



Retail MarketPlace Profile

Moreno Valley city, CA (0649270)
 Moreno Valley city, CA (0649270)
 Geography: Place

Summary Demographics

2021 Population	207,502
2021 Households	55,015
2021 Median Disposable Income	\$57,215
2021 Per Capita Income	\$22,501

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	\$1,869,504,816	\$2,003,359,186	-\$133,854,370	-3.5	754
Total Retail Trade	44-45	\$1,685,955,849	\$1,806,780,181	-\$120,824,332	-3.5	482
Total Food & Drink	722	\$183,548,967	\$196,579,005	-\$13,030,038	-3.4	272
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$352,723,142	\$552,596,243	-\$199,873,101	-22.1	49
Automobile Dealers	4411	\$279,486,009	\$515,644,550	-\$236,158,541	-29.7	12
Other Motor Vehicle Dealers	4412	\$42,950,757	\$2,976,935	\$39,973,822	87.0	3
Auto Parts, Accessories & Tire Stores	4413	\$30,286,376	\$33,974,758	-\$3,688,382	-5.7	34
Furniture & Home Furnishings Stores	442	\$63,367,074	\$33,887,283	\$29,479,791	30.3	28
Furniture Stores	4421	\$32,961,328	\$11,867,402	\$21,093,926	47.1	16
Home Furnishings Stores	4422	\$30,405,746	\$22,019,881	\$8,385,865	16.0	12
Electronics & Appliance Stores	443	\$63,084,133	\$20,328,508	\$42,755,625	51.3	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$102,629,249	\$116,027,834	-\$13,398,585	-6.1	40
Bldg Material & Supplies Dealers	4441	\$96,261,805	\$114,516,859	-\$18,255,054	-8.7	37
Lawn & Garden Equip & Supply Stores	4442	\$6,367,444	\$1,510,975	\$4,856,469	61.6	3
Food & Beverage Stores	445	\$270,568,107	\$279,664,853	-\$9,096,746	-1.7	70
Grocery Stores	4451	\$231,735,305	\$260,570,216	-\$28,834,911	-5.9	41
Specialty Food Stores	4452	\$19,244,428	\$4,790,737	\$14,453,691	60.1	14
Beer, Wine & Liquor Stores	4453	\$19,588,374	\$14,303,900	\$5,284,474	15.6	15
Health & Personal Care Stores	446,4461	\$113,462,433	\$87,178,962	\$26,283,471	13.1	39
Gasoline Stations	447,4471	\$153,023,206	\$159,213,069	-\$6,189,863	-2.0	30
Clothing & Clothing Accessories Stores	448	\$121,006,034	\$91,478,406	\$29,527,628	13.9	94
Clothing Stores	4481	\$86,419,427	\$66,542,883	\$19,876,544	13.0	58
Shoe Stores	4482	\$15,359,903	\$13,830,328	\$1,529,575	5.2	17
Jewelry, Luggage & Leather Goods Stores	4483	\$19,226,704	\$11,105,195	\$8,121,509	26.8	19
Sporting Goods, Hobby, Book & Music Stores	451	\$54,076,512	\$15,700,980	\$38,375,532	55.0	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$46,838,552	\$14,087,536	\$32,751,016	53.8	16
Book, Periodical & Music Stores	4512	\$7,237,960	\$1,613,444	\$5,624,516	63.5	5
General Merchandise Stores	452	\$282,126,045	\$424,161,639	-\$142,035,594	-20.1	30
Department Stores Excluding Leased Depts.	4521	\$168,884,381	\$240,178,423	-\$71,294,042	-17.4	15
Other General Merchandise Stores	4529	\$113,241,664	\$183,983,216	-\$70,741,552	-23.8	15
Miscellaneous Store Retailers	453	\$61,696,430	\$25,419,181	\$36,277,249	41.6	53
Florists	4531	\$2,702,145	\$1,294,443	\$1,407,702	35.2	8
Office Supplies, Stationery & Gift Stores	4532	\$14,428,728	\$6,864,883	\$7,563,845	35.5	13
Used Merchandise Stores	4533	\$6,617,305	\$833,166	\$5,784,139	77.6	3
Other Miscellaneous Store Retailers	4539	\$37,948,252	\$16,426,689	\$21,521,563	39.6	29
Nonstore Retailers	454	\$48,193,484	\$1,123,223	\$47,070,261	95.4	6
Electronic Shopping & Mail-Order Houses	4541	\$42,817,201	\$890,246	\$41,926,955	95.9	3
Vending Machine Operators	4542	\$754,900	\$0	\$754,900	100.0	0
Direct Selling Establishments	4543	\$4,621,383	\$232,977	\$4,388,406	90.4	3
Food Services & Drinking Places	722	\$183,548,967	\$196,579,005	-\$13,030,038	-3.4	272
Special Food Services	7223	\$3,686,089	\$450,702	\$3,235,387	78.2	6
Drinking Places - Alcoholic Beverages	7224	\$3,801,793	\$1,846,790	\$1,955,003	34.6	3
Restaurants/Other Eating Places	7225	\$176,061,085	\$194,281,513	-\$18,220,428	-4.9	263

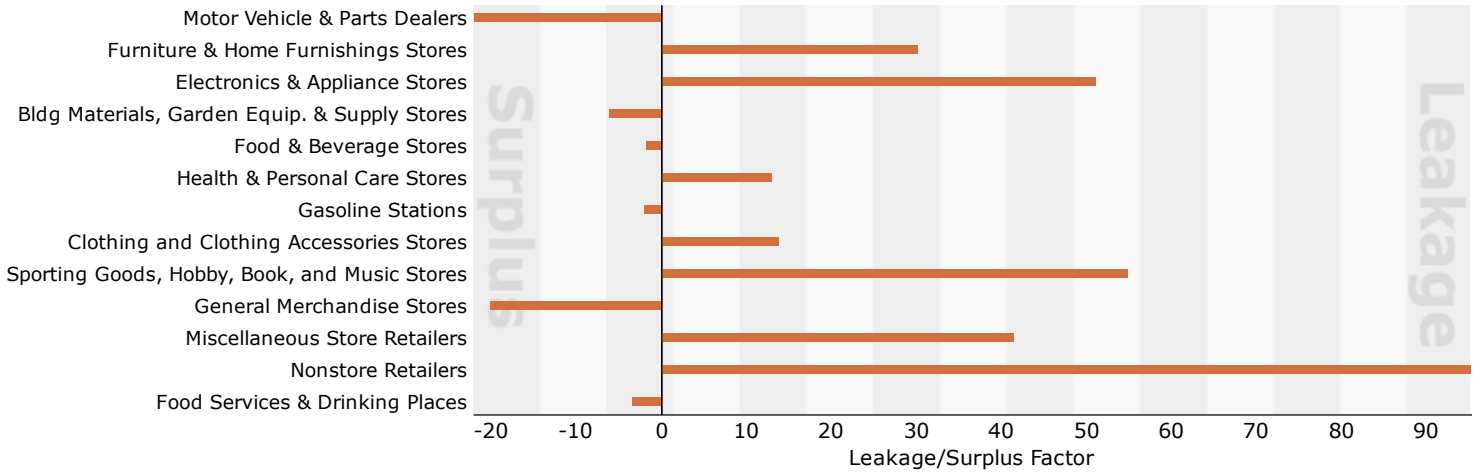
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

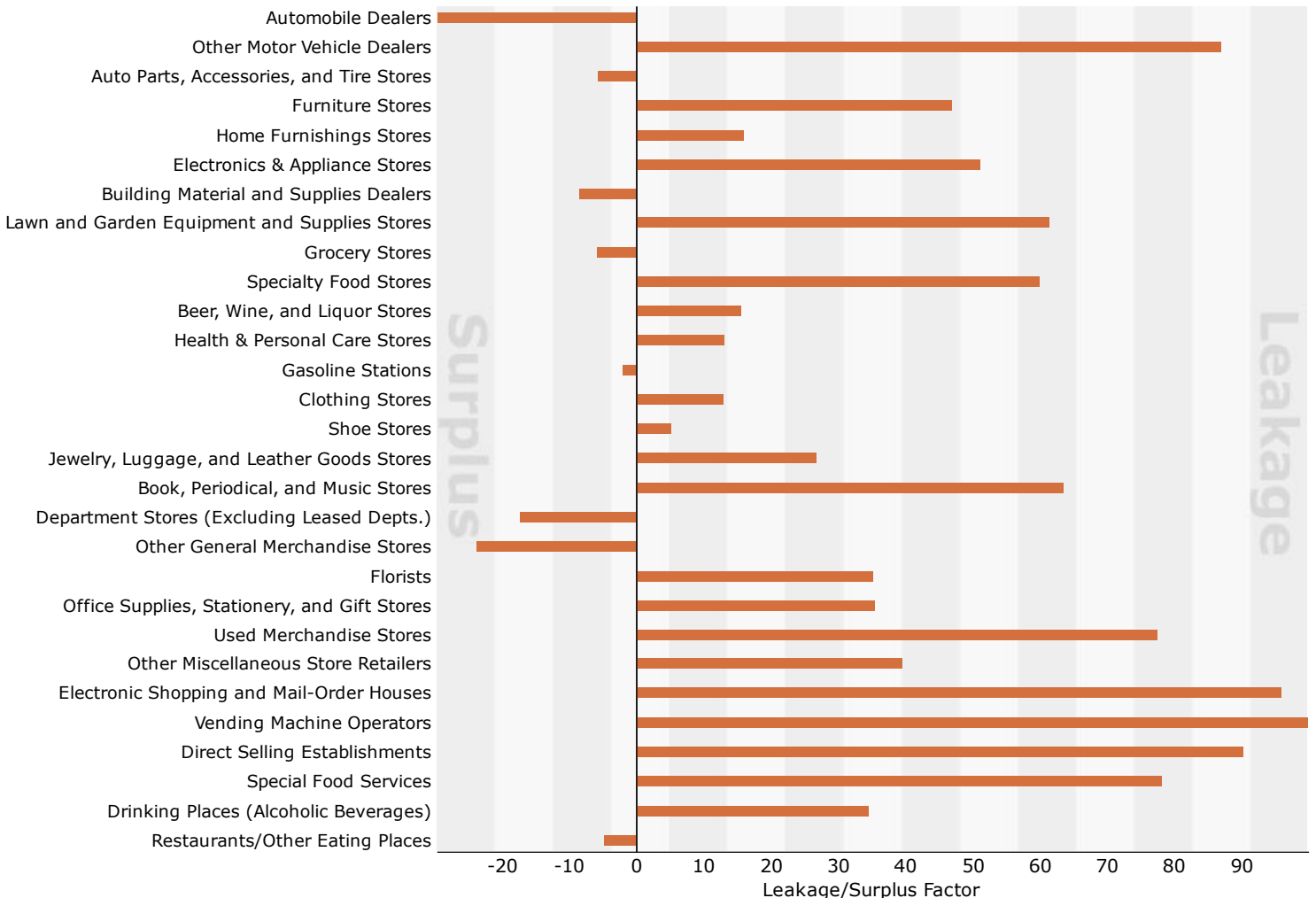
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

Moreno Valley city, CA (0649270)
 Moreno Valley city, CA (0649270)
 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.