

Retail Demand by Industry

Rite Aid
47985 Monroe St, Indio, California, 92201
Ring of 1 mile



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	68	\$20,659.59	\$114,970,600
44-45	Retail Trade	68	\$17,486.35	\$97,311,555
722	Food Services & Drinking Places	68	\$3,173.23	\$17,659,045

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	64	\$2,072.10	\$11,531,225
4411	Automobile Dealers	64	\$1,783.76	\$9,926,599
4412	Other Motor Vehicle Dealers	58	\$126.63	\$704,680
4413	Auto Parts, Accessories & Tire Stores	68	\$161.72	\$899,945
442	Furniture and Home Furnishings Stores	64	\$632.00	\$3,517,091
4421	Furniture Stores	64	\$408.65	\$2,274,138
4422	Home Furnishings Stores	64	\$223.35	\$1,242,953
443, 4431	Electronics and Appliance Stores	66	\$189.12	\$1,052,470
444	Bldg Material & Garden Equipment & Supplies Dealers	64	\$890.12	\$4,953,502
4441	Building Material and Supplies Dealers	64	\$800.36	\$4,454,005
4442	Lawn and Garden Equipment and Supplies Stores	66	\$89.76	\$499,496
445	Food and Beverage Stores	70	\$3,961.00	\$22,042,987
4451	Grocery Stores	70	\$3,713.14	\$20,663,641
4452	Specialty Food Stores	70	\$126.14	\$701,962
4453	Beer, Wine, and Liquor Stores	67	\$121.72	\$677,384
446, 4461	Health and Personal Care Stores	66	\$551.25	\$3,067,724
447, 4471	Gasoline Stations	69	\$2,655.35	\$14,777,034
448	Clothing and Clothing Accessories Stores	69	\$868.86	\$4,835,197
4481	Clothing Stores	68	\$679.02	\$3,778,724
4482	Shoe Stores	71	\$176.10	\$980,015
4483	Jewelry, Luggage, and Leather Goods Stores	67	\$13.74	\$76,457
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	68	\$317.07	\$1,764,470
4511	Sporting Goods, Hobby, and Musical Inst Stores	69	\$252.59	\$1,405,674
4512	Book Stores and News Dealers	68	\$64.47	\$358,796
452	General Merchandise Stores	68	\$3,026.28	\$16,841,244
4522	Department Stores	68	\$270.47	\$1,505,170
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	68	\$2,755.81	\$15,336,075

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	68	\$427.90	\$2,381,244
4531	Florists	65	\$18.90	\$105,199
4532	Office Supplies, Stationery, and Gift Stores	67	\$67.50	\$375,636
4533	Used Merchandise Stores	69	\$60.86	\$338,674
4539	Other Miscellaneous Store Retailers	68	\$280.64	\$1,561,734
454	Nonstore Retailers	68	\$1,895.30	\$10,547,368
4541	Electronic Shopping and Mail-Order Houses	67	\$1,605.17	\$8,932,777
4542	Vending Machine Operators	69	\$32.09	\$178,599
4543	Direct Selling Establishments	72	\$258.04	\$1,435,992
722	Food Services & Drinking Places	68	\$3,173.23	\$17,659,045
7223	Special Food Services	67	\$11.47	\$63,805
7224	Drinking Places (Alcoholic Beverages)	66	\$80.25	\$446,595
7225	Restaurants and Other Eating Places	68	\$3,081.52	\$17,148,646

Data Note:The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Retail Demand by Industry

Rite Aid
47005 Monroe St, Indio, California, 92201
Ring of 3 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	90	\$27,483.34	\$803,805,212
44-45	Retail Trade	90	\$23,183.62	\$678,051,264
722	Food Services & Drinking Places	92	\$4,299.72	\$125,753,948

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	87	\$2,800.21	\$81,897,672
4411	Automobile Dealers	87	\$2,418.14	\$70,723,434
4412	Other Motor Vehicle Dealers	74	\$161.83	\$4,732,979
4413	Auto Parts, Accessories & Tire Stores	93	\$220.24	\$6,441,259
442	Furniture and Home Furnishings Stores	89	\$879.31	\$25,717,057
4421	Furniture Stores	88	\$568.25	\$16,619,659
4422	Home Furnishings Stores	89	\$311.05	\$9,097,399
443, 4431	Electronics and Appliance Stores	91	\$260.39	\$7,615,723
444	Bldg Material & Garden Equipment & Supplies Dealers	88	\$1,229.02	\$35,945,108
4441	Building Material and Supplies Dealers	89	\$1,112.57	\$32,539,203
4442	Lawn and Garden Equipment and Supplies Stores	86	\$116.45	\$3,405,905
445	Food and Beverage Stores	90	\$5,143.96	\$150,445,391
4451	Grocery Stores	90	\$4,816.13	\$140,857,478
4452	Specialty Food Stores	92	\$163.95	\$4,794,948
4453	Beer, Wine, and Liquor Stores	91	\$163.88	\$4,792,964
446, 4461	Health and Personal Care Stores	88	\$729.52	\$21,336,406
447, 4471	Gasoline Stations	95	\$3,620.34	\$105,884,096
448	Clothing and Clothing Accessories Stores	90	\$1,140.12	\$33,345,044
4481	Clothing Stores	89	\$893.28	\$26,125,661
4482	Shoe Stores	93	\$228.90	\$6,694,665
4483	Jewelry, Luggage, and Leather Goods Stores	88	\$17.94	\$524,718
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	88	\$409.67	\$11,981,517
4511	Sporting Goods, Hobby, and Musical Inst Stores	88	\$326.06	\$9,536,369
4512	Book Stores and News Dealers	88	\$83.60	\$2,445,148
452	General Merchandise Stores	90	\$3,975.76	\$116,279,194
4522	Department Stores	90	\$358.67	\$10,490,101
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	90	\$3,617.09	\$105,789,093

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	87	\$549.02	\$16,057,324
4531	Florists	85	\$24.70	\$722,259
4532	Office Supplies, Stationery, and Gift Stores	88	\$88.38	\$2,584,727
4533	Used Merchandise Stores	88	\$77.32	\$2,261,472
4539	Other Miscellaneous Store Retailers	87	\$358.63	\$10,488,866
454	Nonstore Retailers	88	\$2,446.29	\$71,546,732
4541	Electronic Shopping and Mail-Order Houses	89	\$2,108.47	\$61,666,561
4542	Vending Machine Operators	91	\$41.98	\$1,227,916
4543	Direct Selling Establishments	83	\$295.83	\$8,652,256
722	Food Services & Drinking Places	92	\$4,299.72	\$125,753,948
7223	Special Food Services	91	\$15.43	\$451,214
7224	Drinking Places (Alcoholic Beverages)	87	\$106.03	\$3,101,029
7225	Restaurants and Other Eating Places	92	\$4,178.26	\$122,201,705

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2025 Consumer Spending data are derived from the 2019, 2020, and 2022 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

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Ring of 5 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	98	\$29,880.93	\$1,714,000,287
44-45	Retail Trade	98	\$25,223.36	\$1,446,837,346
722	Food Services & Drinking Places	99	\$4,657.57	\$267,162,941

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	97	\$3,133.97	\$179,767,742
4411	Automobile Dealers	98	\$2,704.46	\$155,130,591
4412	Other Motor Vehicle Dealers	86	\$189.30	\$10,858,615
4413	Auto Parts, Accessories & Tire Stores	101	\$240.21	\$13,778,536
442	Furniture and Home Furnishings Stores	99	\$981.40	\$56,294,180
4421	Furniture Stores	98	\$628.83	\$36,070,177
4422	Home Furnishings Stores	101	\$352.57	\$20,224,003
443, 4431	Electronics and Appliance Stores	99	\$283.28	\$16,249,115
444	Bldg Material & Garden Equipment & Supplies Dealers	98	\$1,366.51	\$78,384,586
4441	Building Material and Supplies Dealers	98	\$1,235.76	\$70,884,158
4442	Lawn and Garden Equipment and Supplies Stores	97	\$130.76	\$7,500,428
445	Food and Beverage Stores	97	\$5,545.28	\$318,082,835
4451	Grocery Stores	97	\$5,187.94	\$297,585,583
4452	Specialty Food Stores	98	\$176.04	\$10,097,837
4453	Beer, Wine, and Liquor Stores	100	\$181.30	\$10,399,415
446, 4461	Health and Personal Care Stores	97	\$805.40	\$46,198,418
447, 4471	Gasoline Stations	100	\$3,830.69	\$219,732,322
448	Clothing and Clothing Accessories Stores	98	\$1,239.96	\$71,125,477
4481	Clothing Stores	97	\$974.18	\$55,879,678
4482	Shoe Stores	99	\$245.89	\$14,104,642
4483	Jewelry, Luggage, and Leather Goods Stores	97	\$19.89	\$1,141,157
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	97	\$448.19	\$25,708,729
4511	Sporting Goods, Hobby, and Musical Inst Stores	97	\$356.88	\$20,471,139
4512	Book Stores and News Dealers	96	\$91.31	\$5,237,590
452	General Merchandise Stores	97	\$4,304.32	\$246,900,384
4522	Department Stores	98	\$389.88	\$22,363,770
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	97	\$3,914.45	\$224,536,614

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	96	\$602.83	\$34,578,975
4531	Florists	97	\$27.98	\$1,604,936
4532	Office Supplies, Stationery, and Gift Stores	97	\$96.92	\$5,559,712
4533	Used Merchandise Stores	98	\$86.26	\$4,948,218
4539	Other Miscellaneous Store Retailers	95	\$391.66	\$22,466,109
454	Nonstore Retailers	96	\$2,681.52	\$153,814,583
4541	Electronic Shopping and Mail-Order Houses	97	\$2,311.46	\$132,587,866
4542	Vending Machine Operators	97	\$44.84	\$2,571,918
4543	Direct Selling Establishments	91	\$325.22	\$18,654,800
722	Food Services & Drinking Places	99	\$4,657.57	\$267,162,941
7223	Special Food Services	99	\$16.76	\$961,536
7224	Drinking Places (Alcoholic Beverages)	96	\$117.02	\$6,712,671
7225	Restaurants and Other Eating Places	99	\$4,523.78	\$259,488,735

Data Note:The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.