

RMP Opportunity Gap - Retail Stores

Polygon 1: YUCCA MESA, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	324,118,287	409,179,139	(85,060,852)
Motor Vehicle and Parts Dealers-441	53,885,897	50,611,148	3,274,749
Automotive Dealers-4411	48,207,846	36,960,022	11,247,824
Other Motor Vehicle Dealers-4412	1,761,938	7,506,271	(5,744,333)
Automotive Parts/Accsrs, Tire Stores-4413	3,916,113	6,144,855	(2,228,742)
Furniture and Home Furnishings Stores-442	5,740,537	5,899,933	(159,396)
Furniture Stores-4421	2,969,386	1,128,309	1,841,077
Home Furnishing Stores-4422	2,771,150	4,771,624	(2,000,474)
Electronics and Appliance Stores-443	6,469,482	9,512,039	(3,042,557)
Appliances, TVs, Electronics Stores-44311	4,852,683	7,593,706	(2,741,023)
Household Appliances Stores-443111	1,185,595	1,808,738	(623,143)
Radio, Television, Electronics Stores-443112	3,667,088	5,784,969	(2,117,881)
Computer and Software Stores-44312	1,351,763	1,918,333	(566,570)
Camera and Photographic Equipment Stores-44313	265,036	0	265,036
Building Material, Garden Equip Stores -444	27,513,625	51,276,579	(23,762,954)
Building Material and Supply Dealers-4441	25,034,889	51,276,579	(26,241,690)
Home Centers-44411	9,972,446	39,159,642	(29,187,196)
Paint and Wallpaper Stores-44412	603,020	0	603,020
Hardware Stores-44413	2,522,807	2,279,094	243,713
Other Building Materials Dealers-44419	11,936,615	9,837,843	2,098,772
Building Materials, Lumberyards-444191	4,666,476	3,846,597	819,879
Lawn, Garden Equipment, Supplies Stores-4442	2,478,736	0	2,478,736
Outdoor Power Equipment Stores-44421	227,961	0	227,961
Nursery and Garden Centers-44422	2,250,776	0	2,250,776
Food and Beverage Stores-445	48,476,737	69,254,074	(20,777,337)
Grocery Stores-4451	44,485,185	67,478,062	(22,992,877)
Supermarkets, Grocery (Ex Conv) Stores-44511	42,340,853	65,645,737	(23,304,884)
Convenience Stores-44512	2,144,332	1,832,326	312,006
Specialty Food Stores-4452	1,428,128	273,218	1,154,910
Beer, Wine and Liquor Stores-4453	2,563,423	1,502,794	1,060,629
Health and Personal Care Stores-446	19,932,837	17,043,272	2,889,565
Pharmacies and Drug Stores-44611	17,269,887	12,669,791	4,600,096
Cosmetics, Beauty Supplies, Perfume Stores-44612	719,467	0	719,467
Optical Goods Stores-44613	640,062	182,282	457,780
Other Health and Personal Care Stores-44619	1,303,421	4,191,199	(2,887,778)

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Gasoline Stations-447	33,869,732	38,720,122	(4,850,390)
Gasoline Stations With Conv Stores-44711	25,394,167	35,635,124	(10,240,957)
Other Gasoline Stations-44719	8,475,565	3,084,998	5,390,567
Clothing and Clothing Accessories Stores-448	12,943,026	3,887,732	9,055,294
Clothing Stores-4481	9,278,898	3,075,009	6,203,889
Men's Clothing Stores-44811	600,122	0	600,122
Women's Clothing Stores-44812	2,245,890	0	2,245,890
Childrens, Infants Clothing Stores-44813	591,698	332,233	259,465
Family Clothing Stores-44814	5,012,105	1,798,200	3,213,905
Clothing Accessories Stores-44815	212,549	0	212,549
Other Clothing Stores-44819	616,534	944,576	(328,042)
Shoe Stores-4482	1,914,419	618,065	1,296,354
Jewelry, Luggage, Leather Goods Stores-4483	1,749,709	194,659	1,555,050
Jewelry Stores-44831	1,596,354	156,703	1,439,651
Luggage and Leather Goods Stores-44832	153,355	37,956	115,399
Sporting Goods, Hobby, Book, Music Stores-451	5,634,893	3,640,293	1,994,600
Sportng Goods, Hobby, Musical Inst Stores-4511	3,809,501	3,479,453	330,048
Sporting Goods Stores-45111	1,764,175	2,091,355	(327,180)
Hobby, Toys and Games Stores-45112	1,287,907	238,086	1,049,821
Sew/Needlework/Piece Goods Stores-45113	381,068	489,403	(108,335)
Musical Instrument and Supplies Stores-45114	376,351	660,609	(284,258)
Book, Periodical and Music Stores-4512	1,825,392	160,841	1,664,551
Book Stores and News Dealers-45121	1,258,309	160,841	1,097,468
Book Stores-451211	1,185,477	160,841	1,024,636
News Dealers and Newsstands-451212	72,832	0	72,832
Prerecorded Tapes, CDs, Record Stores-45122	567,083	0	567,083
General Merchandise Stores-452	42,765,762	113,176,919	(70,411,157)
Department Stores Excl Leased Depts-4521	19,383,683	80,864,564	(61,480,881)
Other General Merchandise Stores-4529	23,382,080	32,312,355	(8,930,275)
Miscellaneous Store Retailers-453	8,221,158	4,681,735	3,539,423
Florists-4531	587,850	377,867	209,983
Office Supplies, Stationery, Gift Stores-4532	3,122,017	841,295	2,280,722
Office Supplies and Stationery Stores-45321	1,748,679	0	1,748,679
Gift, Novelty and Souvenir Stores-45322	1,373,338	841,295	532,043
Used Merchandise Stores-4533	630,455	1,638,786	(1,008,331)
Other Miscellaneous Store Retailers-4539	3,880,837	1,823,788	2,057,049
Non-Store Retailers-454	23,968,479	10,201,054	13,767,425
Foodservice and Drinking Places-722	34,696,122	31,274,237	3,421,885
Full-Service Restaurants-7221	15,519,316	12,006,096	3,513,220

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Limited-Service Eating Places-7222	14,756,938	17,224,973	(2,468,035)
Special Foodservices-7223	2,889,036	790,451	2,098,585
Drinking Places -Alcoholic Beverages-7224	1,530,832	1,252,716	278,116
GAFO *	76,675,717	136,958,212	(60,282,495)
General Merchandise Stores-452	42,765,762	113,176,919	(70,411,157)
Clothing and Clothing Accessories Stores-448	12,943,026	3,887,732	9,055,294
Furniture and Home Furnishings Stores-442	5,740,537	5,899,933	(159,396)
Electronics and Appliance Stores-443	6,469,482	9,512,039	(3,042,557)
Sporting Goods, Hobby, Book, Music Stores-451	5,634,893	3,640,293	1,994,600
Office Supplies, Stationery, Gift Stores-4532	3,122,017	841,295	2,280,722

* 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: YUCCA MESA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

OLD WOMAN SPRINGS RD AT TWENTYNINE PALMS O

Polygon Points:

34.107907 -116.484966	34.128998 -116.524084	34.151907 -116.524963	34.173361 -116.492878
34.258816 -116.468264	34.258816 -116.372008	34.077361 -116.368932	34.076270 -116.459034
34.107907 -116.484966	34.258816 -116.372008	34.077361 -116.368932	34.076270 -116.459034

Project Information:

Site: 1

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