



Retail MarketPlace Profile

Wildomar city, CA (0685446)
 Wildomar city, CA (0685446)
 Geography: Place

Summary Demographics

2021 Population	36,609
2021 Households	11,251
2021 Median Disposable Income	\$69,347
2021 Per Capita Income	\$32,596

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	\$476,411,166	\$208,086,478	\$268,324,688	39.2	124
Total Retail Trade	44-45	\$429,722,301	\$184,732,690	\$244,989,611	39.9	85
Total Food & Drink	722	\$46,688,865	\$23,353,788	\$23,335,077	33.3	39

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$90,581,624	\$8,992,367	\$81,589,257	81.9	13
Automobile Dealers	4411	\$71,754,658	\$1,501,395	\$70,253,263	95.9	1
Other Motor Vehicle Dealers	4412	\$11,141,022	\$2,636,413	\$8,504,609	61.7	2
Auto Parts, Accessories & Tire Stores	4413	\$7,685,944	\$4,854,559	\$2,831,385	22.6	10
Furniture & Home Furnishings Stores	442	\$16,244,567	\$1,488,816	\$14,755,751	83.2	3
Furniture Stores	4421	\$8,390,128	\$0	\$8,390,128	100.0	0
Home Furnishings Stores	4422	\$7,854,439	\$1,488,816	\$6,365,623	68.1	3
Electronics & Appliance Stores	443	\$15,983,232	\$5,788,588	\$10,194,644	46.8	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,449,390	\$5,872,426	\$21,576,964	64.8	14
Bldg Material & Supplies Dealers	4441	\$25,654,449	\$4,603,821	\$21,050,628	69.6	9
Lawn & Garden Equip & Supply Stores	4442	\$1,794,941	\$1,268,605	\$526,336	17.2	5
Food & Beverage Stores	445	\$68,057,886	\$75,768,533	-\$7,710,647	-5.4	19
Grocery Stores	4451	\$58,219,321	\$73,620,172	-\$15,400,851	-11.7	13
Specialty Food Stores	4452	\$4,817,287	\$686,468	\$4,130,819	75.1	4
Beer, Wine & Liquor Stores	4453	\$5,021,278	\$1,461,893	\$3,559,385	54.9	2
Health & Personal Care Stores	446,4461	\$29,063,781	\$15,552,312	\$13,511,469	30.3	6
Gasoline Stations	447,4471	\$38,226,709	\$65,702,445	-\$27,475,736	-26.4	9
Clothing & Clothing Accessories Stores	448	\$30,769,054	\$875,078	\$29,893,976	94.5	3
Clothing Stores	4481	\$21,925,226	\$875,078	\$21,050,148	92.3	3
Shoe Stores	4482	\$3,874,447	\$0	\$3,874,447	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,969,381	\$0	\$4,969,381	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$13,685,255	\$1,408,982	\$12,276,273	81.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,869,470	\$1,408,982	\$10,460,488	78.8	3
Book, Periodical & Music Stores	4512	\$1,815,785	\$0	\$1,815,785	100.0	0
General Merchandise Stores	452	\$71,295,738	\$0	\$71,295,738	100.0	0
Department Stores Excluding Leased Depts.	4521	\$42,745,387	\$0	\$42,745,387	100.0	0
Other General Merchandise Stores	4529	\$28,550,351	\$0	\$28,550,351	100.0	0
Miscellaneous Store Retailers	453	\$15,928,768	\$3,283,143	\$12,645,625	65.8	7
Florists	4531	\$766,400	\$0	\$766,400	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$3,664,573	\$98,176	\$3,566,397	94.8	1
Used Merchandise Stores	4533	\$1,685,464	\$0	\$1,685,464	100.0	0
Other Miscellaneous Store Retailers	4539	\$9,812,331	\$3,184,967	\$6,627,364	51.0	6
Nonstore Retailers	454	\$12,436,297	\$0	\$12,436,297	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$10,876,319	\$0	\$10,876,319	100.0	0
Vending Machine Operators	4542	\$189,058	\$0	\$189,058	100.0	0
Direct Selling Establishments	4543	\$1,370,920	\$0	\$1,370,920	100.0	0
Food Services & Drinking Places	722	\$46,688,865	\$23,353,788	\$23,335,077	33.3	39
Special Food Services	7223	\$964,735	\$158,698	\$806,037	71.7	2
Drinking Places - Alcoholic Beverages	7224	\$975,662	\$0	\$975,662	100.0	0
Restaurants/Other Eating Places	7225	\$44,748,468	\$23,195,090	\$21,553,378	31.7	37

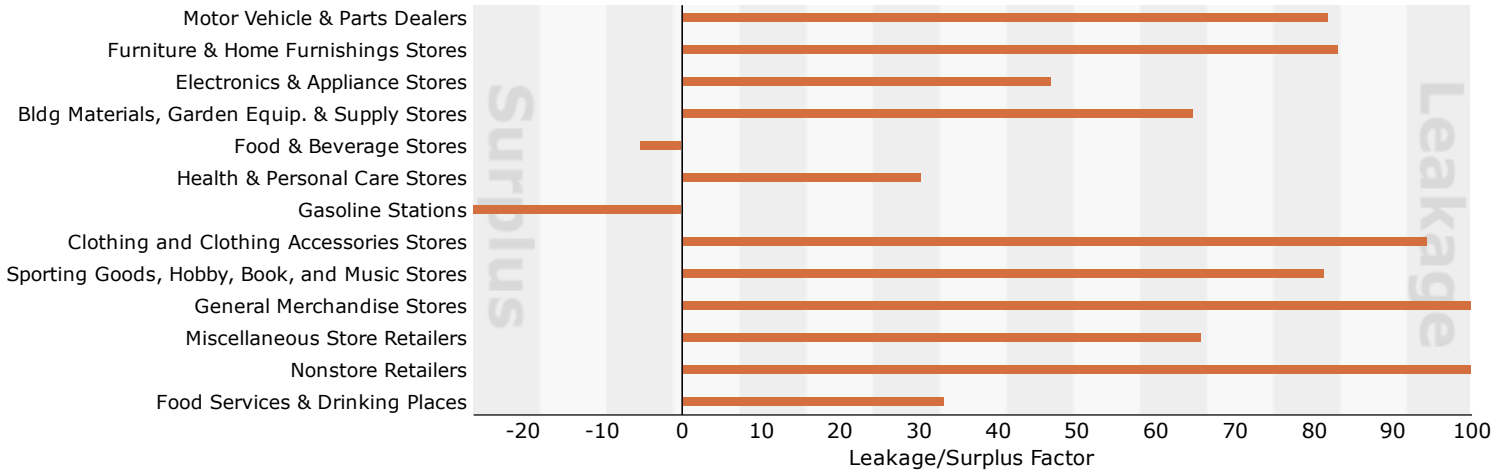
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

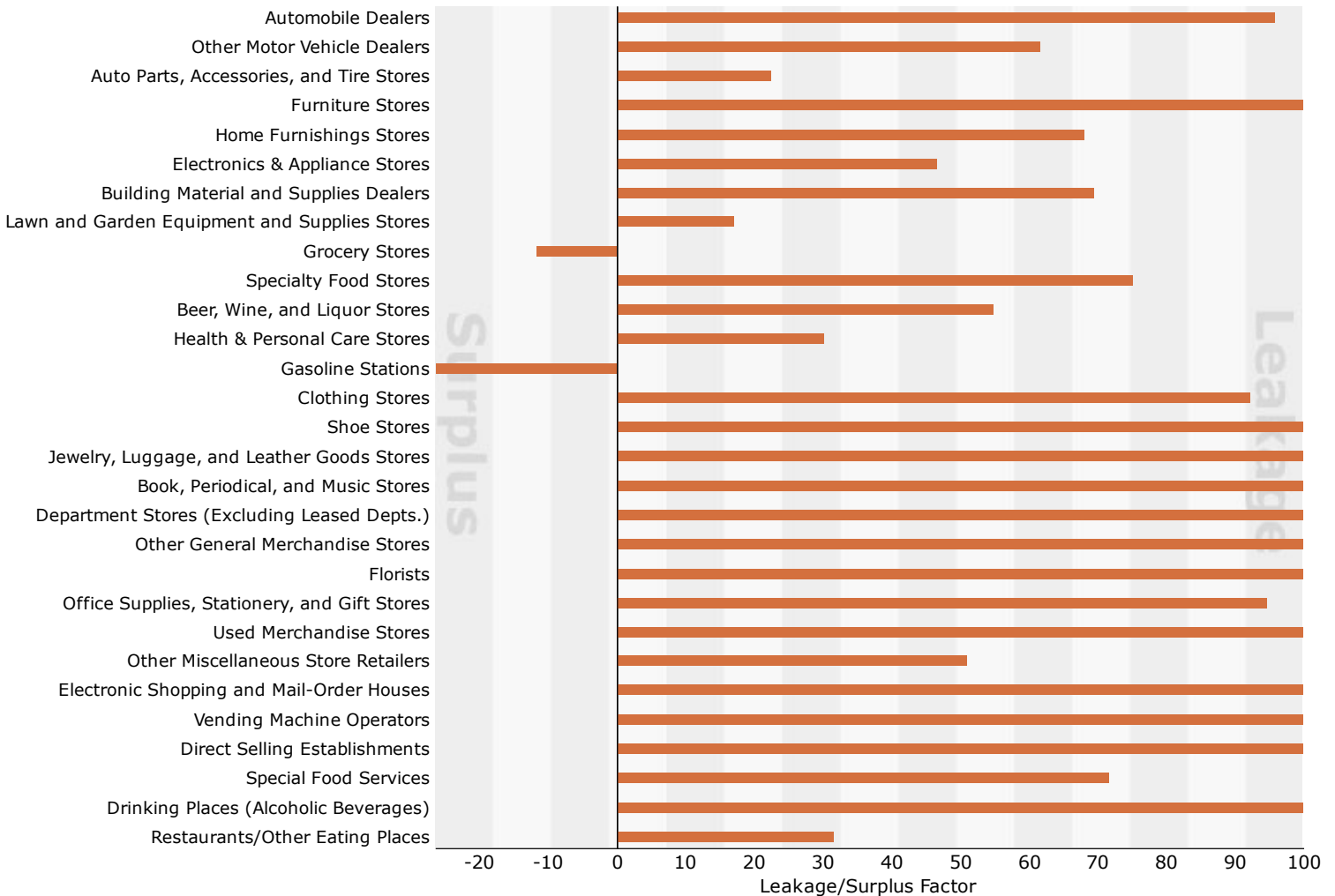
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

Wildomar city, CA (0685446)
 Wildomar city, CA (0685446)
 Geography: Place

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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