

Retail and Commerce

Bethalto is a much underserved community in terms of available retail opportunities. It is reported that retail sales in Bethalto are about \$81.8 million, while the demand (consumer expenditures) are over \$160.7 million. This means that there is a total opportunity gap of over \$78.8 million that is being lost to outside communities and retailers. A significant majority of retail categories in Bethalto have an opportunity gap, meaning that members of the community are spending far more money outside of the Village than they are within the Village, creating gaps between consumer supply and demand.

When looking more generally at merchandise lines, the largest opportunity gaps are for:

- Drugs, health aids, and beauty aids (\$13.11M)
- Cars, trucks, and other powered transportation (\$9.88M)
- Automotive fuels (\$7.88M)
- Meals and snacks (\$7.88M)
- Women's, junior's and misses' wear (\$5.59M)

In terms of retail stores, some of the largest opportunity gaps include:

- General merchandise stores (\$17.94M)
- Non-store retailers (electronic and mail order shopping) (3.03M)
- Gasoline Stations (\$11.78M)
- Motor vehicle and parts dealers (\$10.08M)
- Food service and drinking places (\$9.92M)
- Health and personal care stores (\$8.56M)

Although the majority of all categories have opportunity gaps, there are several instances where a surplus has been found to exist. The following merchandise lines are the top three reported to currently have a surplus of supply over demand:

- Groceries and other foods (1.50M)
- RVs, campers, camping & travel trailers (\$405K)
- Kitchenware and home furnishings (\$261K)

The main point that can be derived from these types of reports is that Bethalto would benefit from new retail establishments. Namely, drug stores, car dealers, gas stations, restaurants, and clothing stores. Grocery stores are seemingly having the only significant issue with surplus, so it could be considered a business which currently doesn't need new retailers.

The exhibits on the following pages further details Retail Market Power (RMP) Opportunity Gaps for the Village.

Figure 2.11-1: Retail Market Power Opportunity Gap – Merchandise Lines

Merchandise Lines	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	160,720,552	81,858,388	78,862,164
Groceries and Other Foods	28,002,017	29,503,934	(1,501,917)
Meals and Snacks	14,147,930	6,260,569	7,887,361
Alcoholic Drinks	617,906	236,551	381,355
Packaged Liquor/Wine/Beer	4,440,698	2,657,437	1,783,261
Cigars, Cigarettes, Tobacco, Accessories	5,873,008	2,231,392	3,641,616
Drugs, Health Aids and Beauty Aids	16,931,958	3,814,530	13,117,428
Soaps, Detergents and Household Cleaners	411,501	211,702	199,799
Paper and Related Products	1,527,662	1,075,922	451,740

Men's Wear	3,878,268	457,563	3,420,705
Women's, Juniors' and Misses' Wear	5,888,110	295,510	5,592,600
Children's Wear	2,733,203	196,382	2,536,821
Footwear	2,264,673	249,394	2,015,279
Sewing, Knitting and Needlework Goods	278,504	65,245	213,259
Curtains, Draperies, Blinds, Slipcovers Etc	1,947,311	906,189	1,041,122
Major Household Appliances	1,139,882	775,147	364,735
Small Electric Appliances	288,843	226,155	62,688
Televisions, Video Recorders, Video Cameras	1,306,953	374,166	932,787
Audio Equipment, Musical Instruments	1,539,183	269,952	1,269,231
Furniture and Sleep Equipment	3,024,468	981,800	2,042,668
Flooring and Floor Coverings	737,964	795,439	(57,475)
Computer Hardware, Software and Supplies	3,190,998	253,657	2,937,341
Kitchenware and Home Furnishings	2,014,621	2,276,492	(261,871)
Jewelry	2,397,394	102,519	2,294,875
Books	1,527,917	154,847	1,373,070
Photographic Equipment and Supplies	334,007	63,897	270,110
Toys, Hobby Goods and Games	2,339,073	635,187	1,703,886
Optical Goods	573,020	170,361	402,659
Sporting Goods	1,904,114	1,423,730	480,384
Hardware, Tools, Plumbing, Electrical	1,089,359	1,261,274	(171,915)
Lumber and Building Materials	722,052	846,660	(124,608)
Lawn, Garden, and Farm Equipment & Supplies	2,044,959	838,345	1,206,614
Paint and Sundries	319,554	173,274	146,280
Cars, Trucks, Other Powered Transportation	19,273,857	9,389,351	9,884,506
RVs, Campers, Camping & Travel Trailers	3,563,148	3,968,538	(405,390)
Automotive Fuels	11,144,645	3,264,205	7,880,440
Automotive Lubricants	213,221	127,798	85,423
Pets, Pet Foods and Pet Supplies	1,987,569	483,306	1,504,263
All Other Merchandise	9,101,003	4,839,966	4,261,037

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 merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Figure 2.11-2: Retail Market Power Opportunity Gap – Retail Stores

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	160,720,552	81,858,388	78,862,164
Motor Vehicle and Parts Dealers-441	25,572,252	15,487,311	10,084,941
Automotive Dealers-4411	18,864,070	7,325,056	11,539,014
Other Motor Vehicle Dealers-4412	4,321,342	7,140,916	-2,819,574
Automotive Parts/Accsrs, Tire Stores-4413	2,386,840	1,021,339	1,365,501
Furniture and Home Furnishings Stores-442	2,992,912	1,486,939	1,505,973
Furniture Stores-4421	1,710,866	166,021	1,544,845
Home Furnishing Stores-4422	1,282,046	1,320,918	-38,872
Electronics and Appliance Stores-443	3,428,520	997,035	2,431,485
Appliances, TVs, Electronics Stores-44311	2,546,193	843,901	1,702,292

Household Appliances Stores-443111	432,812	670,347	-237,535
Radio, Television, Electronics Stores-443112	2,113,381	173,554	1,939,827
Computer and Software Stores-44312	809,505	153,134	656,371
Camera and Photographic Equipment Stores-44313	72,822	0	72,822
Building Material, Garden Equip Stores -444	15,462,216	12,754,757	2,707,459
Building Material and Supply Dealers-4441	13,713,044	12,579,634	1,133,410
Home Centers-44411	5,535,012	0	5,535,012
Paint and Wallpaper Stores-44412	238,366	0	238,366
Hardware Stores-44413	1,400,750	3,495,215	-2,094,465
Other Building Materials Dealers-44419	6,538,916	9,084,419	-2,545,503
Building Materials, Lumberyards-444191	2,663,586	3,552,009	-888,423
Lawn, Garden Equipment, Supplies Stores-4442	1,749,172	175,123	1,574,049
Outdoor Power Equipment Stores-44421	335,994	0	335,994
Nursery and Garden Centers-44422	1,413,178	175,123	1,238,055
Food and Beverage Stores-445	21,137,429	34,069,468	-12,932,039
Grocery Stores-4451	18,272,988	33,670,234	-15,397,246
Supermarkets, Grocery (Ex Conv) Stores-44511	17,304,706	30,339,614	-13,034,908
Convenience Stores-44512	968,282	3,330,620	-2,362,338
Specialty Food Stores-4452	1,497,263	399,234	1,098,029
Beer, Wine and Liquor Stores-4453	1,367,178	0	1,367,178
Health and Personal Care Stores-446	9,788,408	1,227,696	8,560,712
Pharmacies and Drug Stores-44611	7,849,054	937,457	6,911,597
Cosmetics, Beauty Supplies, Perfume Stores-44612	697,831	25,171	672,660
Optical Goods Stores-44613	357,350	142,610	214,740
Other Health and Personal Care Stores-44619	884,173	122,458	761,715
Gasoline Stations-447	16,537,450	4,748,133	11,789,317
Gasoline Stations With Conv Stores-44711	12,257,855	4,748,133	7,509,722
Other Gasoline Stations-44719	4,279,595	0	4,279,595
Clothing and Clothing Accessories Stores-448	7,267,209	93,498	7,173,711
Clothing Stores-4481	5,486,205	93,498	5,392,707
Men's Clothing Stores-44811	316,985	0	316,985
Women's Clothing Stores-44812	1,221,808	0	1,221,808
Childrens, Infants Clothing Stores-44813	342,019	0	342,019
Family Clothing Stores-44814	2,874,795	91,827	2,782,968
Clothing Accessories Stores-44815	230,539	0	230,539
Other Clothing Stores-44819	500,059	1,671	498,388
Shoe Stores-4482	830,382	0	830,382
Jewelry, Luggage, Leather Goods Stores-4483	950,622	0	950,622
Jewelry Stores-44831	883,257	0	883,257
Luggage and Leather Goods Stores-44832	67,365	0	67,365
Sporting Goods, Hobby, Book, Music Stores-451	2,965,973	368,739	2,597,234
Sporting Goods, Hobby, Musical Inst Stores-4511	2,317,494	368,072	1,949,422
Sporting Goods Stores-45111	1,243,456	155,806	1,087,650
Hobby, Toys and Games Stores-45112	663,730	212,266	451,464
Sew/Needlework/Piece Goods Stores-45113	179,644	0	179,644
Musical Instrument and Supplies Stores-45114	230,664	0	230,664
Book, Periodical and Music Stores-4512	648,479	667	647,812
Book Stores and News Dealers-45121	512,463	667	511,796
Book Stores-451211	458,711	667	458,044
News Dealers and Newsstands-451212	53,752	0	53,752
Prerecorded Tapes, CDs, Record Stores-45122	136,016	0	136,016
General Merchandise Stores-452	20,849,555	2,906,551	17,943,004
Department Stores Excl Leased Depts-4521	8,268,602	553,993	7,714,609
Other General Merchandise Stores-4529	12,580,953	2,352,558	10,228,395
Miscellaneous Store Retailers-453	4,892,408	308,866	4,583,542
Florists-4531	206,379	56,424	149,955

Office Supplies, Stationery, Gift Stores-4532	1,423,299	151,034	1,272,265
Office Supplies and Stationery Stores-45321	830,015	18,263	811,752
Gift, Novelty and Souvenir Stores-45322	593,284	132,771	460,513
Used Merchandise Stores-4533	390,882	20,653	370,229
Other Miscellaneous Store Retailers-4539	2,871,848	80,755	2,791,093
Non-Store Retailers-454	12,493,130	0	12,493,130
Foodservice and Drinking Places-722	17,333,090	7,409,395	9,923,695
Full-Service Restaurants-7221	8,026,158	3,592,809	4,433,349
Limited-Service Eating Places-7222	7,090,669	2,976,079	4,114,590
Special Foodservices-7223	1,371,757	758,562	613,195
Drinking Places -Alcoholic Beverages-7224	844,506	81,945	762,561
GAFO *	38,927,468	6,003,796	32,923,672
General Merchandise Stores-452	20,849,555	2,906,551	17,943,004
Clothing and Clothing Accessories Stores-448	7,267,209	93,498	7,173,711
Furniture and Home Furnishings Stores-442	2,992,912	1,486,939	1,505,973
Electronics and Appliance Stores-443	3,428,520	997,035	2,431,485
Sporting Goods, Hobby, Book, Music Stores-451	2,965,973	368,739	2,597,234
Office Supplies, Stationery, Gift Stores-4532	1,423,299	151,034	1,272,265

* 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.

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