



Retail MarketPlace Profile

Indio city, CA (0636448)
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 Geography: Place

Summary Demographics

2021 Population	89,551
2021 Households	28,038
2021 Median Disposable Income	\$49,774
2021 Per Capita Income	\$24,604

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	\$993,633,787	\$779,981,723	\$213,652,064	12.0	389
Total Retail Trade	44-45	\$899,313,854	\$706,777,892	\$192,535,962	12.0	286
Total Food & Drink	722	\$94,319,933	\$73,203,831	\$21,116,102	12.6	103
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$192,129,408	\$102,739,918	\$89,389,490	30.3	58
Automobile Dealers	4411	\$152,509,416	\$56,188,671	\$96,320,745	46.2	19
Other Motor Vehicle Dealers	4412	\$23,509,945	\$15,488,410	\$8,021,535	20.6	10
Auto Parts, Accessories & Tire Stores	4413	\$16,110,047	\$31,062,837	-\$14,952,790	-31.7	29
Furniture & Home Furnishings Stores	442	\$32,743,229	\$37,286,192	-\$4,542,963	-6.5	20
Furniture Stores	4421	\$16,981,061	\$24,121,509	-\$7,140,448	-17.4	9
Home Furnishings Stores	4422	\$15,762,168	\$13,164,683	\$2,597,485	9.0	11
Electronics & Appliance Stores	443	\$32,566,925	\$4,751,583	\$27,815,342	74.5	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,996,718	\$58,596,173	-\$2,599,455	-2.3	40
Bldg Material & Supplies Dealers	4441	\$52,315,299	\$49,795,615	\$2,519,684	2.5	31
Lawn & Garden Equip & Supply Stores	4442	\$3,681,419	\$8,800,558	-\$5,119,139	-41.0	9
Food & Beverage Stores	445	\$144,329,969	\$191,024,288	-\$46,694,319	-13.9	34
Grocery Stores	4451	\$123,735,711	\$183,127,486	-\$59,391,775	-19.4	23
Specialty Food Stores	4452	\$10,242,674	\$3,841,665	\$6,401,009	45.4	6
Beer, Wine & Liquor Stores	4453	\$10,351,584	\$4,055,137	\$6,296,447	43.7	5
Health & Personal Care Stores	446,4461	\$62,903,305	\$55,322,322	\$7,580,983	6.4	18
Gasoline Stations	447,4471	\$82,155,943	\$81,940,586	\$215,357	0.1	16
Clothing & Clothing Accessories Stores	448	\$61,148,288	\$19,260,838	\$41,887,450	52.1	25
Clothing Stores	4481	\$43,868,705	\$12,965,998	\$30,902,707	54.4	16
Shoe Stores	4482	\$7,754,533	\$885,103	\$6,869,430	79.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$9,525,050	\$5,409,737	\$4,115,313	27.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$27,728,416	\$11,146,816	\$16,581,600	42.7	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,043,079	\$10,838,745	\$13,204,334	37.9	16
Book, Periodical & Music Stores	4512	\$3,685,337	\$308,071	\$3,377,266	84.6	1
General Merchandise Stores	452	\$148,401,085	\$117,991,637	\$30,409,448	11.4	12
Department Stores Excluding Leased Depts.	4521	\$87,729,333	\$104,900,215	-\$17,170,882	-8.9	6
Other General Merchandise Stores	4529	\$60,671,752	\$13,091,422	\$47,580,330	64.5	6
Miscellaneous Store Retailers	453	\$33,785,200	\$20,420,422	\$13,364,778	24.7	34
Florists	4531	\$1,436,198	\$645,874	\$790,324	38.0	4
Office Supplies, Stationery & Gift Stores	4532	\$7,547,172	\$2,468,584	\$5,078,588	50.7	5
Used Merchandise Stores	4533	\$3,410,843	\$2,030,407	\$1,380,436	25.4	6
Other Miscellaneous Store Retailers	4539	\$21,390,987	\$15,275,557	\$6,115,430	16.7	19
Nonstore Retailers	454	\$25,425,368	\$6,297,117	\$19,128,251	60.3	5
Electronic Shopping & Mail-Order Houses	4541	\$22,182,473	\$0	\$22,182,473	100.0	0
Vending Machine Operators	4542	\$401,176	\$683,812	-\$282,636	-26.0	2
Direct Selling Establishments	4543	\$2,841,719	\$5,613,305	-\$2,771,586	-32.8	3
Food Services & Drinking Places	722	\$94,319,933	\$73,203,831	\$21,116,102	12.6	103
Special Food Services	7223	\$1,871,069	\$63,256	\$1,807,813	93.5	2
Drinking Places - Alcoholic Beverages	7224	\$1,916,761	\$1,990,323	-\$73,562	-1.9	3
Restaurants/Other Eating Places	7225	\$90,532,103	\$71,150,252	\$19,381,851	12.0	98

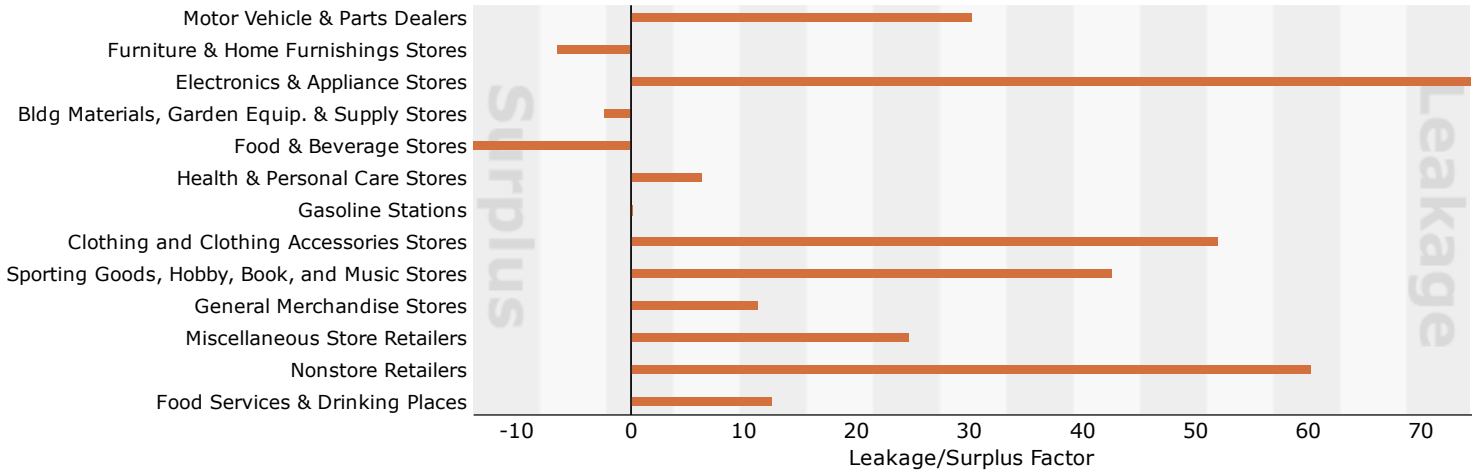
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

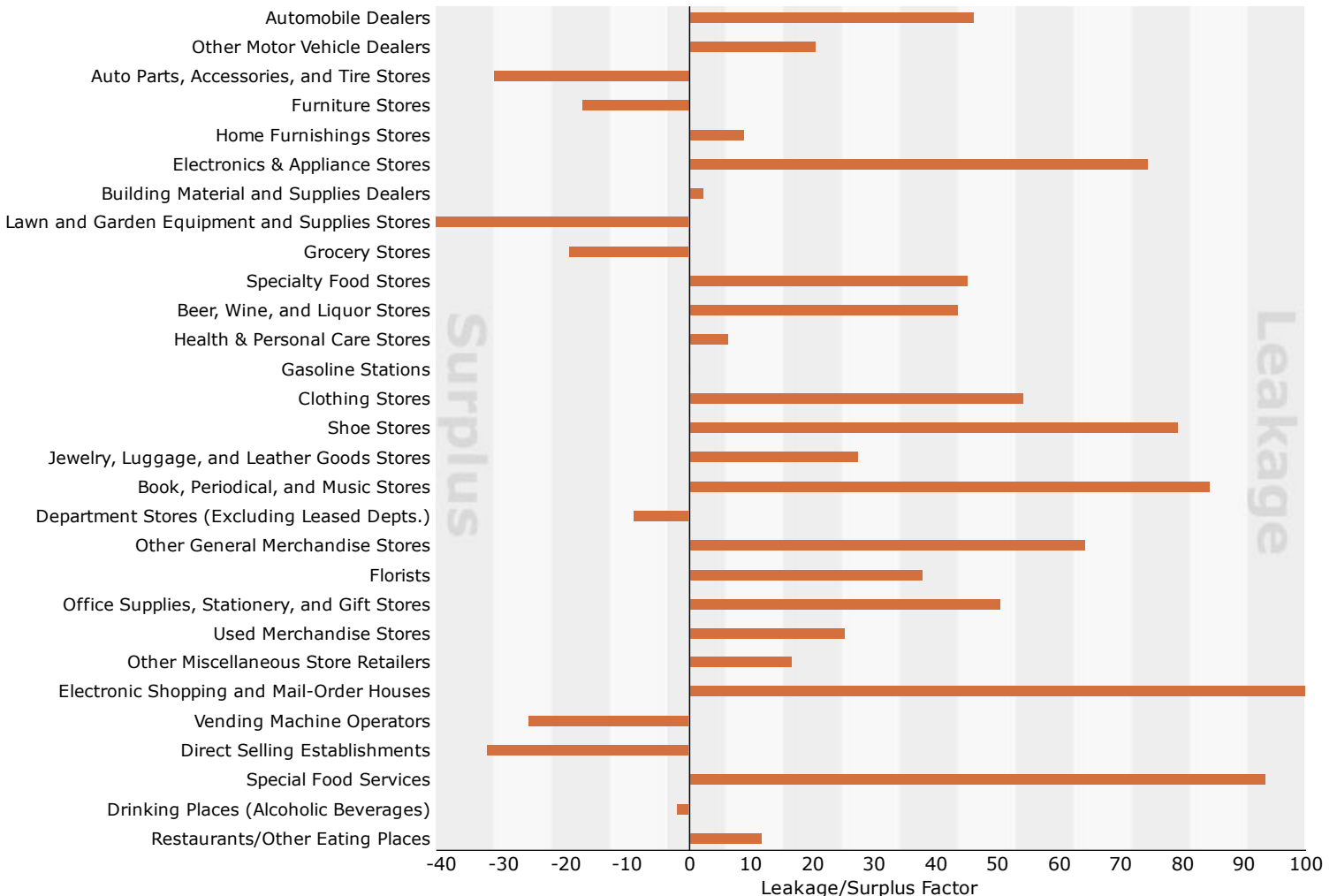
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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