



Retail MarketPlace Profile

Amboy & Adobe Comm'l Site
4801-4857 Adobe Rd, Twentynine Palms, California, 92277
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 34.16552
Longitude: -116.05341

Summary Demographics

2019 Population	23,124
2019 Households	7,475
2019 Median Disposable Income	\$38,674
2019 Per Capita Income	\$20,723

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	\$199,514,259	\$92,915,088	\$106,599,171	36.5	83
Total Retail Trade	44-45	\$179,811,388	\$77,183,425	\$102,627,963	39.9	50
Total Food & Drink	722	\$19,702,871	\$15,731,663	\$3,971,208	11.2	33

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,122,956	\$9,847,555	\$28,275,401	58.9	5
Automobile Dealers	4411	\$30,424,013	\$5,514,670	\$24,909,343	69.3	2
Other Motor Vehicle Dealers	4412	\$4,502,775	\$1,021,054	\$3,481,721	63.0	1
Auto Parts, Accessories & Tire Stores	4413	\$3,196,169	\$3,311,831	-\$115,662	-1.8	2
Furniture & Home Furnishings Stores	442	\$6,408,917	\$880,435	\$5,528,482	75.8	2
Furniture Stores	4421	\$3,518,787	\$436,754	\$3,082,033	77.9	1
Home Furnishings Stores	4422	\$2,890,130	\$443,681	\$2,446,449	73.4	1
Electronics & Appliance Stores	443	\$6,435,778	\$1,222,492	\$5,213,286	68.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,313,297	\$6,700,869	\$2,612,428	16.3	3
Bldg Material & Supplies Dealers	4441	\$8,681,853	\$6,512,232	\$2,169,621	14.3	2
Lawn & Garden Equip & Supply Stores	4442	\$631,443	\$188,637	\$442,806	54.0	1
Food & Beverage Stores	445	\$29,950,154	\$27,641,537	\$2,308,617	4.0	7
Grocery Stores	4451	\$25,635,442	\$25,324,903	\$310,539	0.6	5
Specialty Food Stores	4452	\$2,134,998	\$0	\$2,134,998	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,179,713	\$2,316,635	-\$136,922	-3.0	3
Health & Personal Care Stores	446,4461	\$12,187,299	\$2,194,989	\$9,992,310	69.5	3
Gasoline Stations	447,4471	\$16,754,592	\$12,716,109	\$4,038,483	13.7	4
Clothing & Clothing Accessories Stores	448	\$12,664,353	\$555,166	\$12,109,187	91.6	3
Clothing Stores	4481	\$9,115,896	\$555,166	\$8,560,730	88.5	3
Shoe Stores	4482	\$1,600,547	\$0	\$1,600,547	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,947,910	\$0	\$1,947,910	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,644,599	\$1,955,224	\$3,689,375	48.5	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,821,476	\$1,914,747	\$2,906,729	43.2	4
Book, Periodical & Music Stores	4512	\$823,123	\$0	\$823,123	100.0	0
General Merchandise Stores	452	\$30,550,764	\$4,122,758	\$26,428,006	76.2	3
Department Stores Excluding Leased Depts.	4521	\$18,022,132	\$0	\$18,022,132	100.0	0
Other General Merchandise Stores	4529	\$12,528,632	\$4,122,758	\$8,405,874	50.5	3
Miscellaneous Store Retailers	453	\$6,660,139	\$8,315,538	-\$1,655,399	-11.1	10
Florists	4531	\$253,800	\$108,017	\$145,783	40.3	1
Office Supplies, Stationery & Gift Stores	4532	\$1,509,102	\$1,757,913	-\$248,811	-7.6	3
Used Merchandise Stores	4533	\$708,457	\$885,178	-\$176,721	-11.1	2
Other Miscellaneous Store Retailers	4539	\$4,188,781	\$5,564,431	-\$1,375,650	-14.1	4
Nonstore Retailers	454	\$5,118,539	\$1,030,753	\$4,087,786	66.5	1
Electronic Shopping & Mail-Order Houses	4541	\$4,489,124	\$1,030,753	\$3,458,371	62.7	1
Vending Machine Operators	4542	\$83,660	\$0	\$83,660	100.0	0
Direct Selling Establishments	4543	\$545,755	\$0	\$545,755	100.0	0
Food Services & Drinking Places	722	\$19,702,871	\$15,731,663	\$3,971,208	11.2	33
Special Food Services	7223	\$397,978	\$0	\$397,978	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$420,500	\$147,233	\$273,267	48.1	1
Restaurants/Other Eating Places	7225	\$18,884,393	\$15,584,429	\$3,299,964	9.6	32

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>

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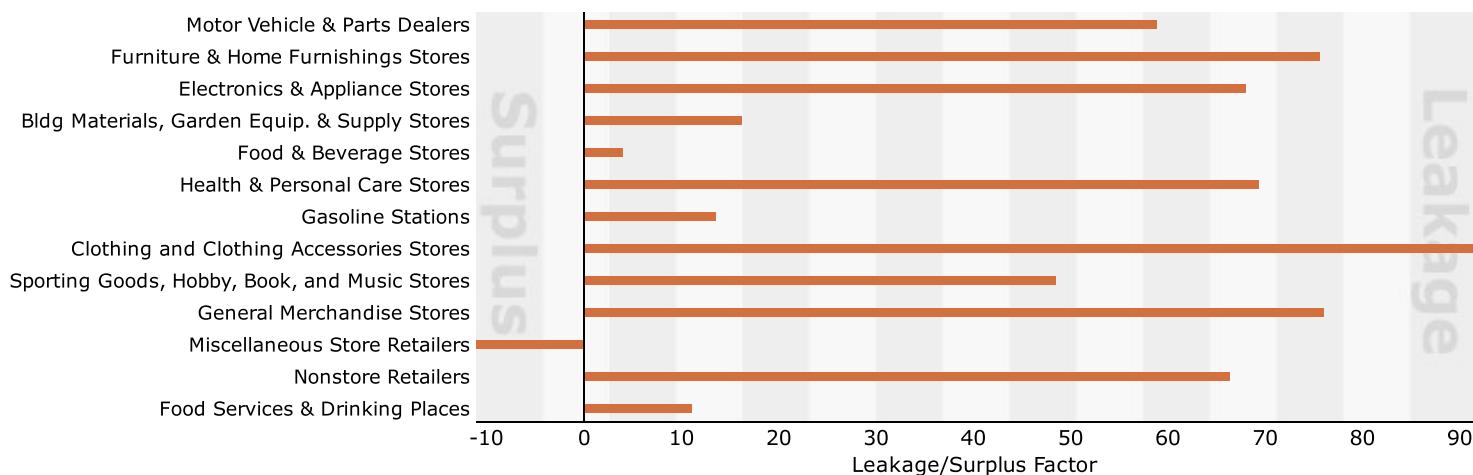


Retail MarketPlace Profile

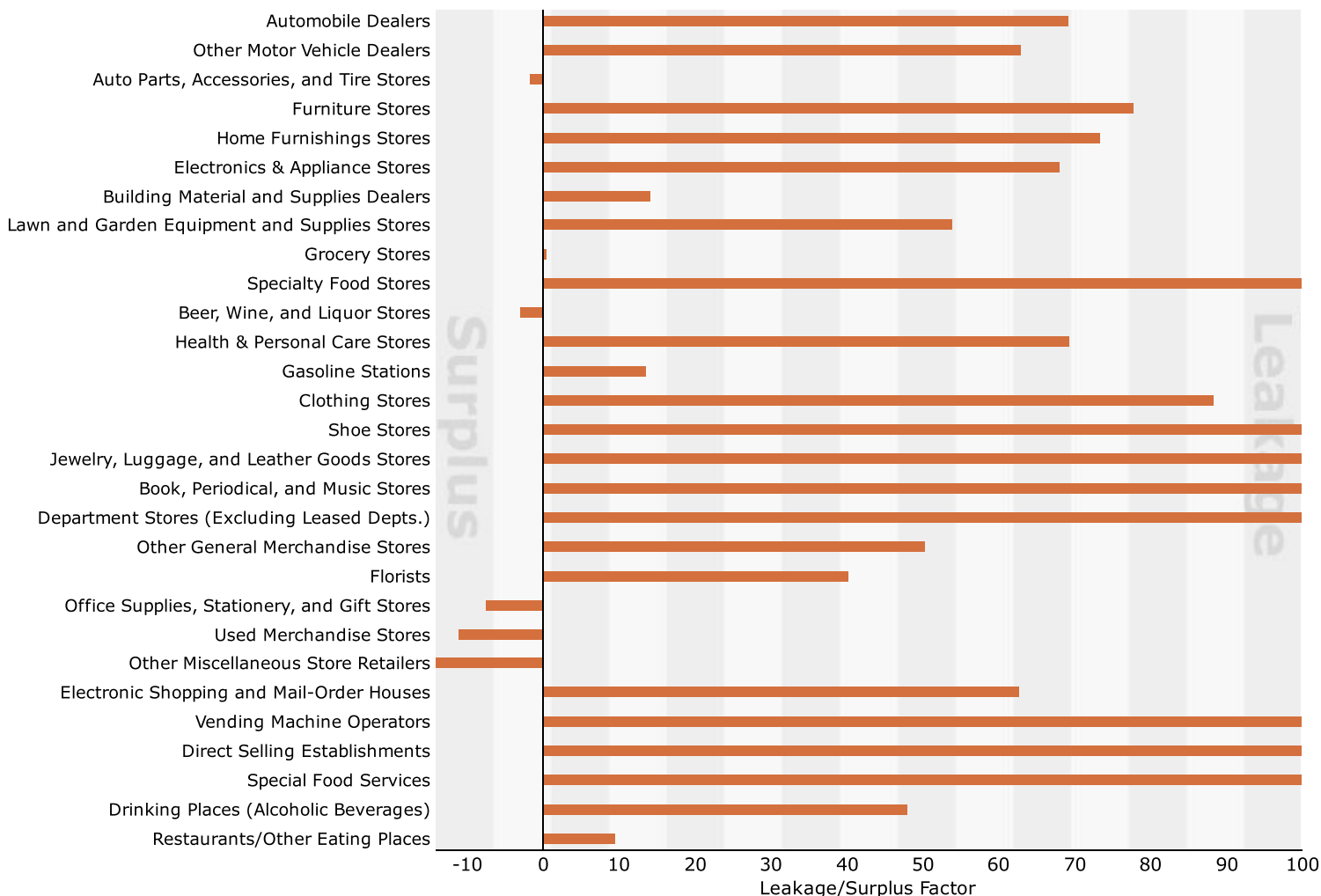
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Amboy & Adobe Comm'l Site
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Summary Demographics

2019 Population	28,151
2019 Households	9,450
2019 Median Disposable Income	\$38,169
2019 Per Capita Income	\$21,220

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	\$254,265,271	\$108,924,465	\$145,340,806	40.0	109
Total Retail Trade	44-45	\$229,539,183	\$91,147,082	\$138,392,101	43.2	69
Total Food & Drink	722	\$24,726,088	\$17,777,383	\$6,948,705	16.3	40

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$49,016,657	\$10,626,266	\$38,390,391	64.4	7
Automobile Dealers	4411	\$39,098,853	\$5,545,307	\$33,553,546	75.2	2
Other Motor Vehicle Dealers	4412	\$5,834,927	\$1,021,054	\$4,813,873	70.2	1
Auto Parts, Accessories & Tire Stores	4413	\$4,082,878	\$4,059,905	\$22,973	0.3	4
Furniture & Home Furnishings Stores	442	\$8,118,707	\$1,086,546	\$7,032,161	76.4	2
Furniture Stores	4421	\$4,424,353	\$637,880	\$3,786,473	74.8	1
Home Furnishings Stores	4422	\$3,694,354	\$448,666	\$3,245,688	78.3	1
Electronics & Appliance Stores	443	\$8,148,208	\$1,222,492	\$6,925,716	73.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,312,553	\$8,799,415	\$3,513,138	16.6	4
Bldg Material & Supplies Dealers	4441	\$11,457,496	\$8,610,778	\$2,846,718	14.2	3
Lawn & Garden Equip & Supply Stores	4442	\$855,057	\$188,637	\$666,420	63.9	1
Food & Beverage Stores	445	\$38,009,808	\$30,246,440	\$7,763,368	11.4	11
Grocery Stores	4451	\$32,543,693	\$27,376,957	\$5,166,736	8.6	6
Specialty Food Stores	4452	\$2,705,423	\$124,381	\$2,581,042	91.2	1
Beer, Wine & Liquor Stores	4453	\$2,760,692	\$2,745,102	\$15,590	0.3	3
Health & Personal Care Stores	446,4461	\$15,739,932	\$2,838,932	\$12,901,000	69.4	5
Gasoline Stations	447,4471	\$21,390,921	\$17,250,483	\$4,140,438	10.7	6
Clothing & Clothing Accessories Stores	448	\$15,859,828	\$555,166	\$15,304,662	93.2	3
Clothing Stores	4481	\$11,428,582	\$555,166	\$10,873,416	90.7	3
Shoe Stores	4482	\$2,003,325	\$0	\$2,003,325	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,427,921	\$0	\$2,427,921	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,112,067	\$3,529,143	\$3,582,924	33.7	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,086,033	\$2,917,389	\$3,168,644	35.2	5
Book, Periodical & Music Stores	4512	\$1,026,034	\$611,754	\$414,280	25.3	1
General Merchandise Stores	452	\$38,715,151	\$4,254,868	\$34,460,283	80.2	3
Department Stores Excluding Leased Depts.	4521	\$22,765,935	\$0	\$22,765,935	100.0	0
Other General Merchandise Stores	4529	\$15,949,216	\$4,254,868	\$11,694,348	57.9	3
Miscellaneous Store Retailers	453	\$8,581,139	\$9,694,998	-\$1,113,859	-6.1	16
Florists	4531	\$334,983	\$108,017	\$226,966	51.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,910,821	\$1,844,993	\$65,828	1.8	4
Used Merchandise Stores	4533	\$890,848	\$1,739,413	-\$848,565	-32.3	4
Other Miscellaneous Store Retailers	4539	\$5,444,486	\$6,002,574	-\$558,088	-4.9	6
Nonstore Retailers	454	\$6,534,211	\$1,042,335	\$5,491,876	72.5	1
Electronic Shopping & Mail-Order Houses	4541	\$5,673,155	\$1,042,335	\$4,630,820	69.0	1
Vending Machine Operators	4542	\$105,961	\$0	\$105,961	100.0	0
Direct Selling Establishments	4543	\$755,095	\$0	\$755,095	100.0	0
Food Services & Drinking Places	722	\$24,726,088	\$17,777,383	\$6,948,705	16.3	40
Special Food Services	7223	\$502,391	\$0	\$502,391	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$524,041	\$148,888	\$375,153	55.7	1
Restaurants/Other Eating Places	7225	\$23,699,656	\$17,628,495	\$6,071,161	14.7	39

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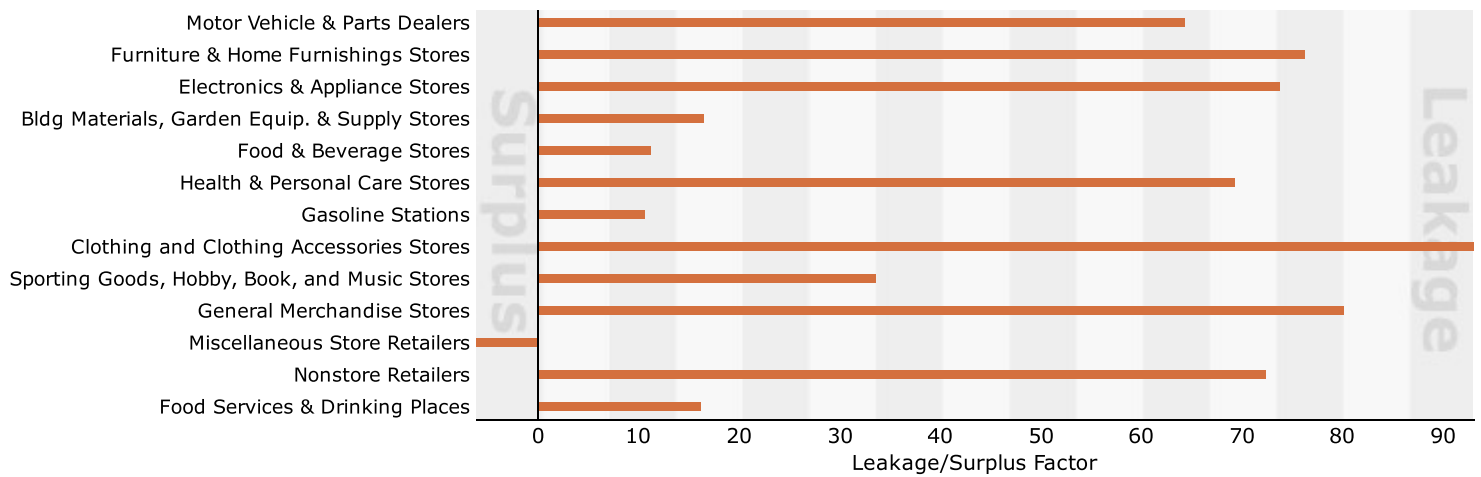


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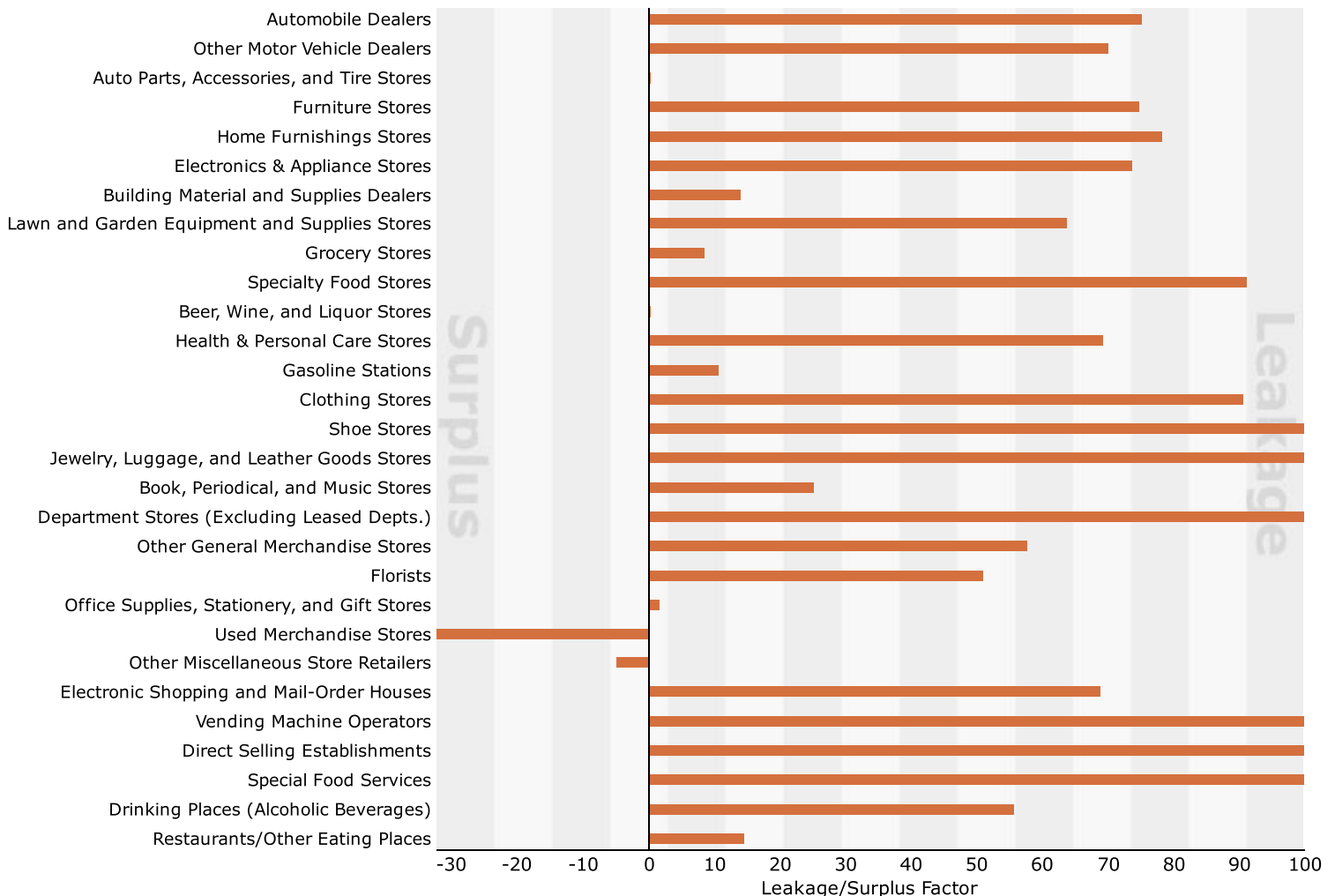
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