



# Retail MarketPlace Profile

La Quinta city, CA (0640354)  
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 Geography: Place

## Summary Demographics

2021 Population	40,382
2021 Households	16,149
2021 Median Disposable Income	\$72,070
2021 Per Capita Income	\$50,698

**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	\$888,837,864	\$858,337,935	\$30,499,929	1.7	259
Total Retail Trade	44-45	\$803,695,830	\$768,943,321	\$34,752,509	2.2	157
Total Food & Drink	722	\$85,142,034	\$89,394,614	-\$4,252,580	-2.4	102
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$171,357,531	\$115,209,404	\$56,148,127	19.6	12
Automobile Dealers	4411	\$135,807,090	\$105,940,848	\$29,866,242	12.4	4
Other Motor Vehicle Dealers	4412	\$20,992,263	\$4,814,457	\$16,177,806	62.7	5
Auto Parts, Accessories & Tire Stores	4413	\$14,558,178	\$4,454,099	\$10,104,079	53.1	3
Furniture & Home Furnishings Stores	442	\$30,456,961	\$15,489,778	\$14,967,183	32.6	11
Furniture Stores	4421	\$15,525,211	\$4,619,411	\$10,905,800	54.1	3
Home Furnishings Stores	4422	\$14,931,750	\$10,870,367	\$4,061,383	15.7	8
Electronics & Appliance Stores	443	\$29,603,203	\$26,592,803	\$3,010,400	5.4	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,586,528	\$42,006,353	\$10,580,175	11.2	11
Bldg Material & Supplies Dealers	4441	\$49,022,636	\$41,211,188	\$7,811,448	8.7	9
Lawn & Garden Equip & Supply Stores	4442	\$3,563,892	\$795,165	\$2,768,727	63.5	2
Food & Beverage Stores	445	\$126,759,813	\$125,607,272	\$1,152,541	0.5	19
Grocery Stores	4451	\$108,389,920	\$115,085,498	-\$6,695,578	-3.0	11
Specialty Food Stores	4452	\$8,906,853	\$1,427,159	\$7,479,694	72.4	5
Beer, Wine & Liquor Stores	4453	\$9,463,040	\$9,094,615	\$368,425	2.0	3
Health & Personal Care Stores	446,4461	\$58,473,837	\$16,601,665	\$41,872,172	55.8	11
Gasoline Stations	447,4471	\$70,355,216	\$60,266,857	\$10,088,359	7.7	7
Clothing & Clothing Accessories Stores	448	\$54,836,962	\$16,503,307	\$38,333,655	53.7	24
Clothing Stores	4481	\$39,058,641	\$5,991,042	\$33,067,599	73.4	12
Shoe Stores	4482	\$6,684,570	\$6,388,598	\$295,972	2.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$9,093,751	\$4,123,667	\$4,970,084	37.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$24,619,546	\$15,776,975	\$8,842,571	21.9	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,348,646	\$14,751,006	\$6,597,640	18.3	8
Book, Periodical & Music Stores	4512	\$3,270,900	\$1,025,969	\$2,244,931	52.2	1
General Merchandise Stores	452	\$130,826,276	\$308,201,037	-\$177,374,761	-40.4	13
Department Stores Excluding Leased Depts.	4521	\$77,821,314	\$149,416,801	-\$71,595,487	-31.5	8
Other General Merchandise Stores	4529	\$53,004,962	\$158,784,236	-\$105,779,274	-49.9	5
Miscellaneous Store Retailers	453	\$30,608,010	\$26,243,172	\$4,364,838	7.7	27
Florists	4531	\$1,471,938	\$129,344	\$1,342,594	83.8	1
Office Supplies, Stationery & Gift Stores	4532	\$6,878,327	\$7,771,762	-\$893,435	-6.1	5
Used Merchandise Stores	4533	\$3,117,109	\$2,648,279	\$468,830	8.1	6
Other Miscellaneous Store Retailers	4539	\$19,140,636	\$15,693,787	\$3,446,849	9.9	15
Nonstore Retailers	454	\$23,211,947	\$444,698	\$22,767,249	96.2	1
Electronic Shopping & Mail-Order Houses	4541	\$20,129,671	\$444,698	\$19,684,973	95.7	1
Vending Machine Operators	4542	\$349,145	\$0	\$349,145	100.0	0
Direct Selling Establishments	4543	\$2,733,131	\$0	\$2,733,131	100.0	0
Food Services & Drinking Places	722	\$85,142,034	\$89,394,614	-\$4,252,580	-2.4	102
Special Food Services	7223	\$1,661,036	\$275,408	\$1,385,628	71.6	3
Drinking Places - Alcoholic Beverages	7224	\$1,795,397	\$777,934	\$1,017,463	39.5	1
Restaurants/Other Eating Places	7225	\$81,685,601	\$88,341,272	-\$6,655,671	-3.9	98

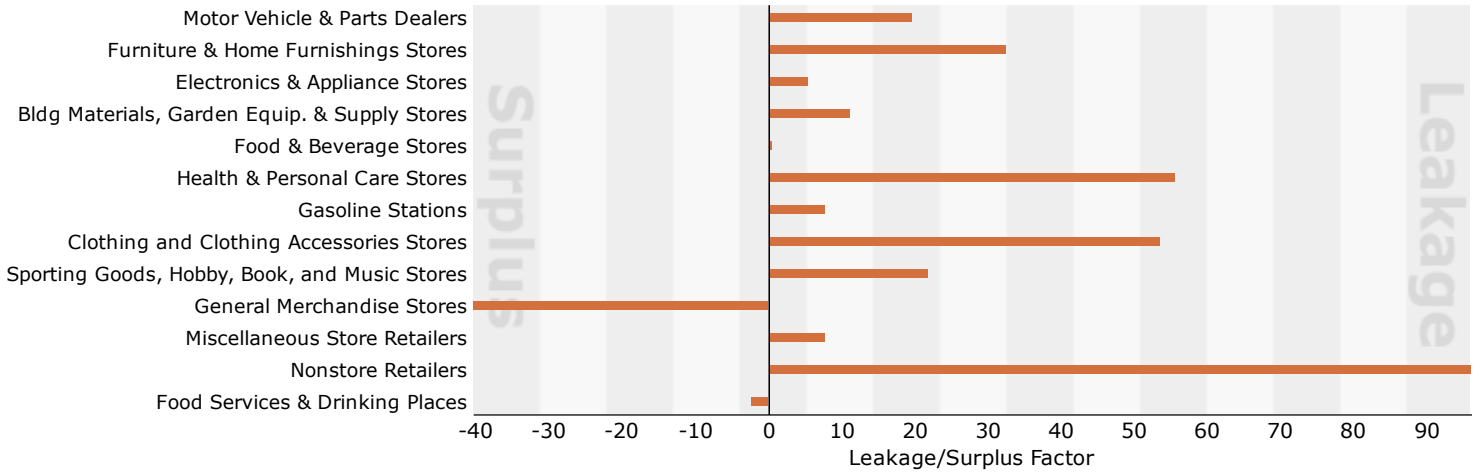
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

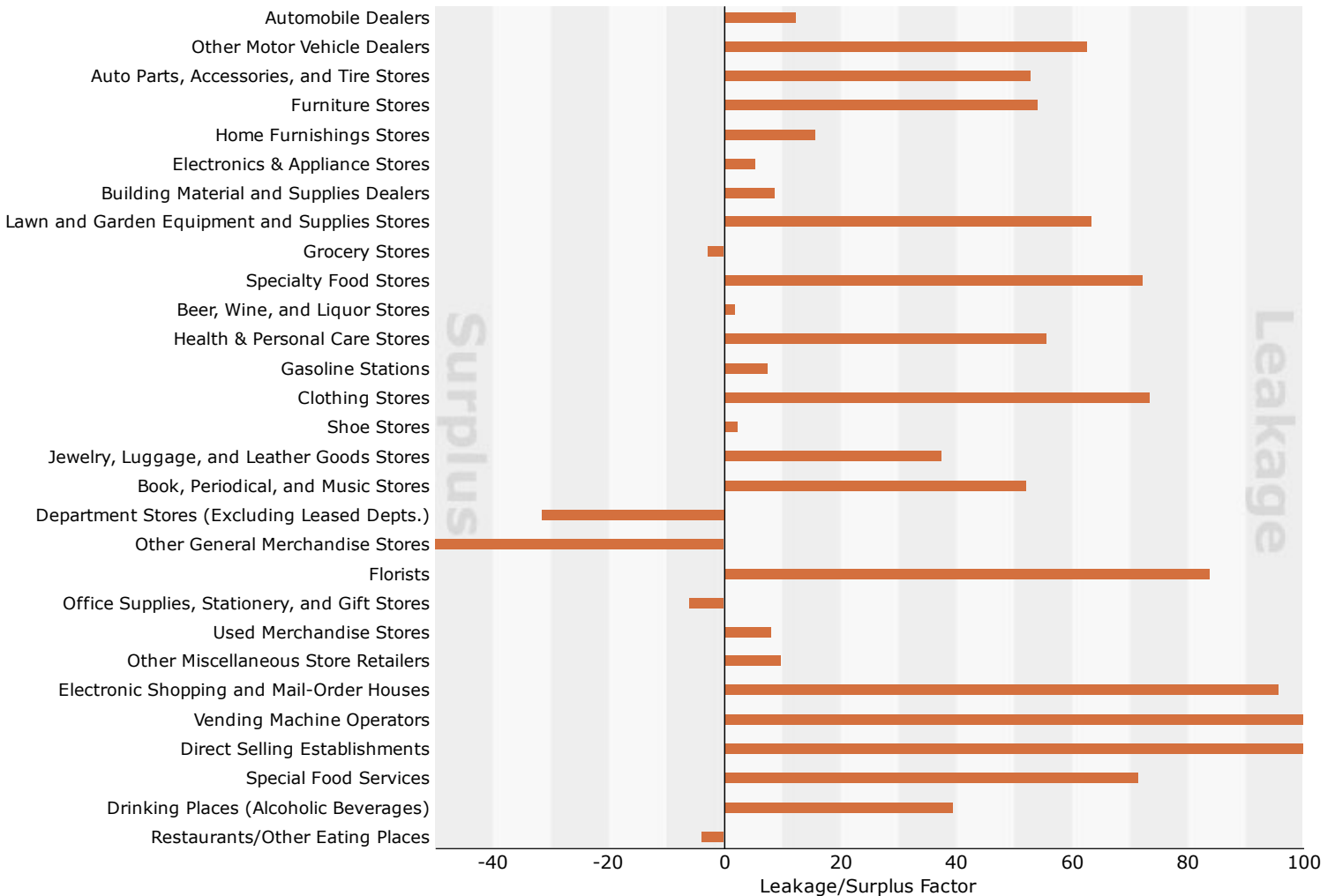
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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