

RMP Opportunity Gap - Retail Stores

Morongo Basin

MCD (see appendix for geographies), Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	842,436,241	590,432,113	252,004,128
Motor Vehicle and Parts Dealers-441	137,564,192	93,536,794	44,027,398
Automotive Dealers-4411	123,481,007	70,481,877	52,999,130
Other Motor Vehicle Dealers-4412	4,072,228	12,224,618	(8,152,390)
Automotive Parts/Accsrs, Tire Stores-4413	10,010,957	10,830,299	(819,342)
Furniture and Home Furnishings Stores-442	14,637,732	7,218,740	7,418,992
Furniture Stores-4421	7,582,160	1,701,552	5,880,608
Home Furnishing Stores-4422	7,055,572	5,517,188	1,538,384
Electronics and Appliance Stores-443	17,075,043	20,535,900	(3,460,857)
Appliances, TVs, Electronics Stores-44311	12,801,631	16,699,235	(3,897,604)
Household Appliances Stores-443111	3,047,008	2,749,305	297,703
Radio, Television, Electronics Stores-443112	9,754,623	13,949,930	(4,195,307)
Computer and Software Stores-44312	3,575,677	3,836,665	(260,988)
Camera and Photographic Equipment Stores-44313	697,735	0	697,735
Building Material, Garden Equip Stores -444	69,347,427	59,162,748	10,184,679
Building Material and Supply Dealers-4441	62,983,800	58,337,913	4,645,887
Home Centers-44411	25,300,510	39,159,642	(13,859,132)
Paint and Wallpaper Stores-44412	1,488,216	0	1,488,216
Hardware Stores-44413	6,502,341	4,368,263	2,134,078
Other Building Materials Dealers-44419	29,692,733	14,810,008	14,882,725
Building Materials, Lumberyards-444191	11,804,689	5,790,713	6,013,976
Lawn, Garden Equipment, Supplies Stores-4442	6,363,627	824,835	5,538,792
Outdoor Power Equipment Stores-44421	529,077	0	529,077
Nursery and Garden Centers-44422	5,834,550	824,835	5,009,715
Food and Beverage Stores-445	126,512,359	115,408,128	11,104,231
Grocery Stores-4451	116,056,353	111,250,082	4,806,271
Supermarkets, Grocery (Ex Conv) Stores-44511	110,405,221	102,757,319	7,647,902
Convenience Stores-44512	5,651,132	8,492,763	(2,841,631)
Specialty Food Stores-4452	3,743,609	655,317	3,088,292
Beer, Wine and Liquor Stores-4453	6,712,397	3,502,729	3,209,668
Health and Personal Care Stores-446	48,251,718	22,706,967	25,544,751
Pharmacies and Drug Stores-44611	41,708,471	16,470,729	25,237,742
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,719,763	0	1,719,763
Optical Goods Stores-44613	1,665,912	182,282	1,483,630
Other Health and Personal Care Stores-44619	3,157,572	6,053,956	(2,896,384)

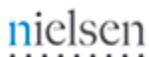


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Gasoline Stations-447	90,634,888	60,571,644	30,063,244
Gasoline Stations With Conv Stores-44711	67,892,239	55,679,879	12,212,360
Other Gasoline Stations-44719	22,742,649	4,891,765	17,850,884
Clothing and Clothing Accessories Stores-448	35,185,633	5,154,043	30,031,590
Clothing Stores-4481	25,411,745	4,074,431	21,337,314
Men's Clothing Stores-44811	1,640,899	376,092	1,264,807
Women's Clothing Stores-44812	6,157,286	0	6,157,286
Childrens, Infants Clothing Stores-44813	1,634,054	398,062	1,235,992
Family Clothing Stores-44814	13,731,922	1,798,200	11,933,722
Clothing Accessories Stores-44815	577,054	0	577,054
Other Clothing Stores-44819	1,670,530	1,502,077	168,453
Shoe Stores-4482	5,354,803	720,690	4,634,113
Jewelry, Luggage, Leather Goods Stores-4483	4,419,085	358,922	4,060,163
Jewelry Stores-44831	4,013,981	313,406	3,700,575
Luggage and Leather Goods Stores-44832	405,104	45,516	359,588
Sporting Goods, Hobby, Book, Music Stores-451	15,080,814	4,895,483	10,185,331
Sportng Goods, Hobby, Musical Inst Stores-4511	10,058,745	4,593,050	5,465,695
Sporting Goods Stores-45111	4,661,622	3,046,228	1,615,394
Hobby, Toys and Games Stores-45112	3,429,360	396,810	3,032,550
Sew/Needlework/Piece Goods Stores-45113	964,034	489,403	474,631
Musical Instrument and Supplies Stores-45114	1,003,729	660,609	343,120
Book, Periodical and Music Stores-4512	5,022,069	302,433	4,719,636
Book Stores and News Dealers-45121	3,499,492	302,433	3,197,059
Book Stores-451211	3,305,749	289,064	3,016,685
News Dealers and Newsstands-451212	193,743	13,369	180,374
Prerecorded Tapes, CDs, Record Stores-45122	1,522,577	0	1,522,577
General Merchandise Stores-452	112,218,851	124,608,753	(12,389,902)
Department Stores Excl Leased Depts-4521	51,195,305	81,343,054	(30,147,749)
Other General Merchandise Stores-4529	61,023,546	43,265,699	17,757,847
Miscellaneous Store Retailers-453	21,653,381	15,319,398	6,333,983
Florists-4531	1,473,562	566,799	906,763
Office Supplies, Stationery, Gift Stores-4532	8,096,514	7,223,639	872,875
Office Supplies and Stationery Stores-45321	4,506,018	5,751,384	(1,245,366)
Gift, Novelty and Souvenir Stores-45322	3,590,496	1,472,255	2,118,241
Used Merchandise Stores-4533	1,702,211	2,514,437	(812,226)
Other Miscellaneous Store Retailers-4539	10,381,094	5,014,523	5,366,571
Non-Store Retailers-454	61,670,960	10,201,054	51,469,906
Foodservice and Drinking Places-722	92,603,243	51,112,461	41,490,782
Full-Service Restaurants-7221	41,441,848	23,268,078	18,173,770



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Prepared By:

Project Code:

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Prepared For:

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Limited-Service Eating Places-7222	39,435,293	22,356,756	17,078,537
Special Foodservices-7223	7,698,528	2,147,054	5,551,474
Drinking Places -Alcoholic Beverages-7224	4,027,574	3,340,573	687,001
GAFO *	202,294,587	169,636,558	32,658,029
General Merchandise Stores-452	112,218,851	124,608,753	(12,389,902)
Clothing and Clothing Accessories Stores-448	35,185,633	5,154,043	30,031,590
Furniture and Home Furnishings Stores-442	14,637,732	7,218,740	7,418,992
Electronics and Appliance Stores-443	17,075,043	20,535,900	(3,460,857)
Sporting Goods, Hobby, Book, Music Stores-451	15,080,814	4,895,483	10,185,331
Office Supplies, Stationery, Gift Stores-4532	8,096,514	7,223,639	872,875

* 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.



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Appendix: Area Listing

Area Name:

Type: List - MCD

Reporting Detail: Aggregate

Reporting Level: MCD

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
0607193480	Twentynine Palms-Morongo Valley		

Project Information:

Site: 1

Order Number: 970993418

