

RMP Opportunity Gap - Retail Stores

Place (see appendix for geographies), Total

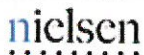
Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	557,037,757	196,013,824	361,023,933
Motor Vehicle and Parts Dealers-441	101,222,028	40,121,278	61,100,750
Automotive Dealers-4411	84,799,879	37,783,542	47,016,337
Other Motor Vehicle Dealers-4412	7,807,181	175,244	7,631,937
Automotive Parts/Accsrs, Tire Stores-4413	8,614,968	2,162,492	6,452,476
Furniture and Home Furnishings Stores-442	13,080,514	3,831,688	9,248,826
Furniture Stores-4421	7,351,565	1,082,480	6,269,085
Home Furnishing Stores-4422	5,728,949	2,749,208	2,979,741
Electronics and Appliance Stores-443	10,813,878	3,601,445	7,212,433
Appliances, TVs, Electronics Stores-44311	7,824,224	1,935,046	5,889,178
Household Appliances Stores-443111	1,429,926	1,137,569	292,357
Radio, Television, Electronics Stores-443112	6,394,298	797,477	5,596,821
Computer and Software Stores-44312	2,624,022	426,050	2,197,972
Camera and Photographic Equipment Stores-44313	365,632	1,240,349	(874,717)
Building Material, Garden Equip Stores -444	60,567,870	8,861,120	51,706,750
Building Material and Supply Dealers-4441	52,479,952	8,813,715	43,666,237
Home Centers-44411	21,357,819	1,374,186	19,983,633
Paint and Wallpaper Stores-44412	906,159	0	906,159
Hardware Stores-44413	5,066,250	2,328,517	2,737,733
Other Building Materials Dealers-44419	25,149,724	5,111,012	20,038,712
Building Materials, Lumberyards-444191	9,375,631	1,912,724	7,462,907
Lawn, Garden Equipment, Supplies Stores-4442	8,087,918	47,405	8,040,513
Outdoor Power Equipment Stores-44421	2,408,542	34,637	2,373,905
Nursery and Garden Centers-44422	5,679,376	12,768	5,666,608
Food and Beverage Stores-445	64,713,350	29,224,179	35,489,171
Grocery Stores-4451	42,676,989	25,955,862	16,721,127
Supermarkets, Grocery (Ex Conv) Stores-44511	40,032,767	25,168,910	14,863,857
Convenience Stores-44512	2,644,222	786,952	1,857,270
Specialty Food Stores-4452	5,225,400	378,432	4,846,968
Beer, Wine and Liquor Stores-4453	16,810,961	2,889,885	13,921,076
Health and Personal Care Stores-446	30,697,304	9,583,499	21,113,805
Pharmacies and Drug Stores-44611	24,202,808	8,322,617	15,880,191
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,145,159	133,452	2,011,707
Optical Goods Stores-44613	1,633,234	826,447	806,787
Other Health and Personal Care Stores-44619	2,716,103	300,983	2,415,120



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Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	48,593,356	14,888,642	33,704,714
Gasoline Stations With Conv Stores-44711	35,206,728	14,580,326	20,626,402
Other Gasoline Stations-44719	13,386,628	308,316	13,078,312
Clothing and Clothing Accessories Stores-448	29,003,424	20,281,545	8,721,879
Clothing Stores-4481	14,650,140	8,049,198	6,600,942
Men's Clothing Stores-44811	755,068	132,355	622,713
Women's Clothing Stores-44812	3,487,154	4,018,824	(531,670)
Children's, Infants Clothing Stores-44813	891,398	536,923	354,475
Family Clothing Stores-44814	7,633,494	3,019,047	4,614,447
Clothing Accessories Stores-44815	635,562	149,769	485,793
Other Clothing Stores-44819	1,247,464	192,280	1,055,184
Shoe Stores-4482	2,034,458	678,743	1,355,715
Jewelry, Luggage, Leather Goods Stores-4483	12,318,826	11,553,604	765,222
Jewelry Stores-44831	11,244,117	11,553,604	(309,487)
Luggage and Leather Goods Stores-44832	1,074,709	0	1,074,709
Sporting Goods, Hobby, Book, Music Stores-451	11,557,793	5,149,549	6,408,244
Sporting Goods, Hobby, Musical Inst Stores-4511	9,760,414	4,017,440	5,742,974
Sporting Goods Stores-45111	5,146,544	2,833,589	2,312,955
Hobby, Toys and Games Stores-45112	2,609,760	820,680	1,789,080
Sew/Needlework/Piece Goods Stores-45113	899,383	263,844	635,539
Musical Instrument and Supplies Stores-45114	1,104,727	99,327	1,005,400
Book, Periodical and Music Stores-4512	1,797,379	1,132,109	665,270
Book Stores and News Dealers-45121	1,567,168	1,075,101	492,067
Book Stores-451211	1,420,312	1,075,101	345,211
News Dealers and Newsstands-451212	146,856	0	146,856
Prerecorded Tapes, CDs, Record Stores-45122	230,211	57,008	173,203
General Merchandise Stores-452	65,905,644	2,861,081	63,044,563
Department Stores Excl Leased Depts-4521	29,058,229	0	29,058,229
Other General Merchandise Stores-4529	36,847,415	2,861,081	33,986,334
Miscellaneous Store Retailers-453	14,652,331	1,667,806	12,984,525
Florists-4531	611,481	245,693	365,788
Office Supplies, Stationery, Gift Stores-4532	7,551,328	768,611	6,782,717
Office Supplies and Stationery Stores-45321	3,685,296	120,543	3,564,753
Gift, Novelty and Souvenir Stores-45322	3,866,032	648,068	3,217,964
Used Merchandise Stores-4533	1,239,909	212,537	1,027,372
Other Miscellaneous Store Retailers-4539	5,249,613	440,965	4,808,648
Non-Store Retailers-454	46,776,328	5,456,763	41,319,565
Foodservice and Drinking Places-722	59,453,937	50,485,229	8,968,708
Full-Service Restaurants-7221	27,092,338	18,845,677	8,246,661



Prepared On: Mon Feb 24, 2014 Page 2 Of 4

Prepared By:

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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Place (see appendix for geographies), Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	23,616,906	29,614,105	(5,997,199)
Special Foodservices-7223	6,339,073	2,025,447	4,313,626
Drinking Places -Alcoholic Beverages-7224	2,405,620	0	2,405,620
GAFO *	137,912,581	36,493,919	101,418,662
General Merchandise Stores-452	65,905,644	2,861,081	63,044,563
Clothing and Clothing Accessories Stores-448	29,003,424	20,281,545	8,721,879
Furniture and Home Furnishings Stores-442	13,080,514	3,831,688	9,248,826
Electronics and Appliance Stores-443	10,813,878	3,601,445	7,212,433
Sporting Goods, Hobby, Book, Music Stores-451	11,557,793	5,149,549	6,408,244
Office Supplies, Stationery, Gift Stores-4532	7,551,328	768,611	6,782,717

* 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.

RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

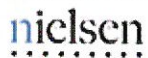
<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
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1729756	Glen Ellyn village		
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Project Information:

Site: 1

Order Number: 973539059



Prepared On: Mon Feb 24, 2014 Page 4 Of 4

Project Code:

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