



# Retail MarketPlace Profile

Riverside city, CA (0662000)  
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 Geography: Place

## Summary Demographics

2021 Population	320,536
2021 Households	96,767
2021 Median Disposable Income	\$57,860
2021 Per Capita Income	\$27,773

**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	\$3,516,219,125	\$4,889,086,734	-\$1,372,867,609	-16.3	2,318
Total Retail Trade	44-45	\$3,169,350,839	\$4,434,941,354	-\$1,265,590,515	-16.6	1,626
Total Food & Drink	722	\$346,868,286	\$454,145,380	-\$107,277,094	-13.4	692
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$657,960,421	\$1,352,040,466	-\$694,080,045	-34.5	229
Automobile Dealers	4411	\$521,203,006	\$1,093,643,432	-\$572,440,426	-35.4	87
Other Motor Vehicle Dealers	4412	\$79,715,324	\$163,466,092	-\$83,750,768	-34.4	30
Auto Parts, Accessories & Tire Stores	4413	\$57,042,091	\$94,930,942	-\$37,888,851	-24.9	112
Furniture & Home Furnishings Stores	442	\$118,302,267	\$92,005,884	\$26,296,383	12.5	94
Furniture Stores	4421	\$61,865,491	\$42,406,088	\$19,459,403	18.7	48
Home Furnishings Stores	4422	\$56,436,776	\$49,599,796	\$6,836,980	6.4	46
Electronics & Appliance Stores	443	\$117,775,095	\$147,258,128	-\$29,483,033	-11.1	89
Bldg Materials, Garden Equip. & Supply Stores	444	\$189,486,848	\$274,181,793	-\$84,694,945	-18.3	169
Bldg Material & Supplies Dealers	4441	\$176,850,376	\$224,706,661	-\$47,856,285	-11.9	132
Lawn & Garden Equip & Supply Stores	4442	\$12,636,472	\$49,475,132	-\$36,838,660	-59.3	37
Food & Beverage Stores	445	\$513,235,960	\$652,111,480	-\$138,875,520	-11.9	192
Grocery Stores	4451	\$438,890,534	\$588,302,482	-\$149,411,948	-14.5	111
Specialty Food Stores	4452	\$36,407,434	\$33,296,592	\$3,110,842	4.5	46
Beer, Wine & Liquor Stores	4453	\$37,937,992	\$30,512,406	\$7,425,586	10.8	35
Health & Personal Care Stores	446,4461	\$216,479,438	\$203,491,391	\$12,988,047	3.1	123
Gasoline Stations	447,4471	\$282,973,488	\$393,463,127	-\$110,489,639	-16.3	76
Clothing & Clothing Accessories Stores	448	\$229,818,790	\$222,300,588	\$7,518,202	1.7	195
Clothing Stores	4481	\$163,953,191	\$163,340,293	\$612,898	0.2	131
Shoe Stores	4482	\$28,641,656	\$31,913,058	-\$3,271,402	-5.4	30
Jewelry, Luggage & Leather Goods Stores	4483	\$37,223,943	\$27,047,237	\$10,176,706	15.8	34
Sporting Goods, Hobby, Book & Music Stores	451	\$101,694,875	\$91,604,456	\$10,090,419	5.2	100
Sporting Goods/Hobby/Musical Instr Stores	4511	\$87,791,790	\$84,518,668	\$3,273,122	1.9	82
Book, Periodical & Music Stores	4512	\$13,903,085	\$7,085,788	\$6,817,297	32.5	18
General Merchandise Stores	452	\$531,868,627	\$726,008,203	-\$194,139,576	-15.4	72
Department Stores Excluding Leased Depts.	4521	\$318,567,319	\$595,382,011	-\$276,814,692	-30.3	29
Other General Merchandise Stores	4529	\$213,301,308	\$130,626,192	\$82,675,116	24.0	43
Miscellaneous Store Retailers	453	\$117,003,138	\$273,516,374	-\$156,513,236	-40.1	265
Florists	4531	\$5,493,300	\$4,921,269	\$572,031	5.5	29
Office Supplies, Stationery & Gift Stores	4532	\$27,078,618	\$39,678,465	-\$12,599,847	-18.9	66
Used Merchandise Stores	4533	\$12,553,269	\$17,677,835	-\$5,124,566	-17.0	34
Other Miscellaneous Store Retailers	4539	\$71,877,951	\$211,238,805	-\$139,360,854	-49.2	136
Nonstore Retailers	454	\$92,751,892	\$6,959,464	\$85,792,428	86.0	22
Electronic Shopping & Mail-Order Houses	4541	\$80,833,820	\$1,806,851	\$79,026,969	95.6	8
Vending Machine Operators	4542	\$1,427,608	\$674,550	\$753,058	35.8	5
Direct Selling Establishments	4543	\$10,490,464	\$4,478,063	\$6,012,401	40.2	9
Food Services & Drinking Places	722	\$346,868,286	\$454,145,380	-\$107,277,094	-13.4	692
Special Food Services	7223	\$6,992,433	\$2,983,192	\$4,009,241	40.2	15
Drinking Places - Alcoholic Beverages	7224	\$7,383,798	\$6,059,565	\$1,324,233	9.9	11
Restaurants/Other Eating Places	7225	\$332,492,055	\$445,102,623	-\$112,610,568	-14.5	666

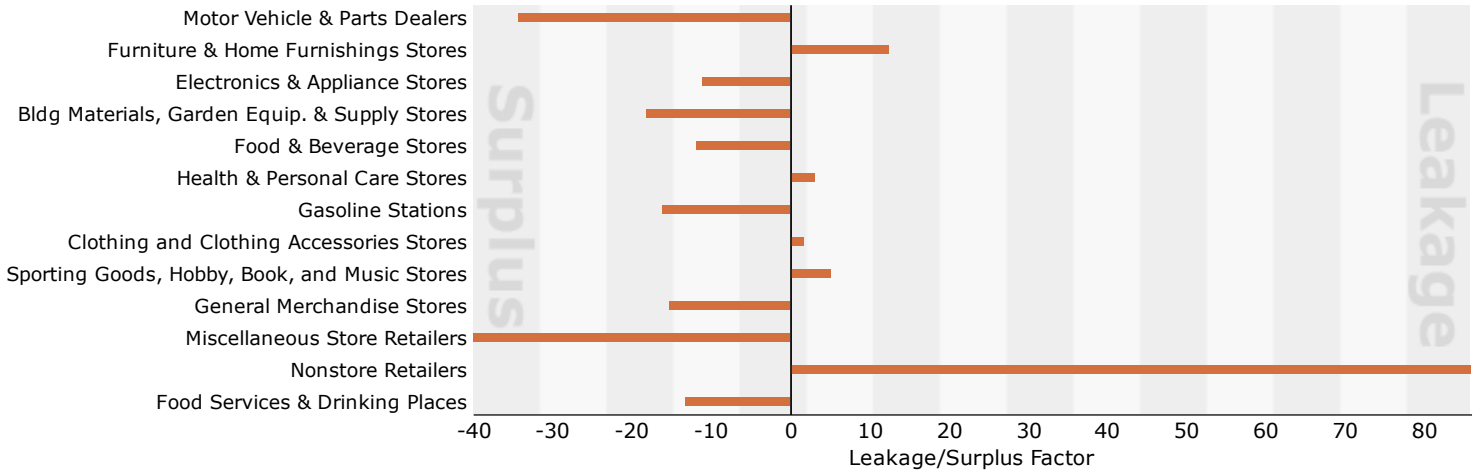
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

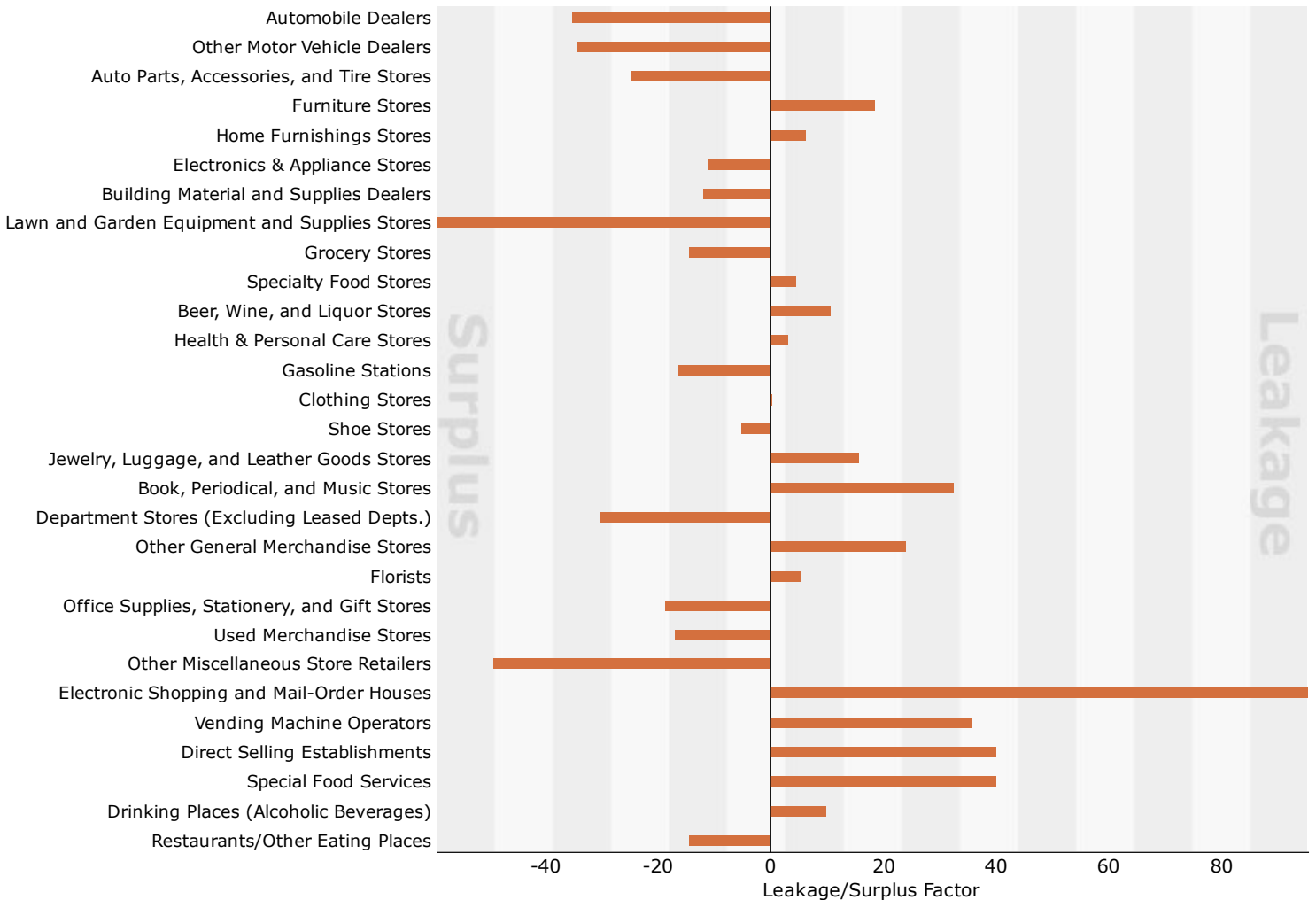
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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