

# Glen Ellyn - Retail Market Power

## Title Page

**Data Version:** 2015 Nov (Quick Market Insights)

**Report Generation Method:** Single

**Analysis Area:** Census Place

**Reporting Detail:** As Selected

**Report Sections:** Retail Stores Opportunity

**Include Map:** No

**Completion Notification Email:** Do not send email

### Report Sections:

Retail Stores Opportunity

Nielsen's Retail Market Power data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), 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 merchandise line/retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line/retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

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.

## Glen Ellyn - Retail Market Power

Retail Stores	Census Place (Census Place)		
	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
<b>Retail Stores Opportunity</b>			
Total Retail Sales & Eating, Drinking Places	\$576,719,576	\$254,877,630	\$321,841,946
Motor Vehicle & Parts Dealers-441	\$105,424,408	\$40,823,983	\$64,600,425
Automotive Dealers-4411	\$87,786,960	\$38,427,529	\$49,359,431
Other Motor Vehicle Dealers-4412	\$8,739,520	\$409,172	\$8,330,348
Automotive Parts/Accessories, Tire Stores-4413	\$8,897,928	\$1,987,282	\$6,910,646
Furniture & Home Furnishings Stores-442	\$12,519,462	\$4,673,160	\$7,846,302
Furniture Stores-4421	\$6,751,977	\$1,135,782	\$5,616,195
Home Furnishing Stores-4422	\$5,767,485	\$3,537,378	\$2,230,107
Electronics & Appliances Stores-443	\$10,929,871	\$4,078,605	\$6,851,266
Appliance, TV, Electronics Stores-44311	\$8,460,379	\$2,851,633	\$5,608,746
Household Appliances Stores-443111	\$1,460,627	\$1,916,876	(\$456,249)
Radio, Television, Electronics Stores-443112	\$6,999,752	\$934,757	\$6,064,995
Computer & Software Stores-44312	\$2,212,547	\$304,719	\$1,907,828
Camera & Photographic Equipment Stores-44313	\$256,945	\$922,253	(\$665,308)
Building Material, Garden Equipment Stores - 444	\$62,391,611	\$8,968,570	\$53,423,041
Building Material & Supply Dealers-4441	\$54,067,689	\$8,892,407	\$45,175,282
Home Centers-44411	\$21,898,595	\$1,400,606	\$20,497,989
Paint & Wallpaper Stores-44412	\$948,490	\$0	\$948,490
Hardware Stores-44413	\$5,220,495	\$2,651,221	\$2,569,274
Other Building Materials Dealers-44419	\$26,000,109	\$4,840,580	\$21,159,529
Building Materials, Lumberyards-444191	\$9,695,689	\$1,810,400	\$7,885,289
Lawn/Garden Equipment/Supplies Stores-4442	\$8,323,922	\$76,163	\$8,247,759
Outdoor Power Equipment Stores-44421	\$2,374,355	\$64,694	\$2,309,661
Nursery & Garden Centers-44422	\$5,949,567	\$11,469	\$5,938,098
Food & Beverage Stores-445	\$69,208,575	\$30,934,594	\$38,273,981
Grocery Stores-4451	\$45,188,521	\$27,479,283	\$17,709,238
Supermarkets, Grocery (Except Convenience) Stores-44511	\$42,422,591	\$26,471,739	\$15,950,852
Convenience Stores-44512	\$2,765,930	\$1,007,544	\$1,758,386
Specialty Food Stores-4452	\$5,552,020	\$527,193	\$5,024,827
Beer, Wine & Liquor Stores-4453	\$18,468,034	\$2,928,118	\$15,539,916

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Retail Stores	Census Place (Census Place)		
	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Health & Personal Care Stores-446	\$32,604,174	\$8,142,801	\$24,461,373
Pharmacies & Drug Stores-44611	\$25,762,326	\$6,822,159	\$18,940,167
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$2,250,219	\$127,947	\$2,122,272
Optical Goods Stores-44613	\$1,727,603	\$853,272	\$874,331
Other Health & Personal Care Stores-44619	\$2,864,026	\$339,423	\$2,524,603
Gasoline Stations-447	\$49,105,030	\$14,754,660	\$34,350,370
Gasoline Stations with Convenience Stores-44711	\$35,580,772	\$14,483,090	\$21,097,682
Other Gasoline Stations-44719	\$13,524,258	\$271,570	\$13,252,688
Clothing & Clothing Accessories Stores-448	\$29,242,154	\$21,420,311	\$7,821,843
Clothing Stores-4481	\$14,449,015	\$4,283,659	\$10,165,356
Men's Clothing Stores-44811	\$717,314	\$36,672	\$680,642
Women's Clothing Stores-44812	\$3,190,230	\$2,748,728	\$441,502
Children's, Infants' Clothing Stores-44813	\$871,302	\$547,956	\$323,346
Family Clothing Stores-44814	\$7,798,051	\$526,300	\$7,271,751
Clothing Accessories Stores-44815	\$631,272	\$196,004	\$435,268
Other Clothing Stores-44819	\$1,240,846	\$227,999	\$1,012,847
Shoe Stores-4482	\$2,086,270	\$562,472	\$1,523,798
Jewelry, Luggage, Leather Goods Stores-4483	\$12,706,869	\$16,574,180	(\$3,867,311)
Jewelry Stores-44831	\$11,613,414	\$16,574,180	(\$4,960,766)
Luggage & Leather Goods Stores-44832	\$1,093,455	\$0	\$1,093,455
Sporting Goods, Hobby, Book, Music Stores-451	\$11,014,742	\$4,329,552	\$6,685,190
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$9,383,222	\$3,575,017	\$5,808,205
Sporting Goods Stores-45111	\$4,781,211	\$2,581,173	\$2,200,038
Hobby, Toy & Game Stores-45112	\$2,632,560	\$625,431	\$2,007,129
Sewing, Needlework & Piece Goods Stores-45113	\$871,878	\$292,039	\$579,839
Musical Instrument & Supplies Stores-45114	\$1,097,573	\$76,374	\$1,021,199
Book, Periodical & Music Stores-4512	\$1,631,520	\$754,535	\$876,985
Book Stores & News Dealers-45121	\$1,404,142	\$683,053	\$721,089
Book Stores-451211	\$1,260,509	\$683,053	\$577,456
News Dealers & Newsstands-451212	\$143,633	\$0	\$143,633

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Retail Stores	Census Place (Census Place)		
	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Prerecorded Tape, CD, Record Stores-45122	\$227,378	\$71,482	\$155,896
General Merchandise Stores-452	\$66,472,627	\$2,325,643	\$64,146,984
Department Stores, Excluding Leased Departments-4521	\$28,845,349	\$0	\$28,845,349
Other General Merchandise Stores-4529	\$37,627,278	\$2,325,643	\$35,301,635
Miscellaneous Store Retailers-453	\$14,839,807	\$2,212,909	\$12,626,898
Florists-4531	\$623,475	\$181,477	\$441,998
Office Supplies, Stationery, Gift Stores-4532	\$7,656,835	\$1,116,260	\$6,540,575
Office Supplies & Stationery Stores-45321	\$3,747,609	\$283,251	\$3,464,358
Gift, Novelty & Souvenir Stores-45322	\$3,909,226	\$833,009	\$3,076,217
Used Merchandise Stores-4533	\$1,250,195	\$245,173	\$1,005,022
Other Miscellaneous Store Retailers-4539	\$5,309,302	\$669,999	\$4,639,303
Non-Store Retailers-454	\$51,147,173	\$49,134,662	\$2,012,511
Foodservice & Drinking Places-722	\$61,819,942	\$63,078,180	(\$1,258,238)
Full-Service Restaurants-7221	\$28,131,274	\$21,308,190	\$6,823,084
Limited-Service Eating Places-7222	\$24,445,163	\$40,039,918	(\$15,594,755)
Special Foodservices-7223	\$6,742,944	\$1,730,072	\$5,012,872
Drinking Places -Alcoholic Beverages-7224	\$2,500,561	\$0	\$2,500,561
GAFO *	\$137,835,691	\$37,943,531	\$99,892,160
General Merchandise Stores-452	\$66,472,627	\$2,325,643	\$64,146,984
Clothing & Clothing Accessories Stores-448	\$29,242,154	\$21,420,311	\$7,821,843
Furniture & Home Furnishings Stores-442	\$12,519,462	\$4,673,160	\$7,846,302
Electronics & Appliances Stores-443	\$10,929,871	\$4,078,605	\$6,851,266
Sporting Goods, Hobby, Book, Music Stores-451	\$11,014,742	\$4,329,552	\$6,685,190
Office Supplies, Stationery, Gift Stores-4532	\$7,656,835	\$1,116,260	\$6,540,575