



# Retail MarketPlace Profile

Rancho Mirage  
 Rancho Mirage City, CA (0659500)  
 Geography: Place

Prepared by Esri

Summary Demographics						
2018 Population						18,170
2018 Households						9,303
2018 Median Disposable Income						\$63,578
2018 Per Capita Income						\$66,725
2017 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	\$528,924,330	\$620,587,394	-\$91,663,064	-8.0	177
Total Retail Trade	44-45	\$479,272,716	\$549,428,315	-\$70,155,599	-6.8	117
Total Food & Drink	722	\$49,651,614	\$71,159,079	-\$21,507,465	-17.8	60
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$102,196,545	\$206,713,378	-\$104,516,833	-33.8	15
Automobile Dealers	4411	\$80,944,785	\$181,349,919	-\$100,405,134	-38.3	11
Other Motor Vehicle Dealers	4412	\$12,461,029	\$20,947,032	-\$8,486,003	-25.4	2
Auto Parts, Accessories & Tire Stores	4413	\$8,790,731	\$4,416,427	\$4,374,304	33.1	2
Furniture & Home Furnishings Stores	442	\$18,008,485	\$28,884,397	-\$10,875,912	-23.2	21
Furniture Stores	4421	\$9,067,673	\$13,183,959	-\$4,116,286	-18.5	16
Home Furnishings Stores	4422	\$8,940,812	\$15,700,438	-\$6,759,626	-27.4	5
Electronics & Appliance Stores	443	\$17,621,164	\$5,928,911	\$11,692,253	49.6	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,921,092	\$21,123,058	\$10,798,034	20.4	5
Bldg Material & Supplies Dealers	4441	\$29,739,759	\$21,123,058	\$8,616,701	16.9	5
Lawn & Garden Equip & Supply Stores	4442	\$2,181,333	\$0	\$2,181,333	100.0	0
Food & Beverage Stores	445	\$75,660,883	\$49,355,480	\$26,305,403	21.0	11
Grocery Stores	4451	\$64,705,254	\$46,976,179	\$17,729,075	15.9	5
Specialty Food Stores	4452	\$5,293,477	\$1,401,215	\$3,892,262	58.1	5
Beer, Wine & Liquor Stores	4453	\$5,662,152	\$978,086	\$4,684,066	70.5	1
Health & Personal Care Stores	446,4461	\$36,945,139	\$26,216,679	\$10,728,460	17.0	15
Gasoline Stations	447,4471	\$41,668,306	\$34,906,985	\$6,761,321	8.8	5
Clothing & Clothing Accessories Stores	448	\$31,573,730	\$9,713,236	\$21,860,494	52.9	9
Clothing Stores	4481	\$22,452,748	\$8,492,225	\$13,960,523	45.1	6
Shoe Stores	4482	\$3,734,930	\$1,012,226	\$2,722,704	57.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,386,052	\$208,785	\$5,177,267	92.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$14,236,406	\$7,309,054	\$6,927,352	32.2	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,360,106	\$7,309,054	\$5,051,052	25.7	3
Book, Periodical & Music Stores	4512	\$1,876,300	\$0	\$1,876,300	100.0	0
General Merchandise Stores	452	\$76,966,561	\$152,797,207	-\$75,830,646	-33.0	2
Department Stores Excluding Leased Depts.	4521	\$45,488,427	\$15,148,464	\$30,339,963	50.0	1
Other General Merchandise Stores	4529	\$31,478,134	\$137,648,743	-\$106,170,609	-62.8	1
Miscellaneous Store Retailers	453	\$18,570,802	\$6,429,791	\$12,141,011	48.6	24
Florists	4531	\$887,980	\$509,504	\$378,476	27.1	3
Office Supplies, Stationery & Gift Stores	4532	\$4,122,137	\$1,082,157	\$3,039,980	58.4	6
Used Merchandise Stores	4533	\$1,833,619	\$2,475,843	-\$642,224	-14.9	8
Other Miscellaneous Store Retailers	4539	\$11,727,066	\$2,362,287	\$9,364,779	66.5	7
Nonstore Retailers	454	\$13,903,603	\$50,139	\$13,853,464	99.3	1
Electronic Shopping & Mail-Order Houses	4541	\$11,911,438	\$0	\$11,911,438	100.0	0
Vending Machine Operators	4542	\$207,240	\$50,139	\$157,101	61.0	1
Direct Selling Establishments	4543	\$1,784,925	\$0	\$1,784,925	100.0	0
Food Services & Drinking Places	722	\$49,651,614	\$71,159,079	-\$21,507,465	-17.8	60
Special Food Services	7223	\$903,697	\$460,443	\$443,254	32.5	1
Drinking Places - Alcoholic Beverages	7224	\$1,043,870	\$0	\$1,043,870	100.0	0
Restaurants/Other Eating Places	7225	\$47,704,047	\$70,698,636	-\$22,994,589	-19.4	59

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

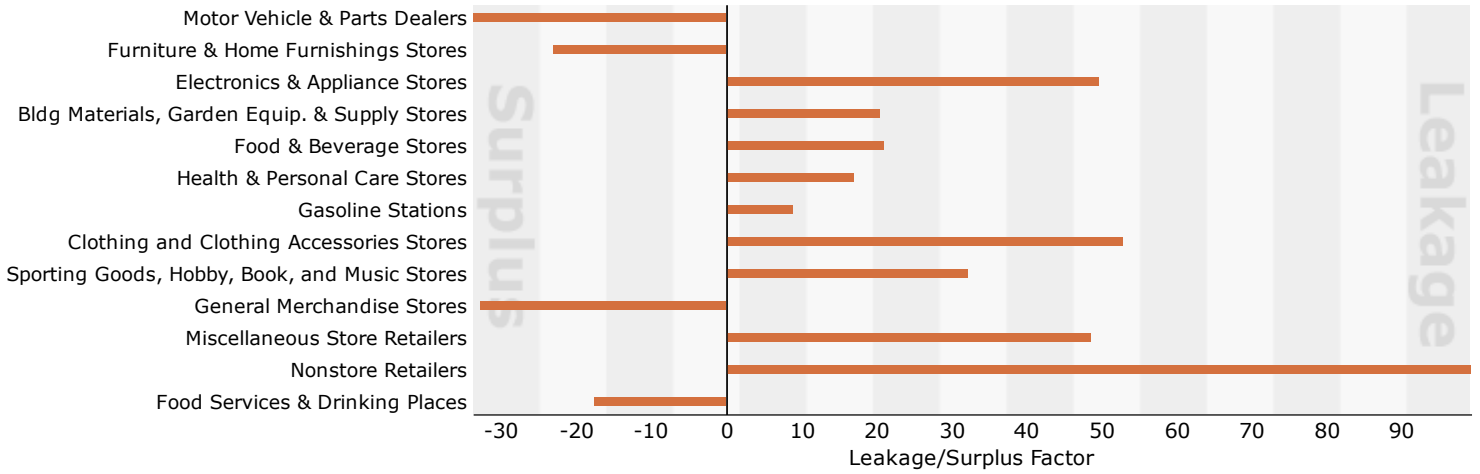


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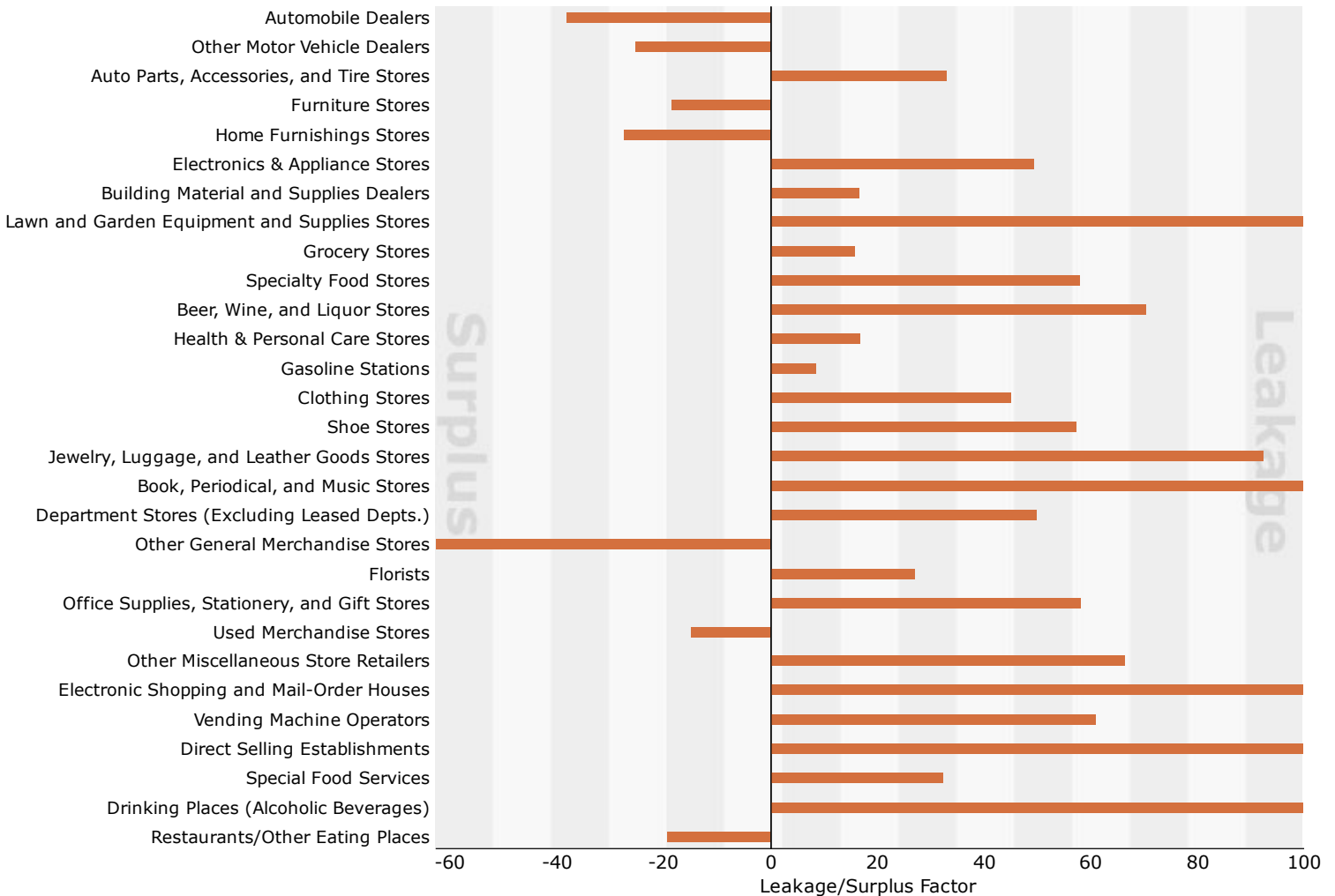
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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