



Retail MarketPlace Profile

Mead Valley CDP, CA (0646646)
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 Geography: Place

Summary Demographics

2021 Population	20,177
2021 Households	4,373
2021 Median Disposable Income	\$50,811
2021 Per Capita Income	\$17,897

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	\$128,000,680	\$79,389,043	\$48,611,637	23.4	22
Total Retail Trade	44-45	\$115,737,661	\$77,850,166	\$37,887,495	19.6	19
Total Food & Drink	722	\$12,263,019	\$1,538,877	\$10,724,142	77.7	3

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,308,690	\$3,554,362	\$20,754,328	74.5	4
Automobile Dealers	4411	\$19,305,917	\$0	\$19,305,917	100.0	0
Other Motor Vehicle Dealers	4412	\$2,930,631	\$1,571,653	\$1,358,978	30.2	2
Auto Parts, Accessories & Tire Stores	4413	\$2,072,142	\$1,982,709	\$89,433	2.2	2
Furniture & Home Furnishings Stores	442	\$4,240,922	\$2,720,631	\$1,520,291	21.8	3
Furniture Stores	4421	\$2,219,400	\$1,900,794	\$318,606	7.7	2
Home Furnishings Stores	4422	\$2,021,522	\$819,837	\$1,201,685	42.3	1
Electronics & Appliance Stores	443	\$4,253,375	\$0	\$4,253,375	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,991,388	\$41,970,284	-\$34,978,896	-71.4	3
Bldg Material & Supplies Dealers	4441	\$6,558,251	\$41,314,791	-\$34,756,540	-72.6	2
Lawn & Garden Equip & Supply Stores	4442	\$433,137	\$655,493	-\$222,356	-20.4	1
Food & Beverage Stores	445	\$18,735,038	\$5,524,948	\$13,210,090	54.5	4
Grocery Stores	4451	\$16,072,235	\$4,571,604	\$11,500,631	55.7	3
Specialty Food Stores	4452	\$1,336,795	\$0	\$1,336,795	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,326,008	\$953,344	\$372,664	16.3	1
Health & Personal Care Stores	446,4461	\$7,793,806	\$0	\$7,793,806	100.0	0
Gasoline Stations	447,4471	\$10,709,773	\$23,715,299	-\$13,005,526	-37.8	4
Clothing & Clothing Accessories Stores	448	\$8,215,673	\$364,642	\$7,851,031	91.5	1
Clothing Stores	4481	\$5,895,944	\$364,642	\$5,531,302	88.4	1
Shoe Stores	4482	\$1,053,571	\$0	\$1,053,571	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,266,158	\$0	\$1,266,158	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,667,012	\$0	\$3,667,012	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,176,468	\$0	\$3,176,468	100.0	0
Book, Periodical & Music Stores	4512	\$490,544	\$0	\$490,544	100.0	0
General Merchandise Stores	452	\$19,369,045	\$0	\$19,369,045	100.0	0
Department Stores Excluding Leased Depts.	4521	\$11,524,694	\$0	\$11,524,694	100.0	0
Other General Merchandise Stores	4529	\$7,844,351	\$0	\$7,844,351	100.0	0
Miscellaneous Store Retailers	453	\$4,161,184	\$0	\$4,161,184	100.0	0
Florists	4531	\$183,171	\$0	\$183,171	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$971,568	\$0	\$971,568	100.0	0
Used Merchandise Stores	4533	\$441,380	\$0	\$441,380	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,565,065	\$0	\$2,565,065	100.0	0
Nonstore Retailers	454	\$3,291,755	\$0	\$3,291,755	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,881,756	\$0	\$2,881,756	100.0	0
Vending Machine Operators	4542	\$52,362	\$0	\$52,362	100.0	0
Direct Selling Establishments	4543	\$357,637	\$0	\$357,637	100.0	0
Food Services & Drinking Places	722	\$12,263,019	\$1,538,877	\$10,724,142	77.7	3
Special Food Services	7223	\$246,785	\$0	\$246,785	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$248,373	\$0	\$248,373	100.0	0
Restaurants/Other Eating Places	7225	\$11,767,861	\$1,538,877	\$10,228,984	76.9	3

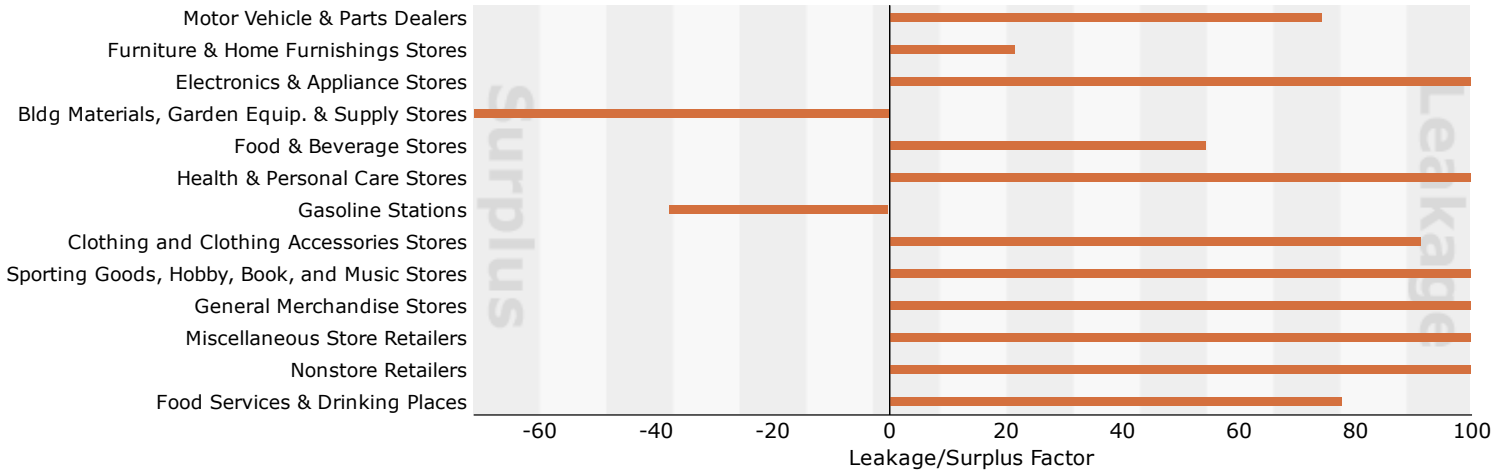
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

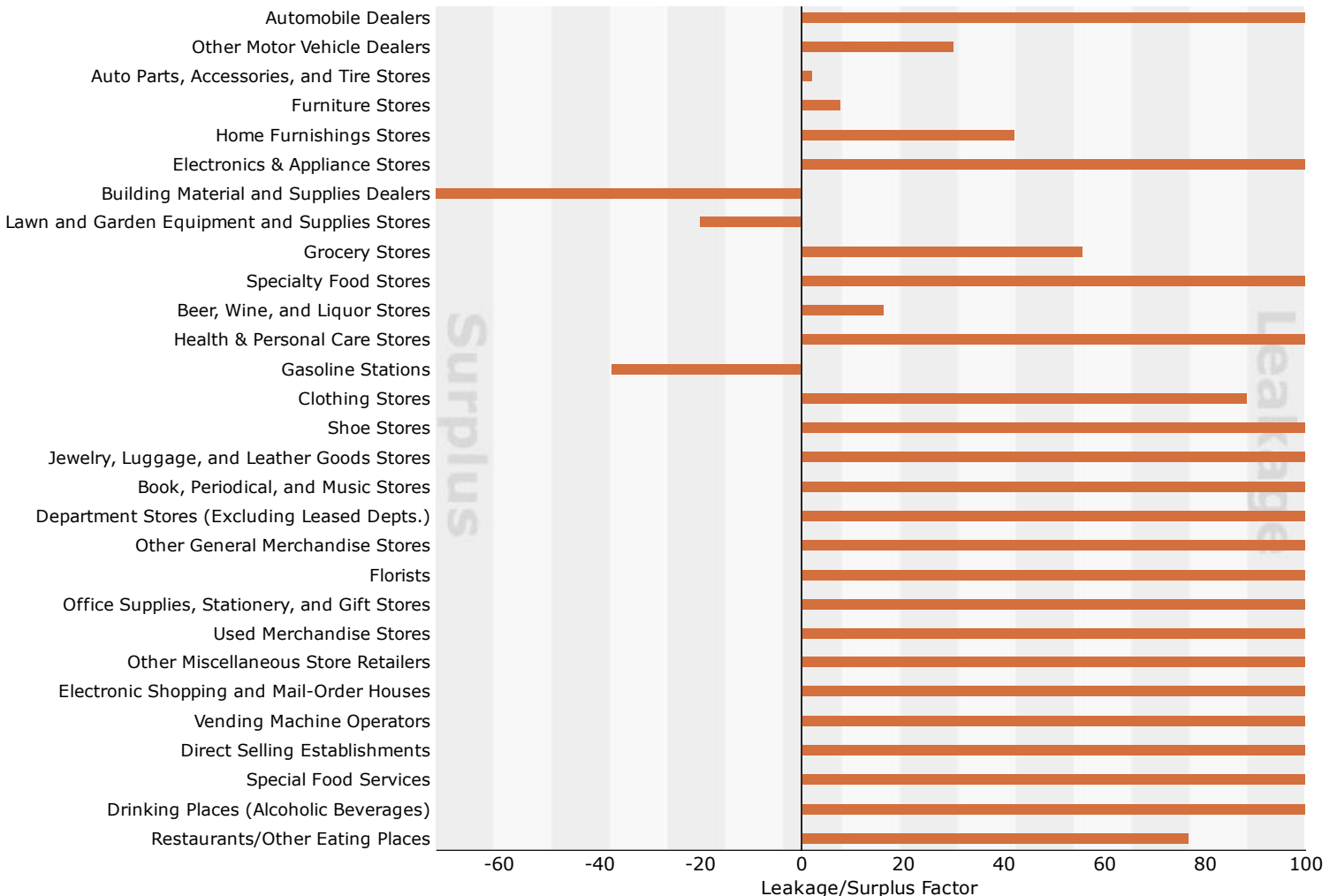
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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