



# Retail MarketPlace Profile

Palm Desert city, CA (0655184)  
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 Geography: Place

## Summary Demographics

2021 Population	52,530
2021 Households	25,205
2021 Median Disposable Income	\$55,835
2021 Per Capita Income	\$51,108

**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	\$1,108,913,887	\$1,461,557,581	-\$352,643,694	-13.7	825
Total Retail Trade	44-45	\$1,002,797,930	\$1,299,047,747	-\$296,249,817	-12.9	627
Total Food & Drink	722	\$106,115,957	\$162,509,834	-\$56,393,877	-21.0	198
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$209,842,707	\$34,376,453	\$175,466,254	71.8	35
Automobile Dealers	4411	\$166,224,688	\$9,693,233	\$156,531,455	89.0	10
Other Motor Vehicle Dealers	4412	\$25,337,584	\$15,167,711	\$10,169,873	25.1	11
Auto Parts, Accessories & Tire Stores	4413	\$18,280,435	\$9,515,509	\$8,764,926	31.5	14
Furniture & Home Furnishings Stores	442	\$37,275,222	\$86,598,153	-\$49,322,931	-39.8	63
Furniture Stores	4421	\$19,154,349	\$37,349,389	-\$18,195,040	-32.2	26
Home Furnishings Stores	4422	\$18,120,873	\$49,248,764	-\$31,127,891	-46.2	37
Electronics & Appliance Stores	443	\$36,610,811	\$57,778,276	-\$21,167,465	-22.4	32
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,987,984	\$53,326,528	\$9,661,456	8.3	33
Bldg Material & Supplies Dealers	4441	\$58,553,505	\$52,756,349	\$5,797,156	5.2	31
Lawn & Garden Equip & Supply Stores	4442	\$4,434,479	\$570,179	\$3,864,300	77.2	2
Food & Beverage Stores	445	\$162,069,375	\$236,754,981	-\$74,685,606	-18.7	30
Grocery Stores	4451	\$138,533,424	\$223,704,474	-\$85,171,050	-23.5	20
Specialty Food Stores	4452	\$11,394,798	\$4,176,384	\$7,218,414	46.4	5
Beer, Wine & Liquor Stores	4453	\$12,141,153	\$8,874,123	\$3,267,030	15.5	5
Health & Personal Care Stores	446,4461	\$75,321,197	\$69,679,168	\$5,642,029	3.9	58
Gasoline Stations	447,4471	\$87,576,758	\$66,719,454	\$20,857,304	13.5	12
Clothing & Clothing Accessories Stores	448	\$68,350,201	\$229,371,849	-\$161,021,648	-54.1	184
Clothing Stores	4481	\$48,702,004	\$175,863,165	-\$127,161,161	-56.6	127
Shoe Stores	4482	\$8,186,701	\$22,924,644	-\$14,737,943	-47.4	21
Jewelry, Luggage & Leather Goods Stores	4483	\$11,461,496	\$30,584,040	-\$19,122,544	-45.5	36
Sporting Goods, Hobby, Book & Music Stores	451	\$30,439,303	\$50,461,850	-\$20,022,547	-24.7	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,299,803	\$45,804,016	-\$19,504,213	-27.1	38
Book, Periodical & Music Stores	4512	\$4,139,500	\$4,657,834	-\$518,334	-5.9	5
General Merchandise Stores	452	\$164,405,371	\$350,708,305	-\$186,302,934	-36.2	24
Department Stores Excluding Leased Depts.	4521	\$97,368,045	\$201,049,912	-\$103,681,867	-34.7	12
Other General Merchandise Stores	4529	\$67,037,326	\$149,658,393	-\$82,621,067	-38.1	12
Miscellaneous Store Retailers	453	\$38,432,883	\$60,616,695	-\$22,183,812	-22.4	107
Florists	4531	\$1,871,347	\$3,998,835	-\$2,127,488	-36.2	13
Office Supplies, Stationery & Gift Stores	4532	\$8,644,841	\$7,068,832	\$1,576,009	10.0	14
Used Merchandise Stores	4533	\$3,898,939	\$5,720,005	-\$1,821,066	-18.9	18
Other Miscellaneous Store Retailers	4539	\$24,017,756	\$43,829,023	-\$19,811,267	-29.2	62
Nonstore Retailers	454	\$29,486,118	\$2,656,035	\$26,830,083	83.5	6
Electronic Shopping & Mail-Order Houses	4541	\$25,136,786	\$654,742	\$24,482,044	94.9	2
Vending Machine Operators	4542	\$446,091	\$0	\$446,091	100.0	0
Direct Selling Establishments	4543	\$3,903,241	\$2,001,293	\$1,901,948	32.2	4
Food Services & Drinking Places	722	\$106,115,957	\$162,509,834	-\$56,393,877	-21.0	198
Special Food Services	7223	\$2,018,989	\$487,561	\$1,531,428	61.1	3
Drinking Places - Alcoholic Beverages	7224	\$2,283,362	\$991,840	\$1,291,522	39.4	1
Restaurants/Other Eating Places	7225	\$101,813,606	\$161,030,433	-\$59,216,827	-22.5	194

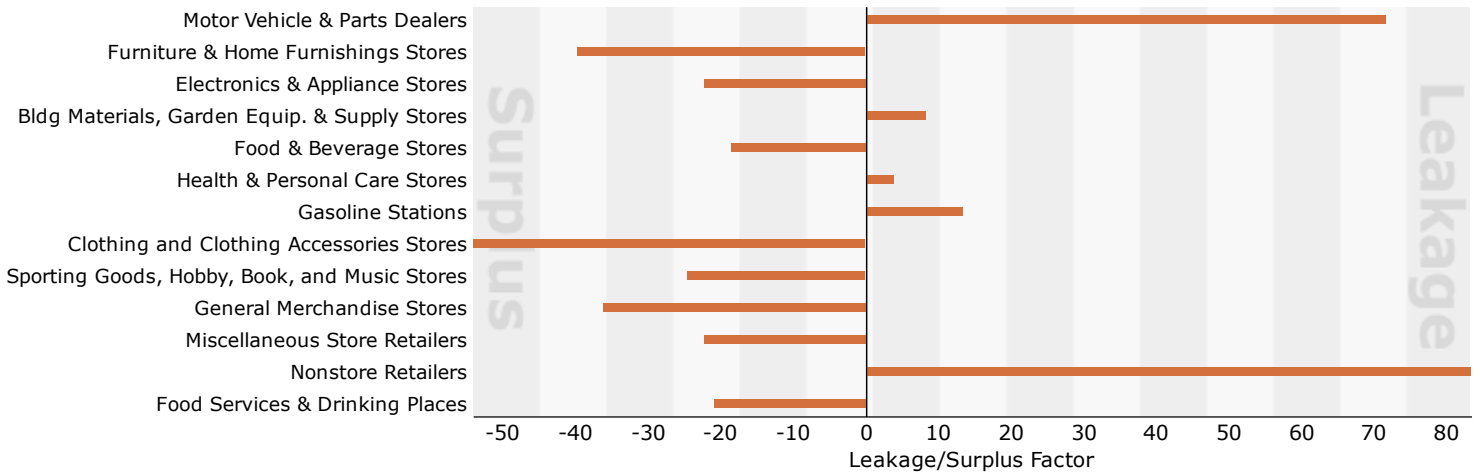
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

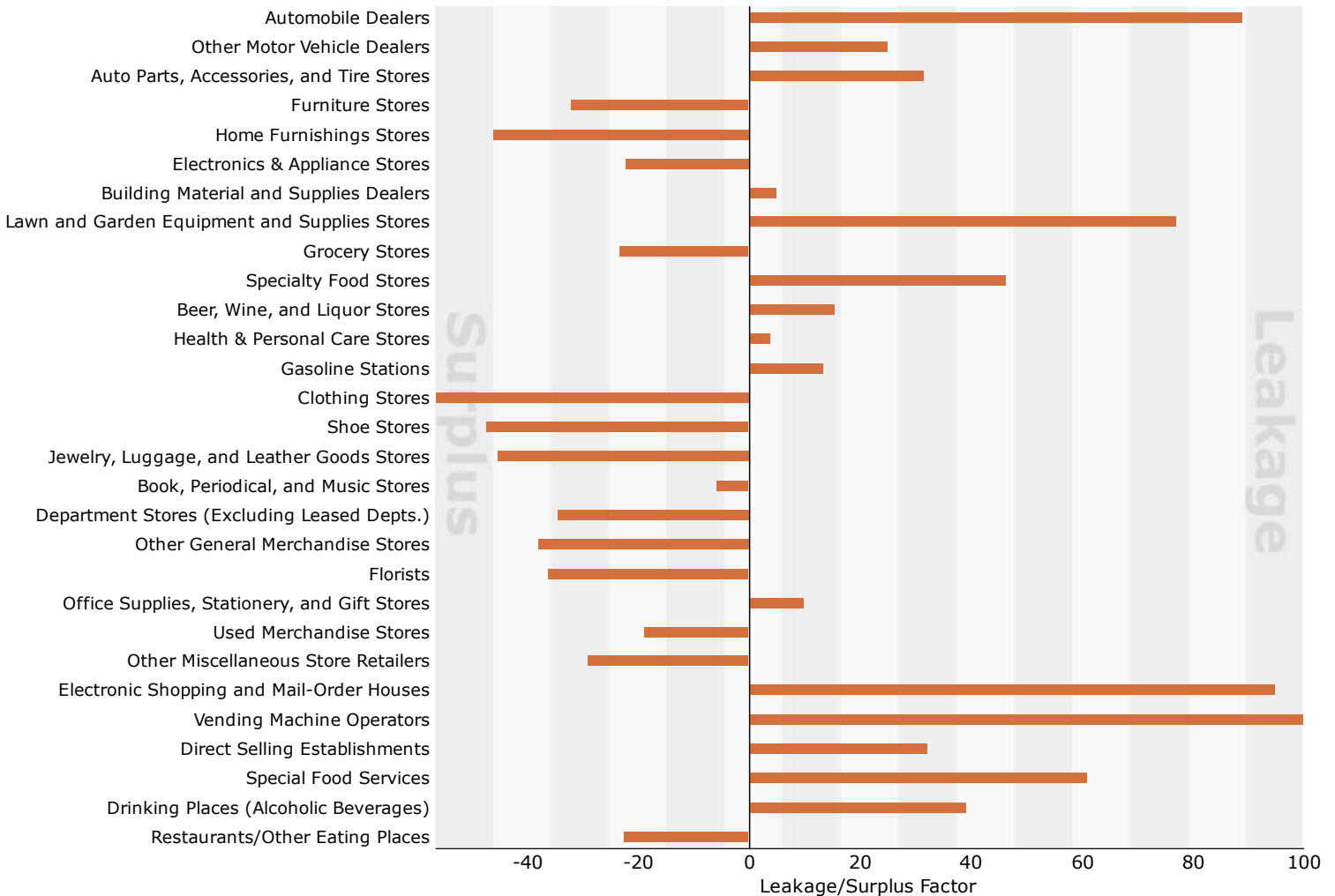
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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