



Retail MarketPlace Profile

Menifee city, CA (0646842)
 Menifee city, CA (0646842)
 Geography: Place

Summary Demographics

2021 Population	101,498
2021 Households	34,361
2021 Median Disposable Income	\$59,864
2021 Per Capita Income	\$31,542

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	\$1,134,328,376	\$540,945,222	\$593,383,154	35.4	286
Total Retail Trade	44-45	\$1,023,686,473	\$462,527,885	\$561,158,588	37.8	201
Total Food & Drink	722	\$110,641,903	\$78,417,337	\$32,224,566	17.0	85
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$215,745,036	\$33,848,732	\$181,896,304	72.9	20
Automobile Dealers	4411	\$171,023,080	\$1,680,302	\$169,342,778	98.1	2
Other Motor Vehicle Dealers	4412	\$26,346,031	\$22,752,905	\$3,593,126	7.3	8
Auto Parts, Accessories & Tire Stores	4413	\$18,375,925	\$9,415,525	\$8,960,400	32.2	10
Furniture & Home Furnishings Stores	442	\$38,604,122	\$5,162,099	\$33,442,023	76.4	13
Furniture Stores	4421	\$19,986,523	\$1,830,938	\$18,155,585	83.2	4
Home Furnishings Stores	4422	\$18,617,599	\$3,331,161	\$15,286,438	69.6	9
Electronics & Appliance Stores	443	\$38,006,150	\$22,819,083	\$15,187,067	25.0	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$64,038,022	\$34,793,661	\$29,244,361	29.6	32
Bldg Material & Supplies Dealers	4441	\$59,905,109	\$28,579,260	\$31,325,849	35.4	20
Lawn & Garden Equip & Supply Stores	4442	\$4,132,913	\$6,214,401	-\$2,081,488	-20.1	12
Food & Beverage Stores	445	\$163,557,886	\$95,850,501	\$67,707,385	26.1	19
Grocery Stores	4451	\$140,025,241	\$90,128,329	\$49,896,912	21.7	12
Specialty Food Stores	4452	\$11,584,804	\$1,113,720	\$10,471,084	82.5	4
Beer, Wine & Liquor Stores	4453	\$11,947,841	\$4,608,452	\$7,339,389	44.3	3
Health & Personal Care Stores	446,4461	\$71,409,336	\$43,880,829	\$27,528,507	23.9	24
Gasoline Stations	447,4471	\$91,694,564	\$66,408,829	\$25,285,735	16.0	11
Clothing & Clothing Accessories Stores	448	\$71,472,327	\$23,002,566	\$48,469,761	51.3	20
Clothing Stores	4481	\$51,005,045	\$19,176,878	\$31,828,167	45.4	13
Shoe Stores	4482	\$8,974,583	\$2,254,428	\$6,720,155	59.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$11,492,699	\$1,571,260	\$9,921,439	75.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$32,104,767	\$7,793,280	\$24,311,487	60.9	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$27,806,949	\$7,587,899	\$20,219,050	57.1	6
Book, Periodical & Music Stores	4512	\$4,297,818	\$205,381	\$4,092,437	90.9	1
General Merchandise Stores	452	\$169,589,296	\$111,517,480	\$58,071,816	20.7	10
Department Stores Excluding Leased Depts.	4521	\$101,095,884	\$99,588,956	\$1,506,928	0.8	5
Other General Merchandise Stores	4529	\$68,493,412	\$11,928,524	\$56,564,888	70.3	5
Miscellaneous Store Retailers	453	\$38,200,979	\$17,326,997	\$20,873,982	37.6	35
Florists	4531	\$1,718,822	\$212,340	\$1,506,482	78.0	2
Office Supplies, Stationery & Gift Stores	4532	\$8,814,015	\$2,330,005	\$6,484,010	58.2	7
Used Merchandise Stores	4533	\$4,014,858	\$1,043,555	\$2,971,303	58.7	4
Other Miscellaneous Store Retailers	4539	\$23,653,284	\$13,741,097	\$9,912,187	26.5	22
Nonstore Retailers	454	\$29,263,988	\$123,828	\$29,140,160	99.2	2
Electronic Shopping & Mail-Order Houses	4541	\$25,817,410	\$0	\$25,817,410	100.0	0
Vending Machine Operators	4542	\$454,400	\$0	\$454,400	100.0	0
Direct Selling Establishments	4543	\$2,992,178	\$123,828	\$2,868,350	92.1	2
Food Services & Drinking Places	722	\$110,641,903	\$78,417,337	\$32,224,566	17.0	85
Special Food Services	7223	\$2,214,045	\$84,034	\$2,130,011	92.7	2
Drinking Places - Alcoholic Beverages	7224	\$2,308,360	\$731,115	\$1,577,245	51.9	1
Restaurants/Other Eating Places	7225	\$106,119,498	\$77,602,188	\$28,517,310	15.5	82

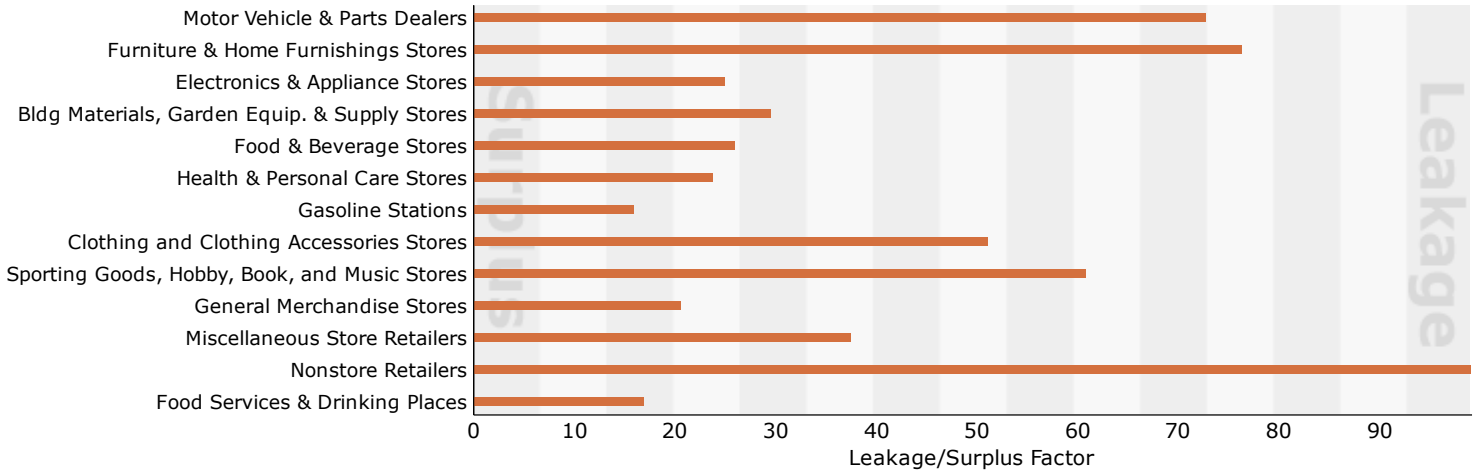
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

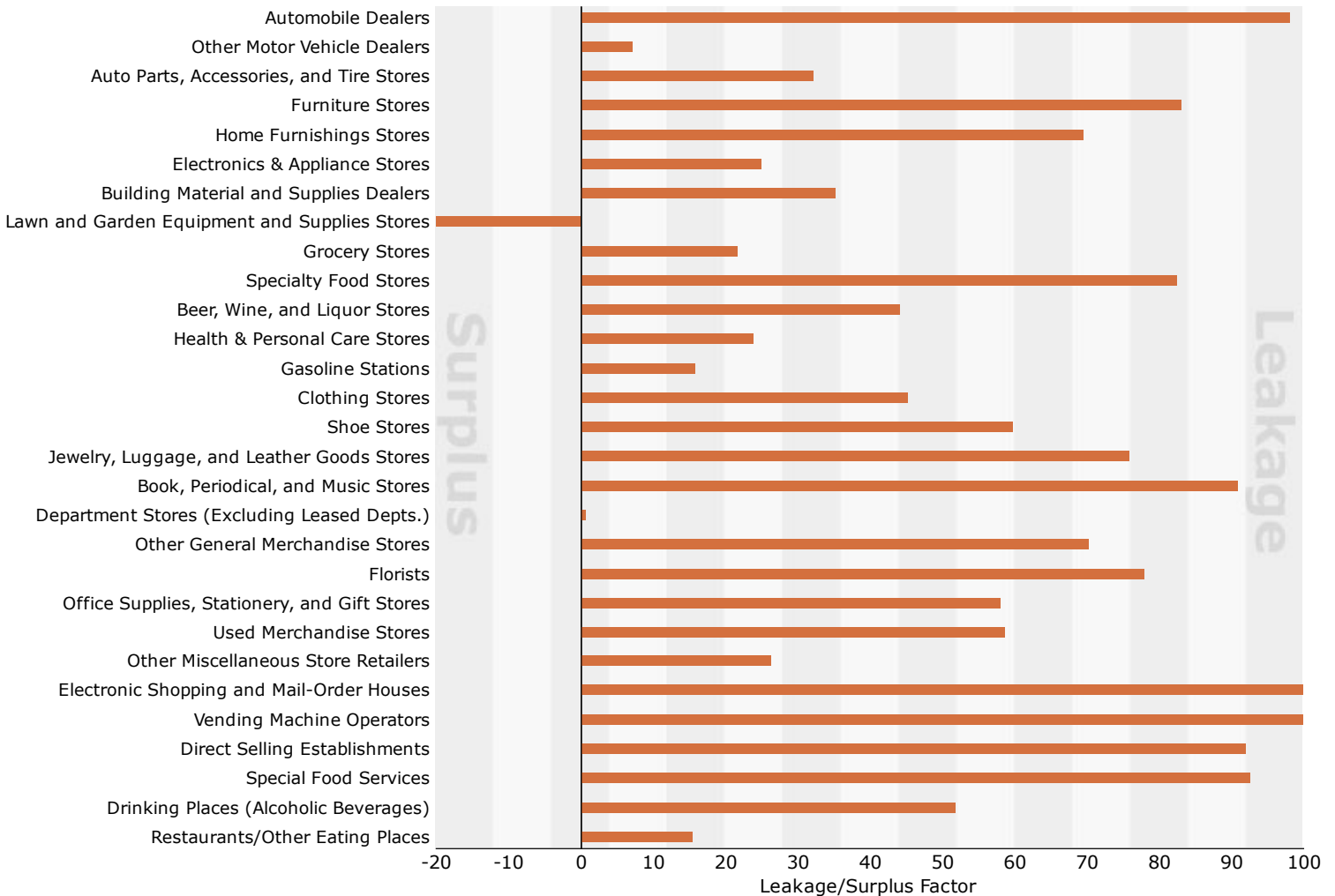
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

Menifee city, CA (0646842)
 Menifee city, CA (0646842)
 Geography: Place

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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