Yucca Valley/Yucca Mesa/Pioneertown

Polygon 1: YUCCA MESA, Total

Retail Stores	2013 Demand	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
	(Consumer Expenditures)		
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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Prepared By: The Planning Center

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: The Town of Yucca Valley CA

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Yucca Valley/Yucca Mesa/Pioneertown

Polygon 1: YUCCA MESA, Total

Gasoline Stations With Conv Stores-44711 28,606,049 20,790,394 7,815,60	Retail Stores	2013 Demand	2013 Supply	Opportunity Gap/Surplus
Gasoline Stations With Conv Stores-44711 28,606,049 20,790,394 7,815,6		(Consumer Expenditures)		
Gasoline Stations With Conv Stores-44711 28,606,049 20,790,394 7,815,60	Gasoline Stations-447	39,094,141	27,579,648	11,514,493
Other Gasoline Stations-44719 10,488,092 6,789,254 3,698,8 Clothing and Clothing Accessories Stores-448 16,496,013 5,541,455 10,954,5 Clothing Stores-44811 708,280 0 708,2 Women's Clothing Stores-44812 2,780,351 463,183 2,317,11 Childrens, Infants Clothing Stores-44813 831,013 133,224 697,7 Family Clothing Stores-44814 6,671,312 3,251,938 3,419,3 Clothing Accessories Stores-44815 511,450 0 511,4 Other Clothing Stores-44819 1,132,708 822,803 309,9 Shoe Stores-4482 2,032,975 717,411 1,315,5 Jewelry Stores-44831 1,680,926 152,896 1,675,0 Jewelry Stores-44831 1,680,926 152,896 1,528,0 Luggage and Leather Goods Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 2,875,665 2,755,662 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1227,9 Sew/Needlework/Pie	Gasoline Stations With Conv Stores-44711			7,815,655
Clothing Stores-4481	Other Gasoline Stations-44719	10,488,092	6,789,254	3,698,838
Men's Clothing Stores-44811 708,280 0 708,28 Women's Clothing Stores-44812 2,780,351 463,183 2,317,16 Childrens, Infants Clothing Stores-44813 831,013 133,224 697,7 Family Clothing Stores-44814 6,671,312 3,251,938 3,419,31 Clothing Accessories Stores-44815 511,450 0 511,4 Other Clothing Stores-44819 1,132,708 822,803 309,9 Shoe Stores-4482 2,032,975 717,411 1,315,5 Jewelry Stores-44831 1,680,926 152,896 1,675,0 Jewelry Stores-44831 1,680,926 152,896 1,528,0 Luggage and Leather Goods Stores-44832 146,999 0 146,9 Sporting Goods, Hobby, Book, Music Stores-4511 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew.Needlework.Piece Goods Stores-45114 502,104 975,918 473,81 Book, Periodica	Clothing and Clothing Accessories Stores-448	16,496,013	5,541,455	10,954,558
Women's Clothing Stores-44812 2,780,351 463,183 2,317,1 Childrens, Infants Clothing Stores-44813 831,013 133,224 6677, Family Clothing Stores-44814 6,671,312 3,251,388 3,419,31 Clothing Stores-44815 511,450 0 511,4 Other Clothing Stores-44819 1,132,708 822,803 309,9 Shoe Stores-4482 2,032,975 717,411 1,315,55 Jewelry, Luggage, Leather Goods Stores-4483 1,827,924 152,896 1,675,0 Jewelry Stores-44831 1,827,924 152,896 1,675,0 Luggage and Leather Goods Stores-44832 146,999 0 146,99 16,990 1	Clothing Stores-4481	12,635,114	4,671,148	7,963,966
Childrens, Infants Clothing Stores-44813 831,013 133,224 697,7 Family Clothing Stores-44814 6,671,312 3,251,938 3,419,3* Clothing Accessories Stores-44815 511,450 0 511,4 Other Clothing Stores-44819 1,132,708 822,803 309,9 Shoe Stores-4482 2,032,975 717,411 1,315,5* Jewelry, Luggage, Leather Goods Stores-4483 1,827,924 152,896 1,675,00 Jewelry Stores-44831 1,680,926 152,896 1,528,00 Luggage and Leather Goods Stores-44832 146,999 0 146,99 Sporting Goods, Hobby, Musica Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musica Stores-4511 5,648,333 4,691,934 956,3 Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45114 502,104 975,918 (473,81 Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,9 Book Stores and News Dealers-45121 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-4512 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-4512 19,076,873 73,154,092 (54,077,21) Other General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21) Other General Merchandise Stores-4532 3,014,127 2,186,133 827,9 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-4532 1,111,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-453 5,416,474 2,346,609 3,069,8 Non-Store Retailers-453 5,416,474 2,346,609 3,069,8 Non-Store Retailers-453 5,666,67 3,066,67 Non-Store Retailers-453 5,46,674 2,346,609 3,069,8 Non-Store Retailers-453 5,666,666,666,667 Non-Store Retailers-453 5,666,666,666,666,666,666,666,666,666,6	Men's Clothing Stores-44811	708,280	0	708,280
Family Clothing Stores-44814	Women's Clothing Stores-44812	2,780,351	463,183	2,317,168
Clothing Accessories Stores-44815 Other Clothing Stores-44819 Shoe Stores-4482 Shoe Stores-4482 2,032,975 717,411 1,315,55 Jewelry, Luggage, Leather Goods Stores-4483 1,827,924 152,896 1,675,00 Jewelry Stores-44831 1,680,926 152,896 1,528,00 Luggage and Leather Goods Stores-44832 146,999 O 146,99 Sporting Goods, Hobby, Book, Music Stores-451 7,374,482 Sporting Goods, Hobby, Musical Inst Stores-451 Sporting Goods Stores-45111 2,875,665 Sporting Goods Stores-45111 2,875,665 Sporting Goods Stores-45111 2,875,665 Sew/Needlework/Piece Goods Stores-45113 407,381 305,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 Book Stores and News Dealers-45121 1,726,149 Book Stores and News Dealers-45121 1,306,507 358,301 1,367,8 Book Stores and News Dealers-45121 1,306,507 358,301 News Dealers and Newstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Department Stores Stores-4532 0,766,83 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,7 Florists-4531 Office Supplies, Stationery, Gift Stores-4532 1,160,356 1,150,446 451,9 Gift, Novelpies and Stationery Stores-4532 1,410,171 1,035,687 3,760,0 Used Merchandise Stores-4533 9,24,21 1,470,133 (545,92) Office Supplies and Stationery Stores-4532 1,410,477 1,035,687 3,760,0 Used Merchandise Stores-4533 9,24,21 1,470,133 (545,92) Office Supplies and Stationery Stores-4532 1,410,477 1,035,687 3,760,0 Used Merchandise Stores-4533 9,24,21 1,470,133 1,674,84 1,866,83 1,572,149 9,656,3	Childrens, Infants Clothing Stores-44813	831,013	133,224	697,789
Other Clothing Stores-44819 1,132,708 822,803 309,9 Shoe Stores-4482 2,032,975 717,411 1,315,5 Jewelry, Luggage, Leather Goods Stores-4483 1,827,924 152,896 1,675,0 Jewelry Stores-44831 1,680,926 152,896 1,528,0 Luggage and Leather Goods Stores-44832 146,999 0 146,9 Sporting Goods, Hobby, Book, Music Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-4514 502,104 975,918 (473,81 Book, Periodical and Music Stores-45121 1,726,149 358,301 1,072,9 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newstands-451212 124,702 0 124,7	Family Clothing Stores-44814	6,671,312	3,251,938	3,419,374
Shoe Stores-4482 2,032,975 717,411 1,315,5 Jewelry, Luggage, Leather Goods Stores-4483 1,827,924 152,896 1,675,0 Jewelry Stores-44831 1,680,926 152,896 1,528,0 Luggage and Leather Goods Stores-44832 146,999 0 146,99 Sporting Goods, Hobby, Book, Musica Inst Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 2,648,333 4,691,934 956,3 Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45124 502,104 975,918 (473,81 Book, Periodical and Music Stores-45121 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newstands-451212 124,702 0 124,7	Clothing Accessories Stores-44815	511,450	0	511,450
Jewelry, Luggage, Leather Goods Stores-4483	Other Clothing Stores-44819	1,132,708	822,803	309,905
Jewelry Stores-44831	Shoe Stores-4482	2,032,975	717,411	1,315,564
Luggage and Leather Goods Stores-44832 146,999 0 146,9 Sporting Goods, Hobby, Book, Music Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 5,648,333 4,691,934 956,3 Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81 Book, Periodical and Music Stores-45121 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 <td>Jewelry, Luggage, Leather Goods Stores-4483</td> <td>1,827,924</td> <td>152,896</td> <td>1,675,028</td>	Jewelry, Luggage, Leather Goods Stores-4483	1,827,924	152,896	1,675,028
Sporting Goods, Hobby, Book, Music Stores-451 7,374,482 5,050,235 2,324,2 Sporting Goods, Hobby, Musical Inst Stores-4511 5,648,333 4,691,934 956,3 Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81 Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 388,301 1,072,9 Book Stores-451211 1,306,507 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Other General Merchandise Stores-4529 30,080,728 38,150,587 <td< td=""><td>Jewelry Stores-44831</td><td>1,680,926</td><td>152,896</td><td>1,528,030</td></td<>	Jewelry Stores-44831	1,680,926	152,896	1,528,030
Sporting Goods, Hobby, Musical Inst Stores-4511 5,648,333 4,691,934 956,3 Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81) Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 1,072,9 Perecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772<	Luggage and Leather Goods Stores-44832	146,999	0	146,999
Sporting Goods Stores-45111 2,875,665 2,755,620 120,0 Hobby, Toys and Games Stores-45112 1,863,184 635,236 1,227,9 Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81) Book, Periodical and Music Stores-45121 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,306,507 358,301 1,072,9 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,88 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,7 Florists-4531 449,683 256,897 192,7	Sporting Goods, Hobby, Book, Music Stores-451	7,374,482	5,050,235	2,324,247
Hobby, Toys and Games Stores-45112	Sportng Goods, Hobby, Musical Inst Stores-4511	5,648,333	4,691,934	956,399
Sew/Needlework/Piece Goods Stores-45113 407,381 325,160 82,2 Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81 Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,86 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,90 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,72 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 <td>Sporting Goods Stores-45111</td> <td>2,875,665</td> <td>2,755,620</td> <td>120,045</td>	Sporting Goods Stores-45111	2,875,665	2,755,620	120,045
Musical Instrument and Supplies Stores-45114 502,104 975,918 (473,81 Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,90 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,77 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-4533 924,212 1,470,133 </td <td>Hobby, Toys and Games Stores-45112</td> <td>1,863,184</td> <td>635,236</td> <td>1,227,948</td>	Hobby, Toys and Games Stores-45112	1,863,184	635,236	1,227,948
Book, Periodical and Music Stores-4512 1,726,149 358,301 1,367,8 Book Stores and News Dealers-45121 1,431,209 358,301 1,072,90 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,70 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,72 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-4533 924,212 1,470,133 (545,92 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5	Sew/Needlework/Piece Goods Stores-45113	407,381	325,160	82,22
Book Stores and News Dealers-45121 1,431,209 358,301 1,072,90 Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,70 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,94 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,72 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-4533 924,212 1,470,133 (545,92 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 </td <td>Musical Instrument and Supplies Stores-45114</td> <td>502,104</td> <td>975,918</td> <td>(473,814)</td>	Musical Instrument and Supplies Stores-45114	502,104	975,918	(473,814)
Book Stores-451211 1,306,507 358,301 948,2 News Dealers and Newsstands-451212 124,702 0 124,7 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,9 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,73 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,8 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,50	Book, Periodical and Music Stores-4512	1,726,149	358,301	1,367,848
News Dealers and Newsstands-451212 124,702 0 124,702 Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,94 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,72 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,8 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,63	Book Stores and News Dealers-45121	1,431,209	358,301	1,072,908
Prerecorded Tapes, CDs, Record Stores-45122 294,940 0 294,94 General Merchandise Stores-452 49,157,601 111,304,679 (62,147,07 Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,73 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Book Stores-451211	1,306,507	358,301	948,206
General Merchandise Stores-452	News Dealers and Newsstands-451212	124,702	0	124,702
Department Stores Excl Leased Depts-4521 19,076,873 73,154,092 (54,077,21 Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85 Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,77 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,8 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Prerecorded Tapes, CDs, Record Stores-45122	294,940	0	294,940
Other General Merchandise Stores-4529 30,080,728 38,150,587 (8,069,85) Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,77 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92) Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,80 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33				(62,147,078)
Miscellaneous Store Retailers-453 9,804,495 6,259,772 3,544,77 Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,80 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Department Stores Excl Leased Depts-4521	19,076,873	73,154,092	(54,077,219)
Florists-4531 449,683 256,897 192,7 Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Other General Merchandise Stores-4529	30,080,728	38,150,587	(8,069,859)
Office Supplies, Stationery, Gift Stores-4532 3,014,127 2,186,133 827,9 Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,8 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Miscellaneous Store Retailers-453	9,804,495	6,259,772	3,544,723
Office Supplies and Stationery Stores-45321 1,602,356 1,150,446 451,9 Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,8 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Florists-4531	449,683	256,897	192,786
Gift, Novelty and Souvenir Stores-45322 1,411,771 1,035,687 376,0 Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Office Supplies, Stationery, Gift Stores-4532	3,014,127	2,186,133	827,994
Used Merchandise Stores-4533 924,212 1,470,133 (545,92 Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,80 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Office Supplies and Stationery Stores-45321	1,602,356	1,150,446	451,910
Other Miscellaneous Store Retailers-4539 5,416,474 2,346,609 3,069,80 Non-Store Retailers-454 27,945,795 17,048,944 10,896,80 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Gift, Novelty and Souvenir Stores-45322	1,411,771	1,035,687	376,084
Non-Store Retailers-454 27,945,795 17,048,944 10,896,8 Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Used Merchandise Stores-4533	924,212	1,470,133	(545,921)
Foodservice and Drinking Places-722 38,228,503 28,572,149 9,656,33	Other Miscellaneous Store Retailers-4539	5,416,474	2,346,609	3,069,865
	Non-Store Retailers-454	27,945,795	17,048,944	10,896,85
Full-Service Restaurants-7221 17,624,152 11,025,209 6,598,94	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



Prepared On: Fri Mar 15, 2013

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Prepared By: The Planning Center

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: The Town of Yucca Valley CA

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Yucca Valley/Yucca Mesa/Pioneertown

Polygon 1: YUCCA MESA, Total

	2013 Demand	2013 Supply	Opportunity
Retail Stores	(Consumer Expenditures)	(Retail Sales)	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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Project Code: Nielsen Solution Center 1 800 866 6511

Prepared For: The Town of Yucca Valley CA

Yucca Valley/Yucca Mesa/Pioneertown

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

Project Information:

Site: 1

Order Number: 971688122



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Project Code: Nielsen Solution Center 1 800 866 6511

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