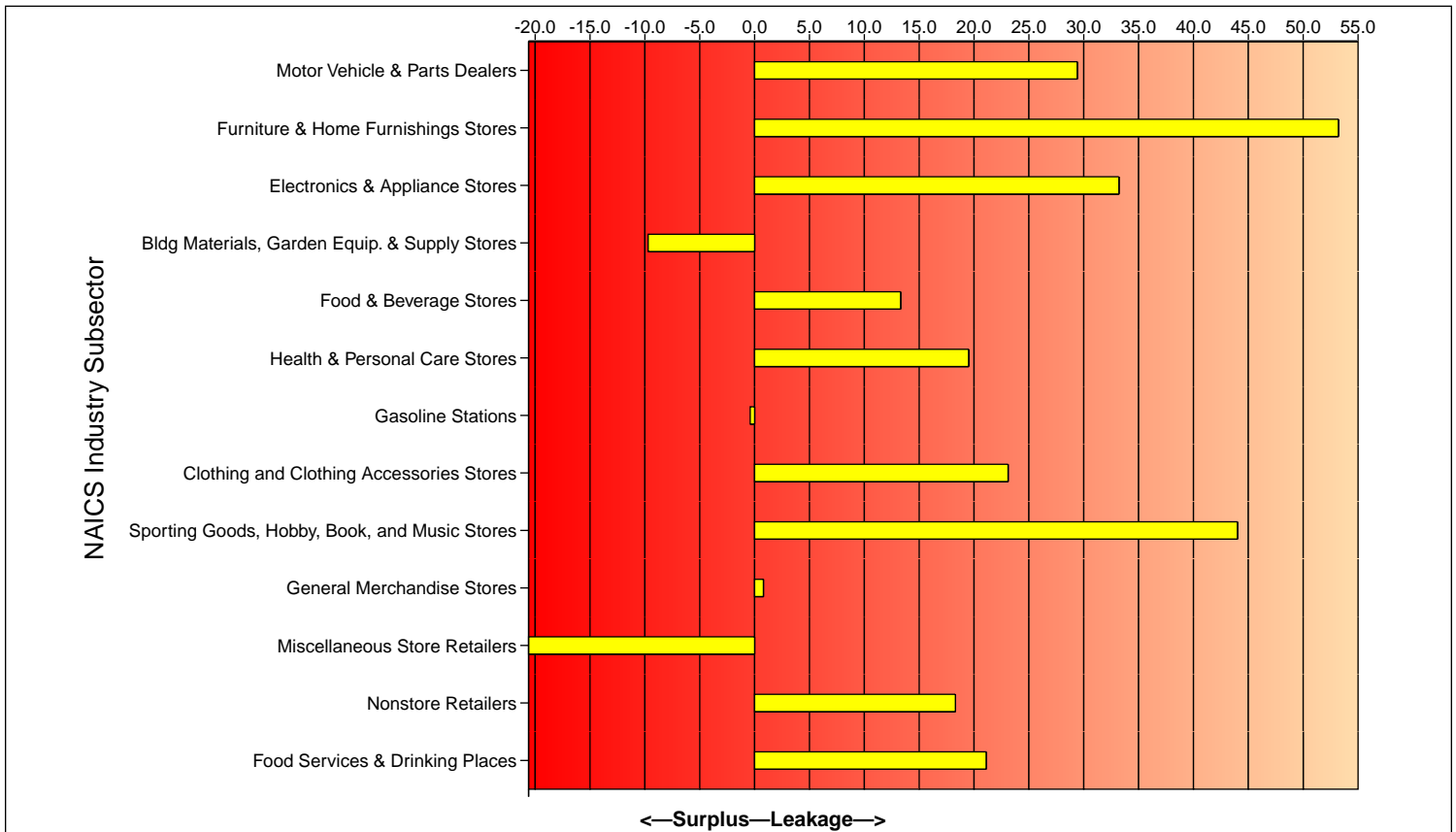


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$56,528,835	\$55,675,994	\$852,841	0.8	16
Department Stores Excluding Leased Depts.(NAICS 4521)	\$34,971,882	\$35,541,108	\$-569,226	-0.8	7
Other General Merchandise Stores (NAICS 4529)	\$21,556,953	\$20,134,886	\$1,422,067	3.4	9
Miscellaneous Store Retailers (NAICS 453)	\$11,552,237	\$17,534,812	\$-5,982,575	-20.6	65
Florists (NAICS 4531)	\$735,512	\$579,266	\$156,246	11.9	14
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$6,545,401	\$15,298,825	\$-8,753,424	-40.1	16
Used Merchandise Stores (NAICS 4533)	\$1,040,681	\$413,432	\$627,249	43.1	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,230,643	\$1,243,289	\$1,987,354	44.4	21
Nonstore Retailers (NAICS 454)	\$9,429,411	\$6,517,417	\$2,911,994	18.3	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,770,004	\$4,532,052	\$1,237,952	12.0	1
Vending Machine Operators (NAICS 4542)	\$1,135,258	\$941,732	\$193,526	9.3	2
Direct Selling Establishments (NAICS 4543)	\$2,524,149	\$1,043,633	\$1,480,516	41.5	3
Food Services & Drinking Places (NAICS 722)	\$66,353,424	\$43,239,376	\$23,114,048	21.1	146
Full-Service Restaurants (NAICS 7221)	\$22,505,894	\$14,278,688	\$8,227,206	22.4	62
Limited-Service Eating Places (NAICS 7222)	\$31,208,863	\$20,151,159	\$11,057,704	21.5	37
Special Food Services (NAICS 7223)	\$7,977,633	\$5,378,002	\$2,599,631	19.5	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,661,034	\$3,431,527	\$1,229,507	15.2	41

Leakage/Surplus Factor by Industry Subsector

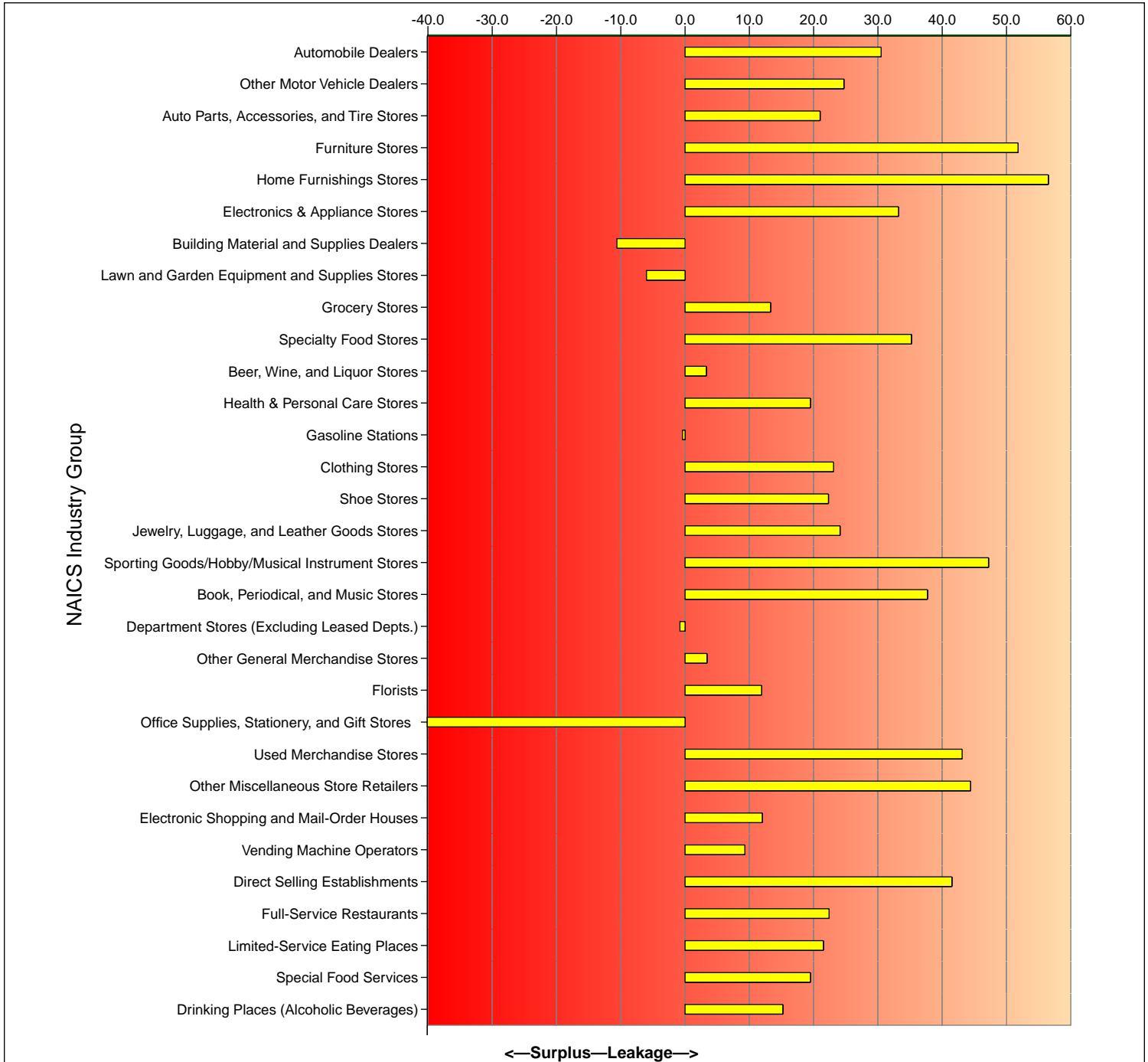


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Leakage/Surplus Factor by Industry Group



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