



Retail MarketPlace Profile

Banning city, CA (0603820)
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 Geography: Place

Summary Demographics

2021 Population	30,352
2021 Households	11,037
2021 Median Disposable Income	\$40,036
2021 Per Capita Income	\$23,220

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

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	\$298,323,763	\$230,564,440	\$67,759,323	12.8	160
Total Retail Trade	44-45	\$270,522,664	\$191,502,749	\$79,019,915	17.1	103
Total Food & Drink	722	\$27,801,099	\$39,061,691	-\$11,260,592	-16.8	57

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$57,352,190	\$41,814,026	\$15,538,164	15.7	18
Automobile Dealers	4411	\$45,549,149	\$20,349,344	\$25,199,805	38.2	5
Other Motor Vehicle Dealers	4412	\$6,934,613	\$16,019,416	-\$9,084,803	-39.6	6
Auto Parts, Accessories & Tire Stores	4413	\$4,868,428	\$5,445,266	-\$576,838	-5.6	7
Furniture & Home Furnishings Stores	442	\$9,765,091	\$1,095,032	\$8,670,059	79.8	2
Furniture Stores	4421	\$5,046,332	\$0	\$5,046,332	100.0	0
Home Furnishings Stores	4422	\$4,718,759	\$1,095,032	\$3,623,727	62.3	2
Electronics & Appliance Stores	443	\$9,693,171	\$4,736,287	\$4,956,884	34.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,845,798	\$6,868,883	\$9,976,915	42.1	11
Bldg Material & Supplies Dealers	4441	\$15,721,942	\$6,868,883	\$8,853,059	39.2	11
Lawn & Garden Equip & Supply Stores	4442	\$1,123,856	\$0	\$1,123,856	100.0	0
Food & Beverage Stores	445	\$43,928,819	\$50,150,271	-\$6,221,452	-6.6	18
Grocery Stores	4451	\$37,688,633	\$47,289,304	-\$9,600,671	-11.3	14
Specialty Food Stores	4452	\$3,114,729	\$0	\$3,114,729	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,125,457	\$2,860,967	\$264,490	4.4	4
Health & Personal Care Stores	446,4461	\$19,859,443	\$16,326,725	\$3,532,718	9.8	9
Gasoline Stations	447,4471	\$24,734,381	\$55,078,001	-\$30,343,620	-38.0	13
Clothing & Clothing Accessories Stores	448	\$17,922,373	\$4,129,975	\$13,792,398	62.5	9
Clothing Stores	4481	\$12,892,407	\$2,650,496	\$10,241,911	65.9	7
Shoe Stores	4482	\$2,253,408	\$1,098,479	\$1,154,929	34.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,776,558	\$381,000	\$2,395,558	75.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$8,142,893	\$0	\$8,142,893	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,060,852	\$0	\$7,060,852	100.0	0
Book, Periodical & Music Stores	4512	\$1,082,041	\$0	\$1,082,041	100.0	0
General Merchandise Stores	452	\$44,460,730	\$5,441,346	\$39,019,384	78.2	4
Department Stores Excluding Leased Depts.	4521	\$26,090,048	\$631,816	\$25,458,232	95.3	1
Other General Merchandise Stores	4529	\$18,370,682	\$4,809,530	\$13,561,152	58.5	3
Miscellaneous Store Retailers	453	\$10,186,358	\$5,862,203	\$4,324,155	26.9	14
Florists	4531	\$442,594	\$194,439	\$248,155	39.0	2
Office Supplies, Stationery & Gift Stores	4532	\$2,275,869	\$1,016,568	\$1,259,301	38.2	2
Used Merchandise Stores	4533	\$1,013,519	\$2,369,152	-\$1,355,633	-40.1	2
Other Miscellaneous Store Retailers	4539	\$6,454,376	\$2,282,044	\$4,172,332	47.8	8
Nonstore Retailers	454	\$7,631,417	\$0	\$7,631,417	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$6,593,168	\$0	\$6,593,168	100.0	0
Vending Machine Operators	4542	\$121,830	\$0	\$121,830	100.0	0
Direct Selling Establishments	4543	\$916,419	\$0	\$916,419	100.0	0
Food Services & Drinking Places	722	\$27,801,099	\$39,061,691	-\$11,260,592	-16.8	57
Special Food Services	7223	\$537,345	\$5,983,566	-\$5,446,221	-83.5	2
Drinking Places - Alcoholic Beverages	7224	\$563,729	\$365,602	\$198,127	21.3	1
Restaurants/Other Eating Places	7225	\$26,700,025	\$32,712,523	-\$6,012,498	-10.1	54

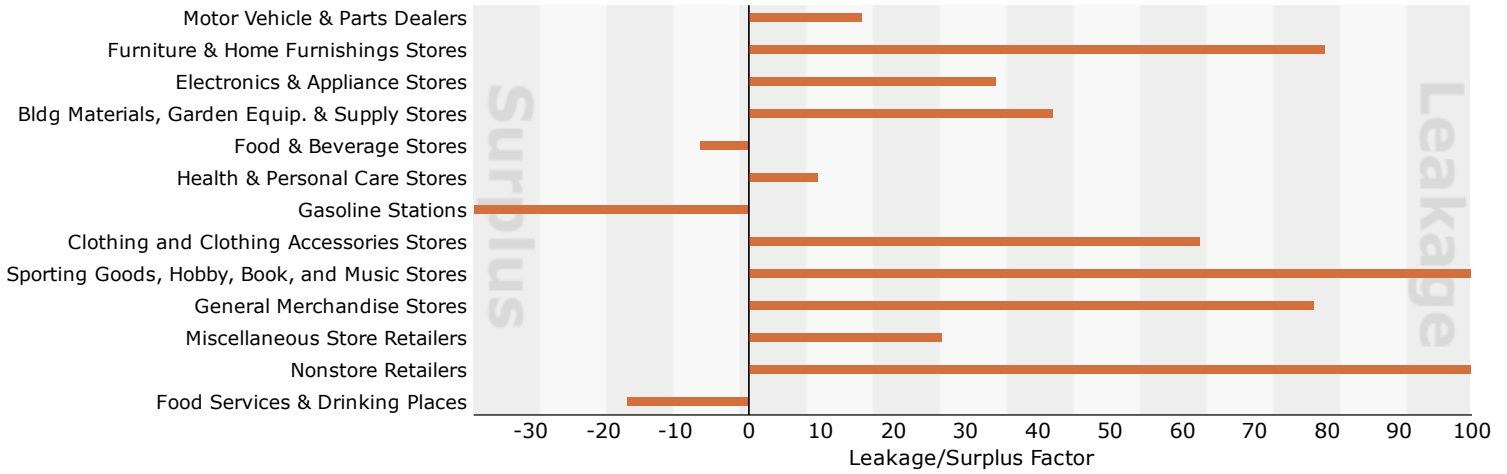
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

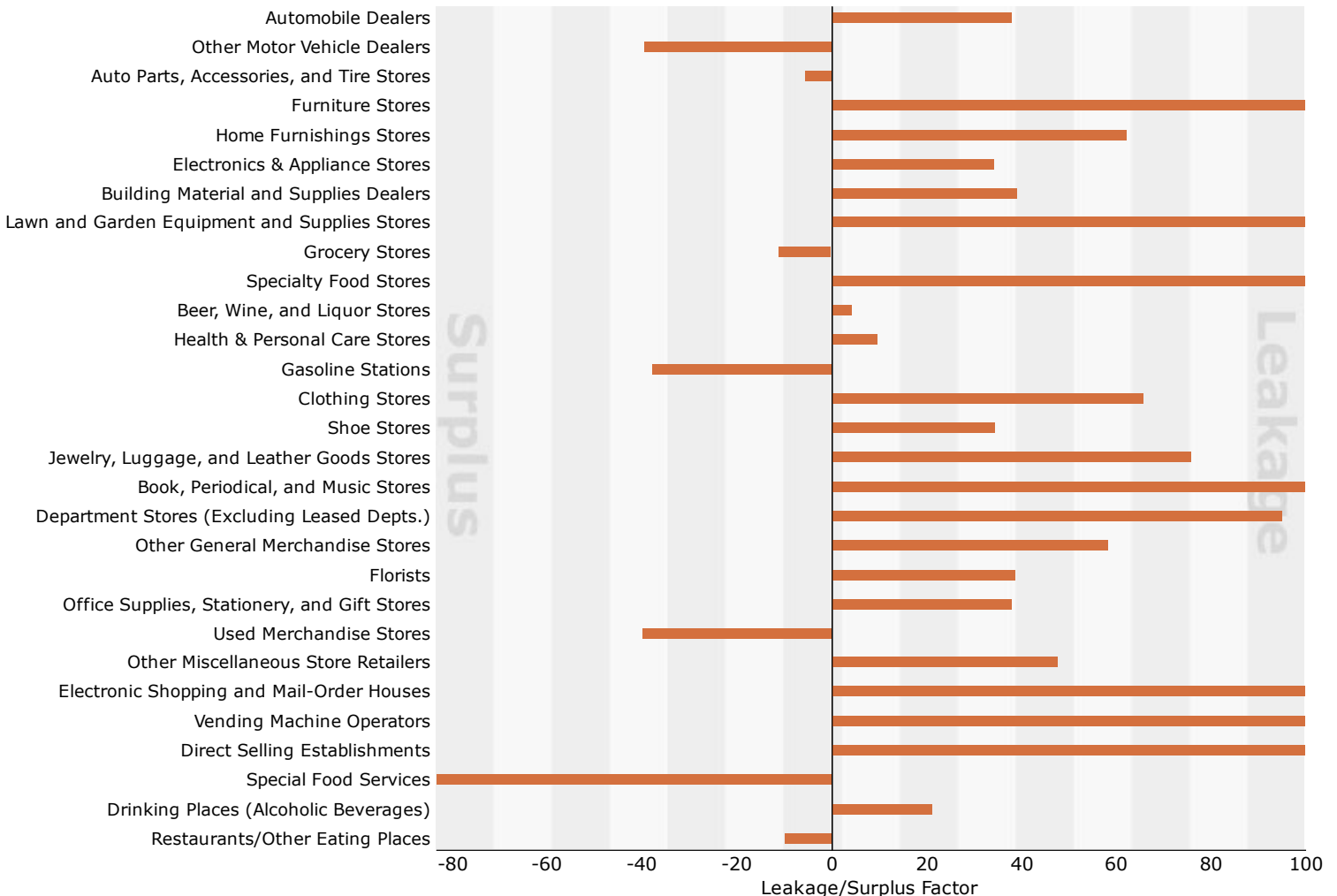
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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