



Retail MarketPlace Profile

Lakeland Village CDP, CA (0639598)
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 Geography: Place

Summary Demographics

2021 Population	11,921
2021 Households	3,662
2021 Median Disposable Income	\$51,466
2021 Per Capita Income	\$25,211

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	\$120,215,912	\$13,577,688	\$106,638,224	79.7	23
Total Retail Trade	44-45	\$108,521,000	\$12,772,100	\$95,748,900	78.9	19
Total Food & Drink	722	\$11,694,912	\$805,588	\$10,889,324	87.1	4

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,906,735	\$2,893,432	\$20,013,303	77.6	2
Automobile Dealers	4411	\$18,187,471	\$0	\$18,187,471	100.0	0
Other Motor Vehicle Dealers	4412	\$2,778,348	\$1,642,366	\$1,135,982	25.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,940,916	\$1,251,066	\$689,850	21.6	1
Furniture & Home Furnishings Stores	442	\$4,028,215	\$390,268	\$3,637,947	82.3	1
Furniture Stores	4421	\$2,111,149	\$390,268	\$1,720,881	68.8	1
Home Furnishings Stores	4422	\$1,917,066	\$0	\$1,917,066	100.0	0
Electronics & Appliance Stores	443	\$3,981,282	\$557,824	\$3,423,458	75.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,583,261	\$523,737	\$6,059,524	85.3	1
Bldg Material & Supplies Dealers	4441	\$6,166,833	\$523,737	\$5,643,096	84.3	1
Lawn & Garden Equip & Supply Stores	4442	\$416,428	\$0	\$416,428	100.0	0
Food & Beverage Stores	445	\$17,485,122	\$4,036,788	\$13,448,334	62.5	4
Grocery Stores	4451	\$14,978,481	\$3,755,900	\$11,222,581	59.9	3
Specialty Food Stores	4452	\$1,242,941	\$280,888	\$962,053	63.1	1
Beer, Wine & Liquor Stores	4453	\$1,263,700	\$0	\$1,263,700	100.0	0
Health & Personal Care Stores	446,4461	\$7,375,589	\$885,568	\$6,490,021	78.6	1
Gasoline Stations	447,4471	\$9,916,920	\$2,154,868	\$7,762,052	64.3	1
Clothing & Clothing Accessories Stores	448	\$7,635,444	\$396,749	\$7,238,695	90.1	2
Clothing Stores	4481	\$5,467,449	\$134,108	\$5,333,341	95.2	1
Shoe Stores	4482	\$976,282	\$0	\$976,282	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,191,713	\$262,641	\$929,072	63.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,418,663	\$395,720	\$3,022,943	79.3	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,957,556	\$395,720	\$2,561,836	76.4	2
Book, Periodical & Music Stores	4512	\$461,107	\$0	\$461,107	100.0	0
General Merchandise Stores	452	\$18,113,722	\$0	\$18,113,722	100.0	0
Department Stores Excluding Leased Depts.	4521	\$10,768,831	\$0	\$10,768,831	100.0	0
Other General Merchandise Stores	4529	\$7,344,891	\$0	\$7,344,891	100.0	0
Miscellaneous Store Retailers	453	\$4,005,885	\$537,146	\$3,468,739	76.4	4
Florists	4531	\$171,638	\$0	\$171,638	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$920,992	\$0	\$920,992	100.0	0
Used Merchandise Stores	4533	\$420,982	\$158,649	\$262,333	45.3	2
Other Miscellaneous Store Retailers	4539	\$2,492,273	\$378,497	\$2,113,776	73.6	2
Nonstore Retailers	454	\$3,070,162	\$0	\$3,070,162	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,714,930	\$0	\$2,714,930	100.0	0
Vending Machine Operators	4542	\$48,737	\$0	\$48,737	100.0	0
Direct Selling Establishments	4543	\$306,495	\$0	\$306,495	100.0	0
Food Services & Drinking Places	722	\$11,694,912	\$805,588	\$10,889,324	87.1	4
Special Food Services	7223	\$238,170	\$0	\$238,170	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$241,427	\$0	\$241,427	100.0	0
Restaurants/Other Eating Places	7225	\$11,215,315	\$805,588	\$10,409,727	86.6	4

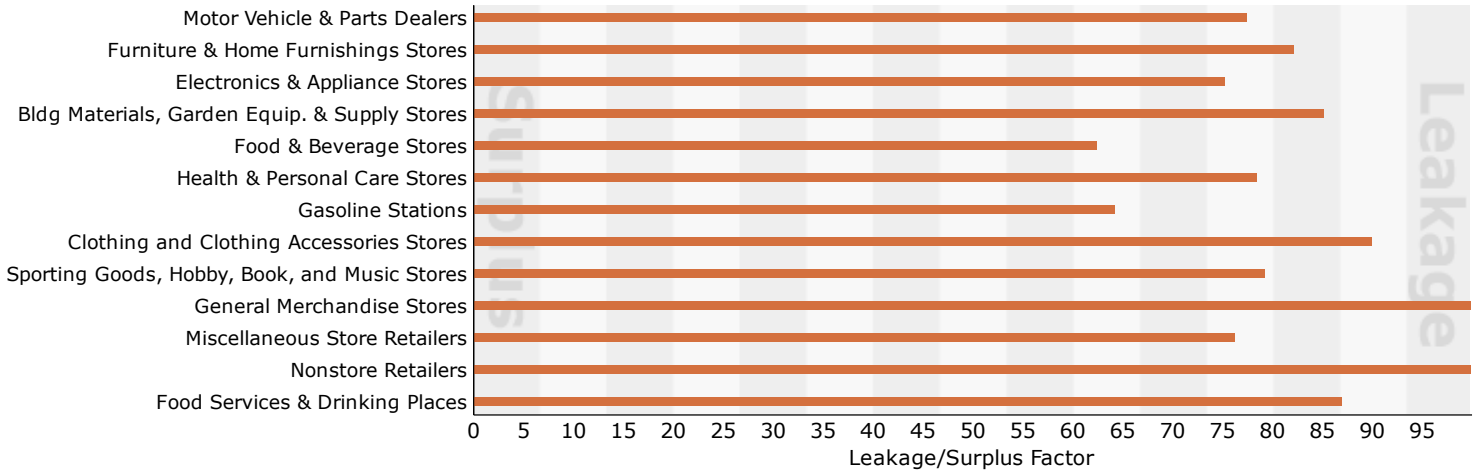
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

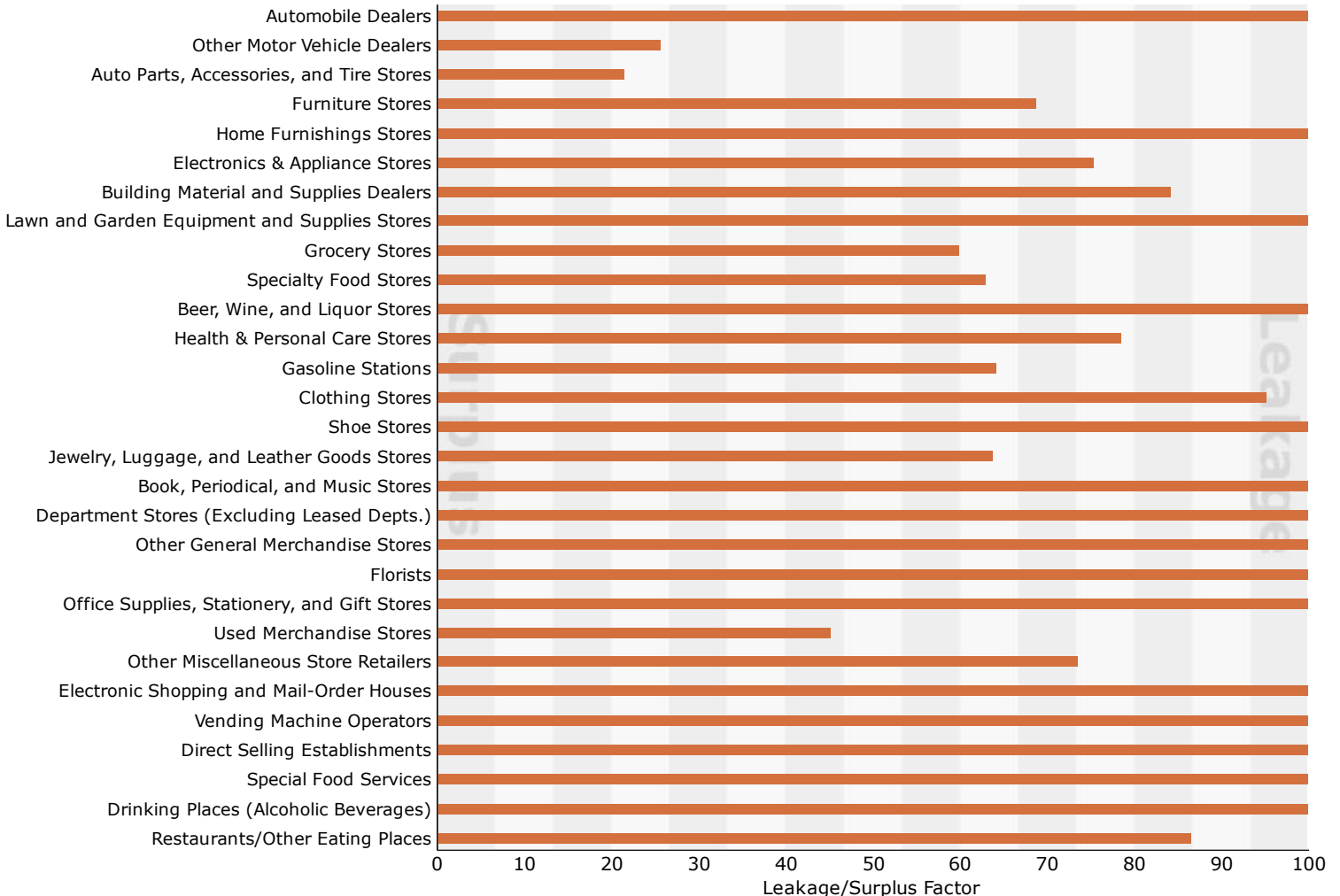
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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