

Indio City, CA
 Indio City, CA (0636448)
 Geography: Place

Prepared by Esri

Summary Demographics

2016 Population	86,544
2016 Households	26,333
2016 Median Disposable Income	\$45,109
2016 Per Capita Income	\$22,336

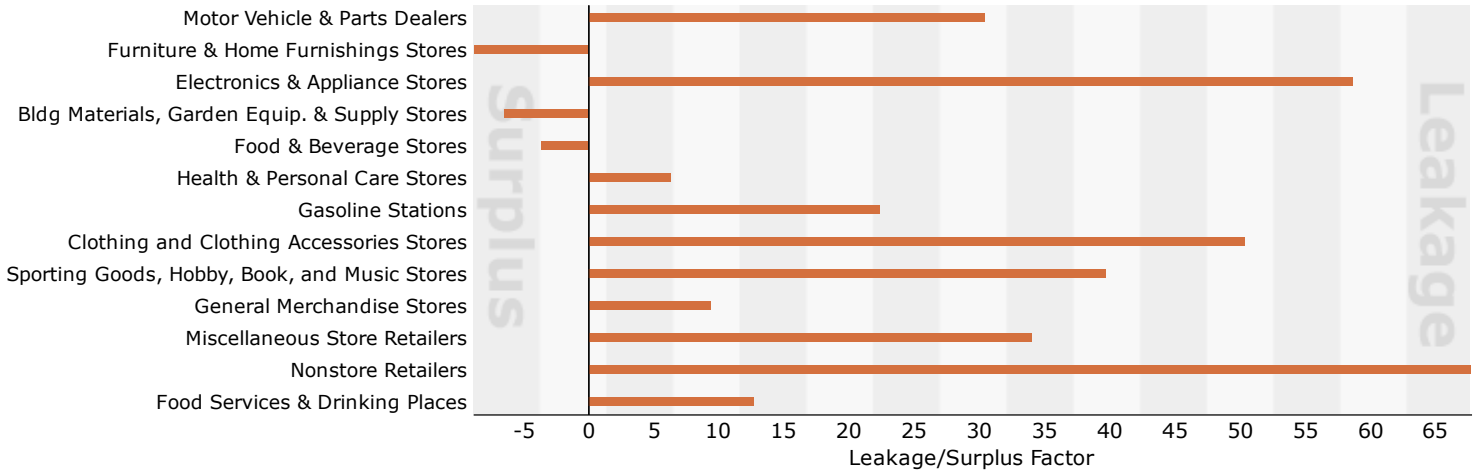
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,041,306,409	\$749,323,334	\$291,983,075	16.3	406
Total Retail Trade	44-45	\$945,273,370	\$675,105,970	\$270,167,400	16.7	298
Total Food & Drink	722	\$96,033,039	\$74,217,364	\$21,815,675	12.8	108

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$218,335,648	\$116,222,934	\$102,112,714	30.5	62
Automobile Dealers	4411	\$176,979,201	\$67,205,656	\$109,773,545	45.0	21
Other Motor Vehicle Dealers	4412	\$27,290,723	\$18,696,082	\$8,594,641	18.7	11
Auto Parts, Accessories & Tire Stores	4413	\$14,065,724	\$30,321,196	-\$16,255,472	-36.6	30
Furniture & Home Furnishings Stores	442	\$30,601,738	\$36,477,163	-\$5,875,425	-8.8	17
Furniture Stores	4421	\$16,700,720	\$26,050,545	-\$9,349,825	-21.9	7
Home Furnishings Stores	4422	\$13,901,018	\$10,426,618	\$3,474,400	14.3	10
Electronics & Appliance Stores	443	\$52,289,701	\$13,558,434	\$38,731,267	58.8	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$50,360,873	\$57,211,109	-\$6,850,236	-6.4	42
Bldg Material & Supplies Dealers	4441	\$46,195,370	\$48,514,322	-\$2,318,952	-2.4	32
Lawn & Garden Equip & Supply Stores	4442	\$4,165,503	\$8,696,787	-\$4,531,284	-35.2	10
Food & Beverage Stores	445	\$159,053,016	\$170,775,272	-\$11,722,256	-3.6	35
Grocery Stores	4451	\$134,278,869	\$162,151,463	-\$27,872,594	-9.4	24
Specialty Food Stores	4452	\$14,935,654	\$5,174,950	\$9,760,704	48.5	6
Beer, Wine & Liquor Stores	4453	\$9,838,493	\$3,448,859	\$6,389,634	48.1	5
Health & Personal Care Stores	446,4461	\$61,599,245	\$54,216,726	\$7,382,519	6.4	18
Gasoline Stations	447,4471	\$54,273,484	\$34,443,026	\$19,830,458	22.4	12
Clothing & Clothing Accessories Stores	448	\$56,645,450	\$18,675,414	\$37,970,036	50.4	28
Clothing Stores	4481	\$41,350,916	\$11,018,448	\$30,332,468	57.9	17
Shoe Stores	4482	\$6,711,046	\$991,545	\$5,719,501	74.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$8,583,488	\$6,665,421	\$1,918,067	12.6	9
Sporting Goods, Hobby, Book & Music Stores	451	\$26,424,629	\$11,365,739	\$15,058,890	39.8	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,616,375	\$10,987,869	\$11,628,506	34.6	15
Book, Periodical & Music Stores	4512	\$3,808,254	\$377,870	\$3,430,384	81.9	1
General Merchandise Stores	452	\$165,155,771	\$136,480,662	\$28,675,109	9.5	13
Department Stores Excluding Leased Depts.	4521	\$103,886,937	\$123,259,759	-\$19,372,822	-8.5	6
Other General Merchandise Stores	4529	\$61,268,834	\$13,220,903	\$48,047,931	64.5	7
Miscellaneous Store Retailers	453	\$40,608,855	\$19,947,286	\$20,661,569	34.1	36
Florists	4531	\$1,685,848	\$1,087,932	\$597,916	21.6	6
Office Supplies, Stationery & Gift Stores	4532	\$7,313,202	\$3,155,957	\$4,157,245	39.7	6
Used Merchandise Stores	4533	\$3,100,235	\$1,804,390	\$1,295,845	26.4	6
Other Miscellaneous Store Retailers	4539	\$28,509,570	\$13,899,007	\$14,610,563	34.5	18
Nonstore Retailers	454	\$29,924,960	\$5,732,205	\$24,192,755	67.8	5
Electronic Shopping & Mail-Order Houses	4541	\$25,048,850	\$0	\$25,048,850	100.0	0
Vending Machine Operators	4542	\$499,460	\$1,023,237	-\$523,777	-34.4	2
Direct Selling Establishments	4543	\$4,376,650	\$4,708,968	-\$332,318	-3.7	3
Food Services & Drinking Places	722	\$96,033,039	\$74,217,364	\$21,815,675	12.8	108
Special Food Services	7223	\$1,871,163	\$852,233	\$1,018,930	37.4	4
Drinking Places - Alcoholic Beverages	7224	\$1,852,557	\$2,253,056	-\$400,499	-9.8	3
Restaurants/Other Eating Places	7225	\$92,309,319	\$71,112,075	\$21,197,244	13	101

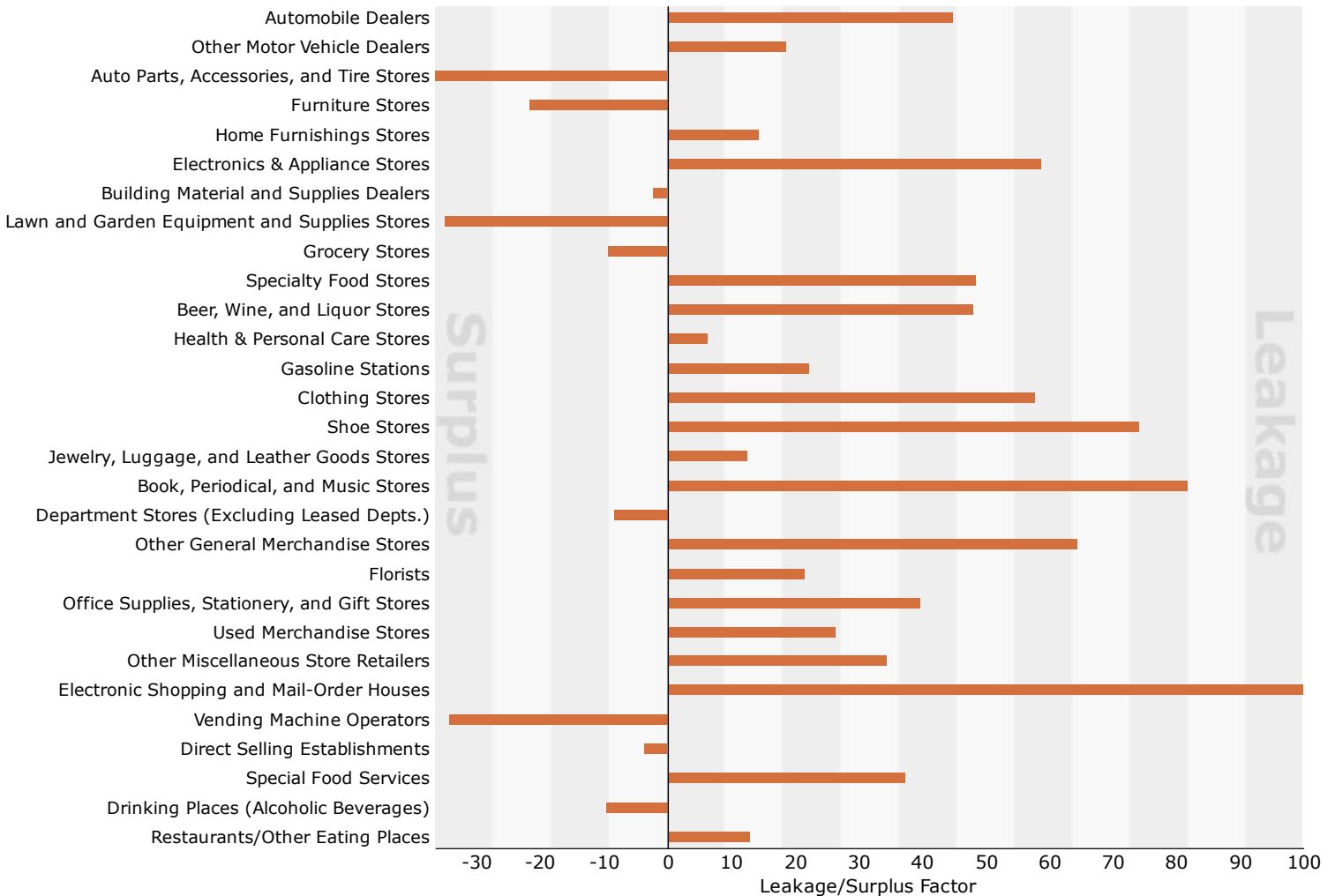
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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