

RMP Opportunity Gap - Retail Stores

Place (see appendix for geographies), Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,291,034,389	2,043,923,456	(752,889,067)
Motor Vehicle and Parts Dealers-441	226,540,170	566,379,556	(339,839,386)
Automotive Dealers-4411	197,442,174	528,959,477	(331,517,303)
Other Motor Vehicle Dealers-4412	11,090,174	17,663,539	(6,573,365)
Automotive Parts/Accsrs, Tire Stores-4413	18,007,822	19,756,540	(1,748,718)
Furniture and Home Furnishings Stores-442	29,864,209	23,127,014	6,737,195
Furniture Stores-4421	16,597,515	12,460,106	4,137,409
Home Furnishing Stores-4422	13,266,694	10,666,908	2,599,786
Electronics and Appliance Stores-443	32,853,069	35,884,720	(3,031,651)
Appliances, TVs, Electronics Stores-44311	24,882,129	32,000,359	(7,118,230)
Household Appliances Stores-443111	5,500,609	3,209,652	2,290,957
Radio, Television, Electronics Stores-443112	19,381,520	28,790,707	(9,409,187)
Computer and Software Stores-44312	6,363,490	2,277,461	4,086,029
Camera and Photographic Equipment Stores-44313	1,607,450	1,606,900	550
Building Material, Garden Equip Stores -444	131,642,992	131,545,601	97,391
Building Material and Supply Dealers-4441	121,111,486	126,469,711	(5,358,225)
Home Centers-44411	52,431,974	49,913,799	2,518,175
Paint and Wallpaper Stores-44412	2,711,638	4,643,467	(1,931,829)
Hardware Stores-44413	11,722,154	4,795,451	6,926,703
Other Building Materials Dealers-44419	54,245,720	67,116,994	(12,871,274)
Building Materials, Lumberyards-444191	20,530,033	26,257,158	(5,727,125)
Lawn, Garden Equipment, Supplies Stores-4442	10,531,506	5,075,890	5,455,616
Outdoor Power Equipment Stores-44421	1,330,054	170,447	1,159,607
Nursery and Garden Centers-44422	9,201,452	4,905,443	4,296,009
Food and Beverage Stores-445	169,693,273	175,510,889	(5,817,616)
Grocery Stores-4451	154,249,520	153,680,162	569,358
Supermarkets, Grocery (Ex Conv) Stores-44511	147,150,853	152,535,854	(5,385,001)
Convenience Stores-44512	7,098,667	1,144,308	5,954,359
Specialty Food Stores-4452	5,420,145	5,275,376	144,769
Beer, Wine and Liquor Stores-4453	10,023,608	16,555,351	(6,531,743)
Health and Personal Care Stores-446	60,955,520	113,780,100	(52,824,580)
Pharmancies and Drug Stores-44611	52,055,713	90,198,842	(38,143,129)
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,081,926	4,576,764	(2,494,838)
Optical Goods Stores-44613	2,944,356	6,129,073	(3,184,717)
Other Health and Personal Care Stores-44619	3,873,525	12,875,421	(9,001,896)

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Gasoline Stations-447	101,338,343	78,778,701	22,559,642
Gasoline Stations With Conv Stores-44711	75,166,391	57,910,461	17,255,930
Other Gasoline Stations-44719	26,171,952	20,868,240	5,303,712
Clothing and Clothing Accessories Stores-448	69,133,064	188,633,571	(119,500,507)
Clothing Stores-4481	49,689,092	152,227,650	(102,538,558)
Men's Clothing Stores-44811	3,085,945	9,824,251	(6,738,306)
Women's Clothing Stores-44812	12,135,791	32,460,846	(20,325,055)
Childrens, Infants Clothing Stores-44813	3,046,700	8,760,664	(5,713,964)
Family Clothing Stores-44814	26,985,296	91,208,350	(64,223,054)
Clothing Accessories Stores-44815	1,195,850	1,647,790	(451,940)
Other Clothing Stores-44819	3,239,510	8,325,749	(5,086,239)
Shoe Stores-4482	9,163,372	20,550,815	(11,387,443)
Jewelry, Luggage, Leather Goods Stores-4483	10,280,600	15,855,106	(5,574,506)
Jewelry Stores-44831	9,544,335	15,121,199	(5,576,864)
Luggage and Leather Goods Stores-44832	736,265	733,907	2,358
Sporting Goods, Hobby, Book, Music Stores-451	28,909,251	71,869,924	(42,960,673)
Sportng Goods, Hobby, Musical Inst Stores-4511	19,898,665	57,955,619	(38,056,954)
Sporting Goods Stores-45111	10,397,504	27,569,242	(17,171,738)
Hobby, Toys and Games Stores-45112	5,989,090	13,246,810	(7,257,720)
Sew/Needlework/Piece Goods Stores-45113	1,517,155	17,040,273	(15,523,118)
Musical Instrument and Supplies Stores-45114	1,994,916	99,294	1,895,622
Book, Periodical and Music Stores-4512	9,010,586	13,914,305	(4,903,719)
Book Stores and News Dealers-45121	6,160,496	11,560,644	(5,400,148)
Book Stores-451211	5,890,461	11,380,183	(5,489,722)
News Dealers and Newsstands-451212	270,035	180,461	89,574
Prerecorded Tapes, CDs, Record Stores-45122	2,850,090	2,353,661	496,429
General Merchandise Stores-452	179,237,132	386,013,642	(206,776,510)
Department Stores Excl Leased Depts-4521	89,447,964	217,422,638	(127,974,674)
Other General Merchandise Stores-4529	89,789,168	168,591,004	(78,801,836)
Miscellaneous Store Retailers-453	32,201,856	42,560,160	(10,358,304)
Florists-4531	2,531,582	1,581,009	950,573
Office Supplies, Stationery, Gift Stores-4532	13,778,441	17,252,722	(3,474,281)
Office Supplies and Stationery Stores-45321	7,773,494	11,661,840	(3,888,346)
Gift, Novelty and Souvenir Stores-45322	6,004,947	5,590,882	414,065
Used Merchandise Stores-4533	3,216,552	7,716,255	(4,499,703)
Other Miscellaneous Store Retailers-4539	12,675,281	16,010,174	(3,334,893)
Non-Store Retailers-454	89,611,462	5,408,426	84,203,036
Foodservice and Drinking Places-722	139,054,048	224,431,152	(85,377,104)
Full-Service Restaurants-7221	62,554,557	91,675,525	(29,120,968)



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Limited-Service Eating Places-7222	59,048,862	128,494,181	(69,445,319)
Special Foodservices-7223	11,546,883	2,235,022	9,311,861
Drinking Places -Alcoholic Beverages-7224	5,903,746	2,026,424	3,877,322
GAFO *	353,775,166	722,781,593	(369,006,427)
General Merchandise Stores-452	179,237,132	386,013,642	(206,776,510)
Clothing and Clothing Accessories Stores-448	69,133,064	188,633,571	(119,500,507)
Furniture and Home Furnishings Stores-442	29,864,209	23,127,014	6,737,195
Electronics and Appliance Stores-443	32,853,069	35,884,720	(3,031,651)
Sporting Goods, Hobby, Book, Music Stores-451	28,909,251	71,869,924	(42,960,673)
Office Supplies, Stationery, Gift Stores-4532	13,778,441	17,252,722	(3,474,281)

* 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.

Claritas' 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>
0678120	Temecula city		

Project Information:

Site: 3

Order Number: 970211077