

RMP Opportunity Gap - Retail Stores

Yucca Valley/Yucca Mesa/Pioneertown

Polygon 1: YUCCA MESA, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	359,724,743	420,512,683	(60,787,940)
Motor Vehicle and Parts Dealers-441	49,045,628	57,100,383	(8,054,755)
Automotive Dealers-4411	41,625,404	44,460,745	(2,835,341)
Other Motor Vehicle Dealers-4412	2,463,480	5,112,660	(2,649,180)
Automotive Parts/Accsrs, Tire Stores-4413	4,956,744	7,526,978	(2,570,234)
Furniture and Home Furnishings Stores-442	7,605,411	6,908,801	696,610
Furniture Stores-4421	3,877,685	2,346,811	1,530,874
Home Furnishing Stores-4422	3,727,726	4,561,990	(834,264)
Electronics and Appliance Stores-443	6,603,835	8,466,898	(1,863,063)
Appliances, TVs, Electronics Stores-44311	4,948,570	5,696,414	(747,844)
Household Appliances Stores-443111	892,486	1,791,021	(898,535)
Radio, Television, Electronics Stores-443112	4,056,084	3,905,393	150,691
Computer and Software Stores-44312	1,492,246	2,770,484	(1,278,238)
Camera and Photographic Equipment Stores-44313	163,019	0	163,019
Building Material, Garden Equip Stores -444	34,865,624	42,368,556	(7,502,932)
Building Material and Supply Dealers-4441	31,583,937	42,368,556	(10,784,619)
Home Centers-44411	12,785,937	27,322,601	(14,536,664)
Paint and Wallpaper Stores-44412	503,872	0	503,872
Hardware Stores-44413	3,293,637	2,760,306	533,331
Other Building Materials Dealers-44419	15,000,492	12,285,649	2,714,843
Building Materials, Lumberyards-444191	5,559,445	4,803,688	755,757
Lawn, Garden Equipment, Supplies Stores-4442	3,281,688	0	3,281,688
Outdoor Power Equipment Stores-44421	312,688	0	312,688
Nursery and Garden Centers-44422	2,968,999	0	2,968,999
Food and Beverage Stores-445	52,672,107	79,039,401	(26,367,294)
Grocery Stores-4451	45,654,115	76,305,970	(30,651,855)
Supermarkets, Grocery (Ex Conv) Stores-44511	43,460,420	74,438,909	(30,978,489)
Convenience Stores-44512	2,193,695	1,867,061	326,634
Specialty Food Stores-4452	3,897,386	395,851	3,501,535
Beer, Wine and Liquor Stores-4453	3,120,606	2,337,580	783,026
Health and Personal Care Stores-446	20,831,107	25,271,761	(4,440,654)
Pharmancies and Drug Stores-44611	16,663,380	19,504,834	(2,841,454)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,468,313	857,870	610,443
Optical Goods Stores-44613	789,850	237,771	552,079
Other Health and Personal Care Stores-44619	1,909,564	4,671,286	(2,761,722)



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Gasoline Stations-447	39,094,141	27,579,648	11,514,493
Gasoline Stations With Conv Stores-44711	28,606,049	20,790,394	7,815,655
Other Gasoline Stations-44719	10,488,092	6,789,254	3,698,838
Clothing and Clothing Accessories Stores-448	16,496,013	5,541,455	10,954,558
Clothing Stores-4481	12,635,114	4,671,148	7,963,966
Men's Clothing Stores-44811	708,280	0	708,280
Women's Clothing Stores-44812	2,780,351	463,183	2,317,168
Childrens, Infants Clothing Stores-44813	831,013	133,224	697,789
Family Clothing Stores-44814	6,671,312	3,251,938	3,419,374
Clothing Accessories Stores-44815	511,450	0	511,450
Other Clothing Stores-44819	1,132,708	822,803	309,905
Shoe Stores-4482	2,032,975	717,411	1,315,564
Jewelry, Luggage, Leather Goods Stores-4483	1,827,924	152,896	1,675,028
Jewelry Stores-44831	1,680,926	152,896	1,528,030
Luggage and Leather Goods Stores-44832	146,999	0	146,999
Sporting Goods, Hobby, Book, Music Stores-451	7,374,482	5,050,235	2,324,247
Sportng Goods, Hobby, Musical Inst Stores-4511	5,648,333	4,691,934	956,399
Sporting Goods Stores-45111	2,875,665	2,755,620	120,045
Hobby, Toys and Games Stores-45112	1,863,184	635,236	1,227,948
Sew/Needlework/Piece Goods Stores-45113	407,381	325,160	82,221
Musical Instrument and Supplies Stores-45114	502,104	975,918	(473,814)
Book, Periodical and Music Stores-4512	1,726,149	358,301	1,367,848
Book Stores and News Dealers-45121	1,431,209	358,301	1,072,908
Book Stores-451211	1,306,507	358,301	948,206
News Dealers and Newsstands-451212	124,702	0	124,702
Prerecorded Tapes, CDs, Record Stores-45122	294,940	0	294,940
General Merchandise Stores-452	49,157,601	111,304,679	(62,147,078)
Department Stores Excl Leased Depts-4521	19,076,873	73,154,092	(54,077,219)
Other General Merchandise Stores-4529	30,080,728	38,150,587	(8,069,859)
Miscellaneous Store Retailers-453	9,804,495	6,259,772	3,544,723
Florists-4531	449,683	256,897	192,786
Office Supplies, Stationery, Gift Stores-4532	3,014,127	2,186,133	827,994
Office Supplies and Stationery Stores-45321	1,602,356	1,150,446	451,910
Gift, Novelty and Souvenir Stores-45322	1,411,771	1,035,687	376,084
Used Merchandise Stores-4533	924,212	1,470,133	(545,921)
Other Miscellaneous Store Retailers-4539	5,416,474	2,346,609	3,069,865
Non-Store Retailers-454	27,945,795	17,048,944	10,896,851
Foodservice and Drinking Places-722	38,228,503	28,572,149	9,656,354
Full-Service Restaurants-7221	17,624,152	11,025,209	6,598,943



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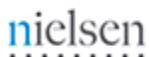
Polygon 1: YUCCA MESA, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	15,699,459	14,581,484	1,117,975
Special Foodservices-7223	3,046,461	1,765,877	1,280,584
Drinking Places -Alcoholic Beverages-7224	1,858,431	1,199,579	658,852
GAFO *	90,251,470	139,458,202	(49,206,732)
General Merchandise Stores-452	49,157,601	111,304,679	(62,147,078)
Clothing and Clothing Accessories Stores-448	16,496,013	5,541,455	10,954,558
Furniture and Home Furnishings Stores-442	7,605,411	6,908,801	696,610
Electronics and Appliance Stores-443	6,603,835	8,466,898	(1,863,063)
Sporting Goods, Hobby, Book, Music Stores-451	7,374,482	5,050,235	2,324,247
Office Supplies, Stationery, Gift Stores-4532	3,014,127	2,186,133	827,994

* 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

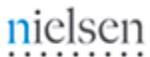
Polygon Points:

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34.107907 -116.484966			

Project Information:

Site: 1

Order Number: 971688122



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Project Code:

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