

Factor Ranking/Score Results
All Counties
All Markets
Sample Financial Institution

Overall Rank	Market Designation	County	Competition / Total Financial Institutions per 10,000 Population	Commercial Viability / Business Count	Trade Area Density / Population	Propensity to Consume / Financial Product Demand	Total Factor Score
1	NEAR NORTHWEST SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	11	1	1	1	14
2	SOUTHWEST SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	3	6	2	4	15
3	WEST CENTRAL SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	6	5	3	9	23
4	FAR WEST SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	2	11	6	6	25
5	NORTH CENTRAL SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	18	3	4	2	27
6	NORTHEAST SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	13	4	8	3	28
7	NORTHEAST LAKE COUNTY	LAKE COUNTY	7	12	7	12	38
8	NORTHEAST DUPAGE COUNTY	DUPAGE COUNTY	21	2	9	8	40
9	WEST CENTRAL DUPAGE COUNTY	DUPAGE COUNTY	9	10	12	10	41
10	SOUTHWEST DUPAGE COUNTY	DUPAGE COUNTY	17	9	11	5	42
11	SOUTH KANE COUNTY	KANE COUNTY	15	8	5	15	43
12	NORTH KANE COUNTY	KANE COUNTY	8	13	10	14	45
13	NORTHWEST DUPAGE COUNTY	DUPAGE COUNTY	5	18	13	13	49
14	SOUTHEAST DUPAGE COUNTY	DUPAGE COUNTY	22	7	14	7	50
15	FAR NORTHWEST SUBURBAN COOK COUNTY	SUBURBAN COOK COUNTY	1	19	18	16	54
16	SOUTH MCHENRY COUNTY	MCHENRY COUNTY	10	15	15	17	57
17	SOUTHEAST LAKE COUNTY	LAKE COUNTY	19	14	16	11	60
18	SOUTHWEST LAKE COUNTY	LAKE COUNTY	12	16	19	18	65
19	NORTHWEST LAKE COUNTY	LAKE COUNTY	4	21	20	20	65
20	EAST CENTRAL LAKE COUNTY	LAKE COUNTY	14	17	17	19	67
21	NORTHEAST MCHENRY COUNTY	MCHENRY COUNTY	20	20	21	21	82
22	NORTHWEST MCHENRY COUNTY	MCHENRY COUNTY	16	22	22	22	82

Factor Ranking scores are lowest number equates to highest potential