

RMP Opportunity Gap - Retail Stores

Morongo Basin

MCD (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	957,878,969	610,667,256	347,211,713
Motor Vehicle and Parts Dealers-441	130,039,086	95,557,848	34,481,238
Automotive Dealers-4411	110,562,564	70,351,295	40,211,269
Other Motor Vehicle Dealers-4412	6,563,625	14,922,447	(8,358,822)
Automotive Parts/Accsrs, Tire Stores-4413	12,912,897	10,284,106	2,628,791
Furniture and Home Furnishings Stores-442	20,212,286	9,845,087	10,367,199
Furniture Stores-4421	10,302,032	3,002,101	7,299,931
Home Furnishing Stores-4422	9,910,254	6,842,986	3,067,268
Electronics and Appliance Stores-443	17,629,505	11,591,900	6,037,605
Appliances, TVs, Electronics Stores-44311	13,208,007	7,719,356	5,488,651
Household Appliances Stores-443111	2,350,239	1,941,669	408,570
Radio, Television, Electronics Stores-443112	10,857,768	5,777,687	5,080,081
Computer and Software Stores-44312	3,983,106	3,872,544	110,562
Camera and Photographic Equipment Stores-44313	438,392	0	438,392
Building Material, Garden Equip Stores -444	90,653,767	52,165,852	38,487,915
Building Material and Supply Dealers-4441	82,077,307	51,778,456	30,298,851
Home Centers-44411	33,470,757	27,322,601	6,148,156
Paint and Wallpaper Stores-44412	1,301,956	0	1,301,956
Hardware Stores-44413	8,697,898	6,210,682	2,487,216
Other Building Materials Dealers-44419	38,606,696	18,245,173	20,361,523
Building Materials, Lumberyards-444191	14,407,884	7,133,862	7,274,022
Lawn, Garden Equipment, Supplies Stores-4442	8,576,460	387,396	8,189,064
Outdoor Power Equipment Stores-44421	797,172	0	797,172
Nursery and Garden Centers-44422	7,779,288	387,396	7,391,892
Food and Beverage Stores-445	140,280,174	126,370,797	13,909,377
Grocery Stores-4451	121,475,728	121,029,085	446,643
Supermarkets, Grocery (Ex Conv) Stores-44511	115,577,613	115,247,171	330,442
Convenience Stores-44512	5,898,115	5,781,914	116,201
Specialty Food Stores-4452	10,387,179	791,702	9,595,477
Beer, Wine and Liquor Stores-4453	8,417,267	4,550,010	3,867,257
Health and Personal Care Stores-446	53,560,432	35,513,504	18,046,928
Pharmancies and Drug Stores-44611	42,834,527	27,918,684	14,915,843
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,757,161	857,870	2,899,291
Optical Goods Stores-44613	2,055,748	237,771	1,817,977
Other Health and Personal Care Stores-44619	4,912,996	6,499,179	(1,586,183)



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Gasoline Stations-447	105,271,142	61,065,027	44,206,115
Gasoline Stations With Conv Stores-44711	77,076,606	50,820,963	26,255,643
Other Gasoline Stations-44719	28,194,536	10,244,064	17,950,472
Clothing and Clothing Accessories Stores-448	44,936,251	7,163,195	37,773,056
Clothing Stores-4481	34,624,715	5,578,817	29,045,898
Men's Clothing Stores-44811	1,940,559	533,666	1,406,893
Women's Clothing Stores-44812	7,665,576	463,183	7,202,393
Childrens, Infants Clothing Stores-44813	2,246,583	133,224	2,113,359
Family Clothing Stores-44814	18,269,641	3,251,938	15,017,703
Clothing Accessories Stores-44815	1,397,284	0	1,397,284
Other Clothing Stores-44819	3,105,072	1,196,806	1,908,266
Shoe Stores-4482	5,622,602	819,898	4,802,704
Jewelry, Luggage, Leather Goods Stores-4483	4,688,934	764,480	3,924,454
Jewelry Stores-44831	4,295,005	764,480	3,530,525
Luggage and Leather Goods Stores-44832	393,929	0	393,929
Sporting Goods, Hobby, Book, Music Stores-451	19,847,745	8,078,461	11,769,284
Sportng Goods, Hobby, Musical Inst Stores-4511	15,173,298	6,466,101	8,707,197
Sporting Goods Stores-45111	7,800,638	4,370,979	3,429,659
Hobby, Toys and Games Stores-45112	4,991,102	794,044	4,197,058
Sew/Needlework/Piece Goods Stores-45113	1,073,234	325,160	748,074
Musical Instrument and Supplies Stores-45114	1,308,324	975,918	332,406
Book, Periodical and Music Stores-4512	4,674,447	1,612,360	3,062,087
Book Stores and News Dealers-45121	3,894,011	1,612,360	2,281,651
Book Stores-451211	3,558,889	1,612,360	1,946,529
News Dealers and Newsstands-451212	335,122	0	335,122
Prerecorded Tapes, CDs, Record Stores-45122	780,436	0	780,436
General Merchandise Stores-452	131,337,237	125,972,342	5,364,895
Department Stores Excl Leased Depts-4521	51,254,637	73,596,110	(22,341,473)
Other General Merchandise Stores-4529	80,082,600	52,376,232	27,706,368
Miscellaneous Store Retailers-453	26,234,728	17,531,997	8,702,731
Florists-4531	1,155,779	385,345	770,434
Office Supplies, Stationery, Gift Stores-4532	7,958,846	8,300,989	(342,143)
Office Supplies and Stationery Stores-45321	4,214,363	5,943,978	(1,729,615)
Gift, Novelty and Souvenir Stores-45322	3,744,483	2,357,011	1,387,472
Used Merchandise Stores-4533	2,498,694	2,454,894	43,800
Other Miscellaneous Store Retailers-4539	14,621,409	6,390,769	8,230,640
Non-Store Retailers-454	73,883,543	17,048,944	56,834,599
Foodservice and Drinking Places-722	103,993,073	42,762,302	61,230,771
Full-Service Restaurants-7221	47,975,123	21,123,567	26,851,556



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Limited-Service Eating Places-7222	42,743,034	16,569,871	26,173,163
Special Foodservices-7223	8,272,951	2,736,343	5,536,608
Drinking Places -Alcoholic Beverages-7224	5,001,965	2,332,521	2,669,444
GAFO *	241,921,870	170,951,974	70,969,896
General Merchandise Stores-452	131,337,237	125,972,342	5,364,895
Clothing and Clothing Accessories Stores-448	44,936,251	7,163,195	37,773,056
Furniture and Home Furnishings Stores-442	20,212,286	9,845,087	10,367,199
Electronics and Appliance Stores-443	17,629,505	11,591,900	6,037,605
Sporting Goods, Hobby, Book, Music Stores-451	19,847,745	8,078,461	11,769,284
Office Supplies, Stationery, Gift Stores-4532	7,958,846	8,300,989	(342,143)

* 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>
0607193482	Twentynine Palms-Yucca Valley CC		

Project Information:

Site: 1

Order Number: 971688139

