

RMP Opportunity Gap - Retail Stores

1 N Prospect Ave, Clarendon Hills, IL

Radius 1: , 0.00 - 1.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	265,416,122	83,489,366	181,926,756
Motor Vehicle and Parts Dealers-441	45,469,731	11,931,711	33,538,020
Automotive Dealers-4411	40,430,946	11,725,871	28,705,075
Other Motor Vehicle Dealers-4412	1,521,002	0	1,521,002
Automotive Parts/Accrs, Tire Stores-4413	3,517,783	205,840	3,311,943
Furniture and Home Furnishings Stores-442	6,591,183	2,695,277	3,895,906
Furniture Stores-4421	3,765,157	1,553,533	2,211,624
Home Furnishing Stores-4422	2,826,026	1,141,744	1,684,282
Electronics and Appliance Stores-443	6,412,896	339,708	6,073,188
Appliances, TVs, Electronics Stores-44311	4,739,177	199,896	4,539,281
Household Appliances Stores-443111	1,102,219	42,331	1,059,888
Radio, Television, Electronics Stores-443112	3,636,958	157,564	3,479,394
Computer and Software Stores-44312	1,363,026	139,813	1,223,213
Camera and Photographic Equipment Stores-44313	310,693	0	310,693
Building Material, Garden Equip Stores -444	26,759,881	3,331,202	23,428,679
Building Material and Supply Dealers-4441	24,523,405	3,318,165	21,205,240
Home Centers-44411	9,939,818	0	9,939,818
Paint and Wallpaper Stores-44412	606,182	0	606,182
Hardware Stores-44413	2,366,589	898,230	1,468,359
Other Building Materials Dealers-44419	11,610,815	2,419,935	9,190,880
Building Materials, Lumberyards-444191	4,386,495	946,195	3,440,300
Lawn, Garden Equipment, Supplies Stores-4442	2,236,476	13,037	2,223,439
Outdoor Power Equipment Stores-44421	208,581	3,650	204,931
Nursery and Garden Centers-44422	2,027,895	9,387	2,018,508
Food and Beverage Stores-445	31,620,963	32,447,575	(826,612)
Grocery Stores-4451	28,633,239	31,404,107	(2,770,868)
Supermarkets, Grocery (Ex Conv) Stores-44511	27,277,356	31,322,037	(4,044,681)
Convenience Stores-44512	1,355,883	82,069	1,273,814
Specialty Food Stores-4452	894,496	11,795	882,701
Beer, Wine and Liquor Stores-4453	2,093,228	1,031,674	1,061,554
Health and Personal Care Stores-446	15,047,683	3,634,512	11,413,171
Pharmacies and Drug Stores-44611	12,853,443	3,191,429	9,662,014
Cosmetics, Beauty Supplies, Perfume Stores-44612	537,561	229,234	308,327
Optical Goods Stores-44613	704,548	186,433	518,115
Other Health and Personal Care Stores-44619	952,130	27,416	924,714



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Prepared By:

Project Code: 5123905

Nielsen Solution Center 1 800 866 6511

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Radius 1: , 0.00 - 1.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	21,817,391	120,799	21,696,592
Gasoline Stations With Conv Stores-44711	16,221,003	0	16,221,003
Other Gasoline Stations-44719	5,596,388	120,799	5,475,589
Clothing and Clothing Accessories Stores-448	14,000,829	9,629,201	4,371,628
Clothing Stores-4481	9,621,813	3,325,277	6,296,536
Men's Clothing Stores-44811	618,332	0	618,332
Women's Clothing Stores-44812	2,401,896	2,684,637	(282,741)
Childrens, Infants Clothing Stores-44813	568,576	0	568,576
Family Clothing Stores-44814	5,158,694	0	5,158,694
Clothing Accessories Stores-44815	242,262	422,800	(180,538)
Other Clothing Stores-44819	632,052	217,840	414,212
Shoe Stores-4482	1,713,188	61,121	1,652,067
Jewelry, Luggage, Leather Goods Stores-4483	2,665,829	6,242,803	(3,576,974)
Jewelry Stores-44831	2,510,848	6,242,803	(3,731,955)
Luggage and Leather Goods Stores-44832	154,981	0	154,981
Sporting Goods, Hobby, Book, Music Stores-451	6,056,319	1,063,500	4,992,819
Sportng Goods, Hobby, Musical Inst Stores-4511	4,118,302	618,991	3,499,311
Sporting Goods Stores-45111	2,112,723	58,916	2,053,807
Hobby, Toys and Games Stores-45112	1,225,799	196,786	1,029,013
Sew/Needlework/Piece Goods Stores-45113	342,076	60,627	281,449
Musical Instrument and Supplies Stores-45114	437,704	302,661	135,043
Book, Periodical and Music Stores-4512	1,938,017	444,509	1,493,508
Book Stores and News Dealers-45121	1,321,995	441,452	880,543
Book Stores-451211	1,266,446	406,504	859,942
News Dealers and Newsstands-451212	55,550	34,948	20,602
Prerecorded Tapes, CDs, Record Stores-45122	616,021	3,058	612,963
General Merchandise Stores-452	35,436,043	460,561	34,975,482
Department Stores Excl Leased Depts-4521	18,121,096	0	18,121,096
Other General Merchandise Stores-4529	17,314,947	460,561	16,854,386
Miscellaneous Store Retailers-453	6,959,900	963,087	5,996,813
Florists-4531	588,372	126,157	462,215
Office Supplies, Stationery, Gift Stores-4532	3,043,282	328,680	2,714,602
Office Supplies and Stationery Stores-45321	1,738,410	0	1,738,410
Gift, Novelty and Souvenir Stores-45322	1,304,872	328,680	976,192
Used Merchandise Stores-4533	681,759	146,216	535,543
Other Miscellaneous Store Retailers-4539	2,646,488	362,033	2,284,455
Non-Store Retailers-454	20,988,661	3,355,968	17,632,693
Foodservice and Drinking Places-722	28,254,642	13,516,265	14,738,377
Full-Service Restaurants-7221	12,869,206	8,301,009	4,568,197



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	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	11,812,764	4,383,522	7,429,242
Special Foodservices-7223	2,326,773	562,875	1,763,898
Drinking Places -Alcoholic Beverages-7224	1,245,899	268,859	977,040
GAFO *	71,540,553	14,516,928	57,023,625
General Merchandise Stores-452	35,436,043	460,561	34,975,482
Clothing and Clothing Accessories Stores-448	14,000,829	9,629,201	4,371,628
Furniture and Home Furnishings Stores-442	6,591,183	2,695,277	3,895,906
Electronics and Appliance Stores-443	6,412,896	339,708	6,073,188
Sporting Goods, Hobby, Book, Music Stores-451	6,056,319	1,063,500	4,992,819
Office Supplies, Stationery, Gift Stores-4532	3,043,282	328,680	2,714,602



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RMP Opportunity Gap - Retail Stores

1 N Prospect Ave, Clarendon Hills, IL

Radius 2: , 0.00 - 3.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,802,386,034	2,239,098,639	(436,712,605)
Motor Vehicle and Parts Dealers-441	318,294,921	507,738,441	(189,443,520)
Automotive Dealers-4411	282,279,237	493,415,602	(211,136,365)
Other Motor Vehicle Dealers-4412	12,404,856	7,949,921	4,454,935
Automotive Parts/Accsrs, Tire Stores-4413	23,610,828	6,372,918	17,237,910
Furniture and Home Furnishings Stores-442	42,497,997	93,751,724	(51,253,727)
Furniture Stores-4421	23,992,676	49,469,404	(25,476,728)
Home Furnishing Stores-4422	18,505,322	44,282,320	(25,776,998)
Electronics and Appliance Stores-443	42,127,361	21,200,852	20,926,509
Appliances, TVs, Electronics Stores-44311	31,139,583	12,053,741	19,085,842
Household Appliances Stores-443111	7,285,814	4,176,484	3,109,330
Radio, Television, Electronics Stores-443112	23,853,770	7,877,257	15,976,513
Computer and Software Stores-44312	8,978,930	5,477,331	3,501,599
Camera and Photographic Equipment Stores-44313	2,008,847	3,669,781	(1,660,934)
Building Material, Garden Equip Stores -444	176,218,092	152,529,611	23,688,481
Building Material and Supply Dealers-4441	161,064,062	144,594,082	16,469,980
Home Centers-44411	65,286,469	3,384,597	61,901,872
Paint and Wallpaper Stores-44412	3,969,886	5,964,853	(1,994,967)
Hardware Stores-44413	15,548,380	93,552,097	(78,003,717)
Other Building Materials Dealers-44419	76,259,327	41,692,536	34,566,791
Building Materials, Lumberyards-444191	29,143,301	16,301,779	12,841,522
Lawn, Garden Equipment, Supplies Stores-4442	15,154,030	7,935,529	7,218,501
Outdoor Power Equipment Stores-44421	1,624,975	3,593,744	(1,968,769)
Nursery and Garden Centers-44422	13,529,055	4,341,784	9,187,271
Food and Beverage Stores-445	217,273,998	270,185,567	(52,911,569)
Grocery Stores-4451	197,019,833	253,176,016	(56,156,183)
Supermarkets, Grocery (Ex Conv) Stores-44511	187,600,265	245,338,637	(57,738,372)
Convenience Stores-44512	9,419,568	7,837,379	1,582,189
Specialty Food Stores-4452	6,132,319	7,902,321	(1,770,002)
Beer, Wine and Liquor Stores-4453	14,121,846	9,107,230	5,014,616
Health and Personal Care Stores-446	107,090,683	54,141,063	52,949,620
Pharmacies and Drug Stores-44611	91,672,079	29,786,875	61,885,204
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,853,336	13,891,848	(10,038,512)
Optical Goods Stores-44613	4,775,460	7,275,216	(2,499,756)
Other Health and Personal Care Stores-44619	6,789,807	3,187,124	3,602,683



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Radius 2: , 0.00 - 3.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	154,235,069	204,205,986	(49,970,917)
Gasoline Stations With Conv Stores-44711	114,650,771	190,141,270	(75,490,499)
Other Gasoline Stations-44719	39,584,297	14,064,715	25,519,582
Clothing and Clothing Accessories Stores-448	90,364,716	262,189,541	(171,824,825)
Clothing Stores-4481	62,307,166	216,973,840	(154,666,674)
Men's Clothing Stores-44811	4,025,726	12,281,948	(8,256,222)
Women's Clothing Stores-44812	15,784,600	27,935,669	(12,151,069)
Childrens, Infants Clothing Stores-44813	3,434,824	9,589,739	(6,154,915)
Family Clothing Stores-44814	33,314,955	154,549,776	(121,234,821)
Clothing Accessories Stores-44815	1,578,619	2,176,221	(597,602)
Other Clothing Stores-44819	4,168,442	10,440,486	(6,272,044)
Shoe Stores-4482	11,204,367	12,984,708	(1,780,341)
Jewelry, Luggage, Leather Goods Stores-4483	16,853,184	32,230,994	(15,377,810)
Jewelry Stores-44831	15,835,549	32,052,660	(16,217,111)
Luggage and Leather Goods Stores-44832	1,017,635	178,334	839,301
Sporting Goods, Hobby, Book, Music Stores-451	38,560,463	24,045,622	14,514,841
Sportng Goods, Hobby, Musical Inst Stores-4511	26,316,368	16,557,542	9,758,826
Sporting Goods Stores-45111	13,222,941	5,966,289	7,256,652
Hobby, Toys and Games Stores-45112	7,993,190	5,834,476	2,158,714
Sew/Needlework/Piece Goods Stores-45113	2,301,315	2,199,404	101,911
Musical Instrument and Supplies Stores-45114	2,798,922	2,557,373	241,549
Book, Periodical and Music Stores-4512	12,244,094	7,488,080	4,756,014
Book Stores and News Dealers-45121	8,285,828	6,748,269	1,537,559
Book Stores-451211	7,913,502	5,592,731	2,320,771
News Dealers and Newsstands-451212	372,325	1,155,538	(783,213)
Prerecorded Tapes, CDs, Record Stores-45122	3,958,267	739,811	3,218,456
General Merchandise Stores-452	236,342,345	199,695,089	36,647,256
Department Stores Excl Leased Depts-4521	119,156,085	181,660,876	(62,504,791)
Other General Merchandise Stores-4529	117,186,260	18,034,214	99,152,046
Miscellaneous Store Retailers-453	46,582,639	26,877,956	19,704,683
Florists-4531	3,876,962	6,892,694	(3,015,732)
Office Supplies, Stationery, Gift Stores-4532	20,014,875	11,357,797	8,657,078
Office Supplies and Stationery Stores-45321	11,481,131	3,987,045	7,494,086
Gift, Novelty and Souvenir Stores-45322	8,533,744	7,370,752	1,162,992
Used Merchandise Stores-4533	4,357,733	1,092,338	3,265,395
Other Miscellaneous Store Retailers-4539	18,333,070	7,535,126	10,797,944
Non-Store Retailers-454	140,976,296	147,687,378	(6,711,082)
Foodservice and Drinking Places-722	191,821,453	274,849,809	(83,028,356)
Full-Service Restaurants-7221	87,258,673	149,958,238	(62,699,565)



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Radius 2: , 0.00 - 3.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	80,323,236	97,414,488	(17,091,252)
Special Foodservices-7223	15,798,666	23,802,037	(8,003,371)
Drinking Places -Alcoholic Beverages-7224	8,440,878	3,675,046	4,765,832
GAFO *	469,907,757	612,240,626	(142,332,869)
General Merchandise Stores-452	236,342,345	199,695,089	36,647,256
Clothing and Clothing Accessories Stores-448	90,364,716	262,189,541	(171,824,825)
Furniture and Home Furnishings Stores-442	42,497,997	93,751,724	(51,253,727)
Electronics and Appliance Stores-443	42,127,361	21,200,852	20,926,509
Sporting Goods, Hobby, Book, Music Stores-451	38,560,463	24,045,622	14,514,841
Office Supplies, Stationery, Gift Stores-4532	20,014,875	11,357,797	8,657,078



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Radius 3: , 0.00 - 5.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,442,167,869	5,278,139,393	(835,971,524)
Motor Vehicle and Parts Dealers-441	771,869,810	1,069,591,691	(297,721,881)
Automotive Dealers-4411	686,851,576	1,033,060,860	(346,209,284)
Other Motor Vehicle Dealers-4412	26,626,703	13,203,805	13,422,898
Automotive Parts/Accsrs, Tire Stores-4413	58,391,531	23,327,025	35,064,506
Furniture and Home Furnishings Stores-442	102,342,289	237,965,056	(135,622,767)
Furniture Stores-4421	57,105,938	94,677,425	(37,571,487)
Home Furnishing Stores-4422	45,236,350	143,287,631	(98,051,281)
Electronics and Appliance Stores-443	102,955,239	103,050,229	(94,990)
Appliances, TVs, Electronics Stores-44311	76,056,546	75,390,613	665,933
Household Appliances Stores-443111	18,063,064	8,366,068	9,696,996
Radio, Television, Electronics Stores-443112	57,993,482	67,024,546	(9,031,064)
Computer and Software Stores-44312	21,980,292	20,031,777	1,948,515
Camera and Photographic Equipment Stores-44313	4,918,401	7,627,839	(2,709,438)
Building Material, Garden Equip Stores -444	436,430,475	338,463,179	97,967,296
Building Material and Supply Dealers-4441	399,193,066	323,922,523	75,270,543
Home Centers-44411	161,077,440	120,410,439	40,667,001
Paint and Wallpaper Stores-44412	9,910,841	12,387,717	(2,476,876)
Hardware Stores-44413	38,291,751	100,795,900	(62,504,149)
Other Building Materials Dealers-44419	189,913,034	90,328,466	99,584,568
Building Materials, Lumberyards-444191	72,320,077	35,318,421	37,001,656
Lawn, Garden Equipment, Supplies Stores-4442	37,237,409	14,540,657	22,696,752
Outdoor Power Equipment Stores-44421	3,605,269	6,986,982	(3,381,713)
Nursery and Garden Centers-44422	33,632,140	7,553,674	26,078,466
Food and Beverage Stores-445	543,396,641	597,193,409	(53,796,768)
Grocery Stores-4451	493,031,920	560,501,337	(67,469,417)
Supermarkets, Grocery (Ex Conv) Stores-44511	469,327,702	537,959,288	(68,631,586)
Convenience Stores-44512	23,704,218	22,542,048	1,162,170
Specialty Food Stores-4452	15,314,597	14,662,305	652,292
Beer, Wine and Liquor Stores-4453	35,050,124	22,029,767	13,020,357
Health and Personal Care Stores-446	271,838,050	171,635,558	100,202,492
Pharmacies and Drug Stores-44611	232,942,624	119,873,413	113,069,211
Cosmetics, Beauty Supplies, Perfume Stores-44612	9,809,148	22,783,423	(12,974,275)
Optical Goods Stores-44613	11,836,654	15,808,848	(3,972,194)
Other Health and Personal Care Stores-44619	17,249,624	13,169,874	4,079,750



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Gasoline Stations-447	387,188,418	322,146,660	65,041,758
Gasoline Stations With Conv Stores-44711	288,102,123	281,572,453	6,529,670
Other Gasoline Stations-44719	99,086,295	40,574,206	58,512,089
Clothing and Clothing Accessories Stores-448	216,080,858	456,521,434	(240,440,576)
Clothing Stores-4481	149,703,897	361,524,757	(211,820,860)
Men's Clothing Stores-44811	9,673,657	19,818,802	(10,145,145)
Women's Clothing Stores-44812	38,039,521	59,409,614	(21,370,093)
Childrens, Infants Clothing Stores-44813	8,120,048	29,299,059	(21,179,011)
Family Clothing Stores-44814	80,001,213	226,934,363	(146,933,150)
Clothing Accessories Stores-44815	3,780,690	3,618,036	162,654
Other Clothing Stores-44819	10,088,769	22,444,884	(12,356,115)
Shoe Stores-4482	26,978,713	32,413,152	(5,434,439)
Jewelry, Luggage, Leather Goods Stores-4483	39,398,248	62,583,525	(23,185,277)
Jewelry Stores-44831	36,928,249	59,829,993	(22,901,744)
Luggage and Leather Goods Stores-44832	2,469,999	2,753,532	(283,533)
Sporting Goods, Hobby, Book, Music Stores-451	92,521,541	92,559,650	(38,109)
Sportng Goods, Hobby, Musical Inst Stores-4511	63,499,569	64,129,630	(630,061)
Sporting Goods Stores-45111	31,634,109	34,854,114	(3,220,005)
Hobby, Toys and Games Stores-45112	19,470,665	18,871,123	599,542
Sew/Needlework/Piece Goods Stores-45113	5,753,577	3,886,589	1,866,988
Musical Instrument and Supplies Stores-45114	6,641,218	6,517,804	123,414
Book, Periodical and Music Stores-4512	29,021,972	28,430,020	591,952
Book Stores and News Dealers-45121	19,575,821	23,304,144	(3,728,323)
Book Stores-451211	18,656,864	21,634,360	(2,977,496)
News Dealers and Newsstands-451212	918,957	1,669,784	(750,827)
Prerecorded Tapes, CDs, Record Stores-45122	9,446,151	5,125,876	4,320,275
General Merchandise Stores-452	580,727,820	693,496,955	(112,769,135)
Department Stores Excl Leased Depts-4521	290,078,476	530,870,536	(240,792,060)
Other General Merchandise Stores-4529	290,649,344	162,626,419	128,022,925
Miscellaneous Store Retailers-453	115,292,869	92,742,574	22,550,295
Florists-4531	9,622,455	11,056,641	(1,434,186)
Office Supplies, Stationery, Gift Stores-4532	48,963,836	48,037,888	925,948
Office Supplies and Stationery Stores-45321	28,182,900	27,670,327	512,573
Gift, Novelty and Souvenir Stores-45322	20,780,936	20,367,561	413,375
Used Merchandise Stores-4533	10,415,420	5,061,866	5,353,554
Other Miscellaneous Store Retailers-4539	46,291,157	28,586,178	17,704,979
Non-Store Retailers-454	346,991,973	356,817,852	(9,825,879)
Foodservice and Drinking Places-722	474,531,886	745,955,145	(271,423,259)
Full-Service Restaurants-7221	215,670,607	375,937,075	(160,266,468)



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Prepared By:

Project Code: 5123905

Nielsen Solution Center 1 800 866 6511

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RMP Opportunity Gap - Retail Stores

1 N Prospect Ave, Clarendon Hills, IL

Radius 3: , 0.00 - 5.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	198,826,145	225,302,761	(26,476,616)
Special Foodservices-7223	39,101,251	119,738,208	(80,636,957)
Drinking Places -Alcoholic Beverages-7224	20,933,884	24,977,101	(4,043,217)
GAFO *	1,143,591,583	1,631,631,214	(488,039,631)
General Merchandise Stores-452	580,727,820	693,496,955	(112,769,135)
Clothing and Clothing Accessories Stores-448	216,080,858	456,521,434	(240,440,576)
Furniture and Home Furnishings Stores-442	102,342,289	237,965,056	(135,622,767)
Electronics and Appliance Stores-443	102,955,239	103,050,229	(94,990)
Sporting Goods, Hobby, Book, Music Stores-451	92,521,541	92,559,650	(38,109)
Office Supplies, Stationery, Gift Stores-4532	48,963,836	48,037,888	925,948

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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RMP Opportunity Gap - Retail Stores

1 N Prospect Ave, Clarendon Hills, IL

Appendix: Area Listing

Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

Latitude/Longitude	41.797410	-87.954720
Radius	0.00	- 1.00

Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

Latitude/Longitude	41.797410	-87.954720
Radius	0.00	- 3.00

Area Name:

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

Latitude/Longitude	41.797410	-87.954720
Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 970888183



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