



Retail MarketPlace Profile

Canyon Lake city, CA (0610928)
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 Geography: Place

Summary Demographics

2021 Population	11,236
2021 Households	4,197
2021 Median Disposable Income	\$80,671
2021 Per Capita Income	\$45,804

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	\$201,121,184	\$28,651,806	\$172,469,378	75.1	37
Total Retail Trade	44-45	\$181,411,680	\$24,780,380	\$156,631,300	76.0	30
Total Food & Drink	722	\$19,709,504	\$3,871,426	\$15,838,078	67.2	7

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,831,371	\$4,145,590	\$33,685,781	80.2	3
Automobile Dealers	4411	\$29,862,400	\$710,897	\$29,151,503	95.3	1
Other Motor Vehicle Dealers	4412	\$4,673,005	\$3,434,693	\$1,238,312	15.3	2
Auto Parts, Accessories & Tire Stores	4413	\$3,295,966	\$0	\$3,295,966	100.0	0
Furniture & Home Furnishings Stores	442	\$6,966,801	\$1,511,804	\$5,454,997	64.3	4
Furniture Stores	4421	\$3,533,656	\$572,393	\$2,961,263	72.1	2
Home Furnishings Stores	4422	\$3,433,145	\$939,411	\$2,493,734	57.0	2
Electronics & Appliance Stores	443	\$6,811,001	\$4,640,737	\$2,170,264	19.0	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,019,341	\$1,416,987	\$10,602,354	78.9	3
Bldg Material & Supplies Dealers	4441	\$11,171,829	\$1,416,987	\$9,754,842	77.5	3
Lawn & Garden Equip & Supply Stores	4442	\$847,512	\$0	\$847,512	100.0	0
Food & Beverage Stores	445	\$28,613,216	\$3,046,701	\$25,566,515	80.8	1
Grocery Stores	4451	\$24,412,649	\$3,046,701	\$21,365,948	77.8	1
Specialty Food Stores	4452	\$2,009,165	\$0	\$2,009,165	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,191,402	\$0	\$2,191,402	100.0	0
Health & Personal Care Stores	446,4461	\$12,739,009	\$28,261	\$12,710,748	99.6	1
Gasoline Stations	447,4471	\$15,564,716	\$7,109,689	\$8,455,027	37.3	1
Clothing & Clothing Accessories Stores	448	\$13,020,099	\$938,323	\$12,081,776	86.6	3
Clothing Stores	4481	\$9,217,773	\$938,323	\$8,279,450	81.5	3
Shoe Stores	4482	\$1,573,160	\$0	\$1,573,160	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,229,166	\$0	\$2,229,166	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,744,106	\$236,683	\$5,507,423	92.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,977,462	\$236,683	\$4,740,779	90.9	1
Book, Periodical & Music Stores	4512	\$766,644	\$0	\$766,644	100.0	0
General Merchandise Stores	452	\$29,828,051	\$243,451	\$29,584,600	98.4	1
Department Stores Excluding Leased Depts.	4521	\$17,942,993	\$0	\$17,942,993	100.0	0
Other General Merchandise Stores	4529	\$11,885,058	\$243,451	\$11,641,607	96.0	1
Miscellaneous Store Retailers	453	\$6,822,362	\$1,462,154	\$5,360,208	64.7	7
Florists	4531	\$377,022	\$47,736	\$329,286	77.5	1
Office Supplies, Stationery & Gift Stores	4532	\$1,562,779	\$416,214	\$1,146,565	57.9	2
Used Merchandise Stores	4533	\$719,480	\$0	\$719,480	100.0	0
Other Miscellaneous Store Retailers	4539	\$4,163,081	\$998,204	\$3,164,877	61.3	4
Nonstore Retailers	454	\$5,451,607	\$0	\$5,451,607	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,651,807	\$0	\$4,651,807	100.0	0
Vending Machine Operators	4542	\$78,825	\$0	\$78,825	100.0	0
Direct Selling Establishments	4543	\$720,975	\$0	\$720,975	100.0	0
Food Services & Drinking Places	722	\$19,709,504	\$3,871,426	\$15,838,078	67.2	7
Special Food Services	7223	\$405,753	\$0	\$405,753	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$429,104	\$1,148,755	-\$719,651	-45.6	1
Restaurants/Other Eating Places	7225	\$18,874,647	\$2,722,671	\$16,151,976	74.8	6

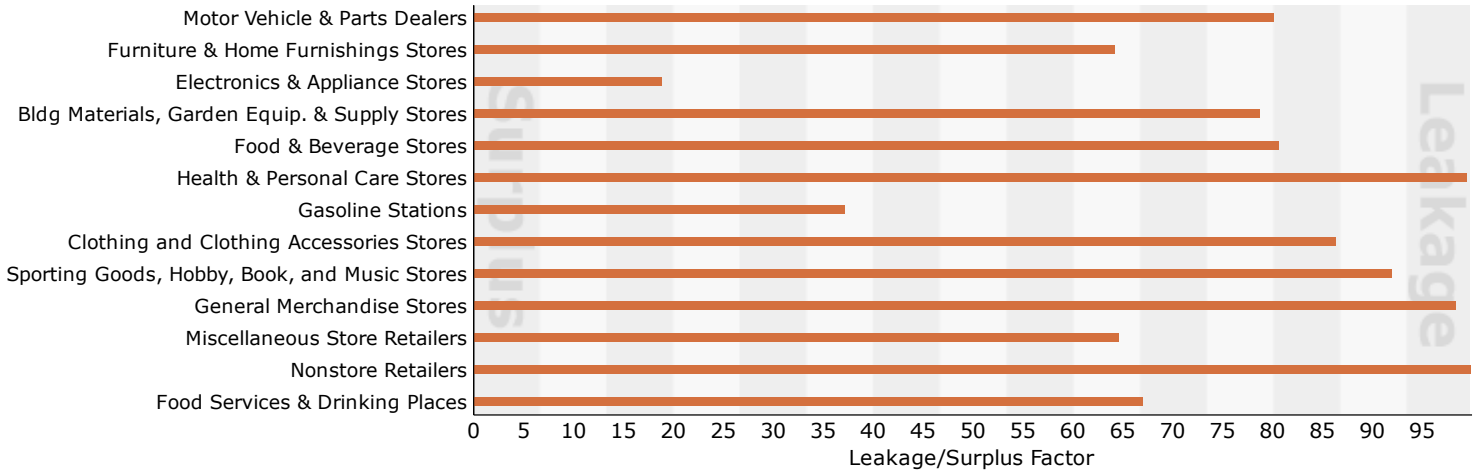
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

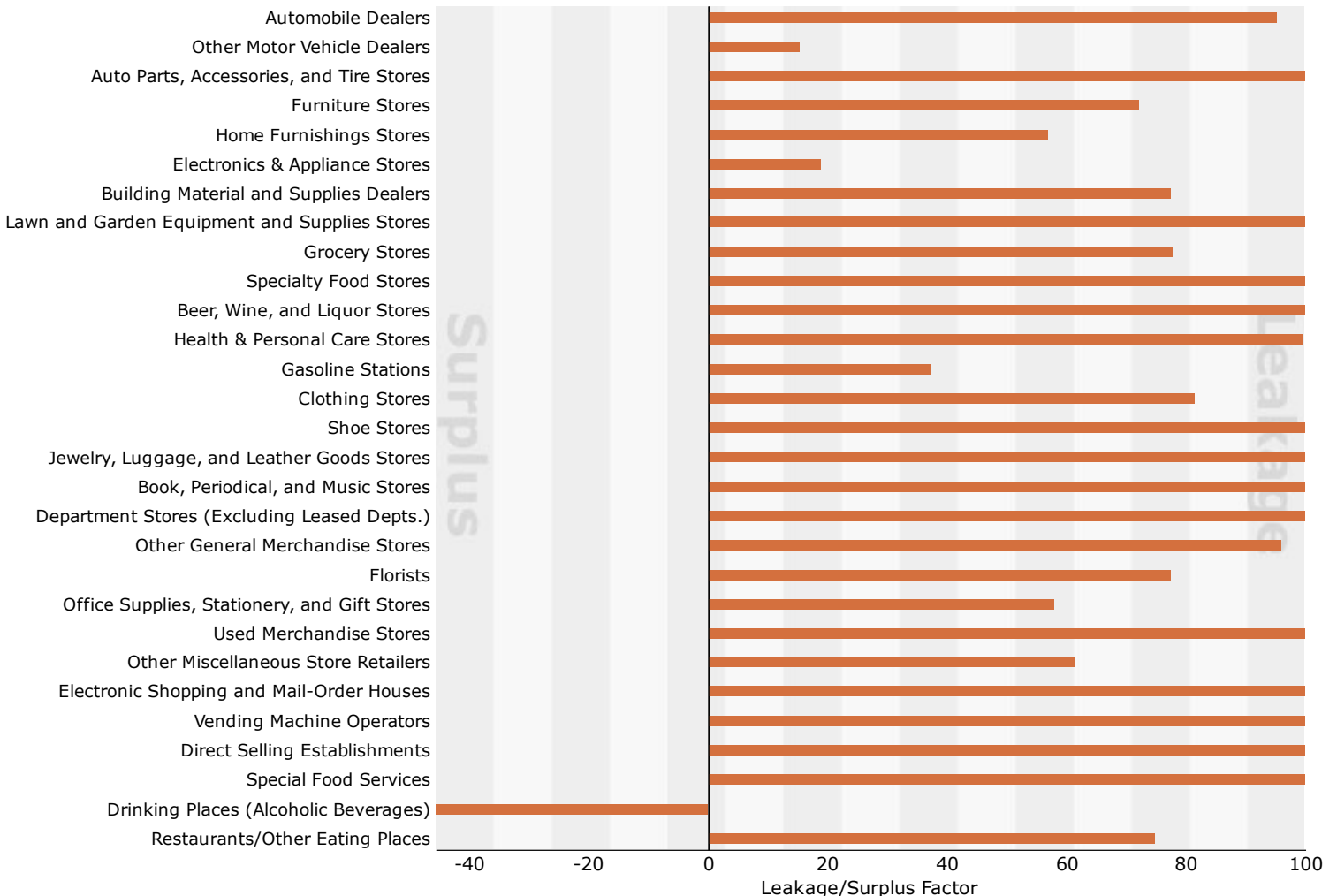
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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