

RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 1: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 3.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	716,897,993	654,453,107	62,444,886
Motor Vehicle and Parts Dealers-441	133,504,482	101,148,445	32,356,037
Automotive Dealers-4411	113,420,722	88,388,124	25,032,598
Other Motor Vehicle Dealers-4412	10,194,771	3,780,268	6,414,503
Automotive Parts/Accsrs, Tire Stores-4413	9,888,989	8,980,053	908,936
Furniture and Home Furnishings Stores-442	13,928,322	5,778,893	8,149,429
Furniture Stores-4421	7,494,361	1,431,862	6,062,499
Home Furnishing Stores-4422	6,433,961	4,347,031	2,086,930
Electronics and Appliance Stores-443	13,027,411	5,563,367	7,464,044
Appliances, TVs, Electronics Stores-44311	9,456,031	2,657,700	6,798,331
Household Appliances Stores-443111	1,730,492	366,367	1,364,125
Radio, Television, Electronics Stores-443112	7,725,539	2,291,334	5,434,205
Computer and Software Stores-44312	3,133,922	2,905,666	228,256
Camera and Photographic Equipment Stores-44313	437,458	0	437,458
Building Material, Garden Equip Stores -444	71,311,093	39,810,269	31,500,824
Building Material and Supply Dealers-4441	61,211,430	39,462,723	21,748,707
Home Centers-44411	24,779,650	14,014,301	10,765,349
Paint and Wallpaper Stores-44412	1,017,430	915,653	101,777
Hardware Stores-44413	6,318,583	4,310,026	2,008,557
Other Building Materials Dealers-44419	29,095,767	20,222,743	8,873,024
Building Materials, Lumberyards-444191	10,596,838	7,568,056	3,028,782
Lawn, Garden Equipment, Supplies Stores-4442	10,099,663	347,546	9,752,117
Outdoor Power Equipment Stores-44421	2,849,315	183,627	2,665,688
Nursery and Garden Centers-44422	7,250,348	163,919	7,086,429
Food and Beverage Stores-445	88,490,752	33,352,259	55,138,493
Grocery Stores-4451	59,555,635	28,420,049	31,135,586
Supermarkets, Grocery (Ex Conv) Stores-44511	55,764,226	27,553,139	28,211,087
Convenience Stores-44512	3,791,409	866,910	2,924,499
Specialty Food Stores-4452	7,384,188	3,382,169	4,002,019
Beer, Wine and Liquor Stores-4453	21,550,928	1,550,040	20,000,888
Health and Personal Care Stores-446	38,353,600	29,987,952	8,365,648
Pharmacies and Drug Stores-44611	30,136,476	23,199,035	6,937,441
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,654,059	2,201,395	452,664
Optical Goods Stores-44613	2,156,132	3,326,595	(1,170,463)
Other Health and Personal Care Stores-44619	3,406,933	1,260,927	2,146,006



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 1: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 3.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	69,722,193	39,686,265	30,035,928
Gasoline Stations With Conv Stores-44711	50,750,793	32,002,735	18,748,058
Other Gasoline Stations-44719	18,971,400	7,683,530	11,287,870
Clothing and Clothing Accessories Stores-448	34,262,693	82,005,628	(47,742,935)
Clothing Stores-4481	19,575,552	24,775,123	(5,199,571)
Men's Clothing Stores-44811	976,894	1,408,189	(431,295)
Women's Clothing Stores-44812	4,509,933	5,294,425	(784,492)
Children's, Infants Clothing Stores-44813	1,368,348	1,456,178	(87,830)
Family Clothing Stores-44814	10,290,977	12,544,421	(2,253,444)
Clothing Accessories Stores-44815	814,663	1,115,223	(300,560)
Other Clothing Stores-44819	1,614,738	2,956,688	(1,341,950)
Shoe Stores-4482	3,004,830	6,220,845	(3,216,015)
Jewelry, Luggage, Leather Goods Stores-4483	11,682,311	51,009,660	(39,327,349)
Jewelry Stores-44831	10,308,184	50,042,460	(39,734,276)
Luggage and Leather Goods Stores-44832	1,374,127	967,199	406,928
Sporting Goods, Hobby, Book, Music Stores-451	14,256,454	17,550,940	(3,294,486)
Sporting Goods, Hobby, Musical Inst Stores-4511	12,415,080	15,500,280	(3,085,200)
Sporting Goods Stores-45111	6,689,421	12,523,107	(5,833,686)
Hobby, Toys and Games Stores-45112	3,373,270	2,330,708	1,042,562
Sew/Needlework/Piece Goods Stores-45113	1,048,613	0	1,048,613
Musical Instrument and Supplies Stores-45114	1,303,777	646,465	657,312
Book, Periodical and Music Stores-4512	1,841,374	2,050,660	(209,286)
Book Stores and News Dealers-45121	1,572,214	2,025,513	(453,299)
Book Stores-451211	1,393,478	2,025,513	(632,035)
News Dealers and Newsstands-451212	178,736	0	178,736
Prerecorded Tapes, CDs, Record Stores-45122	269,159	25,147	244,012
General Merchandise Stores-452	88,262,562	111,211,486	(22,948,924)
Department Stores Excl Leased Depts-4521	38,732,797	88,669,864	(49,937,067)
Other General Merchandise Stores-4529	49,529,766	22,541,622	26,988,144
Miscellaneous Store Retailers-453	18,496,205	10,641,453	7,854,752
Florists-4531	718,739	322,314	396,425
Office Supplies, Stationery, Gift Stores-4532	8,899,239	5,206,964	3,692,275
Office Supplies and Stationery Stores-45321	4,128,897	2,814,943	1,313,954
Gift, Novelty and Souvenir Stores-45322	4,770,342	2,392,021	2,378,321
Used Merchandise Stores-4533	1,494,757	473,261	1,021,496
Other Miscellaneous Store Retailers-4539	7,383,470	4,638,915	2,744,555
Non-Store Retailers-454	57,953,670	97,581,520	(39,627,850)
Foodservice and Drinking Places-722	75,328,556	80,134,631	(4,806,075)
Full-Service Restaurants-7221	34,068,769	35,947,425	(1,878,656)



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 1: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 3.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	30,276,558	36,774,828	(6,498,270)
Special Foodservices-7223	8,094,467	1,716,211	6,378,256
Drinking Places -Alcoholic Beverages-7224	2,888,763	5,696,167	(2,807,404)
GAFO *	172,636,681	227,317,277	(54,680,596)
General Merchandise Stores-452	88,262,562	111,211,486	(22,948,924)
Clothing and Clothing Accessories Stores-448	34,262,693	82,005,628	(47,742,935)
Furniture and Home Furnishings Stores-442	13,928,322	5,778,893	8,149,429
Electronics and Appliance Stores-443	13,027,411	5,563,367	7,464,044
Sporting Goods, Hobby, Book, Music Stores-451	14,256,454	17,550,940	(3,294,486)
Office Supplies, Stationery, Gift Stores-4532	8,899,239	5,206,964	3,692,275



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 2: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 5.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,926,563,386	1,497,703,836	428,859,550
Motor Vehicle and Parts Dealers-441	369,903,780	210,880,392	159,023,388
Automotive Dealers-4411	311,866,852	183,817,611	128,049,241
Other Motor Vehicle Dealers-4412	29,998,428	10,809,970	19,188,458
Automotive Parts/Accsrs, Tire Stores-4413	28,038,500	16,252,811	11,785,689
Furniture and Home Furnishings Stores-442	40,270,620	16,170,364	24,100,256
Furniture Stores-4421	22,040,415	7,116,060	14,924,355
Home Furnishing Stores-4422	18,230,205	9,054,304	9,175,901
Electronics and Appliance Stores-443	36,249,471	22,095,260	14,154,211
Appliances, TVs, Electronics Stores-44311	26,215,722	17,924,160	8,291,562
Household Appliances Stores-443111	4,802,392	1,197,182	3,605,210
Radio, Television, Electronics Stores-443112	21,413,330	16,726,978	4,686,352
Computer and Software Stores-44312	8,781,063	4,171,100	4,609,963
Camera and Photographic Equipment Stores-44313	1,252,686	0	1,252,686
Building Material, Garden Equip Stores -444	200,152,775	89,753,246	110,399,529
Building Material and Supply Dealers-4441	172,213,913	88,527,401	83,686,512
Home Centers-44411	69,729,492	32,721,496	37,007,996
Paint and Wallpaper Stores-44412	2,938,561	1,941,457	997,104
Hardware Stores-44413	17,132,071	8,251,492	8,880,579
Other Building Materials Dealers-44419	82,413,789	45,612,956	36,800,833
Building Materials, Lumberyards-444191	30,236,597	17,069,957	13,166,640
Lawn, Garden Equipment, Supplies Stores-4442	27,938,862	1,225,845	26,713,017
Outdoor Power Equipment Stores-44421	8,290,221	429,773	7,860,448
Nursery and Garden Centers-44422	19,648,641	796,072	18,852,569
Food and Beverage Stores-445	226,753,165	124,547,611	102,205,554
Grocery Stores-4451	150,576,045	115,195,404	35,380,641
Supermarkets, Grocery (Ex Conv) Stores-44511	141,011,562	113,695,279	27,316,283
Convenience Stores-44512	9,564,483	1,500,125	8,064,358
Specialty Food Stores-4452	18,537,434	4,228,588	14,308,846
Beer, Wine and Liquor Stores-4453	57,639,686	5,123,619	52,516,067
Health and Personal Care Stores-446	101,584,993	61,224,322	40,360,671
Pharmacies and Drug Stores-44611	79,887,219	45,336,089	34,551,130
Cosmetics, Beauty Supplies, Perfume Stores-44612	7,043,399	7,687,696	(644,297)
Optical Goods Stores-44613	5,664,451	4,886,126	778,325
Other Health and Personal Care Stores-44619	8,989,924	3,314,411	5,675,513



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 2: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 5.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	179,793,384	105,754,047	74,039,337
Gasoline Stations With Conv Stores-44711	130,371,834	93,860,986	36,510,848
Other Gasoline Stations-44719	49,421,551	11,893,060	37,528,491
Clothing and Clothing Accessories Stores-448	94,535,254	197,951,334	(103,416,080)
Clothing Stores-4481	51,269,723	96,528,988	(45,259,265)
Men's Clothing Stores-44811	2,609,188	3,340,760	(731,572)
Women's Clothing Stores-44812	12,097,390	14,600,644	(2,503,254)
Children's, Infants Clothing Stores-44813	3,266,911	7,279,913	(4,013,002)
Family Clothing Stores-44814	26,785,709	60,270,667	(33,484,958)
Clothing Accessories Stores-44815	2,195,357	3,223,192	(1,027,835)
Other Clothing Stores-44819	4,315,169	7,813,811	(3,498,642)
Shoe Stores-4482	7,439,461	17,855,315	(10,415,854)
Jewelry, Luggage, Leather Goods Stores-4483	35,826,070	83,567,031	(47,740,961)
Jewelry Stores-44831	32,150,100	75,552,822	(43,402,722)
Luggage and Leather Goods Stores-44832	3,675,970	8,014,209	(4,338,239)
Sporting Goods, Hobby, Book, Music Stores-451	38,894,992	58,902,637	(20,007,645)
Sporting Goods, Hobby, Musical Inst Stores-4511	33,393,356	49,858,952	(16,465,596)
Sporting Goods Stores-45111	17,864,598	34,291,109	(16,426,511)
Hobby, Toys and Games Stores-45112	8,922,643	10,115,964	(1,193,321)
Sew/Needlework/Piece Goods Stores-45113	2,969,613	1,211,298	1,758,315
Musical Instrument and Supplies Stores-45114	3,636,502	4,240,581	(604,079)
Book, Periodical and Music Stores-4512	5,501,636	9,043,684	(3,542,048)
Book Stores and News Dealers-45121	4,747,475	8,951,306	(4,203,831)
Book Stores-451211	4,258,624	8,951,306	(4,692,682)
News Dealers and Newsstands-451212	488,850	0	488,850
Prerecorded Tapes, CDs, Record Stores-45122	754,161	92,378	661,783
General Merchandise Stores-452	228,762,406	219,313,327	9,449,079
Department Stores Excl Leased Depts-4521	100,774,476	152,002,749	(51,228,273)
Other General Merchandise Stores-4529	127,987,930	67,310,578	60,677,352
Miscellaneous Store Retailers-453	50,310,356	38,854,943	11,455,413
Florists-4531	2,000,722	1,155,496	845,226
Office Supplies, Stationery, Gift Stores-4532	24,751,249	22,992,101	1,759,148
Office Supplies and Stationery Stores-45321	11,856,554	16,508,421	(4,651,867)
Gift, Novelty and Souvenir Stores-45322	12,894,696	6,483,681	6,411,015
Used Merchandise Stores-4533	4,107,451	1,164,296	2,943,155
Other Miscellaneous Store Retailers-4539	19,450,933	13,543,050	5,907,883
Non-Store Retailers-454	156,270,682	156,832,224	(561,542)
Foodservice and Drinking Places-722	203,081,508	195,424,128	7,657,380
Full-Service Restaurants-7221	92,225,376	90,835,568	1,389,808



Prepared On: Tues Jan 27, 2015 Page 5 Of 10

Prepared By:

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: Village of Carpentersville

© 2015 The Nielsen Company. All rights reserved.

RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 2: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 5.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	81,166,719	90,598,765	(9,432,046)
Special Foodservices-7223	21,727,704	3,033,771	18,693,933
Drinking Places -Alcoholic Beverages-7224	7,961,709	10,956,024	(2,994,315)
GAFO *	463,463,992	537,425,023	(73,961,031)
General Merchandise Stores-452	228,762,406	219,313,327	9,449,079
Clothing and Clothing Accessories Stores-448	94,535,254	197,951,334	(103,416,080)
Furniture and Home Furnishings Stores-442	40,270,620	16,170,364	24,100,256
Electronics and Appliance Stores-443	36,249,471	22,095,260	14,154,211
Sporting Goods, Hobby, Book, Music Stores-451	38,894,992	58,902,637	(20,007,645)
Office Supplies, Stationery, Gift Stores-4532	24,751,249	22,992,101	1,759,148

RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 3: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 10.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	9,994,912,835	7,608,520,454	2,386,392,381
Motor Vehicle and Parts Dealers-441	1,917,983,013	1,397,437,584	520,545,429
Automotive Dealers-4411	1,615,892,975	1,263,686,055	352,206,920
Other Motor Vehicle Dealers-4412	154,443,272	57,393,052	97,050,220
Automotive Parts/Accsrs, Tire Stores-4413	147,646,766	76,358,477	71,288,289
Furniture and Home Furnishings Stores-442	212,572,127	64,307,829	148,264,298
Furniture Stores-4421	116,695,129	35,312,811	81,382,318
Home Furnishing Stores-4422	95,876,998	28,995,018	66,881,980
Electronics and Appliance Stores-443	188,221,907	104,474,751	83,747,156
Appliances, TVs, Electronics Stores-44311	136,315,188	82,043,501	54,271,687
Household Appliances Stores-443111	25,105,539	7,496,273	17,609,266
Radio, Television, Electronics Stores-443112	111,209,649	74,547,228	36,662,421
Computer and Software Stores-44312	45,376,473	20,624,152	24,752,321
Camera and Photographic Equipment Stores-44313	6,530,246	1,807,098	4,723,148
Building Material, Garden Equip Stores -444	1,049,813,925	465,115,591	584,698,334
Building Material and Supply Dealers-4441	904,397,242	455,976,584	448,420,658
Home Centers-44411	365,901,336	201,268,311	164,633,025
Paint and Wallpaper Stores-44412	15,544,104	9,225,939	6,318,165
Hardware Stores-44413	89,153,913	64,827,842	24,326,071
Other Building Materials Dealers-44419	433,797,889	180,654,492	253,143,397
Building Materials, Lumberyards-444191	159,604,652	67,607,178	91,997,474
Lawn, Garden Equipment, Supplies Stores-4442	145,416,683	9,139,007	136,277,676
Outdoor Power Equipment Stores-44421	43,362,607	3,198,929	40,163,678
Nursery and Garden Centers-44422	102,054,076	5,940,078	96,113,998
Food and Beverage Stores-445	1,170,916,756	496,833,636	674,083,120
Grocery Stores-4451	777,667,581	457,763,198	319,904,383
Supermarkets, Grocery (Ex Conv) Stores-44511	728,461,475	444,263,901	284,197,574
Convenience Stores-44512	49,206,107	13,499,298	35,706,809
Specialty Food Stores-4452	95,635,822	11,069,874	84,565,948
Beer, Wine and Liquor Stores-4453	297,613,353	28,000,564	269,612,789
Health and Personal Care Stores-446	531,301,271	333,577,472	197,723,799
Pharmacies and Drug Stores-44611	417,911,059	270,929,757	146,981,302
Cosmetics, Beauty Supplies, Perfume Stores-44612	36,882,742	21,728,326	15,154,416
Optical Goods Stores-44613	29,516,259	14,775,362	14,740,897
Other Health and Personal Care Stores-44619	46,991,211	26,144,026	20,847,185



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 3: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 10.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	923,718,190	402,628,375	521,089,815
Gasoline Stations With Conv Stores-44711	669,593,437	355,081,426	314,512,011
Other Gasoline Stations-44719	254,124,753	47,546,949	206,577,804
Clothing and Clothing Accessories Stores-448	491,218,305	349,447,706	141,770,599
Clothing Stores-4481	263,949,054	165,835,514	98,113,540
Men's Clothing Stores-44811	13,398,189	5,790,251	7,607,938
Women's Clothing Stores-44812	62,576,813	38,302,388	24,274,425
Children's, Infants Clothing Stores-44813	16,605,259	15,422,851	1,182,408
Family Clothing Stores-44814	137,703,241	81,082,807	56,620,434
Clothing Accessories Stores-44815	11,357,169	4,175,160	7,182,009
Other Clothing Stores-44819	22,308,384	21,062,057	1,246,327
Shoe Stores-4482	37,949,258	39,010,863	(1,061,605)
Jewelry, Luggage, Leather Goods Stores-4483	189,319,993	144,601,328	44,718,665
Jewelry Stores-44831	170,279,076	136,150,918	34,128,158
Luggage and Leather Goods Stores-44832	19,040,917	8,450,410	10,590,507
Sporting Goods, Hobby, Book, Music Stores-451	200,909,721	137,336,622	63,573,099
Sporting Goods, Hobby, Musical Inst Stores-4511	172,681,046	113,448,913	59,232,133
Sporting Goods Stores-45111	91,943,408	69,350,203	22,593,205
Hobby, Toys and Games Stores-45112	46,166,776	29,368,240	16,798,536
Sew/Needlework/Piece Goods Stores-45113	15,622,487	7,588,488	8,033,999
Musical Instrument and Supplies Stores-45114	18,948,375	7,141,982	11,806,393
Book, Periodical and Music Stores-4512	28,228,675	23,887,709	4,340,966
Book Stores and News Dealers-45121	24,312,171	23,498,405	813,766
Book Stores-451211	21,794,608	23,498,405	(1,703,797)
News Dealers and Newsstands-451212	2,517,563	0	2,517,563
Prerecorded Tapes, CDs, Record Stores-45122	3,916,504	389,304	3,527,200
General Merchandise Stores-452	1,181,807,146	1,844,465,382	(662,658,236)
Department Stores Excl Leased Depts-4521	520,009,509	632,147,875	(112,138,366)
Other General Merchandise Stores-4529	661,797,637	1,212,317,507	(550,519,870)
Miscellaneous Store Retailers-453	260,554,133	277,503,723	(16,949,590)
Florists-4531	10,503,187	7,435,289	3,067,898
Office Supplies, Stationery, Gift Stores-4532	128,952,900	141,648,373	(12,695,473)
Office Supplies and Stationery Stores-45321	62,049,594	71,268,460	(9,218,866)
Gift, Novelty and Souvenir Stores-45322	66,903,306	70,379,913	(3,476,607)
Used Merchandise Stores-4533	21,173,192	10,828,711	10,344,481
Other Miscellaneous Store Retailers-4539	99,924,854	117,591,350	(17,666,496)
Non-Store Retailers-454	810,550,011	807,320,456	3,229,555
Foodservice and Drinking Places-722	1,055,346,329	928,071,328	127,275,001
Full-Service Restaurants-7221	479,441,386	399,004,054	80,437,332



RMP Opportunity Gap - Retail Stores

St Rt 25 & Lake Marian Rd

Radius 3: N KENNEDY DR AT LAKE MARIAN RD, CARPENTERSVILLE, IL 60110, 0.00 - 10.00 Miles, Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	421,674,592	386,341,932	35,332,660
Special Foodservices-7223	112,921,552	81,678,459	31,243,093
Drinking Places -Alcoholic Beverages-7224	41,308,799	61,046,883	(19,738,084)
GAFO *	2,403,682,106	2,641,680,662	(237,998,556)
General Merchandise Stores-452	1,181,807,146	1,844,465,382	(662,658,236)
Clothing and Clothing Accessories Stores-448	491,218,305	349,447,706	141,770,599
Furniture and Home Furnishings Stores-442	212,572,127	64,307,829	148,264,298
Electronics and Appliance Stores-443	188,221,907	104,474,751	83,747,156
Sporting Goods, Hobby, Book, Music Stores-451	200,909,721	137,336,622	63,573,099
Office Supplies, Stationery, Gift Stores-4532	128,952,900	141,648,373	(12,695,473)

* 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

St Rt 25 & Lake Marian Rd

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

N KENNEDY DR AT LAKE MARIAN RD	Latitude/Longitude	42.121028	-88.258021
CARPENTERSVILLE, IL 60110	Radius	0.00	- 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

N KENNEDY DR AT LAKE MARIAN RD	Latitude/Longitude	42.121028	-88.258021
CARPENTERSVILLE, IL 60110	Radius	0.00	- 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

N KENNEDY DR AT LAKE MARIAN RD	Latitude/Longitude	42.121028	-88.258021
CARPENTERSVILLE, IL 60110	Radius	0.00	- 10.00

Project Information:

Site: 1

Order Number: 974632601

