



Retail MarketPlace Profile

Highgrove CDP, CA (0633574)
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 Geography: Place

Summary Demographics

2021 Population	6,855
2021 Households	2,078
2021 Median Disposable Income	\$62,264
2021 Per Capita Income	\$25,637

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	\$57,777,139	\$21,609,626	\$36,167,513	45.6	26
Total Retail Trade	44-45	\$52,121,542	\$20,007,520	\$32,114,022	44.5	21
Total Food & Drink	722	\$5,655,597	\$1,602,106	\$4,053,491	55.9	5

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,687,716	\$6,370,379	\$4,317,337	25.3	3
Automobile Dealers	4411	\$8,439,404	\$5,590,838	\$2,848,566	20.3	1
Other Motor Vehicle Dealers	4412	\$1,304,252	\$575,881	\$728,371	38.7	1
Auto Parts, Accessories & Tire Stores	4413	\$944,060	\$203,660	\$740,400	64.5	1
Furniture & Home Furnishings Stores	442	\$1,952,576	\$538,677	\$1,413,899	56.8	1
Furniture Stores	4421	\$1,002,446	\$0	\$1,002,446	100.0	0
Home Furnishings Stores	4422	\$950,130	\$538,677	\$411,453	27.6	1
Electronics & Appliance Stores	443	\$1,978,816	\$1,591,704	\$387,112	10.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,164,787	\$3,826,264	-\$661,477	-9.5	2
Bldg Material & Supplies Dealers	4441	\$2,967,093	\$3,826,264	-\$859,171	-12.6	2
Lawn & Garden Equip & Supply Stores	4442	\$197,694	\$0	\$197,694	100.0	0
Food & Beverage Stores	445	\$8,397,364	\$1,533,854	\$6,863,510	69.1	4
Grocery Stores	4451	\$7,190,296	\$1,044,720	\$6,145,576	74.6	3
Specialty Food Stores	4452	\$597,234	\$0	\$597,234	100.0	0
Beer, Wine & Liquor Stores	4453	\$609,834	\$489,134	\$120,700	11.0	1
Health & Personal Care Stores	446,4461	\$3,539,530	\$0	\$3,539,530	100.0	0
Gasoline Stations	447,4471	\$4,700,620	\$4,143,294	\$557,326	6.3	1
Clothing & Clothing Accessories Stores	448	\$3,817,837	\$234,690	\$3,583,147	88.4	1
Clothing Stores	4481	\$2,723,906	\$234,690	\$2,489,216	84.1	1
Shoe Stores	4482	\$476,911	\$0	\$476,911	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$617,020	\$0	\$617,020	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,699,594	\$602,970	\$1,096,624	47.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,475,107	\$602,970	\$872,137	42.0	2
Book, Periodical & Music Stores	4512	\$224,487	\$0	\$224,487	100.0	0
General Merchandise Stores	452	\$8,762,795	\$0	\$8,762,795	100.0	0
Department Stores Excluding Leased Depts.	4521	\$5,274,751	\$0	\$5,274,751	100.0	0
Other General Merchandise Stores	4529	\$3,488,044	\$0	\$3,488,044	100.0	0
Miscellaneous Store Retailers	453	\$1,899,754	\$508,862	\$1,390,892	57.7	3
Florists	4531	\$86,498	\$0	\$86,498	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$446,225	\$0	\$446,225	100.0	0
Used Merchandise Stores	4533	\$205,064	\$0	\$205,064	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,161,967	\$508,862	\$653,105	39.1	3
Nonstore Retailers	454	\$1,520,153	\$656,826	\$863,327	39.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,339,843	\$0	\$1,339,843	100.0	0
Vending Machine Operators	4542	\$23,410	\$0	\$23,410	100.0	0
Direct Selling Establishments	4543	\$156,900	\$656,826	-\$499,926	-61.4	1
Food Services & Drinking Places	722	\$5,655,597	\$1,602,106	\$4,053,491	55.9	5
Special Food Services	7223	\$110,271	\$0	\$110,271	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$118,065	\$0	\$118,065	100.0	0
Restaurants/Other Eating Places	7225	\$5,427,261	\$1,602,106	\$3,825,155	54.4	5

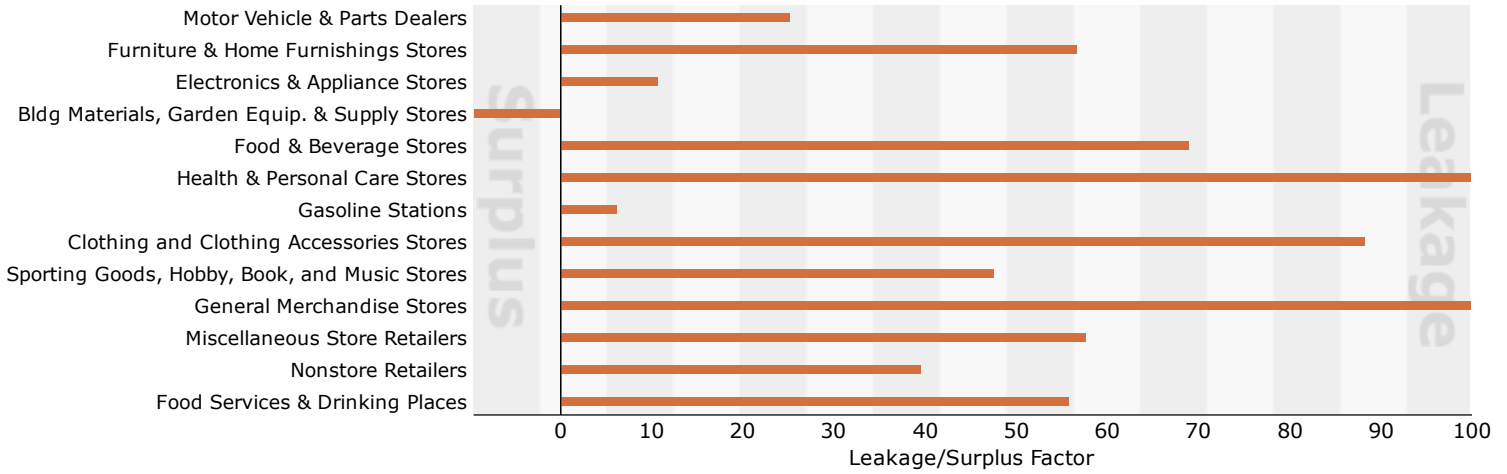
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

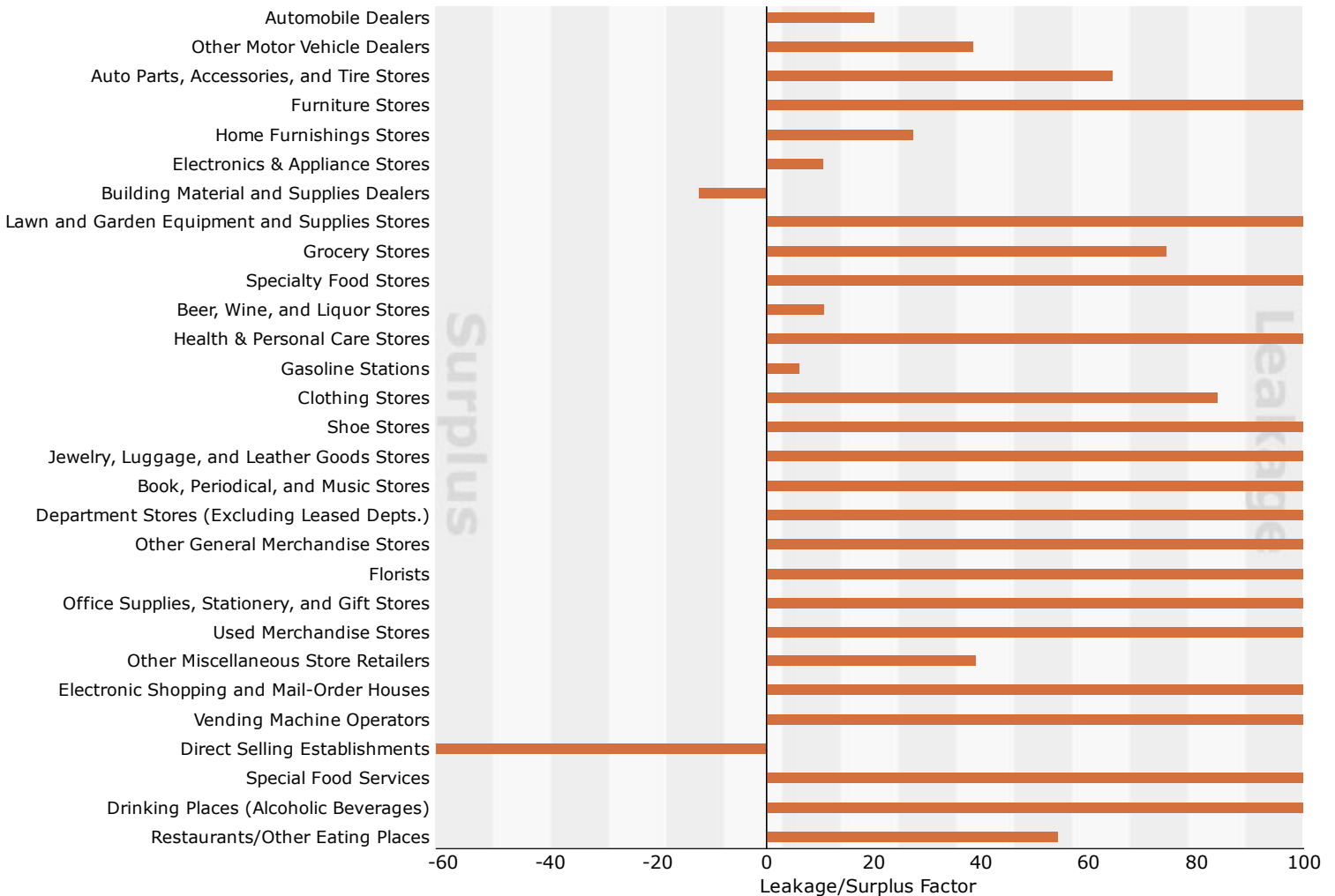
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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