

Merchandise Lines Opportunity - Retail Market Power - City of Temecula

Title Page

Data Version: 2017 Apr (Internal)

Report Generation Method: Single

Analysis Area: Temecula city, CA (0678120) (Census Place)

Reporting Detail: As Selected

Analysis Area Detail: Yes

Report Sections: Merchandise Lines Opportunity

Include Map: Yes

Base Map Style: Bing Road

Include Labels: Yes

Map Reporting Detail: As Selected

Subtotal Method: None

Completion Notification Email: Do not send email

Report Sections:

Merchandise Lines Opportunity

Retail Market Power data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), 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 merchandise line/retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line/retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

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.

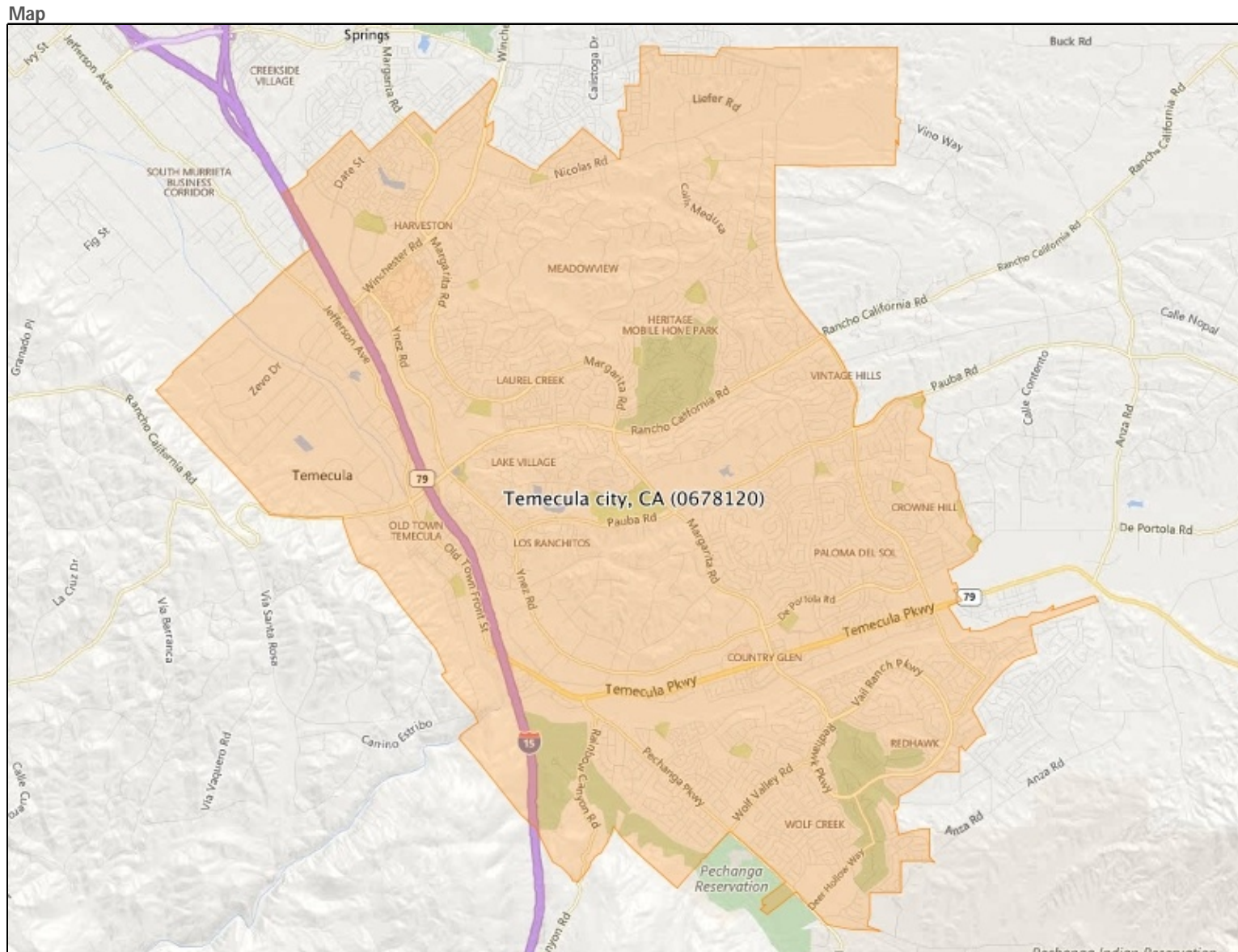
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Merchandise Lines	Temecula city, CA (0678120)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Merchandise Lines Opportunity			
Total Retail Sales & Eating, Drinking Places	\$1,878,770,637	\$2,721,767,263	(\$842,996,626)
Groceries & Other Foods	\$344,649,313	\$493,498,458	(\$148,849,145)
Meals & Snacks	\$191,912,991	\$305,122,724	(\$113,209,733)
Alcoholic Drinks	\$14,123,235	\$16,080,765	(\$1,957,530)
Packaged Liquor/Wine/Beer	\$20,160,573	\$17,210,948	\$2,949,625
Cigars, Cigarettes, Tobacco, Accessories	\$18,193,992	\$32,419,467	(\$14,225,475)
Drugs, Health Aids & Beauty Aids	\$216,169,300	\$270,746,063	(\$54,576,763)
Soaps, Detergents & Household Cleaners	\$12,211,821	\$12,897,606	(\$685,785)
Paper & Related Products	\$22,745,943	\$41,582,061	(\$18,836,118)
Men's Wear	\$28,997,680	\$59,393,729	(\$30,396,049)
Women's, Juniors' & Misses' Wear	\$52,834,272	\$100,420,832	(\$47,586,560)
Children's Wear	\$26,051,334	\$51,293,999	(\$25,242,665)
Footwear	\$33,561,996	\$49,484,007	(\$15,922,011)
Sewing, Knitting & Needlework Goods	\$2,067,851	\$12,177,511	(\$10,109,660)
Curtains, Draperies, Blinds, Slipcovers, Etc.	\$9,053,316	\$7,973,483	\$1,079,833
Major Household Appliances	\$18,345,310	\$13,801,913	\$4,543,397
Small Electric Appliances	\$3,227,937	\$2,419,257	\$808,680
Televisions, Video Recorders, Video Cameras	\$11,558,082	\$7,797,568	\$3,760,514
Audio Equipment, Musical Instruments	\$6,092,776	\$3,572,581	\$2,520,195
Furniture & Sleep Equipment	\$34,415,520	\$27,305,589	\$7,109,931
Flooring & Floor Coverings	\$8,057,739	\$4,840,281	\$3,217,458
Computer Hardware, Software & Supplies	\$16,730,499	\$13,364,231	\$3,366,268
Kitchenware & Home Furnishings	\$20,113,451	\$14,307,873	\$5,805,578
Jewelry	\$12,295,789	\$12,899,216	(\$603,427)
Books	\$13,799,551	\$10,750,933	\$3,048,618
Photographic Equipment & Supplies	\$1,833,262	\$1,978,681	(\$145,419)
Toys, Hobby Goods & Games	\$15,470,705	\$21,719,108	(\$6,248,403)
Optical Goods	\$6,689,339	\$8,123,662	(\$1,434,323)
Sporting Goods	\$11,623,678	\$4,928,044	\$6,695,634
RVs, Campers, Camping & Travel Trailers	\$13,974,591	\$9,241,419	\$4,733,172
Hardware, Tools, Plumbing, Electrical	\$29,217,454	\$16,822,477	\$12,394,977
Lawn/Garden/Farm Equipment/Supplies	\$18,339,469	\$9,516,047	\$8,823,422
Lumber & Building Materials	\$14,790,825	\$8,547,044	\$6,243,781
Paint & Sundries	\$9,568,572	\$4,618,529	\$4,950,043
Cars, Trucks, Other Powered Transportation	\$314,929,182	\$746,607,467	(\$431,678,285)
Automotive Fuels	\$204,753,833	\$173,955,385	\$30,798,448

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Automotive Lubricants	\$1,116,606	\$1,382,938	(\$266,332)
Pets, Pet Foods & Pet Supplies	\$22,534,932	\$25,387,497	(\$2,852,565)
All Other Merchandise	\$76,557,916	\$107,577,866	(\$31,019,950)

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 **Census Place**

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Appendix - Analysis Area details.

Analysis Area: Temecula city, CA (0678120) (Census Place)