

# RMP Opportunity Gap - Retail Stores

Town of Yucca Valley Only

Place (see appendix for geographies), Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	276,672,121	401,081,418	(124,409,297)
Motor Vehicle and Parts Dealers-441	46,063,543	48,077,676	(2,014,133)
Automotive Dealers-4411	41,323,899	35,951,525	5,372,374
Other Motor Vehicle Dealers-4412	1,396,714	5,973,137	(4,576,423)
Automotive Parts/Accsrs, Tire Stores-4413	3,342,930	6,153,014	(2,810,084)
Furniture and Home Furnishings Stores-442	4,914,888	5,206,708	(291,820)
Furniture Stores-4421	2,544,358	980,328	1,564,030
Home Furnishing Stores-4422	2,370,530	4,226,380	(1,855,850)
Electronics and Appliance Stores-443	5,552,462	8,748,412	(3,195,950)
Appliances, TVs, Electronics Stores-44311	4,160,527	6,830,079	(2,669,552)
Household Appliances Stores-443111	1,012,973	1,747,521	(734,548)
Radio, Television, Electronics Stores-443112	3,147,554	5,082,558	(1,935,004)
Computer and Software Stores-44312	1,163,150	1,918,333	(755,183)
Camera and Photographic Equipment Stores-44313	228,785	0	228,785
Building Material, Garden Equip Stores -444	23,372,855	51,241,235	(27,868,380)
Building Material and Supply Dealers-4441	21,295,921	51,241,235	(29,945,314)
Home Centers-44411	8,482,270	39,159,642	(30,677,372)
Paint and Wallpaper Stores-44412	512,641	0	512,641
Hardware Stores-44413	2,143,655	2,279,094	(135,439)
Other Building Materials Dealers-44419	10,157,355	9,802,499	354,856
Building Materials, Lumberyards-444191	3,980,713	3,832,778	147,935
Lawn, Garden Equipment, Supplies Stores-4442	2,076,934	0	2,076,934
Outdoor Power Equipment Stores-44421	182,360	0	182,360
Nursery and Garden Centers-44422	1,894,574	0	1,894,574
Food and Beverage Stores-445	41,370,735	68,767,821	(27,397,086)
Grocery Stores-4451	37,953,690	67,087,221	(29,133,531)
Supermarkets, Grocery (Ex Conv) Stores-44511	36,125,405	65,348,555	(29,223,150)
Convenience Stores-44512	1,828,285	1,738,666	89,619
Specialty Food Stores-4452	1,218,762	273,218	945,544
Beer, Wine and Liquor Stores-4453	2,198,283	1,407,382	790,901
Health and Personal Care Stores-446	17,014,004	17,043,272	(29,268)
Pharmacies and Drug Stores-44611	14,743,042	12,669,791	2,073,251
Cosmetics, Beauty Supplies, Perfume Stores-44612	614,203	0	614,203
Optical Goods Stores-44613	544,168	182,282	361,886
Other Health and Personal Care Stores-44619	1,112,591	4,191,199	(3,078,608)

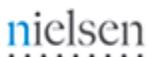


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Gasoline Stations-447	28,662,529	38,299,338	(9,636,809)
Gasoline Stations With Conv Stores-44711	21,504,028	35,635,124	(14,131,096)
Other Gasoline Stations-44719	7,158,501	2,664,214	4,494,287
Clothing and Clothing Accessories Stores-448	11,093,379	3,849,444	7,243,935
Clothing Stores-4481	7,949,339	3,075,008	4,874,331
Men's Clothing Stores-44811	510,966	0	510,966
Women's Clothing Stores-44812	1,919,883	0	1,919,883
Childrens, Infants Clothing Stores-44813	515,218	332,232	182,986
Family Clothing Stores-44814	4,294,704	1,798,200	2,496,504
Clothing Accessories Stores-44815	181,783	0	181,783
Other Clothing Stores-44819	526,785	944,576	(417,791)
Shoe Stores-4482	1,638,581	617,733	1,020,848
Jewelry, Luggage, Leather Goods Stores-4483	1,505,459	156,703	1,348,756
Jewelry Stores-44831	1,374,356	156,703	1,217,653
Luggage and Leather Goods Stores-44832	131,103	0	131,103
Sporting Goods, Hobby, Book, Music Stores-451	4,837,012	3,636,711	1,200,301
Sportng Goods, Hobby, Musical Inst Stores-4511	3,269,165	3,475,870	(206,705)
Sporting Goods Stores-45111	1,512,896	2,091,355	(578,459)
Hobby, Toys and Games Stores-45112	1,109,290	234,503	874,787
Sew/Needlework/Piece Goods Stores-45113	324,822	489,403	(164,581)
Musical Instrument and Supplies Stores-45114	322,157	660,609	(338,452)
Book, Periodical and Music Stores-4512	1,567,847	160,841	1,407,006
Book Stores and News Dealers-45121	1,081,778	160,841	920,937
Book Stores-451211	1,019,559	160,841	858,718
News Dealers and Newsstands-451212	62,219	0	62,219
Prerecorded Tapes, CDs, Record Stores-45122	486,069	0	486,069
General Merchandise Stores-452	36,557,907	113,176,919	(76,619,012)
Department Stores Excl Leased Depts-4521	16,595,857	80,864,564	(64,268,707)
Other General Merchandise Stores-4529	19,962,050	32,312,355	(12,350,305)
Miscellaneous Store Retailers-453	6,963,287	4,653,634	2,309,653
Florists-4531	500,336	377,867	122,469
Office Supplies, Stationery, Gift Stores-4532	2,674,953	834,964	1,839,989
Office Supplies and Stationery Stores-45321	1,497,761	0	1,497,761
Gift, Novelty and Souvenir Stores-45322	1,177,192	834,964	342,228
Used Merchandise Stores-4533	541,190	1,626,489	(1,085,299)
Other Miscellaneous Store Retailers-4539	3,246,808	1,814,314	1,432,494
Non-Store Retailers-454	20,497,476	7,869,737	12,627,739
Foodservice and Drinking Places-722	29,772,044	30,510,511	(738,467)
Full-Service Restaurants-7221	13,322,049	11,905,849	1,416,200



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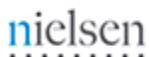
Place (see appendix for geographies), Total

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Limited-Service Eating Places-7222	12,660,965	17,213,177	(4,552,212)
Special Foodservices-7223	2,478,152	138,769	2,339,383
Drinking Places -Alcoholic Beverages-7224	1,310,878	1,252,716	58,162
<b>GAFO *</b>	<b>65,630,601</b>	<b>135,453,158</b>	<b>(69,822,557)</b>
General Merchandise Stores-452	36,557,907	113,176,919	(76,619,012)
Clothing and Clothing Accessories Stores-448	11,093,379	3,849,444	7,243,935
Furniture and Home Furnishings Stores-442	4,914,888	5,206,708	(291,820)
Electronics and Appliance Stores-443	5,552,462	8,748,412	(3,195,950)
Sporting Goods, Hobby, Book, Music Stores-451	4,837,012	3,636,711	1,200,301
Office Supplies, Stationery, Gift Stores-4532	2,674,953	834,964	1,839,989

\* 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 - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
0687056	Yucca Valley town		

### Project Information:

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Site: 1

Order Number: 970993144



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Project Code:

Prepared For:

Prepared By:

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