



Retail MarketPlace Profile

Desert Hot Springs city, CA (0618996)
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 Geography: Place

Summary Demographics

2021 Population	29,351
2021 Households	9,655
2021 Median Disposable Income	\$33,567
2021 Per Capita Income	\$16,714

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	\$222,029,790	\$146,841,901	\$75,187,889	20.4	105
Total Retail Trade	44-45	\$201,049,924	\$132,242,163	\$68,807,761	20.6	69
Total Food & Drink	722	\$20,979,866	\$14,599,738	\$6,380,128	17.9	36

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$42,305,111	\$5,435,649	\$36,869,462	77.2	8
Automobile Dealers	4411	\$33,616,325	\$1,332,932	\$32,283,393	92.4	1
Other Motor Vehicle Dealers	4412	\$5,101,611	\$0	\$5,101,611	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,587,175	\$4,102,717	-\$515,542	-6.7	7
Furniture & Home Furnishings Stores	442	\$7,089,741	\$1,276,515	\$5,813,226	69.5	2
Furniture Stores	4421	\$3,752,018	\$0	\$3,752,018	100.0	0
Home Furnishings Stores	4422	\$3,337,723	\$1,276,515	\$2,061,208	44.7	2
Electronics & Appliance Stores	443	\$7,152,771	\$1,720,721	\$5,432,050	61.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,816,462	\$6,875,344	\$4,941,118	26.4	8
Bldg Material & Supplies Dealers	4441	\$11,043,943	\$6,647,272	\$4,396,671	24.9	7
Lawn & Garden Equip & Supply Stores	4442	\$772,519	\$228,072	\$544,447	54.4	1
Food & Beverage Stores	445	\$33,146,286	\$55,178,025	-\$22,031,739	-24.9	15
Grocery Stores	4451	\$28,431,310	\$53,357,204	-\$24,925,894	-30.5	12
Specialty Food Stores	4452	\$2,366,398	\$351,731	\$2,014,667	74.1	1
Beer, Wine & Liquor Stores	4453	\$2,348,578	\$1,469,090	\$879,488	23.0	2
Health & Personal Care Stores	446,4461	\$13,935,510	\$9,482,673	\$4,452,837	19.0	6
Gasoline Stations	447,4471	\$18,591,123	\$33,242,294	-\$14,651,171	-28.3	8
Clothing & Clothing Accessories Stores	448	\$13,892,031	\$338,582	\$13,553,449	95.2	3
Clothing Stores	4481	\$10,014,055	\$338,582	\$9,675,473	93.5	3
Shoe Stores	4482	\$1,771,756	\$0	\$1,771,756	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,106,220	\$0	\$2,106,220	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$6,215,245	\$0	\$6,215,245	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,367,894	\$0	\$5,367,894	100.0	0
Book, Periodical & Music Stores	4512	\$847,351	\$0	\$847,351	100.0	0
General Merchandise Stores	452	\$33,696,213	\$15,599,659	\$18,096,554	36.7	5
Department Stores Excluding Leased Depts.	4521	\$19,844,868	\$14,296,853	\$5,548,015	16.2	3
Other General Merchandise Stores	4529	\$13,851,345	\$1,302,806	\$12,548,539	82.8	2
Miscellaneous Store Retailers	453	\$7,468,488	\$3,092,701	\$4,375,787	41.4	12
Florists	4531	\$298,437	\$194,439	\$103,998	21.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,663,623	\$54,206	\$1,609,417	93.7	1
Used Merchandise Stores	4533	\$755,470	\$888,432	-\$132,962	-8.1	4
Other Miscellaneous Store Retailers	4539	\$4,750,958	\$1,955,624	\$2,795,334	41.7	5
Nonstore Retailers	454	\$5,740,943	\$0	\$5,740,943	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,917,359	\$0	\$4,917,359	100.0	0
Vending Machine Operators	4542	\$92,569	\$0	\$92,569	100.0	0
Direct Selling Establishments	4543	\$731,015	\$0	\$731,015	100.0	0
Food Services & Drinking Places	722	\$20,979,866	\$14,599,738	\$6,380,128	17.9	36
Special Food Services	7223	\$424,668	\$224,803	\$199,865	30.8	1
Drinking Places - Alcoholic Beverages	7224	\$427,411	\$470,568	-\$43,157	-4.8	2
Restaurants/Other Eating Places	7225	\$20,127,787	\$13,904,367	\$6,223,420	18.3	33

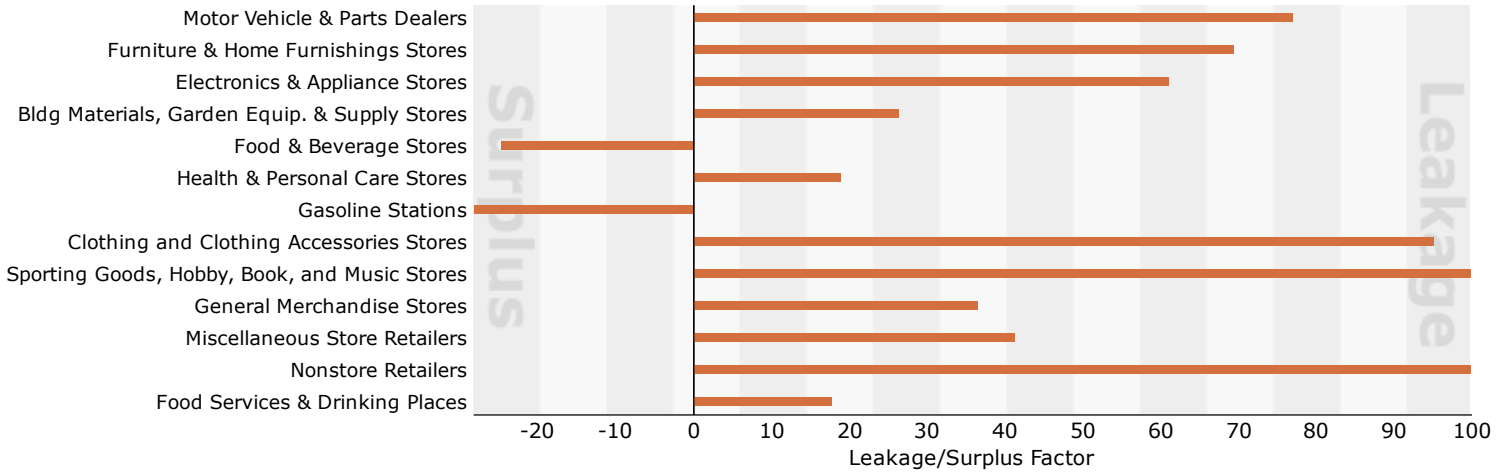
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

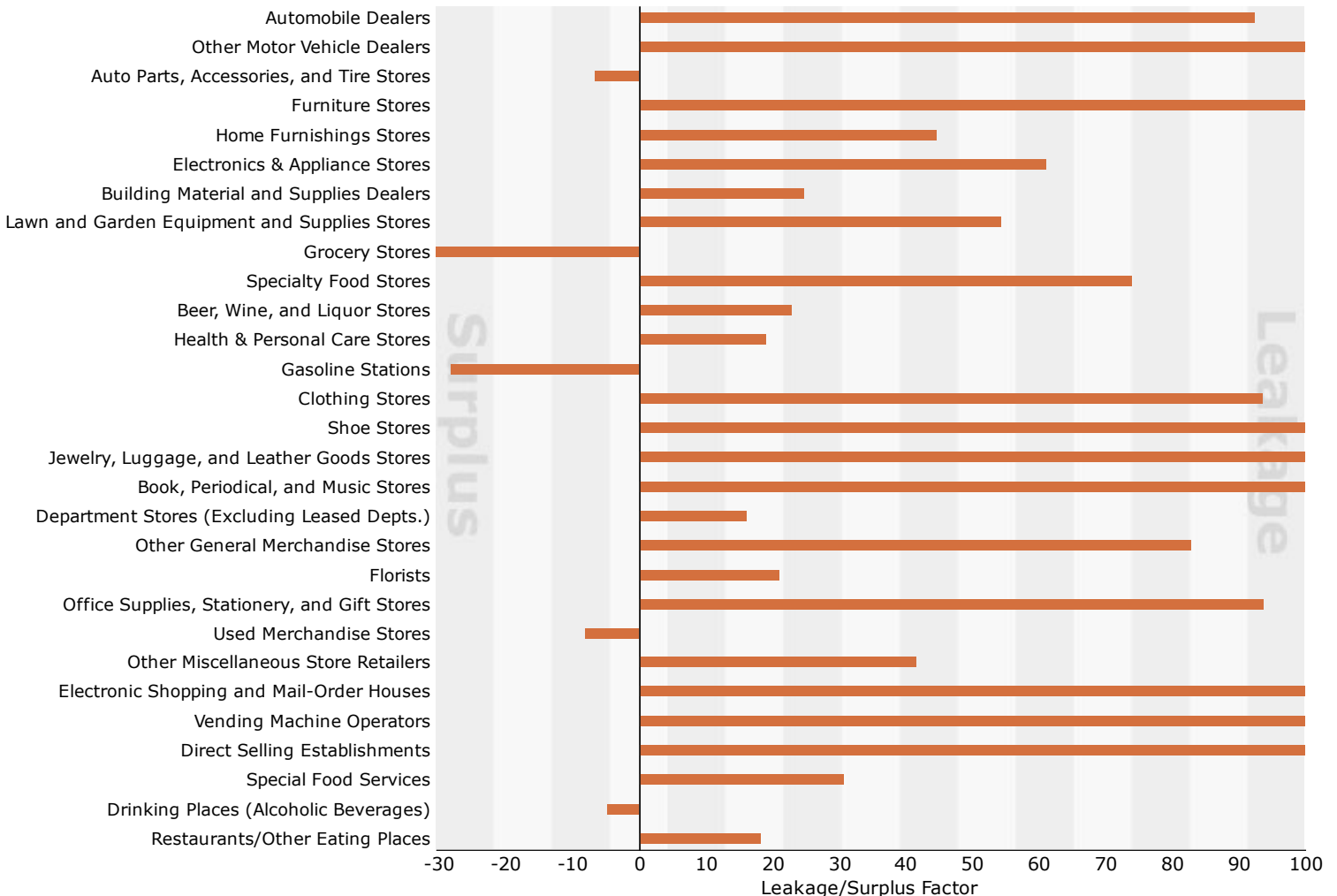
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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