

## Retail Market Potetntial/Opportunity Gap - Retail Stores 1-Mile Radius

Radius 1: 4000 N CICERO AVE, CHICAGO, IL 60641-1807, 0.00 - 1.00 Miles, Total

	2009 Demand (Consumer Spending)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	621,332,670	564,757,338	56,575,332
Motor Vehicle and Parts Dealers-441	83,286,944	236,034,973	(152,748,029)
Automotive Dealers-4411	71,691,048	224,472,510	(152,781,462)
Other Motor Vehicle Dealers-4412	3,940,218	1,188,499	2,751,719
Automotive Parts/Accsrs, Tire Stores-4413	7,655,677	10,373,964	(2,718,287)
Furniture and Home Furnishings Stores-442	12,133,700	5,375,654	6,758,046
Furniture Stores-4421	6,628,505	2,418,386	4,210,119
Home Furnishing Stores-4422	5,505,195	2,957,269	2,547,926
Electronics and Appliance Stores-443	14,906,312	11,677,570	3,228,742
Appliances, TVs, Electronics Stores-44311	11,118,720	10,281,304	837,416
Household Appliances Stores-443111	2,503,879	4,384,588	(1,880,709)
Radio, Television, Electronics Stores-443112	8,614,841	5,896,716	2,718,125
Computer and Software Stores-44312	3,142,020	1,056,485	2,085,535
Camera and Photographic Equipment Stores-44313	645,572	339,781	305,791
Building Material, Garden Equip Stores -444	59,189,379	50,564,555	8,624,824
Building Material and Supply Dealers-4441	53,786,780	50,036,532	3,750,248
Home Centers-44411	22,531,188	1,679,000	20,852,188
Paint and Wallpaper Stores-44412	1,112,636	1,695,701	(583,065)
Hardware Stores-44413	4,697,633	4,167,824	529,809
Other Building Materials Dealers-44419	25,445,322	42,494,007	(17,048,685)
Building Materials, Lumberyards-444191	9,984,518	16,624,281	(6,639,763)
Lawn, Garden Equipment, Supplies Stores-4442	5,402,599	528,024	4,874,575
Outdoor Power Equipment Stores-44421	801,889	150,147	651,742
Nursery and Garden Centers-44422	4,600,711	377,877	4,222,834
Food and Beverage Stores-445	89,971,848	100,916,199	(10,944,351)
Grocery Stores-4451	82,101,321	63,272,542	18,828,779
Supermarkets, Grocery (Ex Conv) Stores-44511	78,005,602	60,478,317	17,527,285
Convenience Stores-44512	4,095,719	2,794,225	1,301,494
Specialty Food Stores-4452	2,445,721	24,594,238	(22,148,517)
Beer, Wine and Liquor Stores-4453	5,424,806	13,049,419	(7,624,613)
Health and Personal Care Stores-446	38,202,754	15,399,169	22,803,585
Pharmancies and Drug Stores-44611	32,703,447	11,849,478	20,853,969
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,378,526	68,478	1,310,048
Optical Goods Stores-44613	1,666,589	1,748,164	(81,575)
Other Health and Personal Care Stores-44619	2,454,193	1,733,049	721,144
Gasoline Stations-447	71,621,679	37,249,570	34,372,109
Gasoline Stations With Conv Stores-44711	54,204,905	29,369,266	24,835,639
Other Gasoline Stations-44719	17,416,774	7,880,304	9,536,470

Clothing and Clothing Accessories Stores-448	29,639,355	7,195,790	22,443,565
Clothing Stores-4481	21,489,267	6,424,837	15,064,430
Men's Clothing Stores-44811	1,374,781	834,938	539,843
Women's Clothing Stores-44812	5,350,647	759,468	4,591,179
Childrens, Infants Clothing Stores-44813	1,251,620	376,445	875,175
Family Clothing Stores-44814	11,572,583	2,143,659	9,428,924
Clothing Accessories Stores-44815	506,695	1,195,366	(688,671)
Other Clothing Stores-44819	1,432,941	1,114,961	317,980
Shoe Stores-4482	4,275,982	0	4,275,982
Jewelry, Luggage, Leather Goods Stores-4483	3,874,105	770,953	3,103,152
Jewelry Stores-44831	3,554,158	770,953	2,783,205
Luggage and Leather Goods Stores-44832	319,947	0	319,947
Sporting Goods, Hobby, Book, Music Stores-451	11,251,977	3,626,101	7,625,876
Sporting Goods, Hobby, Musical Inst Stores-4511	7,703,687	1,226,575	6,477,112
Sporting Goods Stores-45111	3,581,399	679,806	2,901,593
Hobby, Toys and Games Stores-45112	2,637,795	546,769	2,091,026
Sew/Needlework/Piece Goods Stores-45113	710,206	0	710,206
Musical Instrument and Supplies Stores-45114	774,287	0	774,287
Book, Periodical and Music Stores-4512	3,548,290	2,399,527	1,148,763
Book Stores and News Dealers-45121	2,400,560	1,058,125	1,342,435
Book Stores-451211	2,265,479	819,604	1,445,875
News Dealers and Newsstands-451212	135,081	238,521	(103,440)
Prerecorded Tapes, CDs, Record Stores-45122	1,147,730	1,341,402	(193,672)
General Merchandise Stores-452	86,060,562	22,323,025	63,737,537
Department Stores Excl Leased Depts-4521	41,431,862	13,559,618	27,872,244
Other General Merchandise Stores-4529	44,628,700	8,763,407	35,865,293
Miscellaneous Store Retailers-453	14,146,596	6,955,735	7,190,861
Florists-4531	1,175,937	282,562	893,375
Office Supplies, Stationery, Gift Stores-4532	6,219,189	2,642,243	3,576,946
Office Supplies and Stationery Stores-45321	3,509,876	469,917	3,039,959
Gift, Novelty and Souvenir Stores-45322	2,709,313	2,172,326	536,987
Used Merchandise Stores-4533	1,349,904	599,133	750,771
Other Miscellaneous Store Retailers-4539	5,401,567	3,431,797	1,969,770
Non-Store Retailers-454	40,644,949	16,779,285	23,865,664
Foodservice and Drinking Places-722	70,276,616	50,659,710	19,616,906
Full-Service Restaurants-7221	31,434,904	16,092,879	15,342,025
Limited-Service Eating Places-7222	29,657,529	26,191,904	3,465,625
Special Foodservices-7223	5,949,826	5,166,657	783,169
Drinking Places -Alcoholic Beverages-7224	3,234,357	3,208,271	26,086
GAFO *	160,211,095	52,840,384	107,370,711
General Merchandise Stores-452	86,060,562	22,323,025	63,737,537
Clothing and Clothing Accessories Stores-448	29,639,355	7,195,790	22,443,565
Furniture and Home Furnishings Stores-442	12,133,700	5,375,654	6,758,046
Electronics and Appliance Stores-443	14,906,312	11,677,570	3,228,742
Sporting Goods, Hobby, Book, Music Stores-451	11,251,977	3,626,101	7,625,876
Office Supplies, Stationery, Gift Stores-4532	6,219,189	2,642,243	3,576,946

Prepared On:

Mon Jun 21, 2010

Project Code:

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## Retail Market Potetnial/Opportunity Gap - Retail Stores 3-Mile Radius

Radius 2: 4000 N CICERO AVE, CHICAGO, IL 60641-1807, 0.00 - 3.00 Miles, Total

	2009 Demand (Consumer Spending)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	5,713,417,375	3,959,621,918	1,753,795,457
Motor Vehicle and Parts Dealers-441	764,926,069	464,315,365	300,610,704
Automotive Dealers-4411	658,010,099	401,685,920	256,324,179
Other Motor Vehicle Dealers-4412	37,660,451	3,310,000	34,350,451
Automotive Parts/Accsrs, Tire Stores-4413	69,255,519	59,319,445	9,936,074
Furniture and Home Furnishings Stores-442	111,530,370	70,906,359	40,624,011
Furniture Stores-4421	60,979,804	20,327,512	40,652,292
Home Furnishing Stores-4422	50,550,565	50,578,846	(28,281)
Electronics and Appliance Stores-443	137,622,346	47,306,315	90,316,031
Appliances, TVs, Electronics Stores-44311	102,550,384	43,267,575	59,282,809
Household Appliances Stores-443111	22,952,588	11,002,609	11,949,979
Radio, Television, Electronics Stores-443112	79,597,796	32,264,966	47,332,830
Computer and Software Stores-44312	29,101,354	3,614,812	25,486,542
Camera and Photographic Equipment Stores-44313	5,970,608	423,928	5,546,680
Building Material, Garden Equip Stores -444	542,403,448	513,425,349	28,978,099
Building Material and Supply Dealers-4441	493,084,129	508,445,996	(15,361,867)
Home Centers-44411	206,724,228	156,192,014	50,532,214
Paint and Wallpaper Stores-44412	10,290,594	11,235,512	(944,918)
Hardware Stores-44413	43,216,923	34,749,951	8,466,972
Other Building Materials Dealers-44419	232,852,383	306,268,518	(73,416,135)
Building Materials, Lumberyards-444191	91,205,488	119,816,760	(28,611,272)
Lawn, Garden Equipment, Supplies Stores-4442	49,319,319	4,979,353	44,339,966
Outdoor Power Equipment Stores-44421	7,330,754	538,037	6,792,717
Nursery and Garden Centers-44422	41,988,565	4,441,316	37,547,249
Food and Beverage Stores-445	835,164,640	893,372,551	(58,207,911)
Grocery Stores-4451	762,855,487	790,164,442	(27,308,955)
Supermarkets, Grocery (Ex Conv) Stores-44511	725,736,509	762,199,550	(36,463,041)
Convenience Stores-44512	37,118,978	27,964,891	9,154,087
Specialty Food Stores-4452	22,876,016	42,631,157	(19,755,141)
Beer, Wine and Liquor Stores-4453	49,433,136	60,576,952	(11,143,816)
Health and Personal Care Stores-446	351,434,331	232,870,897	118,563,434
Pharmancies and Drug Stores-44611	300,680,109	205,101,169	95,578,940
Cosmetics, Beauty Supplies, Perfume Stores-44612	12,672,455	3,276,981	9,395,474
Optical Goods Stores-44613	15,471,678	11,027,495	4,444,183
Other Health and Personal Care Stores-44619	22,610,088	13,465,252	9,144,836
Gasoline Stations-447	642,605,409	231,047,067	411,558,342
Gasoline Stations With Conv Stores-44711	485,943,460	190,584,174	295,359,286
Other Gasoline Stations-44719	156,661,949	40,462,893	116,199,056
Clothing and Clothing Accessories Stores-448	282,789,364	139,943,422	142,845,942
Clothing Stores-4481	206,000,069	85,940,696	120,059,373
Men's Clothing Stores-44811	13,059,344	7,391,469	5,667,875
Women's Clothing Stores-44812	50,990,671	41,658,428	9,332,243
Childrens, Infants Clothing Stores-44813	12,722,159	2,529,709	10,192,450

Family Clothing Stores-44814	110,810,778	15,932,188	94,878,590
Clothing Accessories Stores-44815	4,792,508	6,158,847	(1,366,339)
Other Clothing Stores-44819	13,624,609	12,270,055	1,354,554
Shoe Stores-4482	41,605,529	25,699,729	15,905,800
Jewelry, Luggage, Leather Goods Stores-4483	35,183,766	28,302,997	6,880,769
Jewelry Stores-44831	32,310,099	26,738,473	5,571,626
Luggage and Leather Goods Stores-44832	2,873,668	1,564,524	1,309,144
Sporting Goods, Hobby, Book, Music Stores-451	105,772,785	59,311,005	46,461,780
Sporting Goods, Hobby, Musical Inst Stores-4511	73,327,128	36,874,291	36,452,837
Sporting Goods Stores-45111	34,935,186	10,118,577	24,816,609
Hobby, Toys and Games Stores-45112	24,638,287	19,187,520	5,450,767
Sew/Needlework/Piece Goods Stores-45113	6,430,512	469,039	5,961,473
Musical Instrument and Supplies Stores-45114	7,323,144	7,099,156	223,988
Book, Periodical and Music Stores-4512	32,445,657	22,436,714	10,008,943
Book Stores and News Dealers-45121	21,688,271	12,943,198	8,745,073
Book Stores-451211	20,480,033	12,625,171	7,854,862
News Dealers and Newsstands-451212	1,208,238	318,027	890,211
Prerecorded Tapes, CDs, Record Stores-45122	10,757,387	9,493,516	1,263,871
General Merchandise Stores-452	803,142,033	383,316,501	419,825,532
Department Stores Excl Leased Depts-4521	388,956,810	287,254,577	101,702,233
Other General Merchandise Stores-4529	414,185,223	96,061,924	318,123,299
Miscellaneous Store Retailers-453	126,859,290	97,943,971	28,915,319
Florists-4531	10,717,025	6,038,900	4,678,125
Office Supplies, Stationery, Gift Stores-4532	55,907,567	26,622,146	29,285,421
Office Supplies and Stationery Stores-45321	31,449,639	14,633,796	16,815,843
Gift, Novelty and Souvenir Stores-45322	24,457,928	11,988,350	12,469,578
Used Merchandise Stores-4533	12,472,755	10,875,489	1,597,266
Other Miscellaneous Store Retailers-4539	47,761,943	54,407,437	(6,645,494)
Non-Store Retailers-454	374,767,361	267,813,223	106,954,138
Foodservice and Drinking Places-722	634,399,929	558,049,894	76,350,035
Full-Service Restaurants-7221	283,547,774	183,108,572	100,439,202
Limited-Service Eating Places-7222	268,123,378	226,041,809	42,081,569
Special Foodservices-7223	53,801,119	118,457,753	(64,656,634)
Drinking Places -Alcoholic Beverages-7224	28,927,657	30,441,759	(1,514,102)
GAFO *	1,496,764,466	727,405,747	769,358,719
General Merchandise Stores-452	803,142,033	383,316,501	419,825,532
Clothing and Clothing Accessories Stores-448	282,789,364	139,943,422	142,845,942
Furniture and Home Furnishings Stores-442	111,530,370	70,906,359	40,624,011
Electronics and Appliance Stores-443	137,622,346	47,306,315	90,316,031
Sporting Goods, Hobby, Book, Music Stores-451	105,772,785	59,311,005	46,461,780
Office Supplies, Stationery, Gift Stores-4532	55,907,567	26,622,146	29,285,421

Prepared On:

Mon Jun 21, 2010

Project Code:

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## Retail Market Potentnal/Opportunity Gap - Retail Stores 5-Mile Radius

Radius 3: 4000 N CICERO AVE, CHICAGO, IL 60641-1807, 0.00 - 5.00 Miles, Total

	2009 Demand (Consumer Spending)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	15,318,786,769	11,086,373,970	4,232,412,799
Motor Vehicle and Parts Dealers-441	2,077,216,388	1,369,095,305	708,121,083
Automotive Dealers-4411	1,786,066,882	1,233,077,418	552,989,464
Other Motor Vehicle Dealers-4412	108,786,803	15,531,228	93,255,575
Automotive Parts/Accsrs, Tire Stores-4413	182,362,702	120,486,658	61,876,044
Furniture and Home Furnishings Stores-442	316,647,871	309,822,188	6,825,683
Furniture Stores-4421	174,996,879	100,456,768	74,540,111
Home Furnishing Stores-4422	141,650,992	209,365,421	(67,714,429)
Electronics and Appliance Stores-443	380,795,904	218,525,379	162,270,525
Appliances, TVs, Electronics Stores-44311	283,478,644	195,362,569	88,116,075
Household Appliances Stores-443111	62,712,824	35,862,093	26,850,731
Radio, Television, Electronics Stores-443112	220,765,821	159,500,476	61,265,345
Computer and Software Stores-44312	80,585,947	21,318,775	59,267,172
Camera and Photographic Equipment Stores-44313	16,731,313	1,844,035	14,887,278
Building Material, Garden Equip Stores -444	1,459,996,617	996,931,242	463,065,375
Building Material and Supply Dealers-4441	1,324,520,347	967,706,226	356,814,121
Home Centers-44411	558,596,366	333,224,156	225,372,210
Paint and Wallpaper Stores-44412	27,833,259	24,317,770	3,515,489
Hardware Stores-44413	116,884,870	103,700,157	13,184,713
Other Building Materials Dealers-44419	621,205,852	506,464,144	114,741,708
Building Materials, Lumberyards-444191	242,571,952	198,136,240	44,435,712
Lawn, Garden Equipment, Supplies Stores-4442	135,476,271	29,225,015	106,251,256
Outdoor Power Equipment Stores-44421	20,182,521	1,427,234	18,755,287
Nursery and Garden Centers-44422	115,293,750	27,797,781	87,495,969
Food and Beverage Stores-445	2,159,140,574	1,982,088,201	177,052,373
Grocery Stores-4451	1,968,429,661	1,752,423,965	216,005,696
Supermarkets, Grocery (Ex Conv) Stores-44511	1,871,627,286	1,643,459,214	228,168,072
Convenience Stores-44512	96,802,375	108,964,752	(12,162,377)
Specialty Food Stores-4452	58,705,039	85,151,632	(26,446,593)
Beer, Wine and Liquor Stores-4453	132,005,874	144,512,605	(12,506,731)
Health and Personal Care Stores-446	917,860,534	654,180,349	263,680,185
Pharmancies and Drug Stores-44611	785,307,266	581,380,174	203,927,092
Cosmetics, Beauty Supplies, Perfume Stores-44612	33,025,995	14,701,142	18,324,853
Optical Goods Stores-44613	40,680,077	30,130,892	10,549,185
Other Health and Personal Care Stores-44619	58,847,197	27,968,141	30,879,056
Gasoline Stations-447	1,708,531,384	734,295,405	974,235,979
Gasoline Stations With Conv Stores-44711	1,290,060,603	617,062,889	672,997,714
Other Gasoline Stations-44719	418,470,781	117,232,516	301,238,265
Clothing and Clothing Accessories Stores-448	762,649,016	589,060,791	173,588,225
Clothing Stores-4481	549,032,868	399,071,233	149,961,635
Men's Clothing Stores-44811	35,237,562	33,682,205	1,555,357
Women's Clothing Stores-44812	136,331,195	145,689,874	(9,358,679)
Childrens, Infants Clothing Stores-44813	32,210,120	29,317,694	2,892,426

Family Clothing Stores-44814	295,884,959	134,767,473	161,117,486
Clothing Accessories Stores-44815	13,026,957	23,164,135	(10,137,178)
Other Clothing Stores-44819	36,342,074	32,449,852	3,892,222
Shoe Stores-4482	108,115,153	104,826,784	3,288,369
Jewelry, Luggage, Leather Goods Stores-4483	105,500,995	85,162,773	20,338,222
Jewelry Stores-44831	97,538,081	82,150,703	15,387,378
Luggage and Leather Goods Stores-44832	7,962,914	3,012,070	4,950,844
Sporting Goods, Hobby, Book, Music Stores-451	296,050,787	214,991,001	81,059,786
Sporting Goods, Hobby, Musical Inst Stores-4511	202,864,547	140,307,304	62,557,243
Sporting Goods Stores-45111	97,251,440	55,948,791	41,302,649
Hobby, Toys and Games Stores-45112	67,540,571	52,682,146	14,858,425
Sew/Needlework/Piece Goods Stores-45113	17,756,325	13,787,295	3,969,030
Musical Instrument and Supplies Stores-45114	20,316,212	17,889,072	2,427,140
Book, Periodical and Music Stores-4512	93,186,240	74,683,698	18,502,542
Book Stores and News Dealers-45121	63,321,311	43,928,575	19,392,736
Book Stores-451211	60,005,914	43,238,444	16,767,470
News Dealers and Newsstands-451212	3,315,397	690,131	2,625,266
Prerecorded Tapes, CDs, Record Stores-45122	29,864,929	30,755,123	(890,194)
General Merchandise Stores-452	2,140,241,650	1,146,234,170	994,007,480
Department Stores Excl Leased Depts-4521	1,044,068,544	818,055,311	226,013,233
Other General Merchandise Stores-4529	1,096,173,107	328,178,860	767,994,247
Miscellaneous Store Retailers-453	349,590,844	292,322,076	57,268,768
Florists-4531	29,553,256	16,439,542	13,113,714
Office Supplies, Stationery, Gift Stores-4532	155,472,975	116,753,466	38,719,509
Office Supplies and Stationery Stores-45321	87,730,158	57,397,733	30,332,425
Gift, Novelty and Souvenir Stores-45322	67,742,817	59,355,733	8,387,084
Used Merchandise Stores-4533	34,575,060	34,520,096	54,964
Other Miscellaneous Store Retailers-4539	129,989,553	124,608,972	5,380,581
Non-Store Retailers-454	1,013,393,013	782,601,001	230,792,012
Foodservice and Drinking Places-722	1,736,672,185	1,796,226,861	(59,554,676)
Full-Service Restaurants-7221	779,160,934	651,540,716	127,620,218
Limited-Service Eating Places-7222	727,967,352	775,258,918	(47,291,566)
Special Foodservices-7223	146,312,501	192,425,107	(46,112,606)
Drinking Places -Alcoholic Beverages-7224	83,231,398	177,002,120	(93,770,722)
GAFO *	4,051,858,204	2,595,386,995	1,456,471,209
General Merchandise Stores-452	2,140,241,650	1,146,234,170	994,007,480
Clothing and Clothing Accessories Stores-448	762,649,016	589,060,791	173,588,225
Furniture and Home Furnishings Stores-442	316,647,871	309,822,188	6,825,683
Electronics and Appliance Stores-443	380,795,904	218,525,379	162,270,525
Sporting Goods, Hobby, Book, Music Stores-451	296,050,787	214,991,001	81,059,786
Office Supplies, Stationery, Gift Stores-4532	155,472,975	116,753,466	38,719,509

\* 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 Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived both supply and demand estimates.

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

Prepared On:

Mon Jun 21, 2010

Project Code:

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