

Retail Stores 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: Retail Stores 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:

Retail Stores 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.

Retail Stores Opportunity - Retail Market Power - City of Temecula

Retail Stores	Temecula city, CA (0678120)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores Opportunity			
Total Retail Sales & Eating, Drinking Places	\$1,878,770,637	\$2,721,767,263	(\$842,996,626)
Motor Vehicle & Parts Dealers-441	\$381,381,440	\$844,269,638	(\$462,888,198)
Automotive Dealers-4411	\$331,226,630	\$803,142,948	(\$471,916,318)
Other Motor Vehicle Dealers-4412	\$21,897,954	\$10,114,581	\$11,783,373
Automotive Parts/Accessories, Tire Stores-4413	\$28,256,856	\$31,012,109	(\$2,755,253)
Furniture & Home Furnishings Stores-442	\$38,667,608	\$22,744,933	\$15,922,675
Furniture Stores-4421	\$20,833,169	\$14,211,065	\$6,622,104
Home Furnishing Stores-4422	\$17,834,439	\$8,533,868	\$9,300,571
Electronics & Appliances Stores-443	\$33,108,411	\$20,045,373	\$13,063,038
Electronics & Appliance Stores-44314	\$33,108,411	\$20,045,373	\$13,063,038
Household Appliances Stores-443141	\$4,643,740	\$4,061,960	\$581,780
Electronics Stores-443142	\$28,464,671	\$15,983,413	\$12,481,258
Building Material, Garden Equipment Stores -444	\$193,548,038	\$106,513,056	\$87,034,982
Building Material & Supply Dealers-4441	\$178,046,769	\$104,089,296	\$73,957,473
Home Centers-44411	\$72,000,455	\$53,446,172	\$18,554,283
Paint & Wallpaper Stores-44412	\$3,716,687	\$952,269	\$2,764,418
Hardware Stores-44413	\$18,457,275	\$2,135,938	\$16,321,337
Other Building Materials Dealers-44419	\$83,872,352	\$47,554,917	\$36,317,435
Building Materials, Lumberyards-444191	\$30,226,378	\$17,742,846	\$12,483,532
Lawn/Garden Equipment/Supplies Stores-4442	\$15,501,269	\$2,423,760	\$13,077,509
Outdoor Power Equipment Stores-44421	\$2,914,403	\$15,014	\$2,899,389
Nursery & Garden Centers-44422	\$12,586,866	\$2,408,746	\$10,178,120
Food & Beverage Stores-445	\$249,064,444	\$269,354,382	(\$20,289,938)
Grocery Stores-4451	\$226,537,322	\$260,068,902	(\$33,531,580)
Supermarkets, Grocery (Except Convenience) Stores-44511	\$212,596,484	\$256,479,635	(\$43,883,151)
Convenience Stores-44512	\$13,940,838	\$3,589,267	\$10,351,571
Specialty Food Stores-4452	\$8,681,567	\$2,899,837	\$5,781,730
Beer, Wine & Liquor Stores-4453	\$13,845,555	\$6,385,643	\$7,459,912
Health & Personal Care Stores-446	\$96,830,879	\$91,108,082	\$5,722,797
Pharmacies & Drug Stores-44611	\$78,730,314	\$74,060,313	\$4,670,001
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$7,878,393	\$9,927,347	(\$2,048,954)

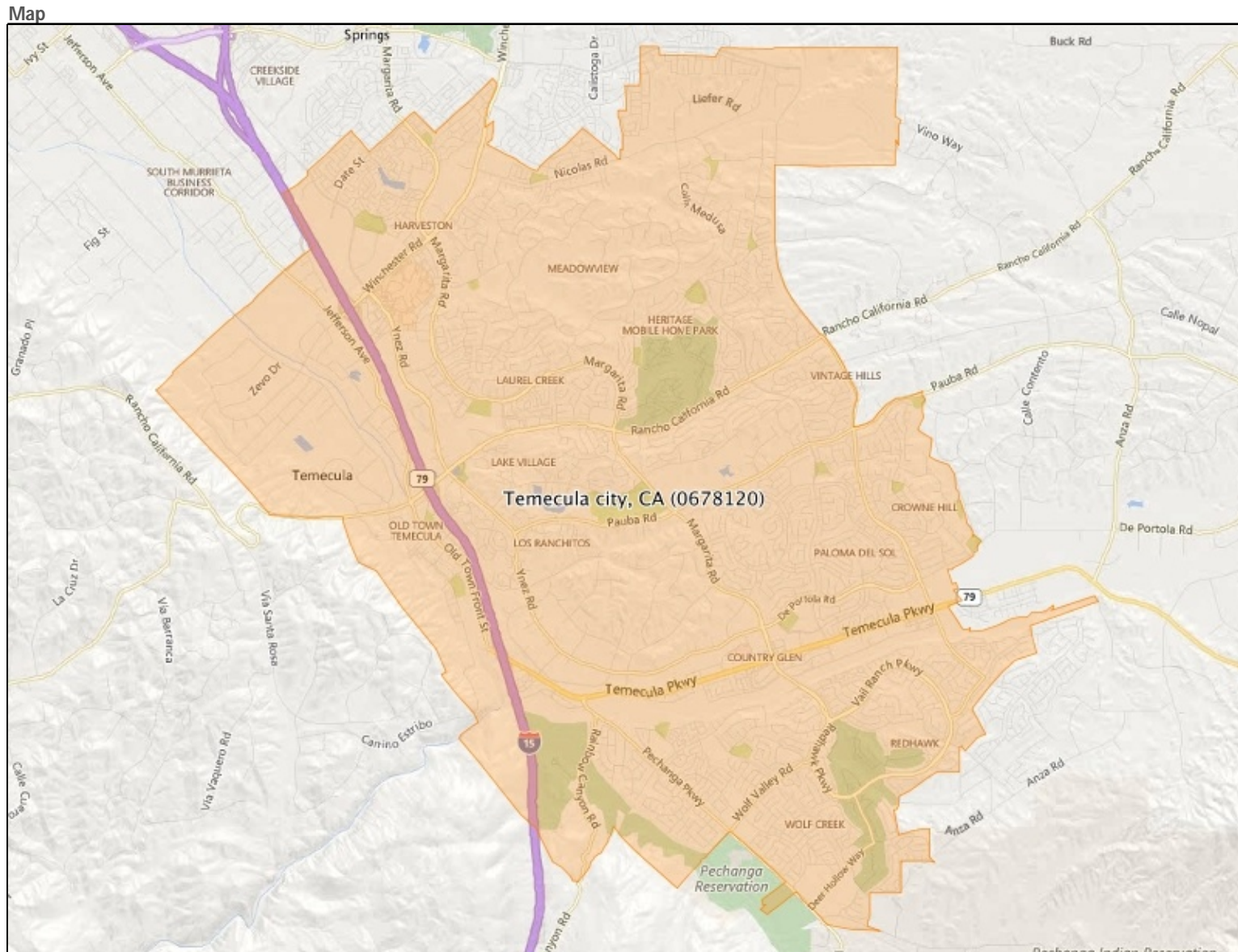
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Retail Stores	Temecula city, CA (0678120)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	\$4,239,492	\$4,402,551	(\$163,059)
Other Health & Personal Care Stores-44619	\$5,982,680	\$2,717,871	\$3,264,809
Gasoline Stations-447	\$112,397,158	\$119,569,225	(\$7,172,067)
Gasoline Stations with Convenience Stores-44711	\$56,287,387	\$112,497,489	(\$56,210,102)
Other Gasoline Stations-44719	\$56,109,771	\$7,071,736	\$49,038,035
Clothing & Clothing Accessories Stores-448	\$95,202,990	\$223,809,021	(\$128,606,031)
Clothing Stores-4481	\$70,337,986	\$188,161,412	(\$117,823,426)
Men's Clothing Stores-44811	\$2,949,948	\$9,160,978	(\$6,211,030)
Women's Clothing Stores-44812	\$15,740,828	\$24,231,873	(\$8,491,045)
Children's, Infants' Clothing Stores-44813	\$4,135,473	\$10,412,014	(\$6,276,541)
Family Clothing Stores-44814	\$38,337,740	\$118,104,787	(\$79,767,047)
Clothing Accessories Stores-44815	\$3,707,946	\$15,603,984	(\$11,896,038)
Other Clothing Stores-44819	\$5,466,051	\$10,647,776	(\$5,181,725)
Shoe Stores-4482	\$12,914,836	\$24,154,347	(\$11,239,511)
Jewelry, Luggage, Leather Goods Stores-4483	\$11,950,168	\$11,493,262	\$456,906
Jewelry Stores-44831	\$11,032,196	\$11,174,807	(\$142,611)
Luggage & Leather Goods Stores-44832	\$917,972	\$318,455	\$599,517
Sporting Goods, Hobby, Book, Music Stores-451	\$37,345,250	\$33,181,674	\$4,163,576
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$31,267,076	\$28,903,025	\$2,364,051
Sporting Goods Stores-45111	\$21,624,503	\$4,635,977	\$16,988,526
Hobby, Toy & Game Stores-45112	\$6,811,756	\$12,267,249	(\$5,455,493)
Sewing, Needlework & Piece Goods Stores-45113	\$1,094,920	\$11,921,701	(\$10,826,781)
Musical Instrument & Supplies Stores-45114	\$1,735,897	\$78,098	\$1,657,799
Book, Periodical & Music Stores-4512	\$6,078,174	\$4,278,649	\$1,799,525
Book Stores & News Dealers-45121	\$6,078,174	\$4,278,649	\$1,799,525
Book Stores-451211	\$5,406,594	\$4,278,649	\$1,127,945
News Dealers & Newsstands-451212	\$671,580	\$0	\$671,580
General Merchandise Stores-452	\$210,216,909	\$516,250,148	(\$306,033,239)
Department Stores, Excluding Leased Departments-4521	\$109,840,627	\$173,129,703	(\$63,289,076)
Other General Merchandise Stores-4529	\$100,376,282	\$343,120,445	(\$242,744,163)
Miscellaneous Store Retailers-453	\$46,179,235	\$56,931,758	(\$10,752,523)

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	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Florists-4531	\$2,402,636	\$395,622	\$2,007,014
Office Supplies, Stationery, Gift Stores-4532	\$17,038,949	\$32,520,770	(\$15,481,821)
Office Supplies & Stationery Stores-45321	\$9,566,846	\$25,075,085	(\$15,508,239)
Gift, Novelty & Souvenir Stores-45322	\$7,472,103	\$7,445,685	\$26,418
Used Merchandise Stores-4533	\$7,337,333	\$5,358,943	\$1,978,390
Other Miscellaneous Store Retailers-4539	\$19,400,317	\$18,656,423	\$743,894
Non-Store Retailers-454	\$162,896,125	\$71,853,925	\$91,042,200
Foodservice & Drinking Places-722	\$221,932,150	\$346,136,048	(\$124,203,898)
Special Foodservices-7223	\$16,664,822	\$3,236,722	\$13,428,100
Drinking Places -Alcoholic Beverages-7224	\$6,775,788	\$4,246,545	\$2,529,243
Full-Service Restaurants-722511	\$109,599,777	\$147,635,265	(\$38,035,488)
Limited-Service Eating Places-722513	\$76,285,321	\$163,709,473	(\$87,424,152)
Cafeterias, Grill Buffets, and Buffets-722514	\$2,009,815	\$1,188,219	\$821,596
Snack and Nonalcoholic Beverage Bars-722515	\$10,596,627	\$26,119,824	(\$15,523,197)
GAFO *	\$431,580,117	\$848,551,919	(\$416,971,802)
General Merchandise Stores-452	\$210,216,909	\$516,250,148	(\$306,033,239)
Clothing & Clothing Accessories Stores-448	\$95,202,990	\$223,809,021	(\$128,606,031)
Furniture & Home Furnishings Stores-442	\$38,667,608	\$22,744,933	\$15,922,675
Electronics & Appliances Stores-443	\$33,108,411	\$20,045,373	\$13,063,038
Sporting Goods, Hobby, Book, Music Stores-451	\$37,345,250	\$33,181,674	\$4,163,576
Office Supplies, Stationery, Gift Stores-4532	\$17,038,949	\$32,520,770	(\$15,481,821)

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 **Census Place**

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Appendix - Analysis Area details.

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