



# Retail MarketPlace Profile

Dixon Zip  
61021 (Dixon, IL)  
Geography: ZIP Code

## Summary Demographics

2018 Population	23,413
2018 Households	9,018
2018 Median Disposable Income	\$40,541
2018 Per Capita Income	\$27,799

## 2017 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	\$295,493,619	\$314,123,590	-\$18,629,971	-3.1	192
Total Retail Trade	44-45	\$267,726,775	\$288,925,768	-\$21,198,993	-3.8	130
Total Food & Drink	722	\$27,766,844	\$25,197,822	\$2,569,022	4.9	62

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$57,808,008	\$107,979,135	-\$50,171,127	-30.3	18
Automobile Dealers	4411	\$47,842,294	\$101,793,658	-\$53,951,364	-36.1	9
Other Motor Vehicle Dealers	4412	\$4,964,083	\$1,414,898	\$3,549,185	55.6	1
Auto Parts, Accessories & Tire Stores	4413	\$5,001,631	\$4,770,579	\$231,052	2.4	8
Furniture & Home Furnishings Stores	442	\$8,358,782	\$1,231,737	\$7,127,045	74.3	4
Furniture Stores	4421	\$4,824,652	\$227,133	\$4,597,519	91.0	1
Home Furnishings Stores	4422	\$3,534,130	\$1,004,604	\$2,529,526	55.7	3
Electronics & Appliance Stores	443	\$9,692,127	\$3,198,925	\$6,493,202	50.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,364,439	\$20,547,787	-\$1,183,348	-3.0	19
Bldg Material & Supplies Dealers	4441	\$17,370,068	\$18,247,016	-\$876,948	-2.5	14
Lawn & Garden Equip & Supply Stores	4442	\$1,994,371	\$2,300,771	-\$306,400	-7.1	5
Food & Beverage Stores	445	\$43,687,463	\$52,219,229	-\$8,531,766	-8.9	15
Grocery Stores	4451	\$38,514,952	\$48,152,235	-\$9,637,283	-11.1	11
Specialty Food Stores	4452	\$2,262,048	\$718,584	\$1,543,464	51.8	1
Beer, Wine & Liquor Stores	4453	\$2,910,463	\$3,348,410	-\$437,947	-7.0	3
Health & Personal Care Stores	446,4461	\$18,155,733	\$13,815,746	\$4,339,987	13.6	8
Gasoline Stations	447,4471	\$28,550,809	\$32,588,263	-\$4,037,454	-6.6	9
Clothing & Clothing Accessories Stores	448	\$13,182,858	\$6,546,654	\$6,636,204	33.6	10
Clothing Stores	4481	\$9,001,364	\$3,504,710	\$5,496,654	44.0	4
Shoe Stores	4482	\$1,910,926	\$1,294,624	\$616,302	19.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,270,568	\$1,747,320	\$523,248	13.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$6,689,494	\$4,147,859	\$2,541,635	23.5	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,543,208	\$2,882,097	\$2,661,111	31.6	5
Book, Periodical & Music Stores	4512	\$1,146,286	\$1,265,762	-\$119,476	-5.0	5
General Merchandise Stores	452	\$44,774,390	\$40,685,914	\$4,088,476	4.8	7
Department Stores Excluding Leased Depts.	4521	\$31,529,024	\$36,413,086	-\$4,884,062	-7.2	2
Other General Merchandise Stores	4529	\$13,245,366	\$4,272,828	\$8,972,538	51.2	5
Miscellaneous Store Retailers	453	\$10,099,166	\$5,964,519	\$4,134,647	25.7	25
Florists	4531	\$658,267	\$959,852	-\$301,585	-18.6	5
Office Supplies, Stationery & Gift Stores	4532	\$1,627,489	\$799,633	\$827,856	34.1	3
Used Merchandise Stores	4533	\$881,813	\$814,396	\$67,417	4.0	6
Other Miscellaneous Store Retailers	4539	\$6,931,597	\$3,390,638	\$3,540,959	34.3	11
Nonstore Retailers	454	\$7,363,506	\$0	\$7,363,506	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,605,632	\$0	\$5,605,632	100.0	0
Vending Machine Operators	4542	\$198,794	\$0	\$198,794	100.0	0
Direct Selling Establishments	4543	\$1,559,080	\$0	\$1,559,080	100.0	0
Food Services & Drinking Places	722	\$27,766,844	\$25,197,822	\$2,569,022	4.9	62
Special Food Services	7223	\$700,319	\$234,144	\$466,175	49.9	2
Drinking Places - Alcoholic Beverages	7224	\$902,803	\$1,838,858	-\$936,055	-34.1	14
Restaurants/Other Eating Places	7225	\$26,163,722	\$23,124,820	\$3,038,902	6.2	46

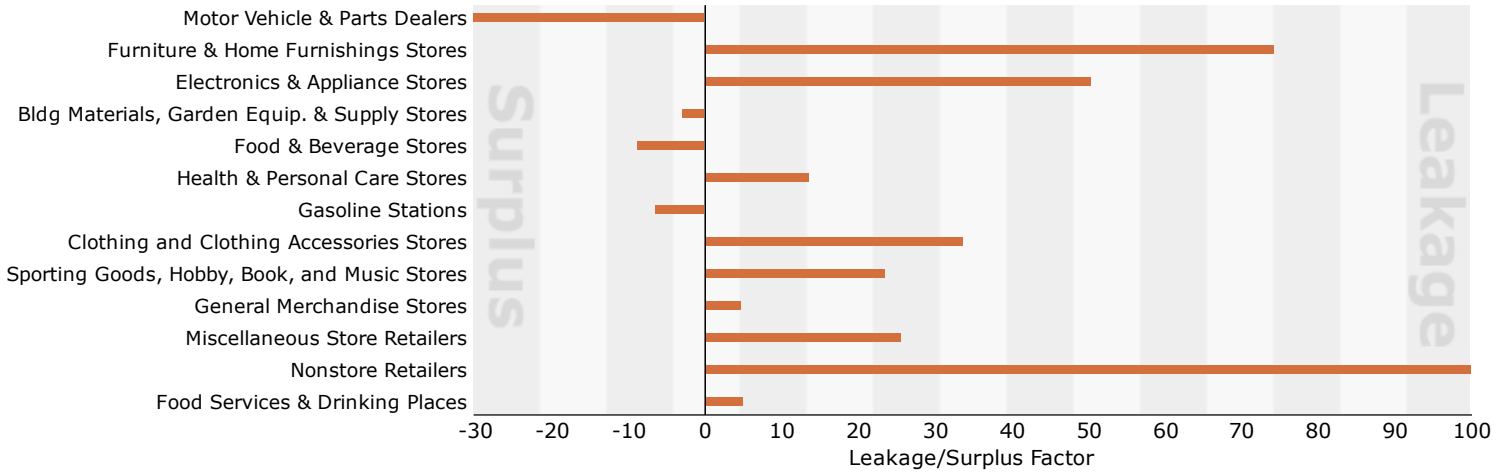
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

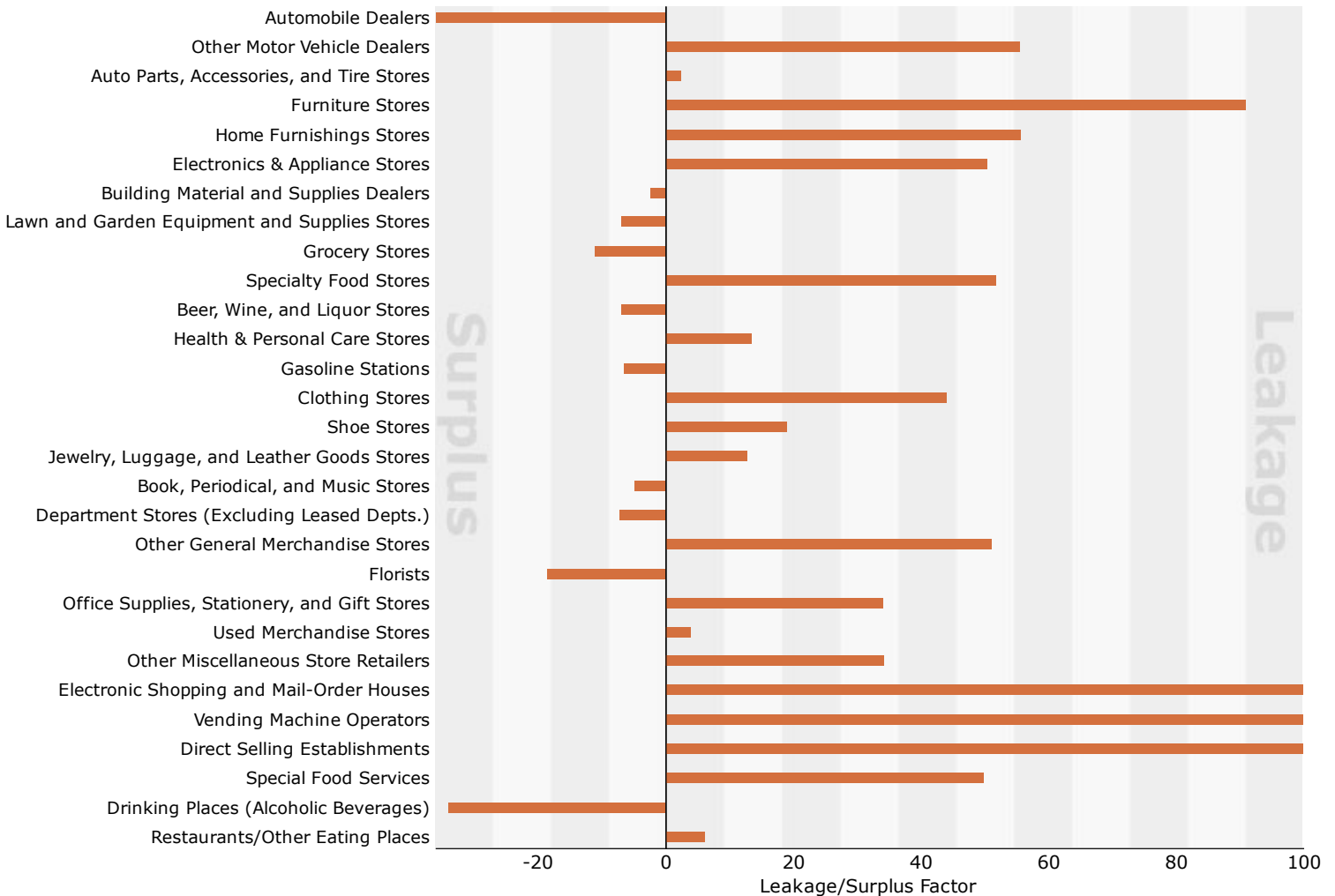
October 02, 2018

Dixon Zip  
61021 (Dixon, IL)  
Geography: ZIP Code

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.