



Retail MarketPlace Profile

Palm Springs city, CA (0655254)
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 Geography: Place

Summary Demographics

2021 Population	47,567
2021 Households	24,552
2021 Median Disposable Income	\$49,747
2021 Per Capita Income	\$48,992

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	\$938,510,284	\$868,336,178	\$70,174,106	3.9	586
Total Retail Trade	44-45	\$850,109,188	\$706,023,200	\$144,085,988	9.3	370
Total Food & Drink	722	\$88,401,096	\$162,312,978	-\$73,911,882	-29.5	216

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,119,823	\$104,574,150	\$75,545,673	26.5	32
Automobile Dealers	4411	\$142,747,206	\$71,329,494	\$71,417,712	33.4	13
Other Motor Vehicle Dealers	4412	\$21,946,297	\$19,998,887	\$1,947,410	4.6	6
Auto Parts, Accessories & Tire Stores	4413	\$15,426,320	\$13,245,769	\$2,180,551	7.6	13
Furniture & Home Furnishings Stores	442	\$30,752,192	\$44,310,672	-\$13,558,480	-18.1	25
Furniture Stores	4421	\$15,876,889	\$11,293,959	\$4,582,930	16.9	10
Home Furnishings Stores	4422	\$14,875,303	\$33,016,713	-\$18,141,410	-37.9	15
Electronics & Appliance Stores	443	\$30,554,016	\$13,638,912	\$16,915,104	38.3	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$53,396,849	\$67,360,836	-\$13,963,987	-11.6	28
Bldg Material & Supplies Dealers	4441	\$49,567,544	\$66,220,477	-\$16,652,933	-14.4	25
Lawn & Garden Equip & Supply Stores	4442	\$3,829,305	\$1,140,359	\$2,688,946	54.1	3
Food & Beverage Stores	445	\$137,351,484	\$126,245,326	\$11,106,158	4.2	34
Grocery Stores	4451	\$117,472,988	\$115,552,649	\$1,920,339	0.8	13
Specialty Food Stores	4452	\$9,672,142	\$3,318,097	\$6,354,045	48.9	11
Beer, Wine & Liquor Stores	4453	\$10,206,354	\$7,374,580	\$2,831,774	16.1	10
Health & Personal Care Stores	446,4461	\$62,817,231	\$48,628,477	\$14,188,754	12.7	37
Gasoline Stations	447,4471	\$75,575,507	\$101,523,812	-\$25,948,305	-14.7	17
Clothing & Clothing Accessories Stores	448	\$56,981,812	\$29,633,143	\$27,348,669	31.6	66
Clothing Stores	4481	\$40,740,048	\$23,074,897	\$17,665,151	27.7	53
Shoe Stores	4482	\$6,902,578	\$1,734,176	\$5,168,402	59.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$9,339,186	\$4,824,070	\$4,515,116	31.9	10
Sporting Goods, Hobby, Book & Music Stores	451	\$25,584,077	\$22,837,910	\$2,746,167	5.7	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,105,431	\$22,123,160	-\$17,729	0.0	12
Book, Periodical & Music Stores	4512	\$3,478,646	\$714,750	\$2,763,896	65.9	1
General Merchandise Stores	452	\$139,231,038	\$96,829,688	\$42,401,350	18.0	8
Department Stores Excluding Leased Depts.	4521	\$82,005,158	\$94,507,687	-\$12,502,529	-7.1	6
Other General Merchandise Stores	4529	\$57,225,880	\$2,322,001	\$54,903,879	92.2	2
Miscellaneous Store Retailers	453	\$32,842,088	\$49,569,423	-\$16,727,335	-20.3	97
Florists	4531	\$1,530,202	\$6,371,667	-\$4,841,465	-61.3	5
Office Supplies, Stationery & Gift Stores	4532	\$7,162,102	\$10,345,516	-\$3,183,414	-18.2	23
Used Merchandise Stores	4533	\$3,240,400	\$3,439,833	-\$199,433	-3.0	17
Other Miscellaneous Store Retailers	4539	\$20,909,384	\$29,412,407	-\$8,503,023	-16.9	52
Nonstore Retailers	454	\$24,903,071	\$870,851	\$24,032,220	93.2	3
Electronic Shopping & Mail-Order Houses	4541	\$20,988,768	\$222,774	\$20,765,994	97.9	1
Vending Machine Operators	4542	\$378,429	\$0	\$378,429	100.0	0
Direct Selling Establishments	4543	\$3,535,874	\$648,077	\$2,887,797	69.0	2
Food Services & Drinking Places	722	\$88,401,096	\$162,312,978	-\$73,911,882	-29.5	216
Special Food Services	7223	\$1,722,340	\$12,341,561	-\$10,619,221	-75.5	6
Drinking Places - Alcoholic Beverages	7224	\$1,877,307	\$11,813,416	-\$9,936,109	-72.6	17
Restaurants/Other Eating Places	7225	\$84,801,449	\$138,158,001	-\$53,356,552	-23.9	193

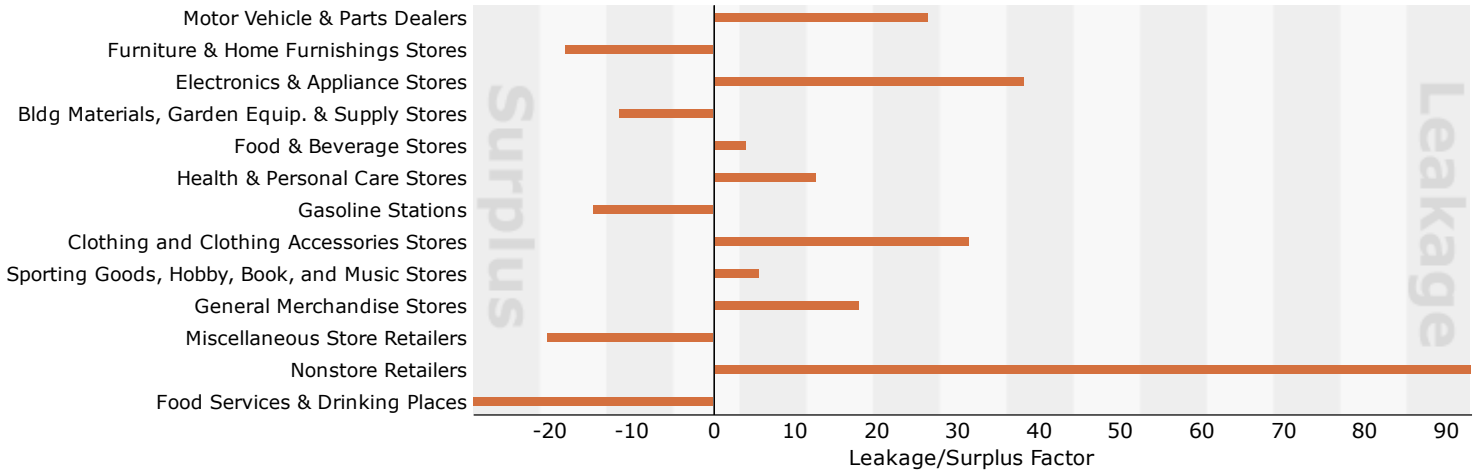
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

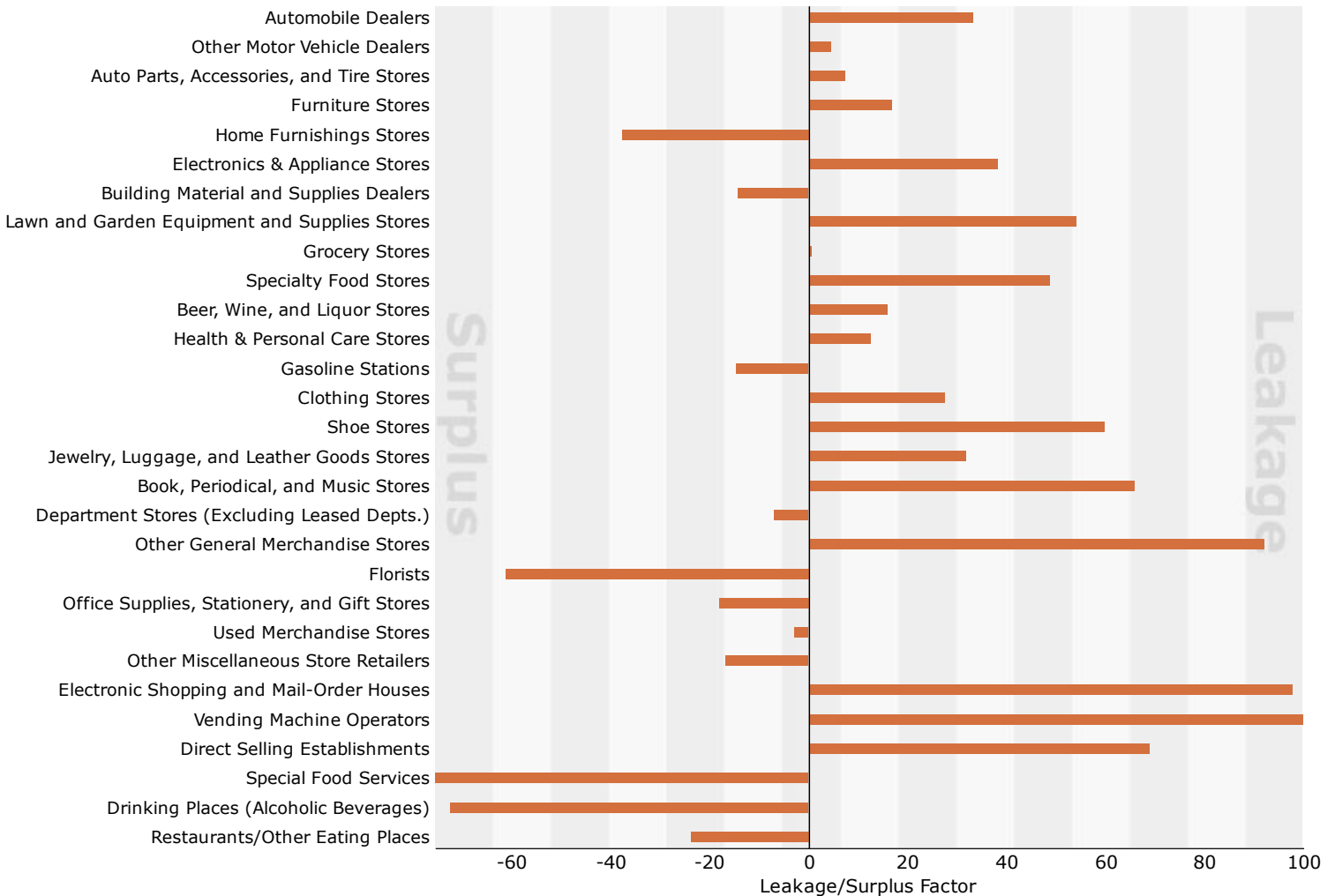
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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