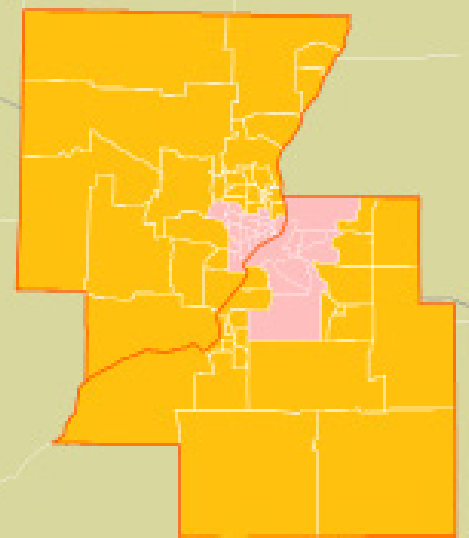




2018 Grocery Store Access Study

Greater Peoria Region, IL



Demographic Analysis of the Greater Peoria Region

Population trends for Peoria and Tazewell Counties (1900-2010)

Census tracts within the Greater Peoria Region (City of Peoria and East Peoria) lie in Peoria and Tazewell counties. Hence it is instrumental in understanding the long-run population trends of these counties. Peoria and Tazewell along with their surrounding counties of Fulton, Knox, Logan, Marshall, Mason, McLean, Stark, and Woodford, in Illinois, form a larger 10 County Intra-region (*Figure 1*).

The population of Peoria County in 2016 was estimated at 186,818, while that of Tazewell County was 135,400 (ACS 2012-2016). From 1950 to 2016, the populations of both these counties have increased (*Table 1*). However, Tazewell County's population increase of 78% from 1950-2010 is substantially higher than that of Peoria County (7%). The population of the 10 County Intra-region, during this time frame, increased by 33% as well. Also, in the last 60 years (1950-2010) Tazewell County has gained 47,000 more residents than Peoria County, indicating that Tazewell County's population is growing at a faster rate than both-Peoria County and the surrounding region (*Figure 2*).

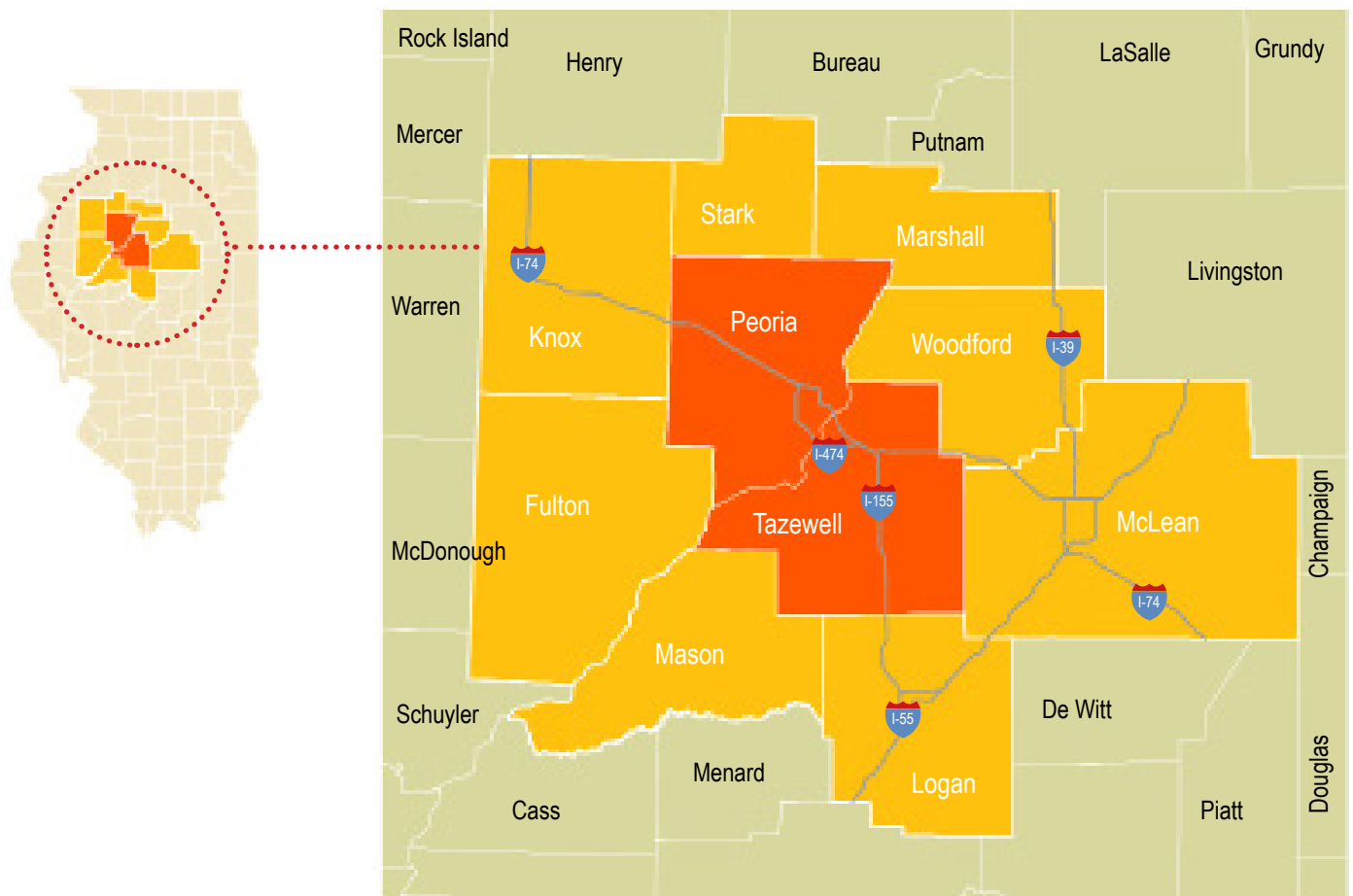


Figure 1: Map of Peoria, Tazewell, and its surrounding 10 County Intra-region

Source: Esri, ArcGIS

Table 1: Population trends of Peoria, Tazewell, and its surrounding 10 County Intra-region (1900-2010), Long-Run

County/ Region	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010
Tazewell	100	102	116	139	176	229	300	357	398	372	387	408
McLean	100	100	103	108	109	113	124	154	176	190	222	250
Peoria	100	113	126	160	173	197	213	220	226	206	207	210
Woodford	100	94	89	86	88	98	113	128	153	150	163	177
Knox	100	106	107	118	120	125	141	141	141	129	128	121
Logan	100	105	103	101	103	107	117	117	111	107	109	106
Mason	100	99	95	86	88	88	87	92	111	93	92	84
Fulton	100	107	104	95	97	95	91	91	95	82	83	80
Marshall	100	96	90	80	81	80	81	81	88	78	81	77
Stark	100	99	95	90	87	86	80	74	73	64	62	59
Region	100	105	108	118	125	137	153	166	177	168	176	183

Source: Census U.S. Decennial County Population Data, 1900-1990, Census Data-2000 and 2010

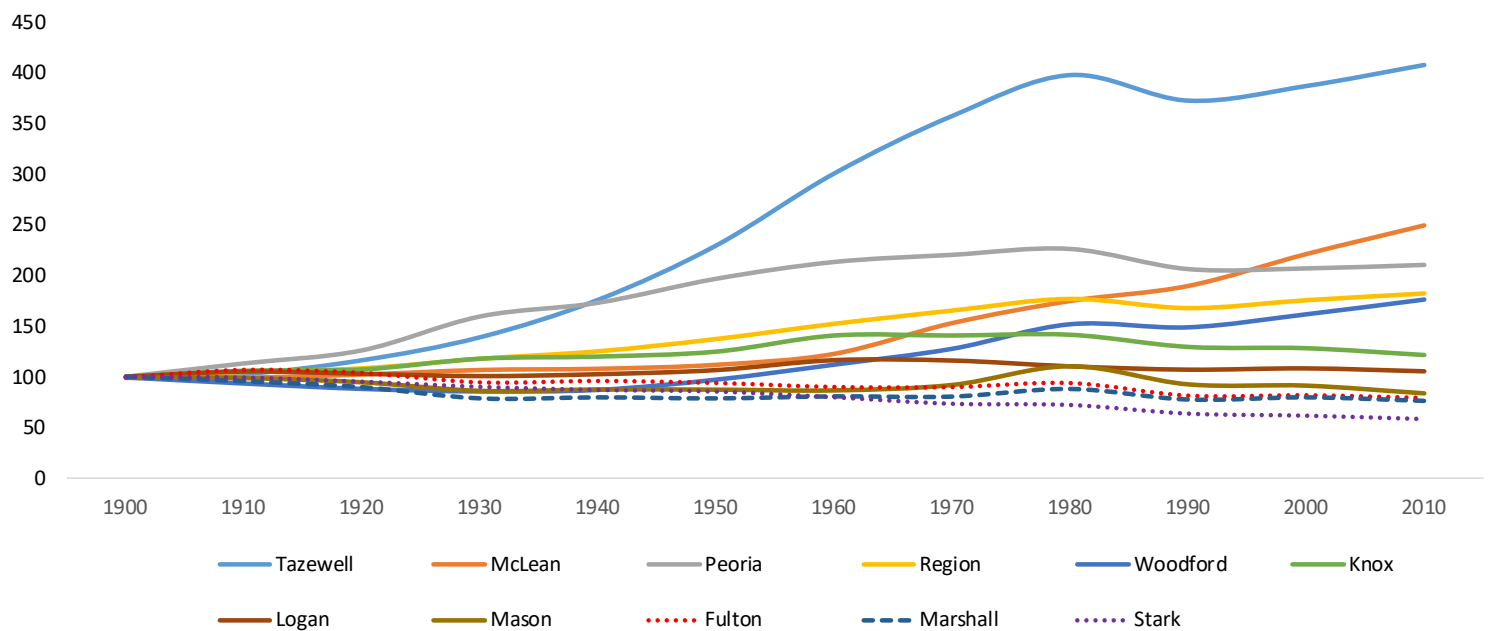


Figure 2: Indexed Population trends Peoria, Tazewell, and its surrounding 10 County Intra-region (1900-2010)

Source: Census U.S. Decennial County Population Data, 1900-1990, Census Data-2000 and 2010

Population change for Peoria, Tazewell, and its surrounding Intra-regional counties (1900-2010)

Within the 10 County Intra-region (Figure 1), Peoria and Tazewell counties continue to be major population centers. From 1950-2010, both these counties constituted approximately 50% of the regional population (Figure 3). Though Peoria has steadily continued to gain people (24% of the regional population in 1900 to 27% in 2010), Tazewell County's population change has been more pronounced, from 9% of the regional population in 1900 to 20% in 2010.

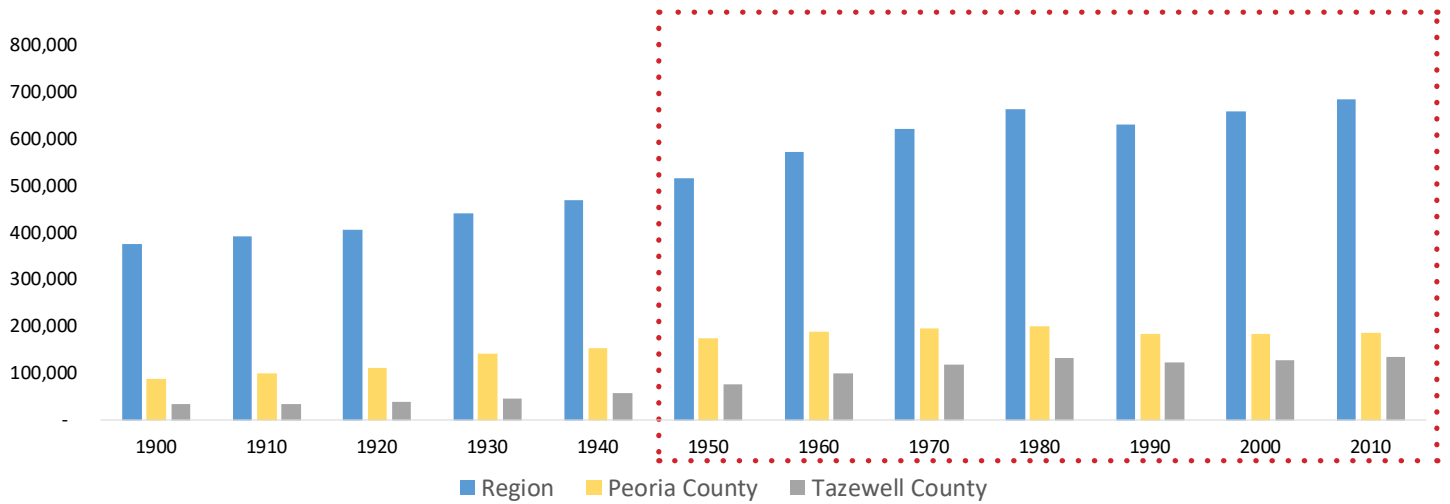


Figure 3: Population change for Peoria, Tazewell, and its surrounding 10 County Intra-region, (1900-2010)

Source: Census U.S. Decennial County Population Data, 1900-1990, Census Data-2000 and 2010

The **Greater Peoria Region** comprises of the following Census Tracts (*Figure 4*):

1, 2, 3, 5, 6, 9, 12, 13, 15, 16, 18, 19, 20, 21, 22, 24, 25, 27.01, 27.02, 41.02, 44, and 50 in Peoria County, and 201, 203.01, 203.02, 212.01, 212.02, 212.03, 215 and 224 in Tazewell County.

Within this Greater Peoria Region, the East Bluff neighborhood comprises of Census Tracts 16, 24, and 25, while the South Side neighborhood comprises of tracts 1, 2, 3, 5, 6, and 50 (*Figure 5*).

Population change for the Greater Peoria Region

From 2010 to 2016, the total population decreased by 1.15% (from 103,744 to 102,552 residents) for the Greater Peoria Region, comprising of East Peoria and the City of Peoria (*Figure 6*). For the same time frame, the population growth rate for United States at 3.18% was higher than Illinois at 0.16%, Peoria County at 0.17%, and Tazewell County at 0% (*Figure 6*).

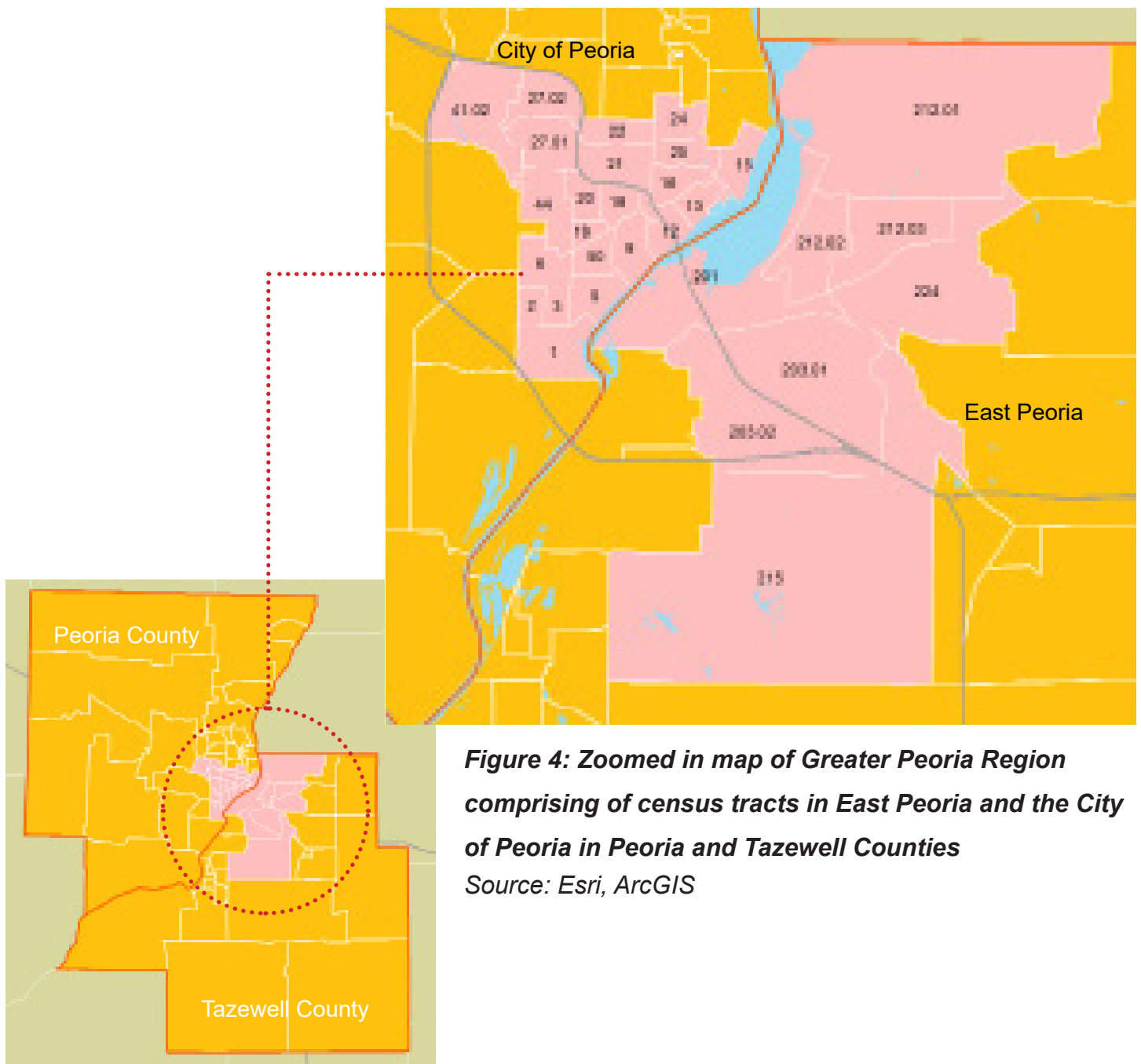


Figure 4: Zoomed in map of Greater Peoria Region comprising of census tracts in East Peoria and the City of Peoria in Peoria and Tazewell Counties
Source: Esri, ArcGIS

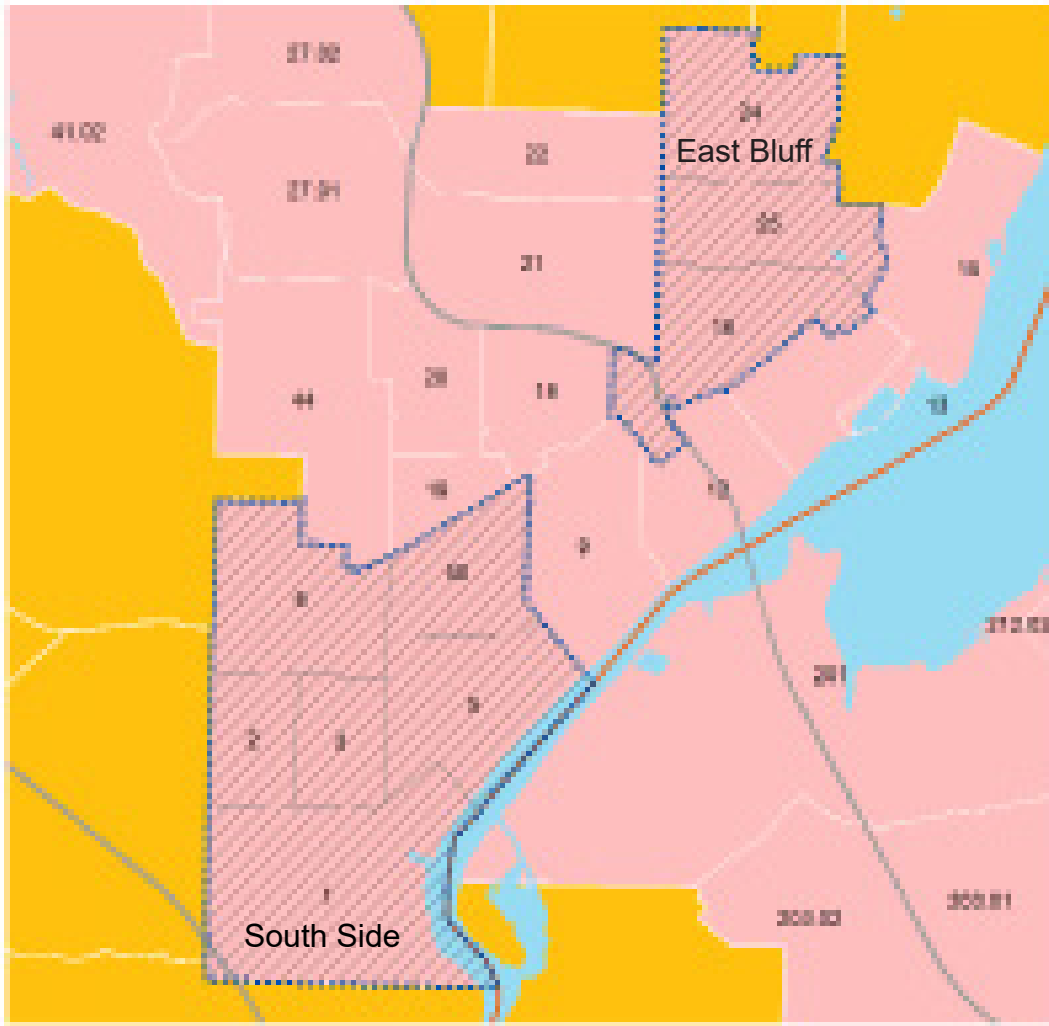


Figure 5: Zoomed in map of the East Bluff and South Side neighborhoods in Peoria County
Source: Esri, ArcGIS

Population change for the East Bluff and South Side neighborhoods in Peoria County

The East Bluff neighborhood experienced a higher population decline than the South Side neighborhood. From 2010 to 2016, within the Greater Peoria Region (*Figure 6*), the total population of the East Bluff neighborhood decreased by 3.4% (from 12,259 to 11,842 residents), compared to the South Side neighborhood, which experienced a 0.53% decrease in its overall residents (12,837 to 12,769 residents).

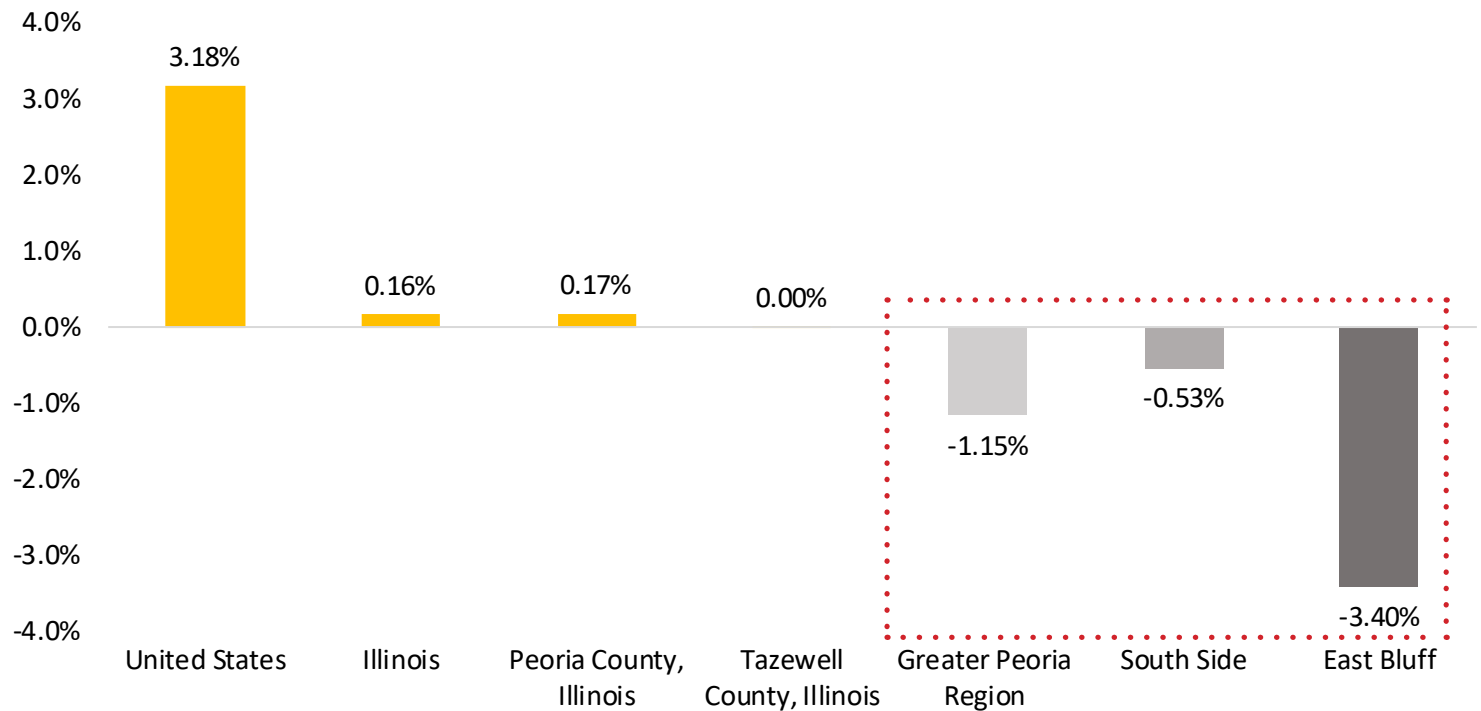


Figure 6: Population change (2010-2016)

Source: 2010 Census and ACS 2012-2016, U.S. Census Bureau

Population by sex for the Greater Peoria Region

In 2016, for the Greater Peoria Region, 48.1% of the total population were males, while 51.9% were females (*Figure 7*). This was similar to the national and state trend, wherein the distribution of males to females was 49% to 51% (ACS 2012-2016, U.S. Census Bureau). The East Bluff and South Side neighborhoods displayed similar patterns as well, wherein the female population was greater than the male population (*Figure 7*).

From 2010-2016, both the male and female population within the Greater Peoria Region declined (*Table 2*). The Region's male population decreased by 0.78% (U.S + 3.28%, IL + 0.29%), compared to its female population, which decreased by 1.49% (U.S + 3.08%, IL + 0.04%). South Side's male population increased by 1%, while its female population decreased by approximately 2%. East Bluff, on the other hand, lost about 8% of its male population. However, during this time frame, its female population, increased by 0.5% (*Table 2*).

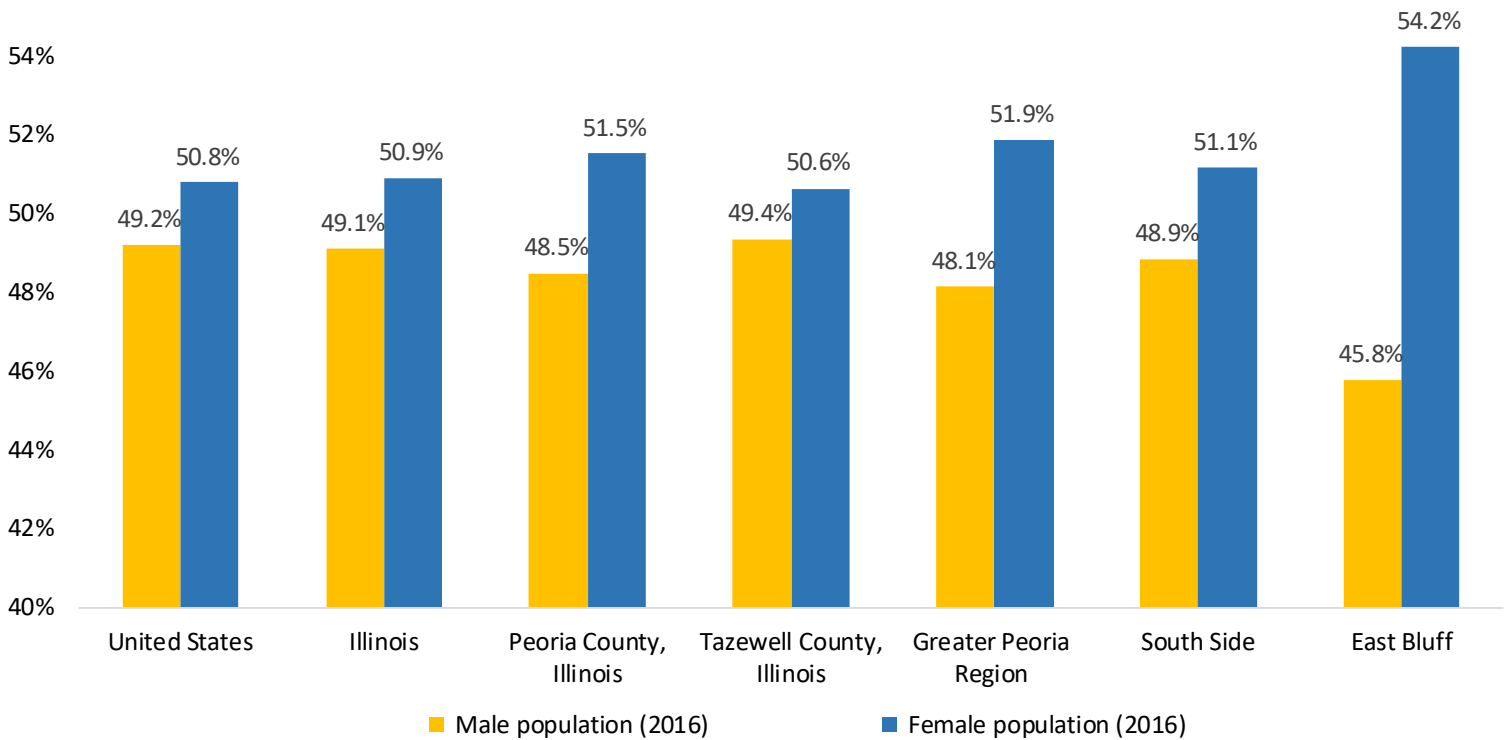


Figure 7: Population by sex (2012-2016)
 Source: ACS 2012-2016, U.S. Census Bureau

Table 2: Population change by sex (2010-2016)

Geography	Male population change 2010-2016	Female population change 2010-2016
United States	3.28%	3.08%
Illinois	0.29%	0.04%
Peoria County, Illinois	0.36%	-0.00%
Tazewell County, Illinois	0.17%	-0.16%
Greater Peoria Region	-0.78%	-1.49%
South Side	1.00%	-1.95%
East Bluff	-7.71%	0.56%

Source: 2010 Census and ACS 2012-2016, U.S. Census Bureau

Population by race and ethnicity for the Greater Peoria Region

Data derived from the U.S. Census Bureau (ACS 2012-2016) shows that the Greater Peoria Region follows the national, state and county trends, and is predominantly White (66.8%), Figure 8. The Black or African American population, within the region, constitutes approximately 26% of the total population, which is higher than the national (12.6%), state (14.3%), and county (Peoria 17.4%, Tazewell 1.2%) averages (Figure 8).

The East Bluff and South Side neighborhoods, however, display different trends (Tables 3 and 4, Figure 8). More than half of South Side's population is Black or African American (58.8%). Even though East Bluff is predominantly White, they have a sizeable Black or African American population (40%), Table 4. Compared to the national, state, county and regional trends, the East Bluff and South Side neighborhoods have a lower White population as well (South Side at 31.7%, East Bluff at 47%).

Additionally, within the region, 5.7% of the total population identified as Hispanic or Latino (Table 4), which is lower than the national and state averages, but on par with the county trend (ACS 2012-2016, U.S. Census Bureau). At 12.7%, the Hispanic or Latino population of South Side is greater than the Greater Peoria Region (5.7%) and the East Bluff neighborhood (6.2%), Table 4.

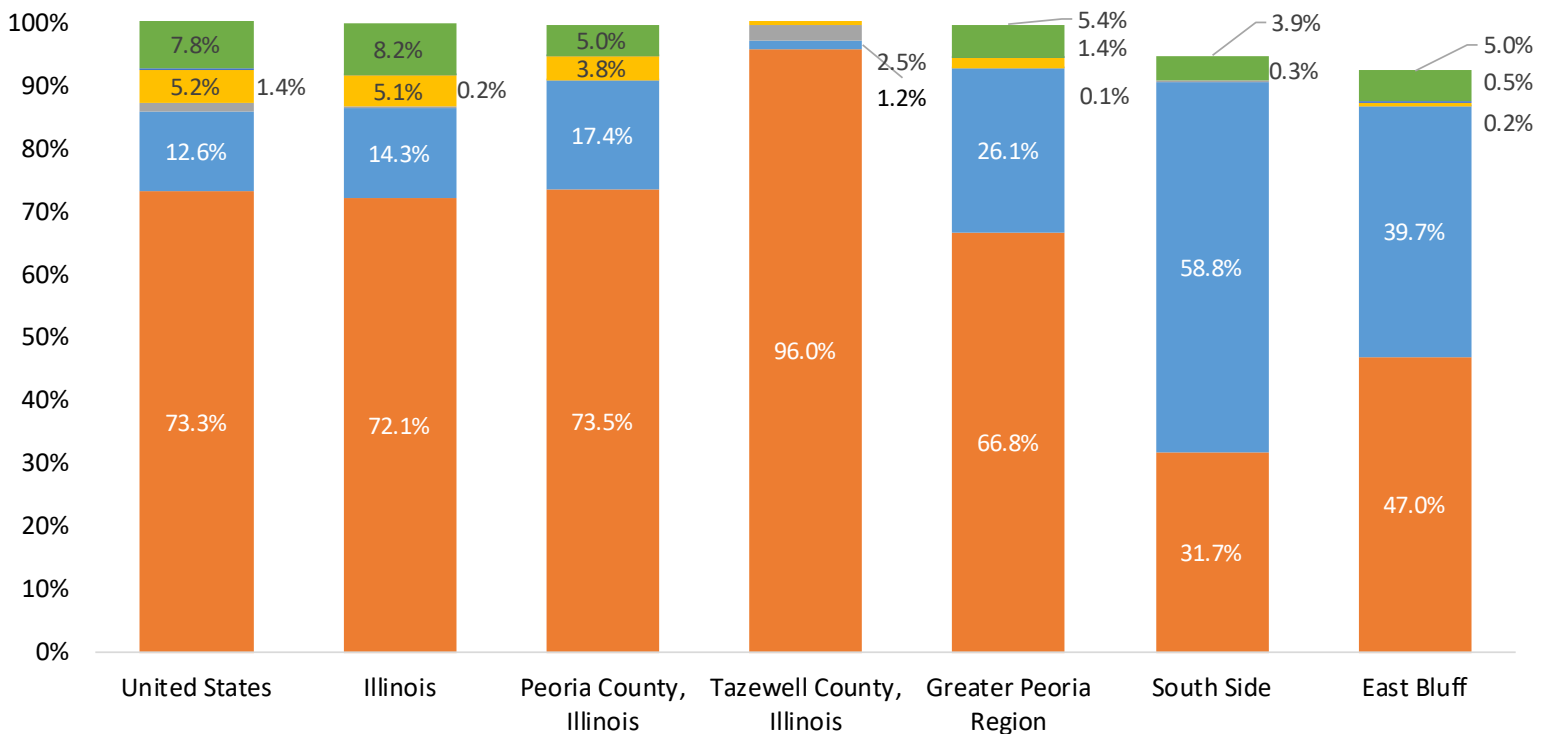


Figure 8: Population by race and ethnicity (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

Table 3: Population by race and ethnicity (2012-2016)

Race/Ethnicity	Peoria County	Tazewell County	Greater Peoria Region	South Side	East Bluff
Total population	186,818	135,400	102,552	12,769	11,842
White	137,377	129,963	68,502	4,053	5,567
Black or African American	32,531	1,630	26,724	7,514	4,704
American Indian and Alaska Native	579	242	284	41	22
Asian	7,027	1,258	1,459	-	63
Native Hawaiian and Other Pacific Islander	15	40	23	-	11
Others	9,289	2,267	5,560	502	588
Hispanic or Latino	8,356	2,995	5,799	1,616	730

Source: ACS 2012-2016, U.S. Census Bureau

Table 4: Population by race and ethnicity, percent of total (2012-2016)

Race/Ethnicity	Peoria County	Tazewell County	Greater Peoria Region	South Side	East Bluff
White	73.5%	96.0%	66.8%	31.7%	47.0%
Black or African American	17.4%	1.2%	26.1%	58.8%	39.7%
American Indian and Alaska Native	0.3%	0.2%	0.3%	0.3%	0.2%
Asian	3.8%	0.9%	1.4%	0.0%	0.5%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.1%
Others	5.0%	1.7%	5.4%	3.9%	5.0%
Hispanic or Latino	4.5%	2.2%	5.7%	12.7%	6.2%

Source: ACS 2012-2016, U.S. Census Bureau

Population Pyramid of the Greater Peoria Region

From 2010 to 2016, the total population for the Greater Peoria Region decreased by 1.15% (Figure 6). This is visible in the 2016 population pyramid of the Greater Peoria Region (Figure 10), which also indicates that the population is not growing. Currently, the Greater Peoria Region, similar to United States, Illinois, and Peoria and Tazewell counties (Figure 9) displays a population pyramid with somewhat equal percentages across all age cohorts that tapers off towards the top. Additionally, for the region, within these cohorts, the age groups with the highest population percentages are under 5 and 15 to 24 years of age (Figure 10). Within the working age population (20-64 years), the lowest population percentages are 40-49 years of age (Figure 10).

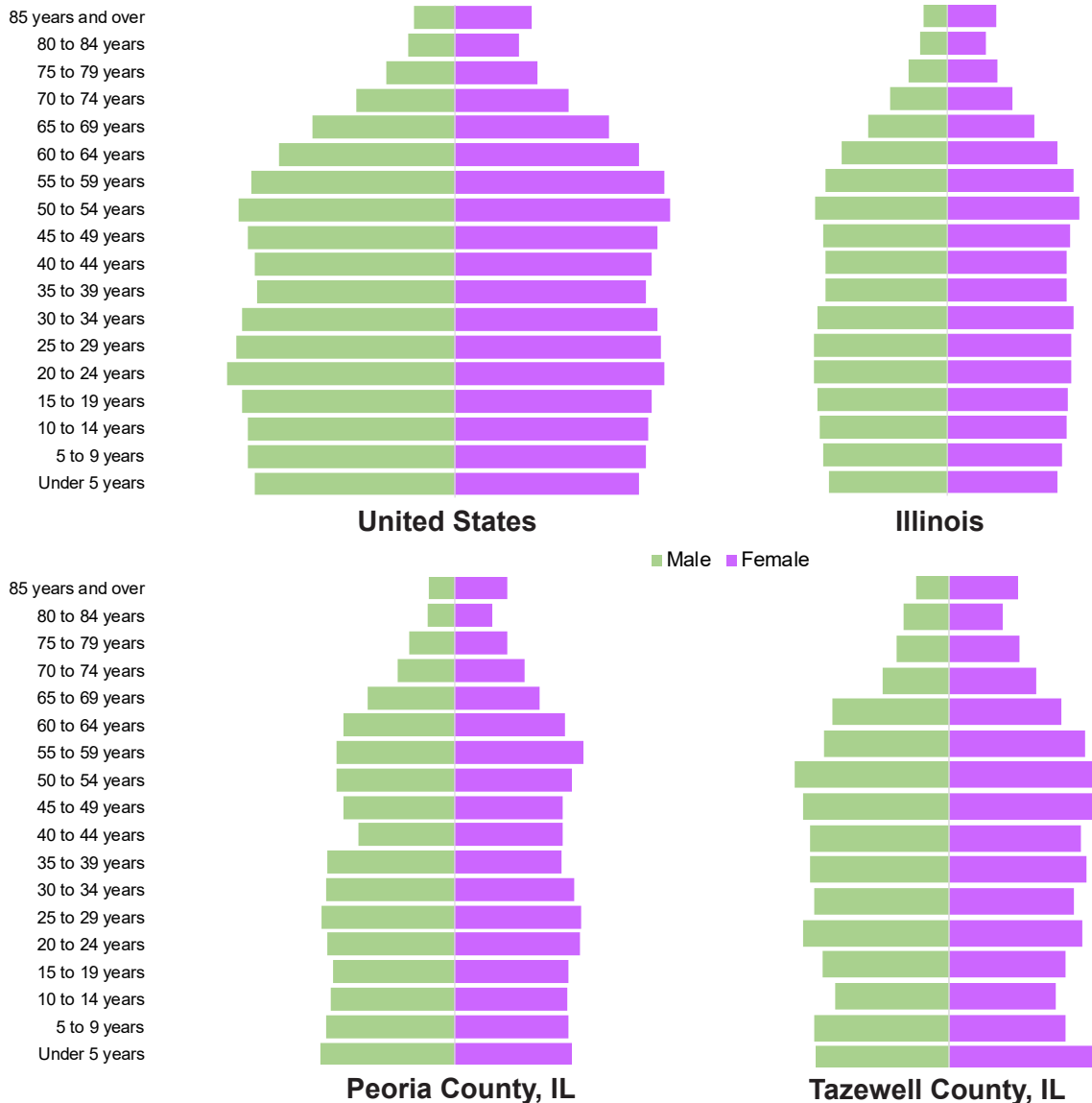


Figure 9: Population Pyramid (by percentage) (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

The East Bluff and South Side neighborhoods, like the Greater Peoria Region, have fewer men than women (Figures 7, 10, and 11). The population pyramids for these neighborhoods are almost the shape of a “pyramid” -a broad base and narrow top (Figure 11), indicating a “growing and younger population;” East Bluff has more “working age group individuals” -30 to 34 years of age, compared

to South Side, which has a growing population of “5 years and under” age group. For the East Bluff neighborhood, the highest population percentages are 30-34 years of age. The South Side neighborhood, on the other hand, has the highest percentage of population “under 5 years of age.”

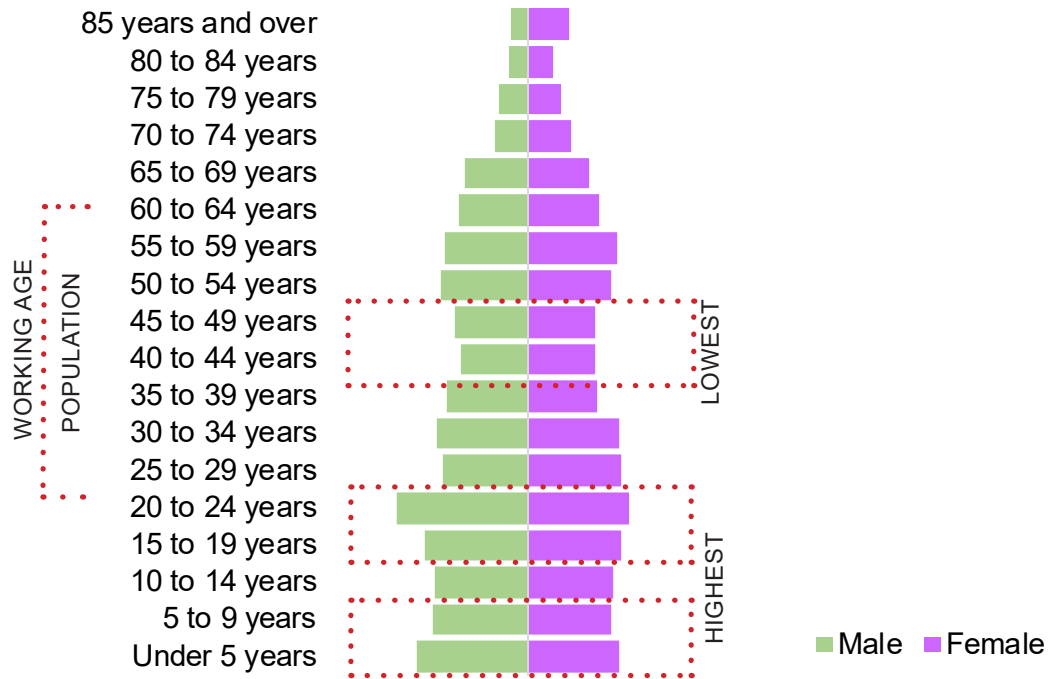


Figure 10: Population Pyramid (by percentage) of the Greater Peoria Region (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

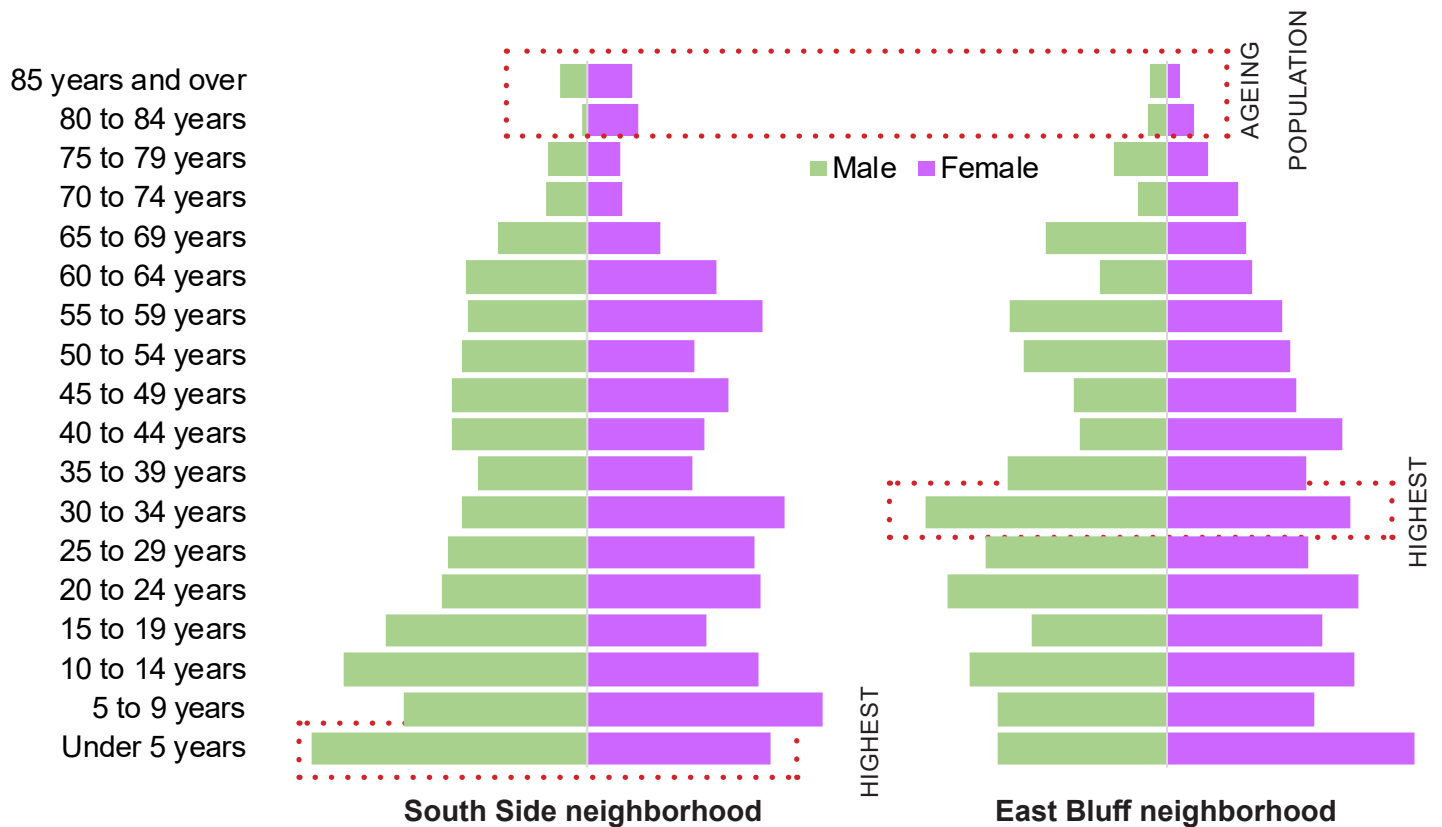


Figure 11: Population Pyramid (by percentage) of the South Side and East Bluff neighborhoods (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

Median age of residents of the Greater Peoria Region

In 2016, the median age of residents of the Greater Peoria Region increased to 34.4 from 33.8 in 2010 (Figure 12). This increase is comparable to the national (median age of U.S. residents increased by 0.5 years) and state level (median age of Illinoisans' increased by 0.8 years) increase, suggesting that the proportion of older Americans within the Greater Peoria Region is increasing (2010 Census and ACS 2012-2016, U.S. Census Bureau).

The median ages of residents of the East Bluff and South Side neighborhoods (Figure 12), on the contrary, decreased (median age of East Bluff residents decreased by 0.8 years, median age of South Side residents decreased by 0.9 years), suggesting a decrease in the aging population (Figures 11 and 12).

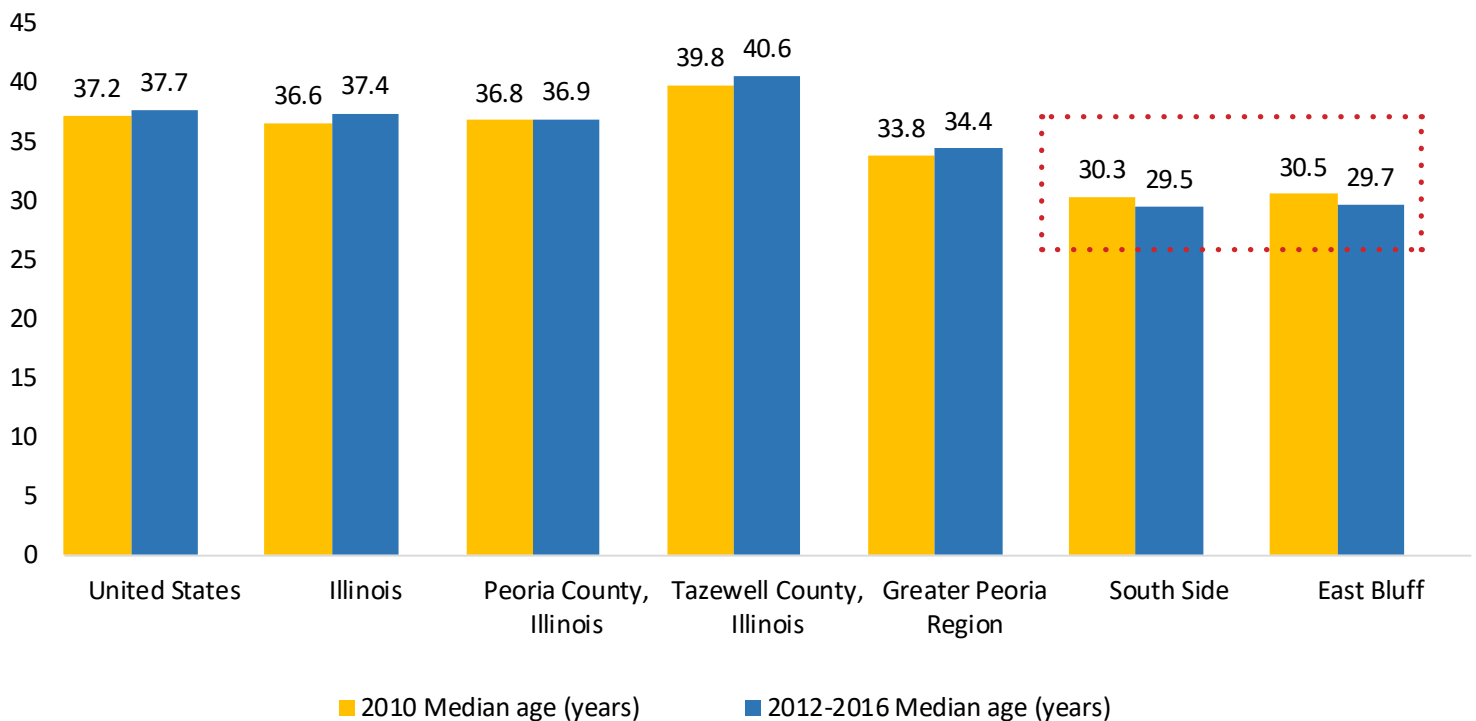


Figure 12: Median age increase (2010-2016)

Source: 2010 Census and ACS 2012-2016, U.S. Census Bureau

Median age of residents of the Greater Peoria Region by sex

From 2010 to 2016, the median age of female residents of the Greater Peoria Region increased by 1.3 years (*Figure 13, Table 5*), compared to a 0.3 year increase for its male counterpart (2010 Census and ACS 2012-2016, U.S. Census Bureau), suggesting an aging female population within the region.

The median age of female residents of the South Side neighborhood increased by 0.4 years (*Figure 13, Table 5*), compared to a 1.4 year decrease for its male residents (2010 Census and ACS 2012-2016, U.S. Census Bureau), suggesting an aging female population within this area and a shrinking aging male population. The median age of East Bluff's male as well as female residents decreased, suggesting a shrinking aging population for this area (*Figure 13, Table 5*).

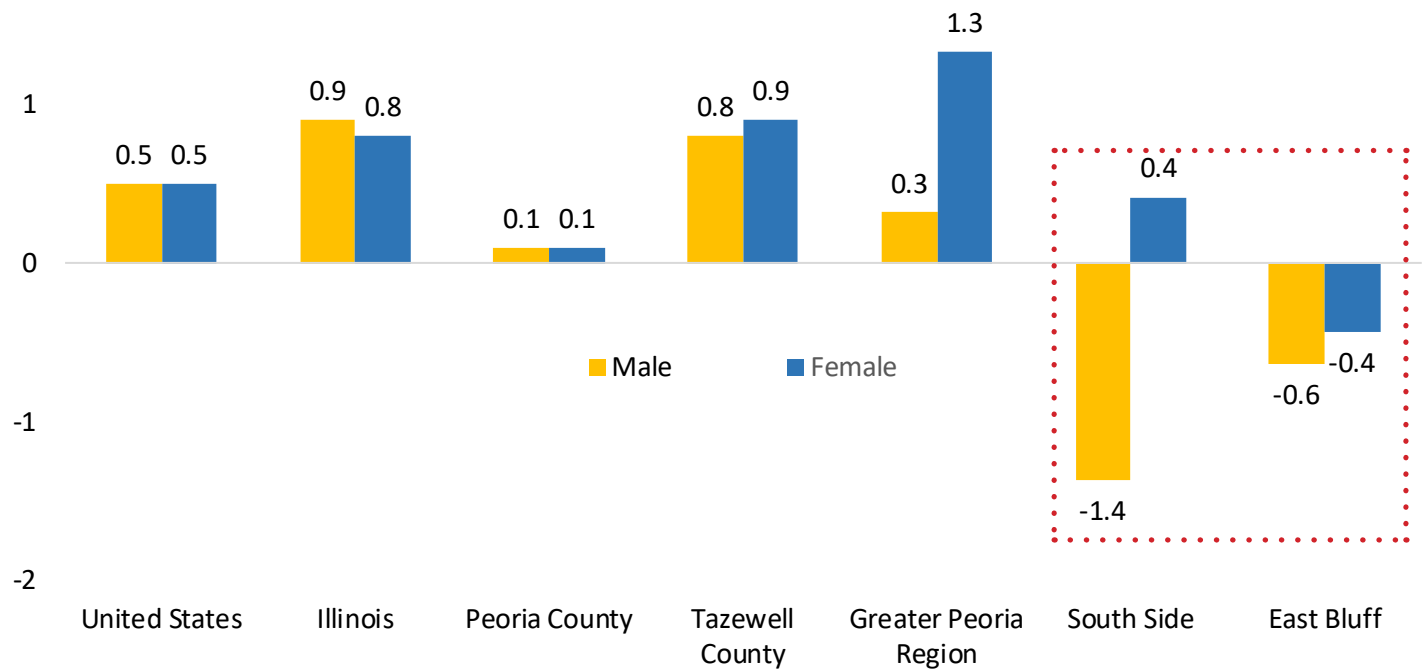


Figure 13: Median age increase by sex (2010-2016)

Source: 2010 Census and ACS 2012-2016, U.S. Census Bureau

Table 5: Median age by sex (2010-2016)

Geography	Male		Female	
	2010	2012-2016	2010	2012-2016
United States	35.8	36.3	38.5	39.0
Illinois	35.2	36.1	37.9	38.7
Peoria County	35.4	35.5	38.2	38.3
Tazewell County	38.4	39.2	41.1	42.0
Greater Peoria Region	32.7	33.0	34.8	36.1
South Side	28.7	27.3	31.8	32.2
East Bluff	29.5	28.3	31.5	31.0

Source: 2010 Census and ACS 2012-2016, U.S. Census Bureau

Poverty trends of the Greater Peoria Region

Poverty rate

In 2016, 22,305 people (22.7%) of the Greater Peoria Region had income below the poverty level. The poverty rate of the Greater Peoria Region at 22.7% is higher than the national, state and county average (*Figure 14*). Like the Greater Peoria Region, at 45.1% and 23.2% respectively, the East Bluff and the South Side neighborhoods both have higher poverty rates than the national, state, and county averages. At 45.1%, approximately half of South Side residents had income below the poverty level (*Figure 14*).

Children in poverty

Figure 15 and Table 6 show that across all geographical areas (United States, Illinois, Peoria County, Tazewell County, the Greater Peoria Region, the East Bluff and the South Side neighborhoods), children have higher poverty rates. Even though the overall poverty rate for the Greater Peoria Region was 22.7% (ACS 2012-2016), 34.3% of children under the age of 18 were living in poverty (*Figure 15*). Likewise, the poverty rates for children of East Bluff and South Side neighborhoods are elevated as well (*Figure 15*). At 60.9%, South Side children under the age of 18 years have the highest poverty rate when compared with national, state, county and local averages.

Poverty by sex

Across all geographies (United States, Illinois, Peoria County, Tazewell County, the Greater Peoria Region and the East Bluff and South Side neighborhoods), female poverty rates are higher than males (*Table 6*). Poverty rate for women in the Greater Peoria Region at 24.8% region is higher than men at 20.4% (*Table 6*). Female poverty rates for South Side and East Bluff neighborhoods at 46.2% and 25.2% respectively, are higher than their counterpart male poverty rates (at 43.9% and 20.9% respectively), *Table 6*, suggesting that women in these neighborhoods are at an increased risk of being financially challenged.

Poverty by race and ethnicity

As can be seen in *Table 7*, by race, the highest poverty rates in the Greater Peoria Region were for American Indians and Alaska Natives (71.5%) and Blacks or African Americans (40.7%). Approximately 47% of all Blacks or African Americans in the South Side neighborhood had income below the poverty level. A third of all Blacks or African Americans in the East Bluff neighborhood had income below the poverty level, the highest for that area. For the Hispanic or Latina population within the Greater Peoria Region, 37.4% had income below the poverty level (*Table 7*). Likewise, a third of all East Bluff's Hispanic or Latina residents and less than half of South Side's Hispanic or Latina residents had income below the poverty level (*Table 7*).

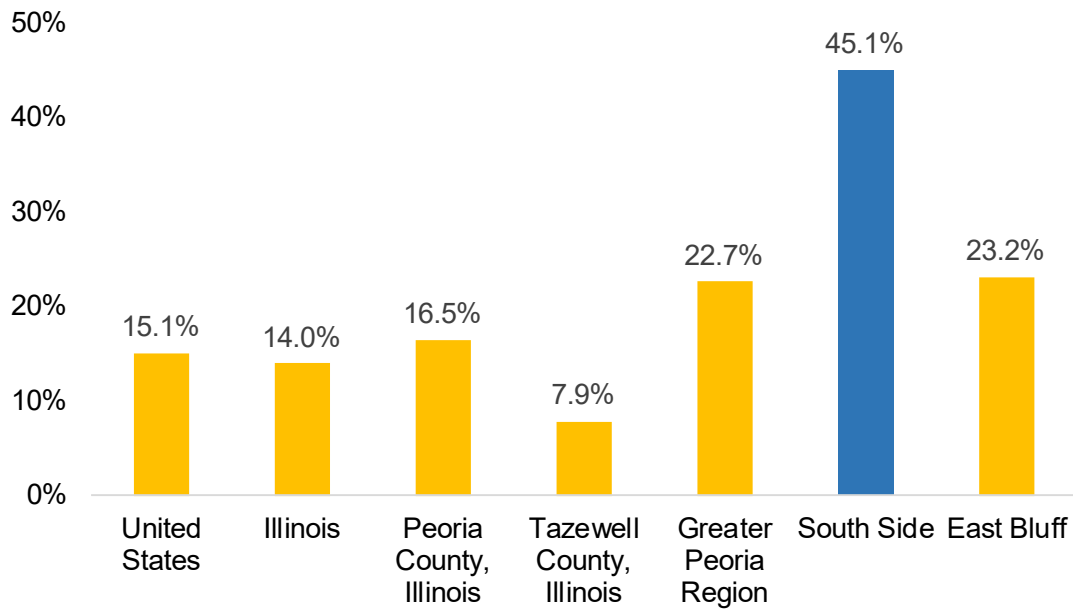


Figure 14: Poverty rate (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

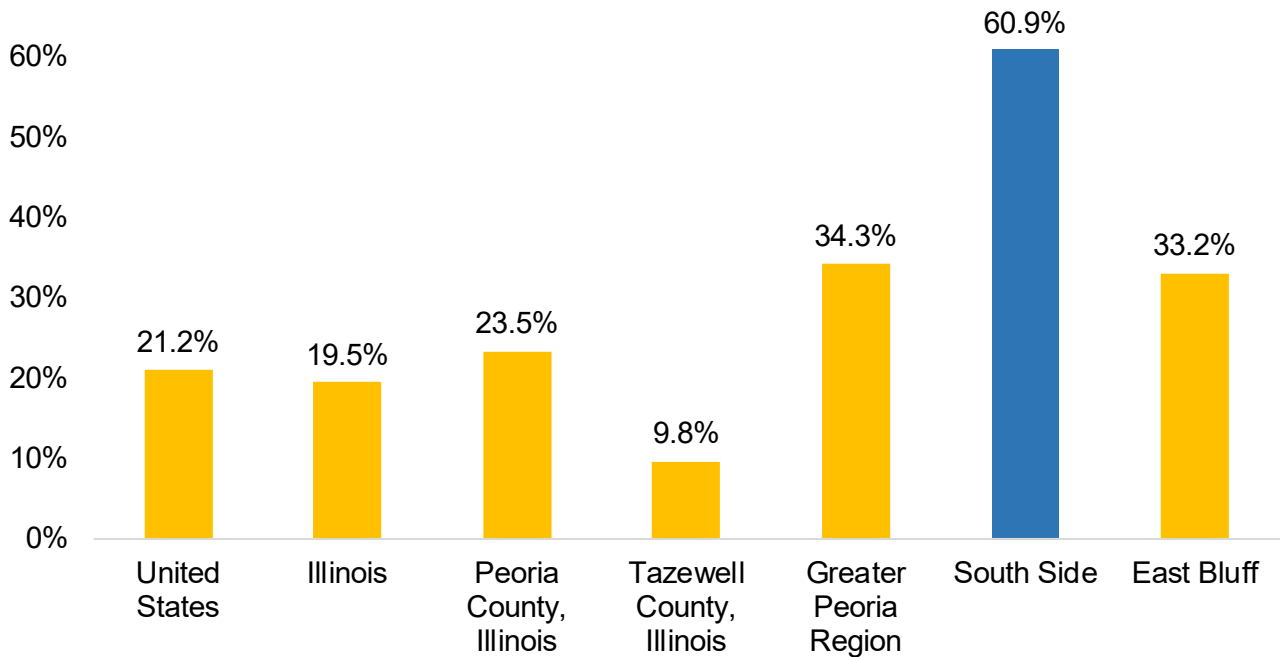


Figure 15: Poverty rate for children under 18 years of age (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

Table 6: Poverty rate by sex (2012-2016)

Geography	Male	Female
United States	13.8%	16.3%
Illinois	12.7%	15.2%
Peoria County, Illinois	14.9%	18.0%
Tazewell County, Illinois	7.0%	8.8%
Greater Peoria Region	20.4%	24.8%
South Side	43.9%	46.2%
East Bluff	20.9%	25.2%

Source: ACS 2012-2016, U.S. Census Bureau

Table 7: Poverty rate by race and ethnicity (2012-2016)

Geography	White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Hispanic or Latino origin (of any race)
United States	12%	26%	28%	12%	23%
Illinois	10%	30%	21%	12%	20%
Peoria County, Illinois	12%	37%	32%	11%	27%
Tazewell County, Illinois	8%	31%	34%	5%	7%
Greater Peoria Region	15%	41%	71%	22%	37%
South Side	38%	47%	95%	0%	45%
East Bluff	17%	32%	0%	64%	30%

Source: ACS 2012-2016, U.S. Census Bureau

Supplemental Nutrition Assistance Program (SNAP)

SNAP is a federal program to supplement and improve nutrition needs of low-income people by increasing their food purchasing power. In fiscal year 2016, SNAP assisted nearly 44.2% million people; about 14% of the total U.S. population, about one in seven Americans (USDA). Within the Greater Peoria Region, 21.6% (8,866) of all households received SNAP benefits, which is higher than the national (13%), state (13.3%), and county (Peoria at 14.1% and Tazewell at 9.7%) averages (*Figure 16, Table 8*). Likewise, about 42% of all South Side and 26% of all East Bluff residents received SNAP (*Figure 16, Table 8*), which is higher than the national, state, county, and local average.

SNAP household characteristics of the Greater Peoria Region

Of all households receiving food stamps, 65% of South Side and 58% of East Bluff residents were below the poverty level (U.S.-50.3%, Illinois-49.1%, Peoria County-56.3%, Tazewell County-41.1% and Greater Peoria Region-55.5%), *Figure 17*.

Of all households receiving food stamps, 54% of South Side and 60% of East Bluff residents had children under 18 years of age (U.S.-53.0%, Illinois-52.0%, Peoria County-49.1%, Tazewell County-55.3% and Greater Peoria Region-50.4%), *Figure 18*.

In 2016, for all households receiving food stamps in the United States, 61% were White and 26% were Black. In contrast, for the Greater Peoria Region, for all households receiving SNAP, 46% were White and 47% were Black. Additionally, 5% of the Greater Peoria Region households receiving SNAP were Hispanic or Latino (U.S.-21%, Illinois-19%, Peoria County-4%, and Tazewell County-1%) *Table 9*. About 65% of South Side and 48% of East Bluff SNAP householders were Black or African Americans, while about 7% of SNAP householders in these neighborhoods identified themselves as Hispanic or Latina (*Table 9*).

Table 8: Households receiving SNAP (2012-2016)

Geography	Total Households	Households receiving food stamps/SNAP
United States	117,716,237	15,360,951
Illinois	4,802,124	636,945
Peoria County, Illinois	75,406	10,660
Tazewell County, Illinois	54,612	5,298
Greater Peoria Region	41,136	8,866
South Side	4,379	1,836
East Bluff	4,661	1,221

Source: ACS 2012-2016, U.S. Census Bureau

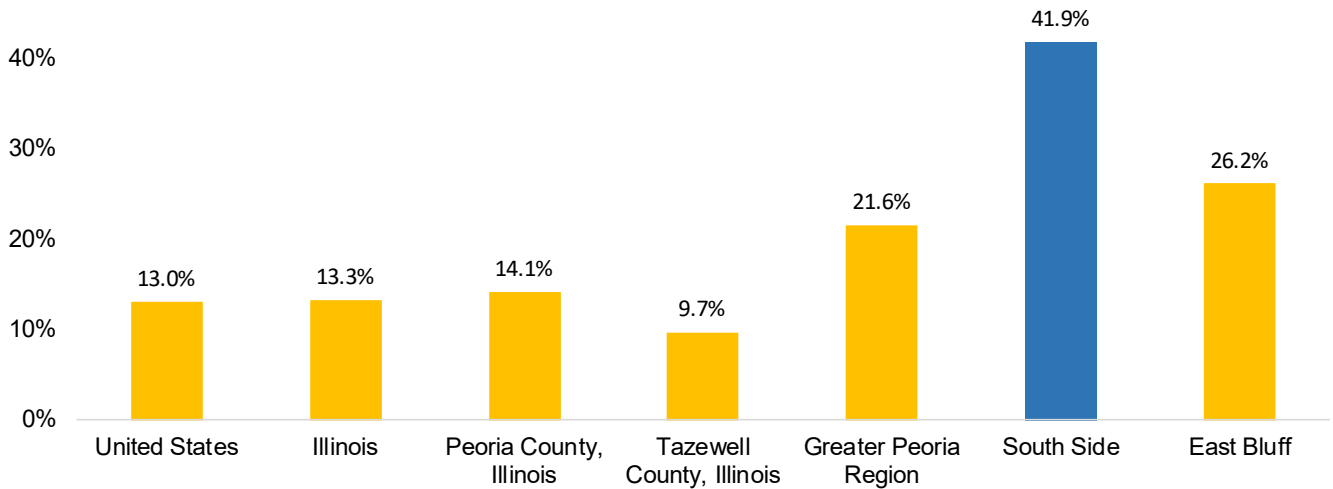


Figure 16: Households receiving SNAP, by percentage, (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

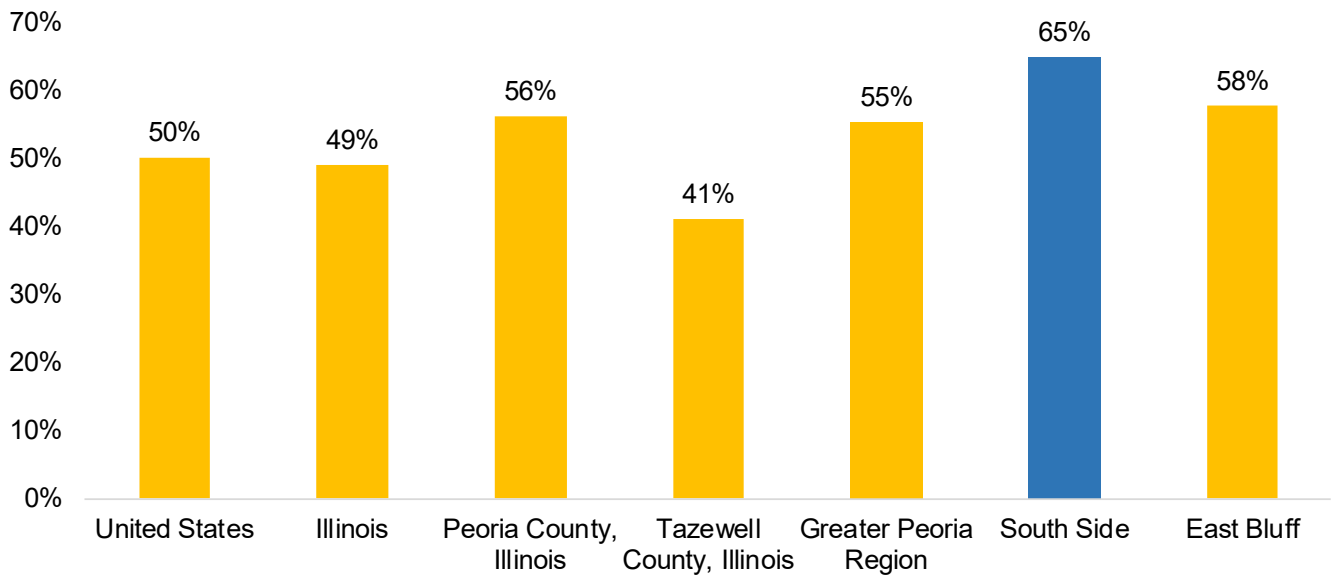


Figure 17: Percentage of households receiving SNAP who are below the poverty level (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

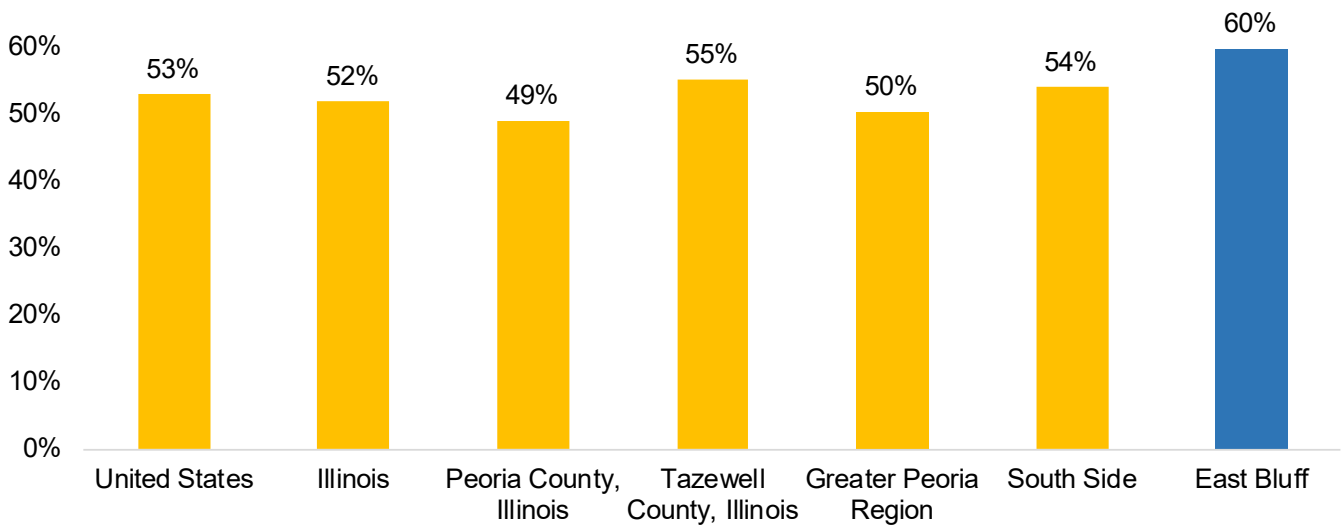


Figure 18: Percentage of households receiving SNAP who have children under 18 years (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

Table 9: Households receiving SNAP by Race (2012-2016)

Geography	White alone	Black or African American alone	Hispanic or Latino origin (of any race)
United States	61%	26%	21%
Illinois	52%	35%	19%
Peoria County, Illinois	50%	43%	4%
Tazewell County, Illinois	94%	2%	1%
Greater Peoria Region	46%	47%	5%
South Side	29%	65%	7%
East Bluff	44%	48%	7%

Source: ACS 2012-2016, U.S. Census Bureau

Unemployment rate (based on national, state, and county data)

For this section, data for the Greater Peoria Region, South Side and East Bluff neighborhoods is not available.

The unemployment rate (as measured by the Current Population Survey) measures the number of people actively looking for a job in the past four weeks as a percentage of the labor force. Data from the Bureau of Labor Statistics** (Figure 18) shows that from 2015-2017, Peoria County’s and Tazewell County’s unemployment rates of 5.8% and 5.3% respectively, are higher than both the national (4.4%) and state (5%) averages. From 2013-2017, Illinois’ unemployment rates have been higher than the national unemployment rates. In 2017, Illinois’ unemployment rate of 5% was higher than the United States (4.4%) Table 10. Males have higher unemployment rates than females nationally as well as statewide (Table 10). The unemployment rate for Blacks or African Americans is nearly twice as much as the White population (Table 10).

** LAUS data come from the Current Population Survey (CPS), the household survey that is the official measure of the labor force for the nation.

Definition of unemployment rate: The civilian labor force is the sum of the employed and unemployed persons (people who are jobless, looking for a job and are available for work). People who are neither unemployed or employed, are not in the labor force (people living in institutions, home makers, and retired individuals are excluded from the labor force). The ratio of the unemployed to the total civilian labor force population gives the unemployment rate.

Read more at www.bls.gov/cps/cps_htgm.htm

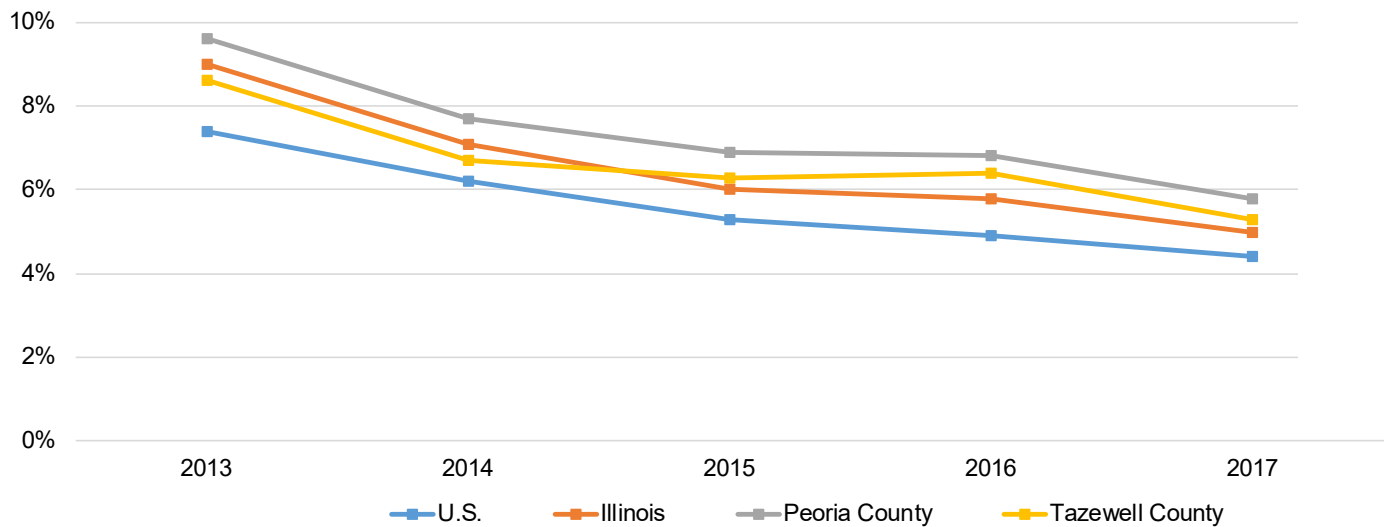


Figure 19: Unemployment rates (2013-2017)

Source: U.S. Department of Labor, Bureau of Labor Statistics

Table 10: Unemployment rates for United States and Illinois, 2017

Geography	Unemployment rate	Male	Female	White	Black or African American	Hispanic or Latino Ethnicity
United States	4.4%	4.4%	4.3%	3.8%	7.5%	5.1%
Illinois	5%	5%	4.7%	4.3%	8.9%	4.9%

Source: U.S. Department of Labor, Bureau of Labor Statistics

Commuting patterns as related to where people are employed and where they reside in the Greater Peoria Region

Information about commuting activity between two specific counties or geographical areas helps define commuting patterns by providing a gauge of the degree to which counties or other geographical areas are economically connected. Commuting flows are the count of workers that live in a county or other geographic area and work in another county or geographical area (*Census*).

Data for this section was derived from U.S. Census Bureau's OnTheMap analysis tool. The tool can be accessed at <https://onthemap.ces.census.gov/>

Table 11: Selection Area Labor Market Size (All Jobs), 2015 data from the U.S. Census Bureau

For Peoria County	Count	
Employed in Peoria County	98,622	——→ 52% live outside
Living in Peoria County	82,863	——→ 43% employed outside
Net Job Inflow (+) or Outflow (-)	15,759	

For the 98,622 workers who are employed in Peoria County, approximately 30% live in Peoria City, 4% live in East Peoria and Pekin City each, and about 2.5% live in Washington City and Morton Village each. About 51% of all workers live in other areas.

For Tazewell County	Count	
Employed in Tazewell County	58,306	——→ 54% live outside
Living in Tazewell County	63,223	——→ 58% employed outside
Net Job Inflow (+) or Outflow (-)	-4,917	

For the 58,306 workers who are employed in Tazewell County, about 46% of workers live in Tazewell County and 22% live in Peoria County. Approximately 13% of workers live in Peoria and Pekin City each, 7% live in East Peoria City and Morton Village each. About 50% of all workers live in other areas.

For the Greater Peoria Region	Count	
Employed in the Greater Peoria Region	64,465	——→ 75% live outside
Living in the Greater Peoria Region	43,748	——→ 63% employed outside
Net Job Inflow (+) or Outflow (-)	20,717	

For the 64,465 workers who are employed in East Bluff, about 42% of workers live in Peoria County and 27% live in Tazewell County. Approximately 27% of workers live in Peoria City, about 7% live in East Peoria City and, about 5% live in Pekin City. About 49% of all workers live in other areas.

For the East Bluff neighborhood	Count
---------------------------------	-------

Employed in East Bluff	15,568 → 96% live outside
Living in East Bluff	5,050 → 90% employed outside
Net Job Inflow (+) or Outflow (-)	10,518

For the 15,568 workers who are employed in East Bluff, about 48% of workers live in Peoria County and 25% live in Tazewell County. Approximately 30% of workers live in Peoria City, and about 5% live in East Peoria City and Pekin City, and Morton Village each. About 45% of all workers live in

For the South Side neighborhood	Count
---------------------------------	-------

Employed in South Side	2,485 → 96% live outside
Living in South Side	4,180 → 97% employed outside
Net Job Inflow (+) or Outflow (-)	-1,695

For the 2,485 workers who are employed in South Side, about 48% of workers live in Peoria County and 26% live in Tazewell County. Approximately 30% of workers live in Peoria City, and about 7% live in East Peoria City and Pekin City. About 45% of all workers live in other areas.

Educaional attainment of the Greater Peoria Region residents 25 years and older

Table 12 shows that the South Side and East Bluff neighborhoods have a higher number of individuals with less than a high school diploma (South Side-30% and East Bluff-15%). One in three South Side residents has less than a high school diploma. Additionally, South Side in comparison to the national, state, county, and local averages, has fewer residents with a bachelor's degree or higher (7%). One in five individuals in the East Bluff neighborhood has a bachelor's degree or higher, suggesting that both South Side and East Bluff neighborhoods have a higher number of individuals with a high school diploma or less, in comparison with people with a bachelor's degree or higher (Table 12).

Table 12: Educational Attainment, 25 years and older(2012-2016)

Geography	High School Education or less, No Diploma	High school graduate (includes equivalency)	Some college, no degree	Associate's degree	Bachelor's degree or higher
United States	13%	28%	21%	8%	30%
Illinois	12%	27%	21%	8%	33%
Peoria County, Illinois	10%	28%	23%	10%	30%
Tazewell County, Illinois	7%	33%	24%	10%	25%
Greater Peoria Region	13%	32%	25%	10%	21%
South Side	30%	37%	21%	5%	7%
East Bluff	15%	32%	24%	11%	18%

Source: ACS 2012-2016, U.S. Census Bureau

Median household income of Greater Peoria Region residents (2012-2016)

In 2016, across all geographies (United States, Illinois, Peoria County, Tazewell County, the Greater Peoria Region, East Bluff, and South Side neighborhoods), the median income of Tazewell County residents at \$60,178, was the highest. Residents of the Greater Peoria Region, East Bluff, and South Side neighborhoods had median incomes less than the national, state, and county averages (*Table 13, Figure 20*). In 2016, the median income of South Side residents at \$22,247, was a third of the median income of Tazewell County residents. Table 13 also shows that for almost the same number of households (approx. 4,500 total households), the median income of South Side residents was almost 40% less than that of East Bluff residents.

Table 13: Median household income (2012-2016)

Geography	Total households	Median household income (dollars)
United States	117,716,237	55,322
Illinois	4,802,124	59,196
Peoria County, Illinois	75,406	51,632
Tazewell County, Illinois	54,612	60,178
Greater Peoria Region	41,136	39,543
South Side	4,379	22,247
East Bluff	4,661	38,488

Source: ACS 2012-2016, U.S. Census Bureau

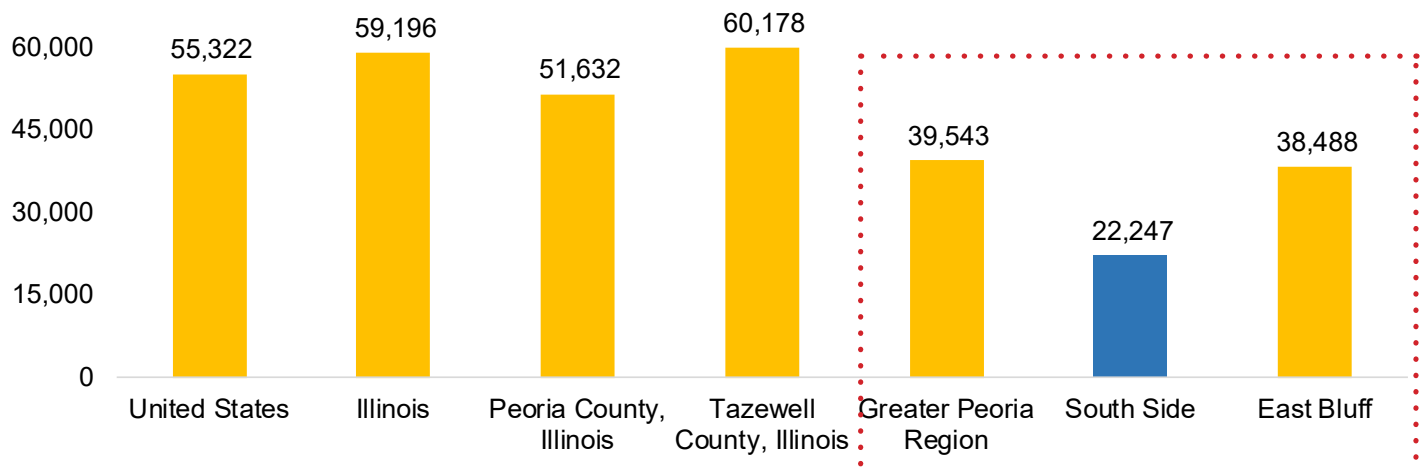


Figure 20: Median household income (2012-2016)

Source: ACS 2012-2016, U.S. Census Bureau

Food deserts in the Greater Peoria Region (USDA, ERS, Food Access Research Atlas, 2015)

The Healthy Food Financing Initiative (HFFI) Working Group considers a food desert as a low income census tract where a substantial number or share of residents has low access to a supermarket or large grocery store.

“*Low income census tracts* are those in which the poverty rate for the tract is 20% or more, or for tracts not located in the metropolitan area, the median income is not more than 80% of the greater of state median family income, or the metropolitan area family median income (USDA ERS).”

“*Low access to a healthy food retail outlet* is defined as more than 1 mile from a supermarket or large grocery store in urban areas and as more than 10 miles from a supermarket or large grocery store in rural areas (USDA ERS).”

The food desert indicator is a good marker for populations and geographies facing food insecurity. Figure 21 shows the food deserts (low income and low access census tracts) in the Greater Peoria Region, where a significant number or share of its residents are more than a mile (urban) or 10 miles (rural) from the nearest grocery store or super market. Based on this criteria, approximately 19,000 Greater Peoria residents (18%) live in food deserts. There are 6 census tracts within the Greater Peoria Region that fit this criteria, of which only one--Census tract 1 (17143000100)--lies in the South Side neighborhood.

Vehicle availability, supermarket access, and SNAP reciprocity for households in census tract 1 in the South Side neighborhood of the Greater Peoria Region

This tract has a relatively high number of households (179 of 394 total households (46%)) without vehicles that are more than one-half mile from a supermarket. This tract also has a relatively high number of households (214 of 394 total households (54%)) receiving SNAP benefits and that are beyond 1/2 mile from a supermarket.

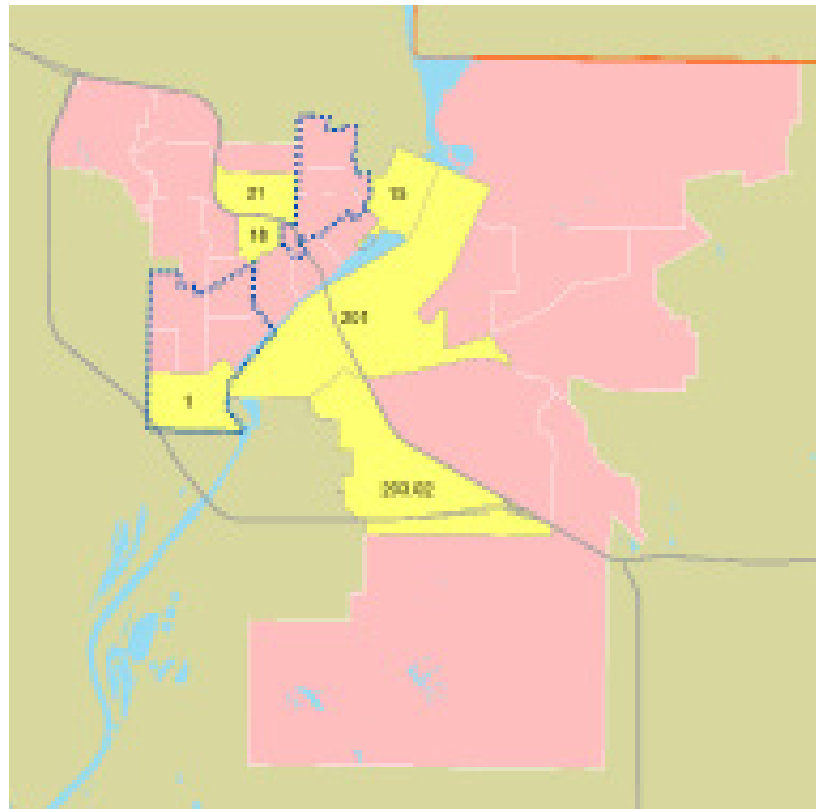


Figure 21: Food deserts in the Greater Peoria Region
Source: USDA, ERS, Food Access Research Atlas, 2015

Market Analysis of the Greater Peoria Region

The information presented in this section of the report comes from Environmental Systems Research Institutes' (ESRI) Business Analyst 2017 Dataset. Data is provided for four geographies: East Bluff Neighborhood, South Side Neighborhood, Greater Peoria Region and the Ten County Intra-Region. See pages 3, 6 and 7 of this report for the boundaries of these areas

Household Budget Expenditures

Table 14 on the following page provides estimates of the average household expenditures across a variety of categories. The Spending Potential Index provides a benchmark of spending in a particular category in comparison to the U.S. national average household expenditure in that category. A Spending Potential Index of 100 means that the average expenditure in the area in that category matches the U.S. national average. Index scores higher than 100 indicate higher average household spending than the national average, and index score lower than 100 indicate lower average household spending than the national average.

Within the Food category spending in the Ten County Intra-Region is near national average, food spending in Greater Peoria is about 76 percent of the national average, East Bluff and South Side are estimated in this category at 66 and 47 percent, respectively. These levels are unsurprising given the household income profile of these areas in comparison to the U.S. national average household income.

Table 14: Estimated Household Budget Expenditures

	Ten County Intra-Region		Greater Peoria Region		East Bluff Neighborhood		South Side Neighborhood	
	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent
Total Expenditures	93	\$64,404.65	75	\$51,672.08	65	\$44,834.35	45	\$31,289.44
Food	94	\$7,848.63	76	\$6,346.67	66	\$5,553.31	47	\$3,925.54
Food at Home	95	\$4,767.93	77	\$3,863.07	67	\$3,390.50	48	\$2,411.11
Food Away from Home	92	\$3,080.70	75	\$2,483.60	65	\$2,162.81	45	\$1,514.43
Alcoholic Beverages	92	\$509.71	74	\$412.16	64	\$356.48	43	\$241.67
Housing	92	\$19,488.07	75	\$15,968.00	65	\$13,809.19	46	\$9,873.28
Shelter	90	\$14,675.95	74	\$12,082.99	64	\$10,410.33	46	\$7,388.69
Utilities, Fuel and Public Services	96	\$4,812.12	77	\$3,885.01	67	\$3,398.86	49	\$2,484.59
Household Operations	91	\$1,687.33	72	\$1,335.81	62	\$1,148.43	42	\$785.06
Housekeeping Supplies	95	\$678.62	76	\$542.04	66	\$470.08	47	\$332.47
Household Furnishings and Equipment	94	\$1,828.41	75	\$1,450.81	65	\$1,267.85	44	\$864.09
Apparel and Services	91	\$1,959.85	73	\$1,581.53	64	\$1,380.54	44	\$960.15
Transportation	95	\$7,710.68	76	\$6,161.70	66	\$5,408.50	47	\$3,831.28
Travel	91	\$1,876.55	70	\$1,457.26	60	\$1,240.27	39	\$807.73
Health Care	96	\$5,372.56	75	\$4,210.06	64	\$3,603.42	44	\$2,487.97
Entertainment and Recreation	94	\$2,926.80	74	\$2,317.80	64	\$2,010.62	44	\$1,385.61
Personal Care Products & Services	93	\$736.77	74	\$590.46	64	\$508.76	44	\$348.52
Education	91	\$1,317.66	74	\$1,082.96	65	\$948.59	44	\$641.84
Smoking Products	105	\$436.65	86	\$359.03	79	\$327.41	60	\$249.17
Lotteries & Pari-mutual Losses	101	\$55.86	87	\$47.75	80	\$43.88	53	\$29.30
Legal Fees	94	\$173.89	78	\$145.16	70	\$129.46	48	\$88.91
Funeral Expenses	104	\$87.18	83	\$69.54	71	\$59.32	52	\$43.59
Safe Deposit Box Rentals	99	\$4.46	77	\$3.47	64	\$2.91	44	\$1.97
Checking Account/Banking Service Charges	95	\$33.06	83	\$28.90	75	\$26.04	57	\$19.80
Cemetery Lots/Vaults/Maintenance Fees	95	\$8.97	82	\$7.72	66	\$6.27	51	\$4.85
Accounting Fees	92	\$75.26	71	\$57.88	59	\$48.70	38	\$31.20
Miscellaneous Personal Services/Advertising/Fine	98	\$61.87	82	\$51.74	74	\$46.54	48	\$30.27
Occupational Expenses	90	\$56.63	72	\$45.33	63	\$39.97	39	\$24.46
Expenses for Other Properties	120	\$124.93	96	\$100.62	95	\$99.32	50	\$52.48
Credit Card Membership Fees	83	\$4.21	68	\$3.43	55	\$2.81	39	\$1.98
Shopping Club Membership Fees	89	\$18.73	71	\$15.01	61	\$12.94	40	\$8.47
Support Payments/Cash Contributions/Gifts in Kind	93	\$2,185.11	73	\$1,719.84	62	\$1,451.28	43	\$1,015.61
Life/Other Insurance	94	\$402.14	71	\$304.34	61	\$261.31	39	\$167.45
Pensions and Social Security	91	\$6,734.06	71	\$5,255.08	62	\$4,570.16	41	\$3,034.71

Source: ESRI Business Analyst 2017

Retail Goods and Services Expenditures

Table 15 below and on the next page provides a more detailed look at average estimated household spending on retail goods and services. As with the Household Budget Expenditures, spending in each category is indexed against the national average. The average expenditures in the food sub-categories in each geographic area mirror the estimates in the household budget expenditures table.

Table 15: Retail Goods and Services Expenditures

	Ten County Intra-Region		Greater Peoria Region		East Bluff Neighborhood		South Side Neighborhood	
	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent
Apparel and Services	91	\$1,959.85	73	\$1,581.53	64	\$1,380.54	44	\$960.15
Men's	92	\$388.50	74	\$314.36	65	\$275.93	44	\$187.98
Women's	90	\$668.57	73	\$537.43	62	\$460.87	43	\$320.92
Children's	92	\$308.59	75	\$252.28	69	\$231.98	48	\$160.82
Footwear	91	\$420.35	73	\$338.35	64	\$295.62	45	\$208.30
Watches & Jewelry	87	\$103.81	70	\$82.95	59	\$69.90	39	\$46.77
Apparel Products and Services	86	\$70.03	69	\$56.16	57	\$46.24	43	\$35.37
Computer								
Computers and Hardware for Home Use	91	\$157.47	75	\$129.08	65	\$112.62	45	\$78.18
Portable Memory	93	\$4.95	78	\$4.15	70	\$3.72	48	\$2.55
Computer Software	89	\$10.28	75	\$8.62	64	\$7.43	46	\$5.31
Computer Accessories	91	\$16.48	74	\$13.42	64	\$11.57	43	\$7.80
Entertainment & Recreation	94	\$2,926.80	74	\$2,317.80	64	\$2,010.62	44	\$1,385.61
Fees and Admissions	88	\$556.61	69	\$440.35	59	\$376.64	39	\$245.70
Membership Fees for Clubs	87	\$184.11	69	\$145.71	58	\$122.80	39	\$81.81
Fees for Participant Sports, excl. Trips	90	\$89.75	72	\$71.50	62	\$61.36	41	\$40.32
Tickets to Theatre/Operas/Concerts	89	\$52.75	71	\$42.34	61	\$36.04	39	\$23.39
Tickets to Movies/Museums/Parks	86	\$66.56	70	\$54.10	61	\$46.70	41	\$31.72
Admission to Sporting Events, excl. Trips	95	\$53.05	77	\$43.01	69	\$38.66	43	\$24.07
Fees for Recreational Lessons	82	\$109.62	62	\$82.97	53	\$70.38	33	\$43.90
Dating Services	94	\$0.76	90	\$0.73	86	\$0.70	62	\$0.50
TV/Video/Audio	95	\$1,216.24	78	\$995.26	68	\$865.90	50	\$639.73
Cable and Satellite Television Services	96	\$909.61	78	\$743.71	68	\$642.88	51	\$482.70
Televisions	92	\$109.81	77	\$91.65	68	\$80.79	50	\$59.07
Satellite Dishes	83	\$1.21	65	\$0.94	53	\$0.77	39	\$0.57
VCRs, Video Cameras, and DVD Players	94	\$6.15	77	\$5.05	69	\$4.52	47	\$3.10
Miscellaneous Video Equipment	97	\$9.28	75	\$7.21	67	\$6.40	43	\$4.08
Video Cassettes and DVDs	94	\$14.38	76	\$11.62	68	\$10.31	47	\$7.12
Video Game Hardware/Accessories	96	\$27.93	81	\$23.52	74	\$21.59	53	\$15.50
Video Game Software	97	\$15.05	84	\$13.01	78	\$12.14	57	\$8.77
Streaming/Downloaded Video	93	\$23.74	77	\$19.69	70	\$17.80	46	\$11.88
Rental of Video Cassettes and DVDs	91	\$13.83	74	\$11.36	66	\$10.04	47	\$7.13
Installation of Televisions	90	\$0.80	71	\$0.63	58	\$0.52	39	\$0.35
Audio	91	\$80.84	71	\$63.63	62	\$55.32	42	\$37.01

Source: ESRI Business Analyst 2017

Table 15: Retail Goods and Services Expenditures (Continued)

	Ten County Intra-Region		Greater Peoria Region		East Bluff Neighborhood		South Side Neighborhood	
	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent
Rental and Repair of TV/Radio/Sound Equipment	89	\$3.61	80	\$3.23	70	\$2.82	61	\$2.45
Pets	98	\$581.20	74	\$440.69	64	\$380.41	43	\$254.26
Toys/Games/Crafts/Hobbies	95	\$115.63	77	\$93.35	70	\$84.79	46	\$55.69
Recreational Vehicles and Fees	98	\$99.74	70	\$71.58	61	\$62.38	37	\$37.76
Sports/Recreation/Exercise Equipment	93	\$159.30	71	\$121.07	62	\$106.37	38	\$64.69
Photo Equipment and Supplies	91	\$50.53	71	\$39.64	62	\$34.17	41	\$22.69
Reading	96	\$119.57	75	\$94.25	65	\$80.94	43	\$53.37
Catered Affairs	92	\$27.98	71	\$21.61	63	\$19.03	39	\$11.73
Food	94	\$7,848.63	76	\$6,346.67	66	\$5,553.31	47	\$3,925.54
Food at Home	95	\$4,767.93	77	\$3,863.07	67	\$3,390.50	48	\$2,411.11
Bakery and Cereal Products	95	\$630.97	77	\$511.78	68	\$449.22	48	\$319.89
Meats, Poultry, Fish, and Eggs	95	\$1,084.02	77	\$880.96	68	\$775.25	49	\$560.08
Dairy Products	96	\$510.50	77	\$409.44	68	\$360.10	47	\$250.54
Fruits and Vegetables	93	\$905.95	75	\$736.26	66	\$640.73	47	\$453.99
Snacks and Other Food at Home (10)	95	\$1,636.49	77	\$1,324.64	68	\$1,165.21	48	\$826.61
Food Away from Home	92	\$3,080.70	75	\$2,483.60	65	\$2,162.81	45	\$1,514.43
Alcoholic Beverages	92	\$509.71	74	\$412.16	64	\$356.48	43	\$241.67
Financial								
Value of Stocks/Bonds/Mutual Funds	93	\$5,778.50	72	\$4,467.16	59	\$3,649.07	40	\$2,495.11
Value of Retirement Plans	95		72		62		38	\$9,254.02
Value of Other Financial Assets	103	\$1,344.48	78	\$1,011.60	66	\$856.40	44	\$575.83
Vehicle Loan Amount excluding Interest	98	\$2,660.47	76	\$2,072.35	67	\$1,833.88	49	\$1,321.72
Value of Credit Card Debt	93	\$543.55	75	\$435.67	66	\$382.62	44	\$256.68
Health								
Nonprescription Drugs	97	\$123.81	76	\$97.53	66	\$83.67	46	\$59.11
Prescription Drugs	99	\$382.84	78	\$301.02	66	\$255.73	47	\$183.96
Eyeglasses and Contact Lenses	98	\$92.12	77	\$72.34	67	\$63.52	44	\$42.00
Home								
Mortgage Payment and Basics (11)	92	\$7,940.27	70	\$5,988.75	60	\$5,191.43	37	\$3,184.69
Maintenance and Remodeling Services	93	\$1,807.03	69	\$1,347.88	58	\$1,132.24	37	\$712.27
Maintenance and Remodeling Materials (12)	97	\$392.88	69	\$279.56	60	\$242.21	36	\$146.65
Utilities, Fuel, and Public Services	96	\$4,812.12	77	\$3,885.01	67	\$3,398.86	49	\$2,484.59
Household Furnishings and Equipment								
Household Textiles (13)	92	\$87.90	75	\$71.49	65	\$62.37	46	\$43.56
Furniture	93	\$532.07	76	\$433.50	67	\$381.17	47	\$271.51
Rugs	92	\$21.43	74	\$17.24	64	\$14.98	41	\$9.54
Major Appliances (14)	97	\$309.89	74	\$237.45	65	\$207.29	43	\$138.54
Housewares (15)	95	\$89.98	75	\$71.56	66	\$62.35	45	\$42.39
Small Appliances	94	\$45.21	76	\$36.95	67	\$32.37	46	\$22.28
Luggage	87	\$10.27	70	\$8.28	60	\$7.07	40	\$4.71
Telephones and Accessories	96	\$66.48	80	\$55.67	73	\$50.42	51	\$35.09

Source: ESRI Business Analyst 2017

Table 15: Retail Goods and Services Expenditures (Continued)

	Ten County Intra-Region		Peoria-East Peoria		East Bluff Neighborhood		South Side Neighborhood	
	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent	Spending Potential Index	Average Spent
Household Operations								
Child Care	87	\$416.14	69	\$331.41	62	\$294.82	41	\$197.93
Lawn and Garden (16)	98	\$408.95	73	\$305.34	62	\$259.20	40	\$167.20
Moving/Storage/Freight Express	86	\$55.11	74	\$47.03	62	\$39.68	46	\$29.61
Housekeeping Supplies (17)	95	\$678.62	76	\$542.04	66	\$470.08	47	\$332.47
Insurance								
Owners and Renters Insurance	99	\$512.76	76	\$390.33	66	\$338.48	43	\$224.40
Vehicle Insurance	94	\$1,103.16	76	\$890.92	66	\$774.39	47	\$558.55
Life/Other Insurance	94	\$402.14	71	\$304.34	61	\$261.31	39	\$167.45
Health Insurance	96	\$3,496.34	75	\$2,746.25	64	\$2,354.66	45	\$1,631.10
Personal Care Products (18)	93	\$437.69	75	\$353.13	66	\$308.31	45	\$211.41
School Books and Supplies (19)	92	\$142.97	75	\$116.12	66	\$102.49	46	\$70.44
Smoking Products	105	\$436.65	86	\$359.03	79	\$327.41	60	\$249.17
Transportation								
Payments on Vehicles excluding Leases	96	\$2,155.84	75	\$1,691.67	67	\$1,495.50	47	\$1,051.72
Gasoline and Motor Oil	95	\$2,645.72	76	\$2,111.05	67	\$1,860.82	48	\$1,330.76
Vehicle Maintenance and Repairs	95	\$1,016.85	75	\$807.84	66	\$703.28	46	\$490.64
Travel								
Airline Fares	87	\$443.54	68	\$348.58	57	\$292.70	37	\$190.82
Lodging on Trips	92	\$484.50	71	\$373.99	61	\$319.70	40	\$209.36
Auto/Truck Rental on Trips	89	\$23.42	69	\$18.27	59	\$15.54	40	\$10.46
Food and Drink on Trips	92	\$454.23	71	\$352.17	61	\$302.08	40	\$195.35

Source: ESRI Business Analyst 2017

Business Summary

The table on the following page lists the number of businesses in the study areas by business type. Within the ten county intra-region there are 472 food stores, 68 within the Greater Peoria region, 12 within the East Bluff neighborhood, and 10 within the South Side neighborhood. Food Stores as a category includes grocery stores and may also include stores selling specialty food items such as delis. Stores that fall into the General Merchandise Stores category may also sell food. The Food Stores category does not include restaurants; they are listed in the table as Eating & Drinking Places.

Food stores provided 8,990 jobs within the ten county intra-region, 897 within the Greater Peoria region, 110 within the East Bluff Neighborhood, and 44 within the South Side neighborhood.

Table 16: Business Summary

	Ten County Intra-Region		Greater Peoria Region		East Bluff Neighborhood		South Side Neighborhood	
	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees
Agriculture & Mining	818	4,212	53	460	5	29	1	5
Construction	1,569	12,708	225	2,716	10	27	27	510
Manufacturing	699	24,825	108	5,533	3	105	20	243
Transportation	860	11,964	93	3,012	4	14	21	589
Communication	249	3,725	67	1,150	5	26	0	0
Utility	155	1,960	15	380	0	0	2	105
Wholesale Trade	873	14,399	140	2,288	0	0	17	329
Retail Trade Summary	4,873	68,493	703	8,949	66	424	54	384
Home Improvement	361	4,769	39	510	2	7	4	65
General Merchandise Stores	179	8,277	26	1,437	2	14	3	18
Food Stores	472	8,890	68	897	12	110	10	44
Auto Dealers, Gas Stations, Auto After-market	563	6,970	69	315	4	15	8	46
Apparel & Accessory Stores	259	2,128	33	122	2	2	2	6
Furniture & Home Furnishings	328	2,494	52	322	2	6	5	105
Eating & Drinking Places	1,545	25,866	259	4,057	22	185	14	68
Miscellaneous Retail	1,166	9,099	157	1,289	20	85	8	32
Finance, Insurance, Real Estate Summary	2,156	56,953	319	2,459	33	316	14	116
Banks, Savings & Lending Institutions	547	8,539	72	696	5	24	3	70
Securities Brokers	267	2,404	42	495	3	8	1	7
Insurance Carriers & Agents	617	40,858	72	380	12	39	0	0
Real Estate, Holding, Other Investment Offices	725	5,152	133	888	13	245	10	39
Services Summary	9,417	162,828	1,571	55,460	217	30,678	132	1,247
Hotels & Lodging	187	3,294	24	860	0	0	0	0
Automotive Services	703	3,789	121	642	2	4	30	116
Motion Pictures & Amusements	681	9,710	107	3,534	10	285	11	59
Health Services	1,456	63,837	219	31,952	86	28,176	5	59
Legal Services	351	2,444	122	1,200	11	82	0	0
Education Institutions & Libraries	771	31,108	105	8,082	19	733	10	540
Other Services	5,268	48,646	873	9,190	89	1,398	76	473
Government	1,388	20,692	143	3,355	6	45	0	0
Unclassified Establishments	699	566	134	27	14	0	5	0
Totals	23,756	383,325	3,571	85,789	363	31,664	293	3,528

Source: ESRI Business Analyst 2017

Location of Grocery Stores and Superstores

The map below shows the location grocery stores and superstores (Meijer, Target, Walmart) within the study area. These stores are subset of the “Food Stores” category reported on the previous page.

Location of Grocery Stores & Superstores - Ten County Intra-Region

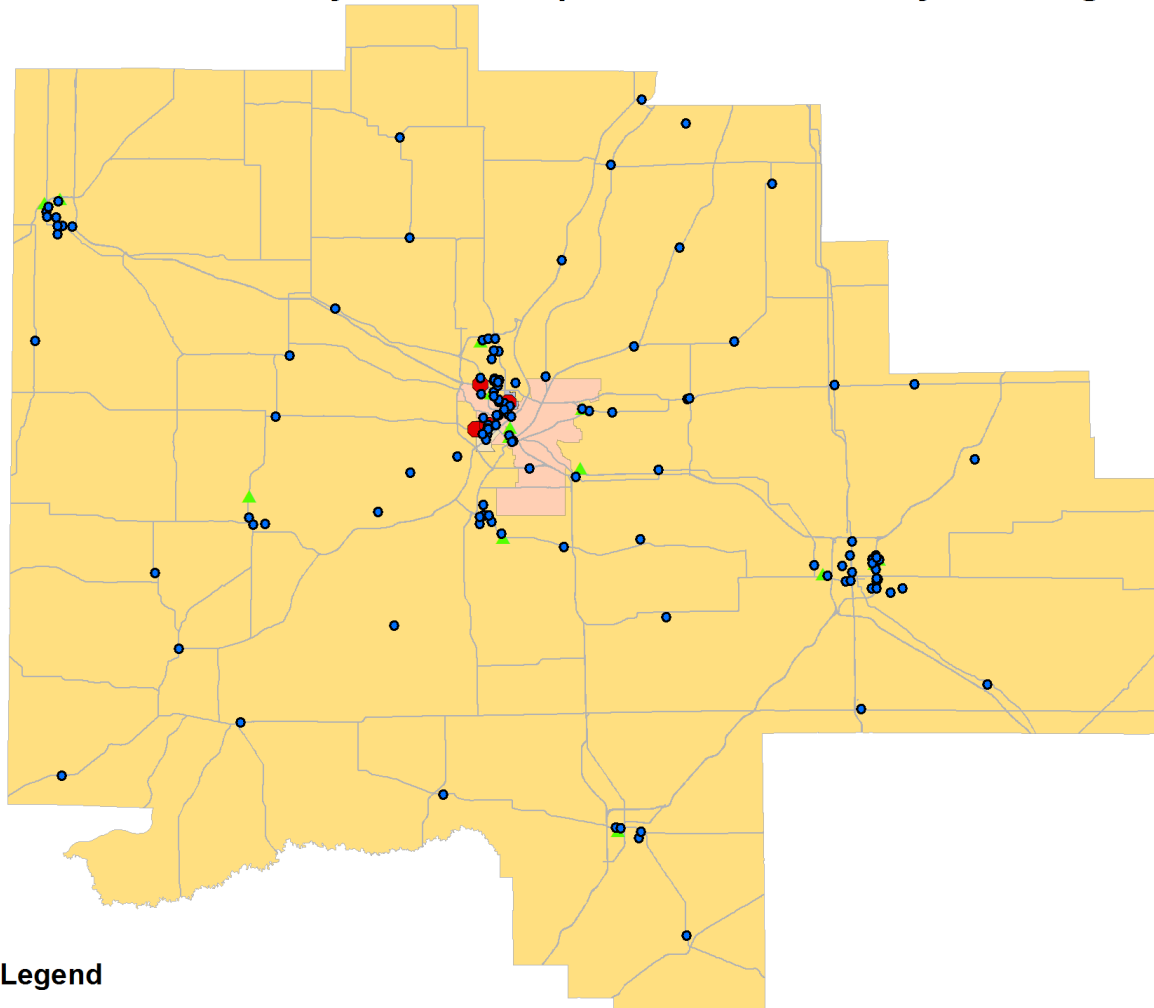


Figure 22: Location of Grocery Stores and Superstores

Source: ESRI Business Analyst 2017

In total there are eight grocers within the South Side neighborhood and four stores selling groceries within the East Bluff neighborhood. When analyzing a ring within 5 miles of the two neighborhoods there are a total of 44 grocery stores and five superstores.

Tapestry Segmentation

Table 17 below provides information on the top ESRI tapestry segments present in each of the geographies. Tapestry segments are a classification of household types. According to ESRI: “Tapestry segmentation provides an accurate, detailed description of America’s neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition.” Each segment has full profile that includes demographic information and market preferences. The segment profiles can be downloaded at: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Table 17: Tapestry Segmentation

Rank	Ten County Intra-Region		Peoria-East Peoria		East Bluff Neighborhood		South Side Neighborhood	
	Tapestry Segment	Percent	Tapestry Segment	Percent	Tapestry Segment	Percent	Tapestry Segment	Percent
1	Rustbelt Traditions (5D)	10.2%	Rustbelt Traditions (5D)	20.6%	Traditional Living (12B)	44.5%	Modest Income Homes (12D)	40.0%
2	Heartland Communities (6F)	9.2%	Hardscrabble Road (8G)	13.7%	Hardscrabble Road (8G)	25.5%	Hardscrabble Road (8G)	32.6%
3	Salt of the Earth (6B)	8.4%	Traditional Living (12B)	11.6%	Rustbelt Traditions (5D)	18.1%	City Commons (11E)	20.6%
4	Traditional Living (12B)	7.0%	Comfortable Empty Nesters (5A)	7.1%	Set to Impress (11D)	11.9%	Old and Newcomers (8F)	6.7%
5	Comfortable Empty Nesters (5A)	6.6%	Retirement Communities (9E)	5.9%				
6	Old and Newcomers (8F)	5.9%	Social Security Set (9F)	5.5%				
7	In Style (5B)	4.9%	In Style (5B)	4.5%				
8	Midlife Constants (5E)	4.9%	Modest Income Homes (12D)	4.4%				
9	Green Acres (6A)	4.7%	College Towns (14B)	4.0%				
10	Soccer Moms (4A)	3.2%	Old and Newcomers (8F)	4.0%				
11	Middleburg (4C)	3.0%	Heartland Communities (6F)	3.6%				
12	Prairie Living (6D)	2.8%	Middleburg (4C)	3.2%				
13	Hardscrabble Road (8G)	2.7%	Salt of the Earth (6B)	2.3%				
14	Retirement Communities (9E)	2.3%	City Commons (11E)	2.3%				
15	Professional Pride (1B)	2.2%	Set to Impress (11D)	2.3%				
16	Social Security Set (9F)	1.7%	Golden Years (9B)	2.0%				
17	Small Town Simplicity (12C)	1.7%	Senior Escapes (9D)	1.8%				
18	Set to Impress (11D)	1.7%	Small Town Simplicity (12C)	1.3%				
19	Bright Young Professionals (8C)	1.6%	Dorms to Diplomas (14C)	0.0%				
20	College Towns (14B)	1.5%						
	Total	86.3%		100.0%		100%		100%

Retail MarketPlace Profile

The following pages contain ESRI data on the retail leakage/surplus in each of the geographies. The reports compare the estimated sales in each retail category at each level of geography to the estimated demand by the residents of that geography. Where demand exceeds sales, that is where the spending of residents exceeds the amount purchased in a geography, leakage has occurred. This means that the demand in a given category is not totally satisfied within the geography and there is retail gap as residents of the geography are making some of their purchases of that good or service outside the geography's boundaries. A retail gap may present the opportunity for business development. In the reports retail gaps are shown in green. When a greater amount of a retail good type is purchased within the geography than is demanded by residents of that geography a retail surplus has occurred. In this case, businesses within the geography have not only met local demand, but they have attracted spending from outside of the geography's boundaries. Retail surpluses are shown in the reports in red.

The sales estimates come from the U.S. Census Bureau's Census of Retail Trade and Nonemployer Statistics. The retail demand estimates from the U.S. Bureau of Labor Statistics' Consumer Expenditure Surveys.

Grocery Stores and Specialty Food Stores

The two most relevant retail categories with regard to this report are Grocery Stores and Specialty Food Stores:

- In the **Ten County Intra-Region** in 2017 there was an estimated **retail surplus** of **\$399 million** for **grocery stores** and a **retail gap** of **\$23.1 million** for **specialty food stores**.
- In the **Greater Peoria** region in 2017 there was an estimated **retail gap** of **\$10.7 million** for **grocery stores** and a **retail surplus** of **\$3.3 million** for **specialty food stores**.
- In the **East Bluff** neighborhood in 2017 there was an estimated **retail surplus** of **\$19.5 million** for **grocery stores** and a retail gap of **\$943,000** in **specialty food stores**.
- In the **South Side** neighborhood in 2017 there was a **retail gap** of **\$3.4 million** for **grocery stores** and a **retail gap** of **\$636,000** in **specialty food stores**.

It should be noted that these estimates have likely changed given the recent closures of grocery stores within the area.

Additional information about the methodology that ESRI uses to create the Retail MarketPlace Profile is available at the following link: <https://support.esri.com/en/white-paper/3569>



Retail MarketPlace Profile

10 County Region

Prepared By Business Analyst Desktop

Summary Demographics

2017 Population	689,747
2017 Households	272,467
2017 Median Disposable Income	\$43,341
2017 Per Capita Income	\$30,159

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	\$9,807,418,345	\$9,483,948,574	\$323,469,771	1.7	4,660
Total Retail Trade	44-45	\$8,855,034,788	\$8,467,508,038	\$387,526,750	2.2	3,130
Total Food & Drink	722	\$952,383,557	\$1,016,440,536	-\$64,056,979	-3.3	1,530

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,887,001,495	\$1,613,099,565	\$273,901,930	7.8	374
Automobile Dealers	4411	\$1,561,340,210	\$1,435,701,522	\$125,638,688	4.2	190
Other Motor Vehicle Dealers	4412	\$160,279,890	\$59,377,187	\$100,902,703	45.9	42
Auto Parts, Accessories & Tire Stores	4413	\$165,381,395	\$118,020,856	\$47,360,539	16.7	142
Furniture & Home Furnishings Stores	442	\$284,175,620	\$223,611,082	\$60,564,538	11.9	162
Furniture Stores	4421	\$164,596,201	\$117,934,467	\$46,661,734	16.5	84
Home Furnishings Stores	4422	\$119,579,419	\$105,676,615	\$13,902,804	6.2	78
Electronics & Appliance Stores	443	\$328,368,626	\$199,950,866	\$128,417,760	24.3	143
Bldg Materials, Garden Equip. & Supply Stores	444	\$629,235,292	\$654,442,656	-\$25,207,364	-2.0	355
Bldg Material & Supplies Dealers	4441	\$566,816,565	\$569,187,918	-\$2,371,353	-0.2	275
Lawn & Garden Equip & Supply Stores	4442	\$62,418,727	\$85,254,738	-\$22,836,011	-15.5	80
Food & Beverage Stores	445	\$1,448,045,905	\$1,775,978,781	-\$327,932,876	-10.2	385
Grocery Stores	4451	\$1,273,956,419	\$1,672,972,465	-\$399,016,046	-13.5	275
Specialty Food Stores	4452	\$74,913,646	\$51,772,096	\$23,141,550	18.3	66
Beer, Wine & Liquor Stores	4453	\$99,175,840	\$51,234,220	\$47,941,620	31.9	44
Health & Personal Care Stores	446,4461	\$590,674,066	\$499,246,853	\$91,427,213	8.4	249
Gasoline Stations	447,4471	\$931,916,276	\$992,200,657	-\$60,284,381	-3.1	198
Clothing & Clothing Accessories Stores	448	\$456,559,549	\$282,229,540	\$174,330,009	23.6	302
Clothing Stores	4481	\$309,759,512	\$200,508,536	\$109,250,976	21.4	217
Shoe Stores	4482	\$66,051,336	\$41,855,458	\$24,195,878	22.4	40
Jewelry, Luggage & Leather Goods Stores	4483	\$80,748,701	\$39,865,546	\$40,883,155	33.9	45
Sporting Goods, Hobby, Book & Music Stores	451	\$227,438,329	\$269,372,793	-\$41,934,464	-8.4	216
Sporting Goods/Hobby/Musical Instr Stores	4511	\$188,317,450	\$233,286,412	-\$44,968,962	-10.7	183
Book, Periodical & Music Stores	4512	\$39,120,879	\$36,086,381	\$3,034,498	4.0	33
General Merchandise Stores	452	\$1,501,142,570	\$1,612,905,173	-\$111,762,603	-3.6	178
Department Stores Excluding Leased Depts.	4521	\$1,064,159,095	\$1,014,894,777	\$49,264,318	2.4	56
Other General Merchandise Stores	4529	\$436,983,475	\$598,010,396	-\$161,026,921	-15.6	122
Miscellaneous Store Retailers	453	\$328,495,929	\$225,470,883	\$103,025,046	18.6	525
Florists	4531	\$21,585,151	\$13,575,886	\$8,009,265	22.8	60
Office Supplies, Stationery & Gift Stores	4532	\$55,299,890	\$59,698,438	-\$4,398,548	-3.8	109
Used Merchandise Stores	4533	\$30,124,773	\$53,305,920	-\$23,181,147	-27.8	148
Other Miscellaneous Store Retailers	4539	\$221,486,115	\$98,890,639	\$122,595,476	38.3	208
Nonstore Retailers	454	\$241,981,131	\$118,999,189	\$122,981,942	34.1	43
Electronic Shopping & Mail-Order Houses	4541	\$187,769,126	\$46,094,424	\$141,674,702	60.6	10
Vending Machine Operators	4542	\$6,647,606	\$6,640,767	\$6,839	0.1	7
Direct Selling Establishments	4543	\$47,564,399	\$66,263,998	-\$18,699,599	-16.4	26
Food Services & Drinking Places	722	\$952,383,557	\$1,016,440,536	-\$64,056,979	-3.3	1,530
Special Food Services	7223	\$23,536,315	\$16,531,150	\$7,005,165	17.5	35
Drinking Places - Alcoholic Beverages	7224	\$31,110,243	\$42,560,547	-\$11,450,304	-15.5	209
Restaurants/Other Eating Places	7225	\$897,736,999	\$957,348,839	-\$59,611,840	-3.2	1,286

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. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

July 30, 2018



Retail MarketPlace Profile

Greater Peoria

Prepared By Business Analyst Desktop

Summary Demographics

2017 Population	102,782
2017 Households	40,987
2017 Median Disposable Income	\$34,701
2017 Per Capita Income	\$24,233

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	\$1,177,545,478	\$1,208,923,716	-\$31,378,238	-1.3	674
Total Retail Trade	44-45	\$1,062,413,741	\$1,046,465,891	\$15,947,850	0.8	417
Total Food & Drink	722	\$115,131,736	\$162,457,825	-\$47,326,089	-17.0	257

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$223,213,555	\$36,797,731	\$186,415,824	71.7	46
Automobile Dealers	4411	\$184,915,738	\$17,223,533	\$167,692,205	83.0	20
Other Motor Vehicle Dealers	4412	\$18,411,518	\$5,672,256	\$12,739,262	52.9	6
Auto Parts, Accessories & Tire Stores	4413	\$19,886,299	\$13,901,942	\$5,984,357	17.7	20
Furniture & Home Furnishings Stores	442	\$34,272,206	\$35,131,467	-\$859,261	-1.2	27
Furniture Stores	4421	\$20,151,884	\$9,083,763	\$11,068,121	37.9	11
Home Furnishings Stores	4422	\$14,120,323	\$26,047,704	-\$11,927,381	-29.7	16
Electronics & Appliance Stores	443	\$39,625,465	\$27,849,551	\$11,775,914	17.5	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$71,512,665	\$73,405,395	-\$1,892,730	-1.3	39
Bldg Material & Supplies Dealers	4441	\$64,394,908	\$64,169,580	\$225,328	0.2	33
Lawn & Garden Equip & Supply Stores	4442	\$7,117,757	\$9,235,815	-\$2,118,058	-13.0	6
Food & Beverage Stores	445	\$176,852,485	\$160,286,431	\$16,566,054	4.9	54
Grocery Stores	4451	\$155,682,541	\$144,935,216	\$10,747,325	3.6	40
Specialty Food Stores	4452	\$9,175,600	\$12,558,949	-\$3,383,349	-15.6	9
Beer, Wine & Liquor Stores	4453	\$11,994,344	\$2,792,266	\$9,202,078	62.2	5
Health & Personal Care Stores	446,4461	\$71,362,232	\$74,046,648	-\$2,684,416	-1.8	34
Gasoline Stations	447,4471	\$113,017,655	\$78,633,341	\$34,384,314	17.9	26
Clothing & Clothing Accessories Stores	448	\$55,249,783	\$17,036,086	\$38,213,697	52.9	40
Clothing Stores	4481	\$37,611,008	\$11,100,880	\$26,510,128	54.4	29
Shoe Stores	4482	\$7,980,869	\$3,197,583	\$4,783,286	42.8	4
Jewelry, Luggage & Leather Goods Stores	4483	\$9,657,906	\$2,737,623	\$6,920,283	55.8	7
Sporting Goods, Hobby, Book & Music Stores	451	\$27,356,173	\$43,662,412	-\$16,306,239	-23.0	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,520,465	\$43,232,314	-\$20,711,849	-31.5	23
Book, Periodical & Music Stores	4512	\$4,835,708	\$430,098	\$4,405,610	83.7	4
General Merchandise Stores	452	\$181,961,240	\$462,590,198	-\$280,628,958	-43.5	26
Department Stores Excluding Leased Depts.	4521	\$128,833,066	\$136,519,679	-\$7,686,613	-2.9	7
Other General Merchandise Stores	4529	\$53,128,174	\$326,070,519	-\$272,942,345	-72.0	19
Miscellaneous Store Retailers	453	\$39,150,243	\$22,718,955	\$16,431,288	26.6	62
Florists	4531	\$2,469,388	\$2,500,536	-\$31,148	-0.6	8
Office Supplies, Stationery & Gift Stores	4532	\$6,672,880	\$4,977,830	\$1,695,050	14.5	12
Used Merchandise Stores	4533	\$3,704,908	\$4,590,232	-\$885,324	-10.7	22
Other Miscellaneous Store Retailers	4539	\$26,303,067	\$10,650,357	\$15,652,710	42.4	20
Nonstore Retailers	454	\$28,840,038	\$14,307,676	\$14,532,362	33.7	9
Electronic Shopping & Mail-Order Houses	4541	\$22,600,352	\$6,520,596	\$16,079,756	55.2	3
Vending Machine Operators	4542	\$812,405	\$2,555,236	-\$1,742,831	-51.8	2
Direct Selling Establishments	4543	\$5,427,281	\$5,231,844	\$195,437	1.8	4
Food Services & Drinking Places	722	\$115,131,736	\$162,457,825	-\$47,326,089	-17.0	257
Special Food Services	7223	\$2,784,295	\$1,517,170	\$1,267,125	29.5	6
Drinking Places - Alcoholic Beverages	7224	\$3,828,672	\$8,868,753	-\$5,040,081	-39.7	41
Restaurants/Other Eating Places	7225	\$108,518,769	\$152,071,902	-\$43,553,133	-16.7	210

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. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

East Bluff Neighborhood

Prepared By Business Analyst Desktop

Summary Demographics						
2017 Population						12,193
2017 Households						4,743
2017 Median Disposable Income						\$33,691
2017 Per Capita Income						\$20,339
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	\$119,744,959	\$76,424,677	\$43,320,282	22.1	58
Total Retail Trade	44-45	\$108,133,796	\$68,714,335	\$39,419,461	22.3	37
Total Food & Drink	722	\$11,611,163	\$7,710,342	\$3,900,821	20.2	21
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,798,539	\$1,463,456	\$21,335,083	87.9	2
Automobile Dealers	4411	\$18,908,166	\$1,463,456	\$17,444,710	85.6	2
Other Motor Vehicle Dealers	4412	\$1,879,784	\$0	\$1,879,784	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,010,589	\$0	\$2,010,589	100.0	0
Furniture & Home Furnishings Stores	442	\$3,475,006	\$515,442	\$2,959,564	74.2	1
Furniture Stores	4421	\$2,063,827	\$515,442	\$1,548,385	60.0	1
Home Furnishings Stores	4422	\$1,411,179	\$0	\$1,411,179	100.0	0
Electronics & Appliance Stores	443	\$4,010,990	\$710,114	\$3,300,876	69.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,098,742	\$1,206,934	\$5,891,808	70.9	2
Bldg Material & Supplies Dealers	4441	\$6,378,907	\$1,206,934	\$5,171,973	68.2	2
Lawn & Garden Equip & Supply Stores	4442	\$719,835	\$0	\$719,835	100.0	0
Food & Beverage Stores	445	\$18,098,108	\$37,580,619	-\$19,482,511	-35.0	6
Grocery Stores	4451	\$15,955,477	\$37,580,619	-\$21,625,142	-40.4	6
Specialty Food Stores	4452	\$942,999	\$0	\$942,999	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,199,632	\$0	\$1,199,632	100.0	0
Health & Personal Care Stores	446,4461	\$7,176,252	\$10,343,813	-\$3,167,561	-18.1	5
Gasoline Stations	447,4471	\$11,669,422	\$7,878,437	\$3,790,985	19.4	3
Clothing & Clothing Accessories Stores	448	\$5,547,643	\$512,505	\$5,035,138	83.1	4
Clothing Stores	4481	\$3,802,688	\$209,119	\$3,593,569	89.6	2
Shoe Stores	4482	\$810,092	\$0	\$810,092	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$934,863	\$303,386	\$631,477	51.0	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,782,771	\$382,124	\$2,400,647	75.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,285,338	\$382,124	\$1,903,214	71.3	1
Book, Periodical & Music Stores	4512	\$497,433	\$0	\$497,433	100.0	0
General Merchandise Stores	452	\$18,588,217	\$1,809,556	\$16,778,661	82.3	2
Department Stores Excluding Leased Depts.	4521	\$13,131,866	\$0	\$13,131,866	100.0	0
Other General Merchandise Stores	4529	\$5,456,351	\$1,809,556	\$3,646,795	50.2	2
Miscellaneous Store Retailers	453	\$3,996,991	\$1,911,211	\$2,085,780	35.3	7
Florists	4531	\$242,741	\$487,452	-\$244,711	-33.5	1
Office Supplies, Stationery & Gift Stores	4532	\$670,816	\$92,684	\$578,132	75.7	1
Used Merchandise Stores	4533	\$381,567	\$444,216	-\$62,649	-7.6	3
Other Miscellaneous Store Retailers	4539	\$2,701,867	\$886,859	\$1,815,008	50.6	2
Nonstore Retailers	454	\$2,891,115	\$4,400,124	-\$1,509,009	-20.7	3
Electronic Shopping & Mail-Order Houses	4541	\$2,270,011	\$4,347,064	-\$2,077,053	-31.4	2
Vending Machine Operators	4542	\$83,023	\$0	\$83,023	100.0	0
Direct Selling Establishments	4543	\$538,081	\$53,060	\$485,021	82.0	1
Food Services & Drinking Places	722	\$11,611,163	\$7,710,342	\$3,900,821	20.2	21
Special Food Services	7223	\$289,024	\$66,371	\$222,653	62.6	1
Drinking Places - Alcoholic Beverages	7224	\$390,616	\$279,368	\$111,248	16.6	1
Restaurants/Other Eating Places	7225	\$10,931,523	\$7,364,603	\$3,566,920	19.5	19

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>

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Retail MarketPlace Profile

South Side Neighborhood

Prepared By Business Analyst Desktop

Summary Demographics

2017 Population	12,560
2017 Households	4,500
2017 Median Disposable Income	\$20,760
2017 Per Capita Income	\$12,775

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	\$79,263,926	\$65,110,475	\$14,153,451	9.8	54
Total Retail Trade	44-45	\$71,643,224	\$62,161,841	\$9,481,383	7.1	40
Total Food & Drink	722	\$7,620,702	\$2,948,634	\$4,672,068	44.2	14

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,170,286	\$3,986,603	\$11,183,683	58.4	5
Automobile Dealers	4411	\$12,638,310	\$1,463,456	\$11,174,854	79.2	2
Other Motor Vehicle Dealers	4412	\$1,196,350	\$0	\$1,196,350	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,335,626	\$2,523,147	-\$1,187,521	-30.8	3
Furniture & Home Furnishings Stores	442	\$2,284,543	\$13,101,039	-\$10,816,496	-70.3	2
Furniture Stores	4421	\$1,388,808	\$0	\$1,388,808	100.0	0
Home Furnishings Stores	4422	\$895,735	\$13,101,039	-\$12,205,304	-87.2	2
Electronics & Appliance Stores	443	\$2,627,066	\$9,857,247	-\$7,230,181	-57.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,383,777	\$10,045,253	-\$5,661,476	-39.2	4
Bldg Material & Supplies Dealers	4441	\$3,945,173	\$9,767,339	-\$5,822,166	-42.5	3
Lawn & Garden Equip & Supply Stores	4442	\$438,604	\$277,914	\$160,690	22.4	1
Food & Beverage Stores	445	\$12,181,580	\$8,000,372	\$4,181,208	20.7	11
Grocery Stores	4451	\$10,759,145	\$7,312,718	\$3,446,427	19.1	10
Specialty Food Stores	4452	\$636,476	\$0	\$636,476	100.0	0
Beer, Wine & Liquor Stores	4453	\$785,959	\$687,654	\$98,305	6.7	1
Health & Personal Care Stores	446,4461	\$4,800,544	\$2,273,598	\$2,526,946	35.7	1
Gasoline Stations	447,4471	\$7,925,804	\$8,579,008	-\$653,204	-4.0	3
Clothing & Clothing Accessories Stores	448	\$3,654,111	\$836,771	\$2,817,340	62.7	2
Clothing Stores	4481	\$2,512,721	\$217,410	\$2,295,311	84.1	1
Shoe Stores	4482	\$542,269	\$619,361	-\$77,092	-6.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$599,121	\$0	\$599,121	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,796,602	\$2,396,672	-\$600,070	-14.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,470,003	\$2,374,502	-\$904,499	-23.5	2
Book, Periodical & Music Stores	4512	\$326,599	\$22,170	\$304,429	87.3	1
General Merchandise Stores	452	\$12,299,148	\$2,502,672	\$9,796,476	66.2	3
Department Stores Excluding Leased Depts.	4521	\$8,636,540	\$686,735	\$7,949,805	85.3	1
Other General Merchandise Stores	4529	\$3,662,608	\$1,815,937	\$1,846,671	33.7	2
Miscellaneous Store Retailers	453	\$2,648,789	\$582,606	\$2,066,183	63.9	3
Florists	4531	\$142,059	\$0	\$142,059	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$439,400	\$0	\$439,400	100.0	0
Used Merchandise Stores	4533	\$250,772	\$370,180	-\$119,408	-19.2	2
Other Miscellaneous Store Retailers	4539	\$1,816,558	\$212,426	\$1,604,132	79.1	1
Nonstore Retailers	454	\$1,870,974	\$0	\$1,870,974	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,485,745	\$0	\$1,485,745	100.0	0
Vending Machine Operators	4542	\$55,866	\$0	\$55,866	100.0	0
Direct Selling Establishments	4543	\$329,363	\$0	\$329,363	100.0	0
Food Services & Drinking Places	722	\$7,620,702	\$2,948,634	\$4,672,068	44.2	14
Special Food Services	7223	\$180,502	\$0	\$180,502	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$251,061	\$886,787	-\$635,726	-55.9	6
Restaurants/Other Eating Places	7225	\$7,189,139	\$2,061,847	\$5,127,292	55.4	8

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