

RMP Opportunity Gap - Retail Stores

Town of Yucca Valley

Place (see appendix for geographies), Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	305,624,250	410,412,530	(104,788,280)
Motor Vehicle and Parts Dealers-441	41,662,595	56,403,866	(14,741,271)
Automotive Dealers-4411	35,338,574	44,449,974	(9,111,400)
Other Motor Vehicle Dealers-4412	2,094,873	4,556,540	(2,461,667)
Automotive Parts/Accsrs, Tire Stores-4413	4,229,148	7,397,352	(3,168,204)
Furniture and Home Furnishings Stores-442	6,454,386	5,825,010	629,376
Furniture Stores-4421	3,285,116	2,127,973	1,157,143
Home Furnishing Stores-4422	3,169,270	3,697,037	(527,767)
Electronics and Appliance Stores-443	5,703,334	7,336,363	(1,633,029)
Appliances, TVs, Electronics Stores-44311	4,270,541	5,012,836	(742,295)
Household Appliances Stores-443111	761,782	1,612,715	(850,933)
Radio, Television, Electronics Stores-443112	3,508,759	3,400,121	108,638
Computer and Software Stores-44312	1,292,137	2,323,527	(1,031,390)
Camera and Photographic Equipment Stores-44313	140,656	0	140,656
Building Material, Garden Equip Stores -444	29,613,259	42,206,215	(12,592,956)
Building Material and Supply Dealers-4441	26,833,762	42,206,215	(15,372,453)
Home Centers-44411	10,862,286	27,322,601	(16,460,315)
Paint and Wallpaper Stores-44412	428,690	0	428,690
Hardware Stores-44413	2,795,893	2,760,306	35,587
Other Building Materials Dealers-44419	12,746,893	12,123,308	623,585
Building Materials, Lumberyards-444191	4,732,852	4,740,213	(7,361)
Lawn, Garden Equipment, Supplies Stores-4442	2,779,497	0	2,779,497
Outdoor Power Equipment Stores-44421	265,615	0	265,615
Nursery and Garden Centers-44422	2,513,882	0	2,513,882
Food and Beverage Stores-445	44,650,612	78,244,368	(33,593,756)
Grocery Stores-4451	38,679,565	75,782,186	(37,102,621)
Supermarkets, Grocery (Ex Conv) Stores-44511	36,827,838	74,045,613	(37,217,775)
Convenience Stores-44512	1,851,727	1,736,573	115,154
Specialty Food Stores-4452	3,302,102	395,851	2,906,251
Beer, Wine and Liquor Stores-4453	2,668,945	2,066,331	602,614
Health and Personal Care Stores-446	17,650,645	25,248,025	(7,597,380)
Pharmancies and Drug Stores-44611	14,123,913	19,504,834	(5,380,921)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,244,423	857,870	386,553
Optical Goods Stores-44613	664,037	237,771	426,266
Other Health and Personal Care Stores-44619	1,618,272	4,647,550	(3,029,278)



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Gasoline Stations-447	33,127,888	26,569,102	6,558,786
Gasoline Stations With Conv Stores-44711	24,216,498	20,790,394	3,426,104
Other Gasoline Stations-44719	8,911,390	5,778,708	3,132,682
Clothing and Clothing Accessories Stores-448	13,999,746	5,505,522	8,494,224
Clothing Stores-4481	10,717,683	4,671,148	6,046,535
Men's Clothing Stores-44811	596,453	0	596,453
Women's Clothing Stores-44812	2,355,968	463,183	1,892,785
Childrens, Infants Clothing Stores-44813	713,869	133,224	580,645
Family Clothing Stores-44814	5,658,751	3,251,938	2,406,813
Clothing Accessories Stores-44815	433,498	0	433,498
Other Clothing Stores-44819	959,144	822,803	136,341
Shoe Stores-4482	1,723,622	681,478	1,042,144
Jewelry, Luggage, Leather Goods Stores-4483	1,558,441	152,896	1,405,545
Jewelry Stores-44831	1,433,654	152,896	1,280,758
Luggage and Leather Goods Stores-44832	124,787	0	124,787
Sporting Goods, Hobby, Book, Music Stores-451	6,296,279	4,902,002	1,394,277
Sportng Goods, Hobby, Musical Inst Stores-4511	4,822,591	4,543,701	278,890
Sporting Goods Stores-45111	2,443,520	2,755,620	(312,100)
Hobby, Toys and Games Stores-45112	1,588,731	487,003	1,101,728
Sew/Needlework/Piece Goods Stores-45113	348,939	325,160	23,779
Musical Instrument and Supplies Stores-45114	441,401	975,918	(534,517)
Book, Periodical and Music Stores-4512	1,473,688	358,301	1,115,387
Book Stores and News Dealers-45121	1,216,830	358,301	858,529
Book Stores-451211	1,111,447	358,301	753,146
News Dealers and Newsstands-451212	105,383	0	105,383
Prerecorded Tapes, CDs, Record Stores-45122	256,858	0	256,858
General Merchandise Stores-452	41,721,538	111,304,679	(69,583,141)
Department Stores Excl Leased Depts-4521	16,211,126	73,154,092	(56,942,966)
Other General Merchandise Stores-4529	25,510,412	38,150,587	(12,640,175)
Miscellaneous Store Retailers-453	8,271,404	6,190,163	2,081,241
Florists-4531	382,057	256,897	125,160
Office Supplies, Stationery, Gift Stores-4532	2,574,206	2,144,142	430,064
Office Supplies and Stationery Stores-45321	1,372,957	1,116,833	256,124
Gift, Novelty and Souvenir Stores-45322	1,201,249	1,027,309	173,940
Used Merchandise Stores-4533	786,212	1,451,268	(665,056)
Other Miscellaneous Store Retailers-4539	4,528,929	2,337,856	2,191,073
Non-Store Retailers-454	23,773,408	14,035,597	9,737,811
Foodservice and Drinking Places-722	32,699,156	26,641,618	6,057,538
Full-Service Restaurants-7221	15,085,697	10,860,555	4,225,142



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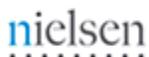
Place (see appendix for geographies), Total

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Limited-Service Eating Places-7222	13,426,840	14,581,484	(1,154,644)
Special Foodservices-7223	2,604,990	0	2,604,990
Drinking Places -Alcoholic Beverages-7224	1,581,629	1,199,579	382,050
GAFO *	76,749,489	137,017,718	(60,268,229)
General Merchandise Stores-452	41,721,538	111,304,679	(69,583,141)
Clothing and Clothing Accessories Stores-448	13,999,746	5,505,522	8,494,224
Furniture and Home Furnishings Stores-442	6,454,386	5,825,010	629,376
Electronics and Appliance Stores-443	5,703,334	7,336,363	(1,633,029)
Sporting Goods, Hobby, Book, Music Stores-451	6,296,279	4,902,002	1,394,277
Office Supplies, Stationery, Gift Stores-4532	2,574,206	2,144,142	430,064

* 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:

Site: 1

Order Number: 971688053

