



Retail MarketPlace Profile

Indian Wells city, CA (0636434)
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 Geography: Place

Summary Demographics

2021 Population	5,672
2021 Households	3,141
2021 Median Disposable Income	\$82,994
2021 Per Capita Income	\$85,343

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	\$179,176,740	\$45,772,194	\$133,404,546	59.3	38
Total Retail Trade	44-45	\$162,269,245	\$21,944,212	\$140,325,033	76.2	22
Total Food & Drink	722	\$16,907,495	\$23,827,982	-\$6,920,487	-17.0	16
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$34,775,914	\$0	\$34,775,914	100.0	0
Automobile Dealers	4411	\$27,568,893	\$0	\$27,568,893	100.0	0
Other Motor Vehicle Dealers	4412	\$4,245,241	\$0	\$4,245,241	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,961,780	\$0	\$2,961,780	100.0	0
Furniture & Home Furnishings Stores	442	\$6,115,917	\$322,030	\$5,793,887	90.0	1
Furniture Stores	4421	\$3,094,102	\$322,030	\$2,772,072	81.1	1
Home Furnishings Stores	4422	\$3,021,815	\$0	\$3,021,815	100.0	0
Electronics & Appliance Stores	443	\$5,935,306	\$2,190,872	\$3,744,434	46.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,842,426	\$746,612	\$10,095,814	87.1	1
Bldg Material & Supplies Dealers	4441	\$10,096,665	\$746,612	\$9,350,053	86.2	1
Lawn & Garden Equip & Supply Stores	4442	\$745,761	\$0	\$745,761	100.0	0
Food & Beverage Stores	445	\$25,523,971	\$12,126,512	\$13,397,459	35.6	1
Grocery Stores	4451	\$21,816,166	\$12,126,512	\$9,689,654	28.5	1
Specialty Food Stores	4452	\$1,784,923	\$0	\$1,784,923	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,922,882	\$0	\$1,922,882	100.0	0
Health & Personal Care Stores	446,4461	\$12,309,280	\$2,863,721	\$9,445,559	62.3	6
Gasoline Stations	447,4471	\$14,038,689	\$0	\$14,038,689	100.0	0
Clothing & Clothing Accessories Stores	448	\$10,812,721	\$1,867,105	\$8,945,616	70.5	6
Clothing Stores	4481	\$7,692,984	\$1,867,105	\$5,825,879	60.9	6
Shoe Stores	4482	\$1,282,773	\$0	\$1,282,773	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,836,964	\$0	\$1,836,964	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,844,083	\$548,832	\$4,295,251	79.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,202,241	\$548,832	\$3,653,409	76.9	1
Book, Periodical & Music Stores	4512	\$641,842	\$0	\$641,842	100.0	0
General Merchandise Stores	452	\$26,081,110	\$401,652	\$25,679,458	97.0	1
Department Stores Excluding Leased Depts.	4521	\$15,446,804	\$0	\$15,446,804	100.0	0
Other General Merchandise Stores	4529	\$10,634,306	\$401,652	\$10,232,654	92.7	1
Miscellaneous Store Retailers	453	\$6,269,374	\$876,876	\$5,392,498	75.5	4
Florists	4531	\$305,230	\$0	\$305,230	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,388,729	\$98,578	\$1,290,151	86.7	1
Used Merchandise Stores	4533	\$622,154	\$0	\$622,154	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,953,261	\$778,298	\$3,174,963	67.1	3
Nonstore Retailers	454	\$4,720,454	\$0	\$4,720,454	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,031,749	\$0	\$4,031,749	100.0	0
Vending Machine Operators	4542	\$69,911	\$0	\$69,911	100.0	0
Direct Selling Establishments	4543	\$618,794	\$0	\$618,794	100.0	0
Food Services & Drinking Places	722	\$16,907,495	\$23,827,982	-\$6,920,487	-17.0	16
Special Food Services	7223	\$315,657	\$0	\$315,657	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$357,546	\$0	\$357,546	100.0	0
Restaurants/Other Eating Places	7225	\$16,234,292	\$23,827,982	-\$7,593,690	-19.0	16

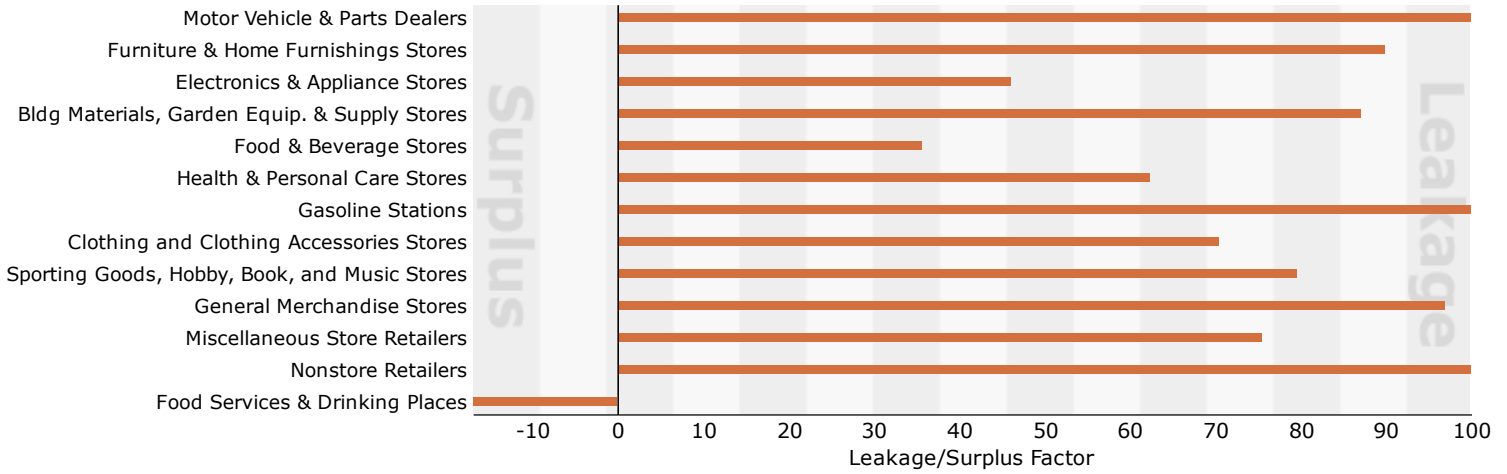
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

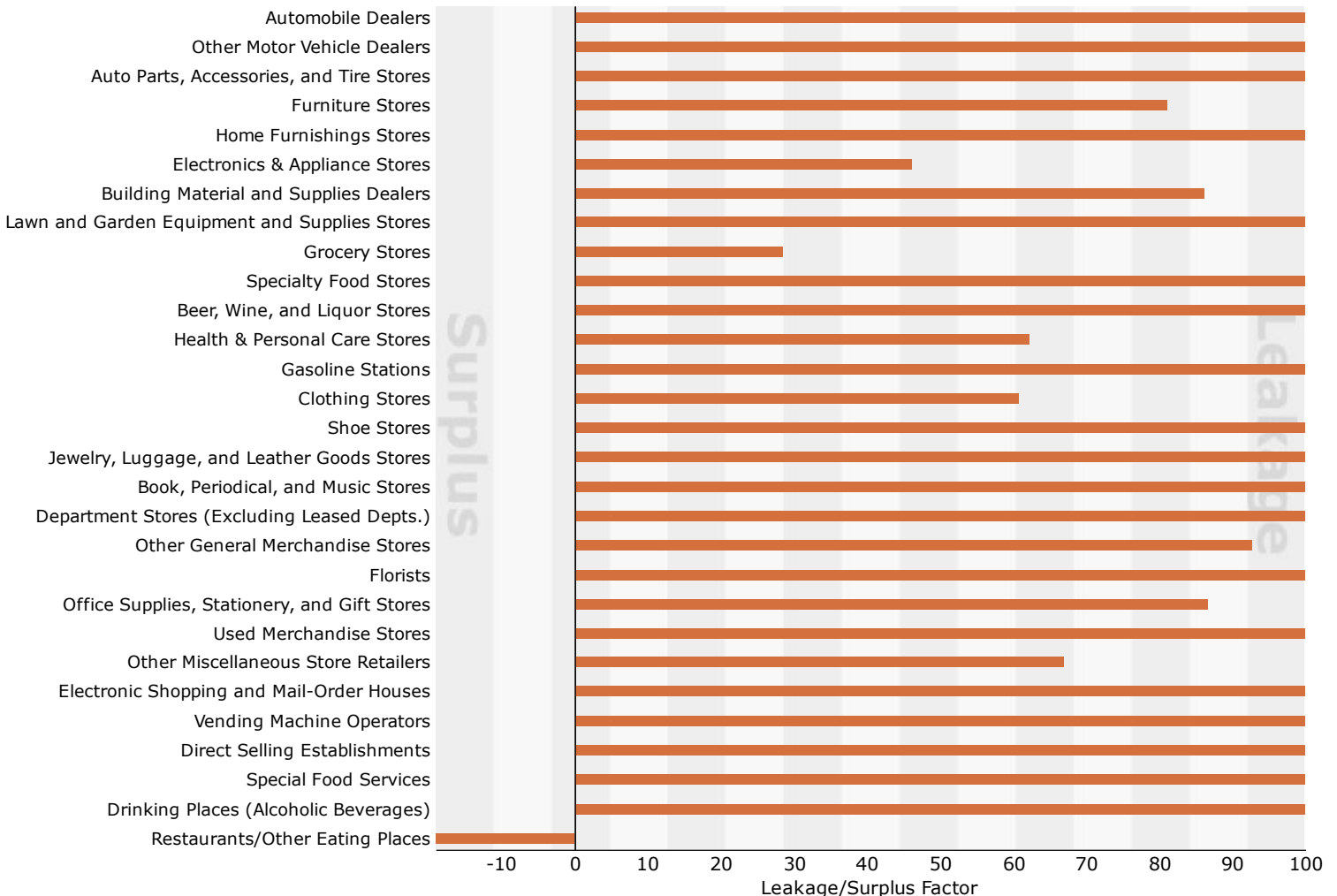
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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