# Retail MarketPlace Profile

**Banning city, CA (0603820)**  
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## Geography: Place

### Summary Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Population</td>
<td>30,352</td>
</tr>
<tr>
<td>2021 Households</td>
<td>11,037</td>
</tr>
<tr>
<td>2021 Median Disposable Income</td>
<td>$40,036</td>
</tr>
<tr>
<td>2021 Per Capita Income</td>
<td>$23,220</td>
</tr>
</tbody>
</table>

**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 44-45,722

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>44-45,722</td>
<td>$298,323,763</td>
<td>$230,564,440</td>
<td>$67,759,323</td>
<td>12.8</td>
<td>160</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>44-45</td>
<td>$270,522,664</td>
<td>$191,502,749</td>
<td>$79,019,915</td>
<td>17.1</td>
<td>103</td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>722</td>
<td>$27,801,099</td>
<td>$39,061,691</td>
<td>-$11,260,592</td>
<td>-16.8</td>
<td>57</td>
</tr>
</tbody>
</table>

**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.


**Source:** Esri and Data Axle. Esri 2017 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.
2017 Leakage/Surplus Factor by Industry Subsector

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Special Food Services
- Drinking Places (Alcoholic Beverages)
- Restaurants/Other Eating Places

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