



# Retail MarketPlace Profile

Rancho Mirage city, CA (0659500)  
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 Geography: Place

## Summary Demographics

2021 Population	18,307
2021 Households	9,389
2021 Median Disposable Income	\$64,767
2021 Per Capita Income	\$66,770

**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	\$529,012,949	\$620,587,394	-\$91,574,445	-8.0	177
Total Retail Trade	44-45	\$479,353,057	\$549,428,315	-\$70,075,258	-6.8	117
Total Food & Drink	722	\$49,659,892	\$71,159,079	-\$21,499,187	-17.8	60
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$102,213,976	\$206,713,378	-\$104,499,402	-33.8	15
Automobile Dealers	4411	\$80,958,612	\$181,349,919	-\$100,391,307	-38.3	11
Other Motor Vehicle Dealers	4412	\$12,463,165	\$20,947,032	-\$8,483,867	-25.4	2
Auto Parts, Accessories & Tire Stores	4413	\$8,792,199	\$4,416,427	\$4,375,772	33.1	2
Furniture & Home Furnishings Stores	442	\$18,011,525	\$28,884,397	-\$10,872,872	-23.2	21
Furniture Stores	4421	\$9,069,200	\$13,183,959	-\$4,114,759	-18.5	16
Home Furnishings Stores	4422	\$8,942,325	\$15,700,438	-\$6,758,113	-27.4	5
Electronics & Appliance Stores	443	\$17,624,104	\$5,928,911	\$11,695,193	49.7	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,926,577	\$21,123,058	\$10,803,519	20.4	5
Bldg Material & Supplies Dealers	4441	\$29,744,873	\$21,123,058	\$8,621,815	16.9	5
Lawn & Garden Equip & Supply Stores	4442	\$2,181,704	\$0	\$2,181,704	100.0	0
Food & Beverage Stores	445	\$75,673,371	\$49,355,480	\$26,317,891	21.0	11
Grocery Stores	4451	\$64,715,933	\$46,976,179	\$17,739,754	15.9	5
Specialty Food Stores	4452	\$5,294,348	\$1,401,215	\$3,893,133	58.1	5
Beer, Wine & Liquor Stores	4453	\$5,663,090	\$978,086	\$4,685,004	70.5	1
Health & Personal Care Stores	446,4461	\$36,951,291	\$26,216,679	\$10,734,612	17.0	15
Gasoline Stations	447,4471	\$41,675,266	\$34,906,985	\$6,768,281	8.8	5
Clothing & Clothing Accessories Stores	448	\$31,578,982	\$9,713,236	\$21,865,746	53.0	9
Clothing Stores	4481	\$22,456,487	\$8,492,225	\$13,964,262	45.1	6
Shoe Stores	4482	\$3,735,551	\$1,012,226	\$2,723,325	57.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,386,944	\$208,785	\$5,178,159	92.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$14,238,778	\$7,309,054	\$6,929,724	32.2	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,362,168	\$7,309,054	\$5,053,114	25.7	3
Book, Periodical & Music Stores	4512	\$1,876,610	\$0	\$1,876,610	100.0	0
General Merchandise Stores	452	\$76,979,351	\$152,797,207	-\$75,817,856	-33.0	2
Department Stores Excluding Leased Depts.	4521	\$45,495,989	\$15,148,464	\$30,347,525	50.0	1
Other General Merchandise Stores	4529	\$31,483,362	\$137,648,743	-\$106,165,381	-62.8	1
Miscellaneous Store Retailers	453	\$18,573,923	\$6,429,791	\$12,144,132	48.6	24
Florists	4531	\$888,128	\$509,504	\$378,624	27.1	3
Office Supplies, Stationery & Gift Stores	4532	\$4,122,822	\$1,082,157	\$3,040,665	58.4	6
Used Merchandise Stores	4533	\$1,833,925	\$2,475,843	-\$641,918	-14.9	8
Other Miscellaneous Store Retailers	4539	\$11,729,048	\$2,362,287	\$9,366,761	66.5	7
Nonstore Retailers	454	\$13,905,913	\$50,139	\$13,855,774	99.3	1
Electronic Shopping & Mail-Order Houses	4541	\$11,913,422	\$0	\$11,913,422	100.0	0
Vending Machine Operators	4542	\$207,274	\$50,139	\$157,135	61.0	1
Direct Selling Establishments	4543	\$1,785,217	\$0	\$1,785,217	100.0	0
Food Services & Drinking Places	722	\$49,659,892	\$71,159,079	-\$21,499,187	-17.8	60
Special Food Services	7223	\$903,849	\$460,443	\$443,406	32.5	1
Drinking Places - Alcoholic Beverages	7224	\$1,044,043	\$0	\$1,044,043	100.0	0
Restaurants/Other Eating Places	7225	\$47,712,000	\$70,698,636	-\$22,986,636	-19.4	59

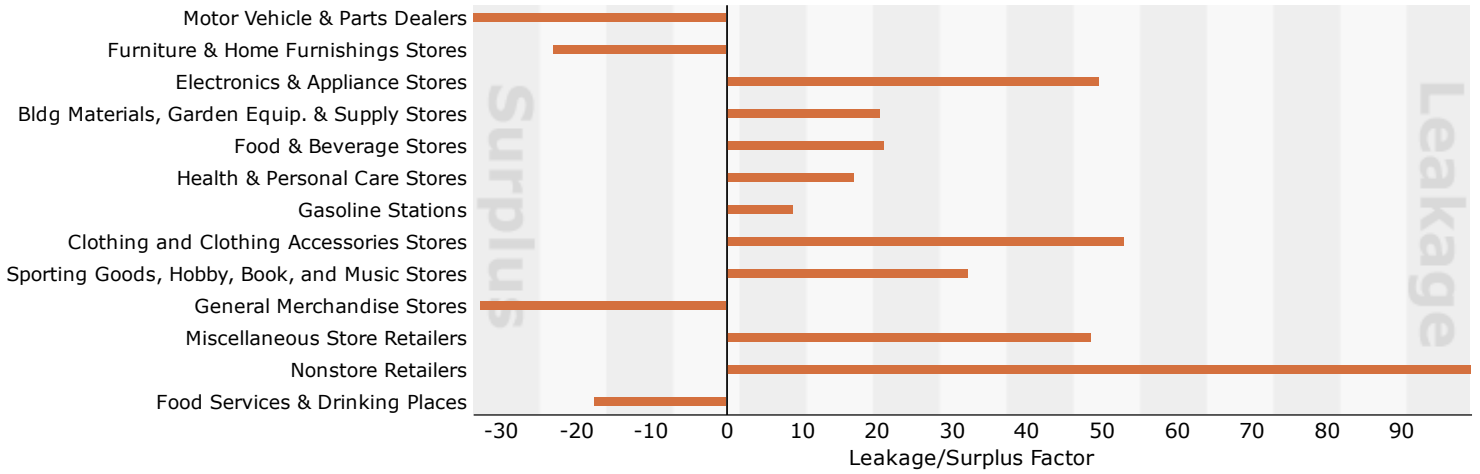
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

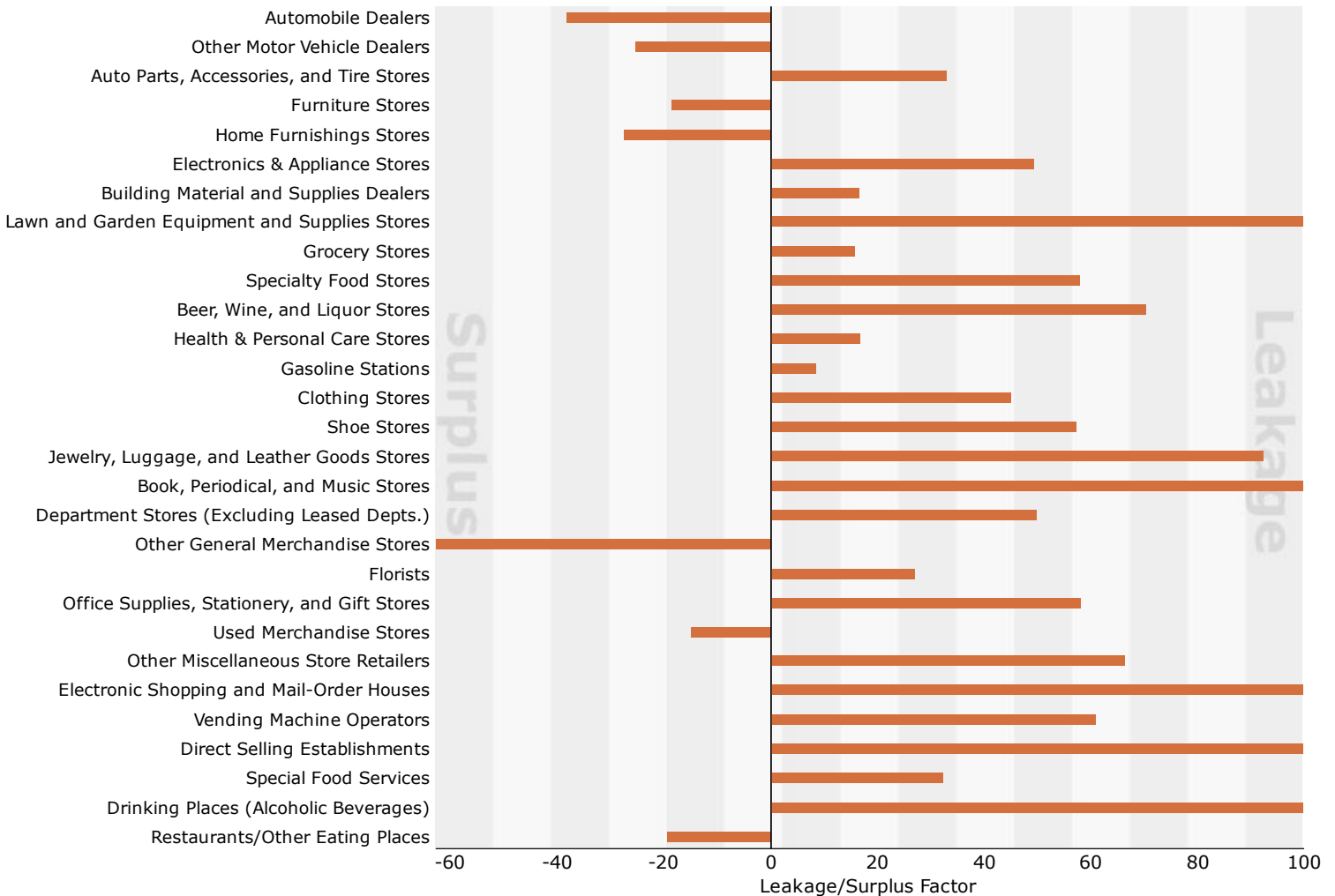
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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