



Retail MarketPlace Profile

Calimesa city, CA (0609864)
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 Geography: Place

Summary Demographics

2021 Population	9,987
2021 Households	4,135
2021 Median Disposable Income	\$55,922
2021 Per Capita Income	\$36,094

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	\$123,490,159	\$79,162,201	\$44,327,958	21.9	60
Total Retail Trade	44-45	\$112,167,514	\$64,934,035	\$47,233,479	26.7	36
Total Food & Drink	722	\$11,322,645	\$14,228,166	-\$2,905,521	-11.4	24

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,142,320	\$730,358	\$23,411,962	94.1	3
Automobile Dealers	4411	\$19,102,206	\$348,431	\$18,753,775	96.4	1
Other Motor Vehicle Dealers	4412	\$2,997,285	\$249,548	\$2,747,737	84.6	1
Auto Parts, Accessories & Tire Stores	4413	\$2,042,829	\$132,379	\$1,910,450	87.8	1
Furniture & Home Furnishings Stores	442	\$3,965,818	\$0	\$3,965,818	100.0	0
Furniture Stores	4421	\$2,021,303	\$0	\$2,021,303	100.0	0
Home Furnishings Stores	4422	\$1,944,515	\$0	\$1,944,515	100.0	0
Electronics & Appliance Stores	443	\$4,004,141	\$627,035	\$3,377,106	72.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,338,454	\$114,036	\$7,224,418	96.9	1
Bldg Material & Supplies Dealers	4441	\$6,801,596	\$0	\$6,801,596	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$536,858	\$114,036	\$422,822	65.0	1
Food & Beverage Stores	445	\$17,905,453	\$26,951,416	-\$9,045,963	-20.2	7
Grocery Stores	4451	\$15,326,073	\$26,033,120	-\$10,707,047	-25.9	4
Specialty Food Stores	4452	\$1,259,734	\$282,421	\$977,313	63.4	2
Beer, Wine & Liquor Stores	4453	\$1,319,646	\$635,875	\$683,771	35.0	1
Health & Personal Care Stores	446,4461	\$8,300,279	\$6,193,168	\$2,107,111	14.5	1
Gasoline Stations	447,4471	\$10,100,723	\$21,545,130	-\$11,444,407	-36.2	4
Clothing & Clothing Accessories Stores	448	\$7,261,255	\$1,319,888	\$5,941,367	69.2	3
Clothing Stores	4481	\$5,198,181	\$1,319,888	\$3,878,293	59.5	3
Shoe Stores	4482	\$882,617	\$0	\$882,617	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,180,457	\$0	\$1,180,457	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,318,494	\$1,295,499	\$2,022,995	43.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,876,321	\$987,428	\$1,888,893	48.9	4
Book, Periodical & Music Stores	4512	\$442,173	\$308,071	\$134,102	17.9	2
General Merchandise Stores	452	\$18,157,577	\$1,161,463	\$16,996,114	88.0	1
Department Stores Excluding Leased Depts.	4521	\$10,636,577	\$0	\$10,636,577	100.0	0
Other General Merchandise Stores	4529	\$7,521,000	\$1,161,463	\$6,359,537	73.2	1
Miscellaneous Store Retailers	453	\$4,377,691	\$4,742,311	-\$364,620	-4.0	7
Florists	4531	\$200,774	\$0	\$200,774	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$924,773	\$114,150	\$810,623	78.0	1
Used Merchandise Stores	4533	\$415,640	\$1,110,540	-\$694,900	-45.5	1
Other Miscellaneous Store Retailers	4539	\$2,836,504	\$3,517,621	-\$681,117	-10.7	5
Nonstore Retailers	454	\$3,295,309	\$253,731	\$3,041,578	85.7	2
Electronic Shopping & Mail-Order Houses	4541	\$2,726,839	\$222,774	\$2,504,065	84.9	1
Vending Machine Operators	4542	\$49,253	\$0	\$49,253	100.0	0
Direct Selling Establishments	4543	\$519,217	\$30,957	\$488,260	88.7	1
Food Services & Drinking Places	722	\$11,322,645	\$14,228,166	-\$2,905,521	-11.4	24
Special Food Services	7223	\$222,631	\$0	\$222,631	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$234,860	\$209,043	\$25,817	5.8	1
Restaurants/Other Eating Places	7225	\$10,865,154	\$14,019,123	-\$3,153,969	-12.7	23

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>

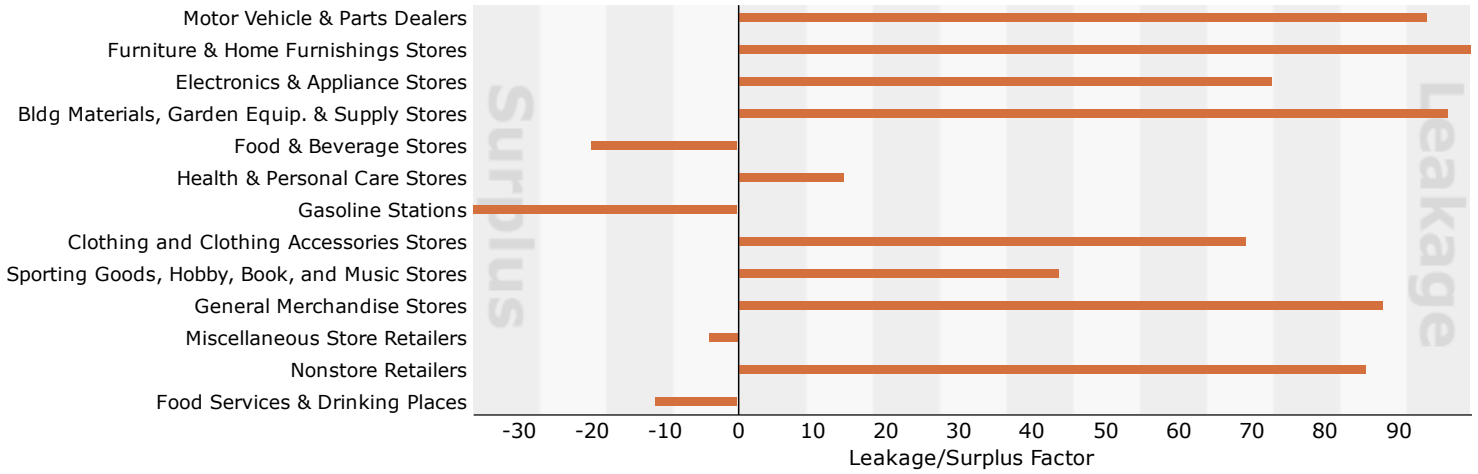
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



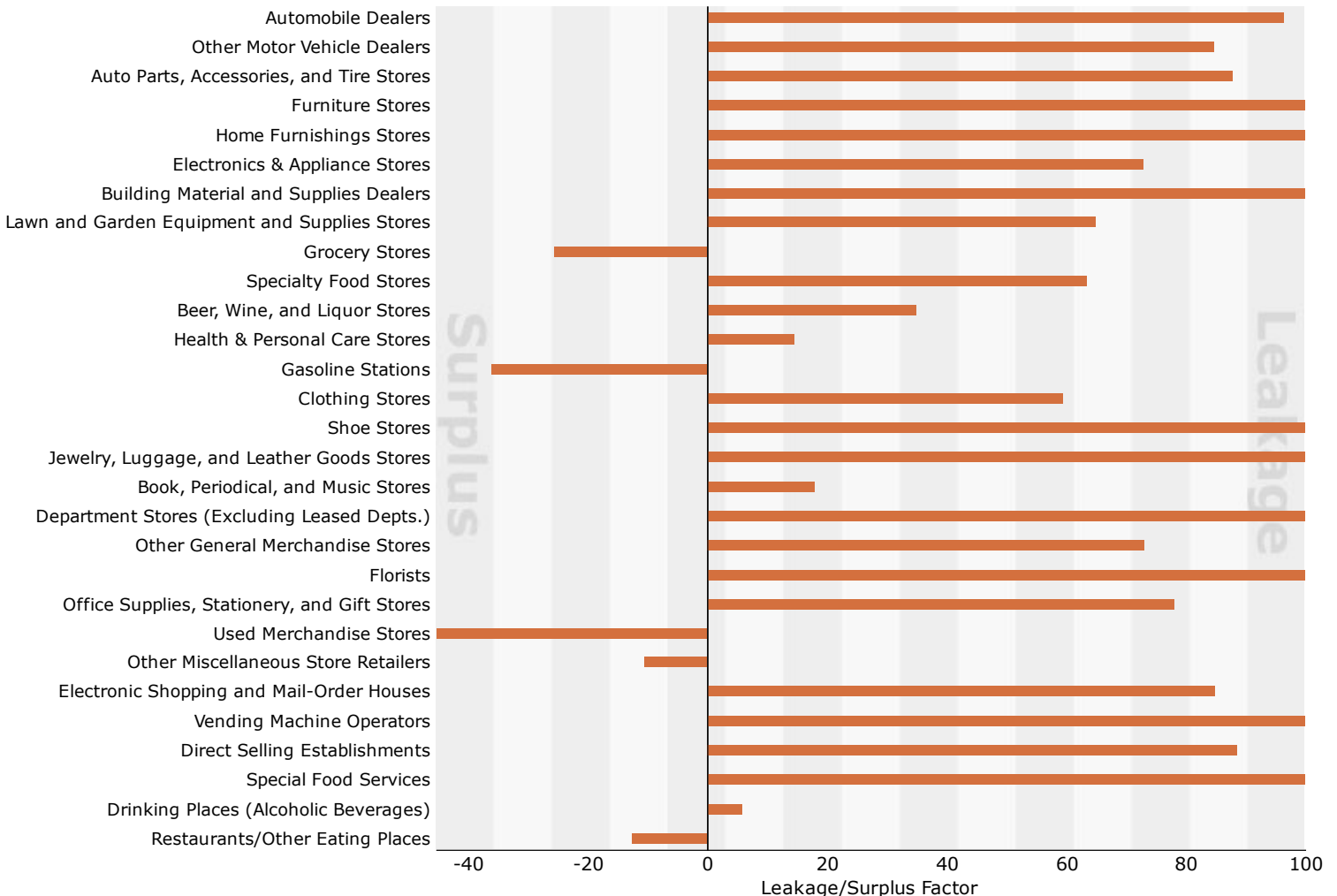
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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