



Retail Market Potential

Norco city, CA (0651560)
 Norco city, CA (0651560)
 Geography: Place

Prepared by Esri

Demographic Summary	2022	2027
Population	26,351	26,529
Population 18+	21,757	22,016
Households	7,028	7,096
Median Household Income	\$115,514	\$127,420

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,111	55.7%	102
Bought any women's clothing in last 12 months	10,600	48.7%	100
Bought any shoes in last 12 months	16,226	74.6%	103
Bought any fine jewelry in last 12 months	4,357	20.0%	105
Bought a watch in last 12 months	2,932	13.5%	94
Automobiles (Households)			
HH owns/leases any vehicle	6,542	93.1%	104
HH bought/leased new vehicle last 12 months	946	13.5%	140
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,972	91.8%	104
Bought/changed motor oil in last 12 months	9,809	45.1%	94
Had tune-up in last 12 months	5,555	25.5%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	7,429	34.1%	87
Drank beer/ale in last 6 months	9,798	45.0%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,729	12.5%	128
Own digital SLR camera/camcorder	2,785	12.8%	131
Printed digital photos in last 12 months	6,321	29.1%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,650	30.6%	94
Have a smartphone	20,311	93.4%	102
Have a smartphone: Android phone (any brand)	7,214	33.2%	83
Have a smartphone: Apple iPhone	13,339	61.3%	116
Number of cell phones in household: 1	1,445	20.6%	67
Number of cell phones in household: 2	2,822	40.2%	104
Number of cell phones in household: 3+	2,701	38.4%	132
HH has cell phone only (no landline telephone)	4,001	56.9%	85
Computers (Households)			
HH owns a computer	6,228	88.6%	109
HH owns desktop computer	3,104	44.2%	117
HH owns laptop/notebook	5,087	72.4%	110
HH owns any Apple/Mac brand computer	2,121	30.2%	135
HH owns any PC/non-Apple brand computer	4,916	69.9%	105
HH purchased most recent computer in a store	2,910	41.4%	112
HH purchased most recent computer online	1,726	24.6%	109
HH spent \$1-\$499 on most recent home computer	947	13.5%	87
HH spent \$500-\$999 on most recent home computer	1,449	20.6%	109
HH spent \$1,000-\$1,499 on most recent home computer	1,028	14.6%	122
HH spent \$1,500-\$1,999 on most recent home computer	514	7.3%	140
HH spent \$2,000+ on most recent home computer	422	6.0%	127

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Norco city, CA (0651560)
 Norco city, CA (0651560)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	12,987	59.7%	95
Bought brewed coffee at convenience store in last 30 days	2,812	12.9%	104
Bought cigarettes at convenience store in last 30 days	1,087	5.0%	70
Bought gas at convenience store in last 30 days	6,743	31.0%	82
Spent at convenience store in last 30 days: \$1-19	1,773	8.1%	107
Spent at convenience store in last 30 days: \$20-\$39	2,326	10.7%	104
Spent at convenience store in last 30 days: \$40-\$50	1,748	8.0%	94
Spent at convenience store in last 30 days: \$51-\$99	1,103	5.1%	84
Spent at convenience store in last 30 days: \$100+	3,701	17.0%	83
Entertainment (Adults)			
Attended a movie in last 6 months	11,614	53.4%	111
Went to live theater in last 12 months	2,968	13.6%	136
Went to a bar/night club in last 12 months	3,906	18.0%	106
Dined out in last 12 months	12,266	56.4%	111
Gambled at a casino in last 12 months	3,062	14.1%	123
Visited a theme park in last 12 months	3,625	16.7%	116
Viewed movie (video-on-demand) in last 30 days	4,413	20.3%	157
Viewed TV show (video-on-demand) in last 30 days	2,697	12.4%	146
Watched any pay-per-view TV in last 12 months	1,909	8.8%	137
Downloaded a movie over the Internet in last 30 days	1,775	8.2%	107
Downloaded any individual song in last 6 months	4,730	21.7%	111
Used internet to watch a movie online in the last 30 days	7,253	33.3%	98
Used internet to watch a TV program online in last 30 days	4,955	22.8%	104
Played a video/electronic game (console) in last 12 months	2,330	10.7%	91
Played a video/electronic game (portable) in last 12 months	1,238	5.7%	95
Financial (Adults)			
Have home mortgage (1st)	9,597	44.1%	122
Used ATM/cash machine in last 12 months	14,287	65.7%	109
Own any stock	3,697	17.0%	141
Own U.S. savings bond	1,721	7.9%	128
Own shares in mutual fund (stock)	3,454	15.9%	142
Own shares in mutual fund (bonds)	2,168	10.0%	142
Have interest checking account	9,000	41.4%	117
Have non-interest checking account	7,781	35.8%	101
Have savings account	16,389	75.3%	110
Have 401K retirement savings plan	5,573	25.6%	117
Own/used any credit/debit card in last 12 months	20,201	92.8%	105
Avg monthly credit card expenditures: \$1-110	2,286	10.5%	88
Avg monthly credit card expenditures: \$111-\$225	1,824	8.4%	106
Avg monthly credit card expenditures: \$226-\$450	2,006	9.2%	105
Avg monthly credit card expenditures: \$451-\$700	1,856	8.5%	106
Avg monthly credit card expenditures: \$701-\$1,000	1,917	8.8%	118
Avg monthly credit card expenditures: \$1001-2000	2,794	12.8%	129
Avg monthly credit card expenditures: \$2001+	2,911	13.4%	151
Did banking online in last 12 months	13,029	59.9%	113
Did banking on mobile device in last 12 months	9,796	45.0%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Norco city, CA (0651560)
 Norco city, CA (0651560)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	6,707	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	5,035	71.6%	104
HH used turkey (fresh or frozen) in last 6 months	1,084	15.4%	106
HH used fish/seafood (fresh or frozen) in last 6 months	4,438	63.1%	108
HH used fresh fruit/vegetables in last 6 months	6,378	90.8%	104
HH used fresh milk in last 6 months	5,938	84.5%	102
HH used organic food in last 6 months	2,212	31.5%	126
Health (Adults)			
Exercise at home 2+ times per week	9,813	45.1%	111
Exercise at club 2+ times per week	3,898	17.9%	131
Visited a doctor in last 12 months	18,132	83.3%	105
Used vitamin/dietary supplement in last 6 months	14,164	65.1%	107
Home (Households)			
HH did any home improvement in last 12 months	2,778	39.5%	115
HH used any maid/professional cleaning service in last 12 months	1,844	26.2%	128
HH purchased low ticket HH furnishings in last 12 months	1,607	22.9%	106
HH purchased big ticket HH furnishings in last 12 months	1,862	26.5%	102
HH bought any small kitchen appliance in last 12 months	1,789	25.5%	100
HH bought any large kitchen appliance in last 12 months	1,157	16.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	11,161	51.3%	106
Carry medical/hospital/accident insurance	18,771	86.3%	106
Carry homeowner/personal property insurance	14,363	66.0%	117
Carry renter's insurance	1,920	8.8%	83
HH has auto insurance: 1 vehicle in household covered	1,704	24.2%	82
HH has auto insurance: 2 vehicles in household covered	2,549	36.3%	117
HH has auto insurance: 3+ vehicles in household covered	2,007	28.6%	115
Pets (Households)			
Household owns any pet	3,866	55.0%	105
Household owns any cat	1,451	20.6%	90
Household owns any dog	2,954	42.0%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	7,274	33.4%	94
Buy based on quality not price	3,929	18.1%	105
Buy on credit rather than wait	3,081	14.2%	107
Only use coupons brands: usually buy	3,020	13.9%	102
Will pay more for environmentally safe products	3,077	14.1%	103
Buy based on price not brands	5,824	26.8%	93
Am interested in how to help the environment	4,532	20.8%	102
Reading (Adults)			
Bought digital book in last 12 months	4,490	20.6%	119
Bought hardcover book in last 12 months	5,832	26.8%	110
Bought paperback book in last 12 month	7,321	33.6%	108
Read any daily newspaper (paper version)	3,827	17.6%	114
Read any digital newspaper in last 30 days	11,754	54.0%	109
Read any magazine (paper/electronic version) in last 6 months	19,853	91.2%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Norco city, CA (0651560)
 Norco city, CA (0651560)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,892	68.4%	102
Went to family restaurant/steak house: 4+ times a month	4,483	20.6%	99
Went to fast food/drive-in restaurant in last 6 months	19,682	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	7,862	36.1%	95
Fast food restaurant last 6 months: eat in	4,737	21.8%	96
Fast food restaurant last 6 months: home delivery	2,634	12.1%	104
Fast food restaurant last 6 months: take-out/drive-thru	11,646	53.5%	95
Fast food restaurant last 6 months: take-out/walk-in	5,356	24.6%	116
Television & Electronics (Adults/Households)			
Own any tablet	13,925	64.0%	114
Own any e-reader	3,201	14.7%	120
Own e-reader/tablet: iPad	9,847	45.3%	130
HH has Internet connectable TV	3,312	47.1%	111
Own any portable MP3 player	3,728	17.1%	125
HH owns 1 TV	1,113	15.8%	81
HH owns 2 TVs	1,811	25.8%	94
HH owns 3 TVs	1,606	22.9%	103
HH owns 4+ TVs	1,922	27.3%	132
HH subscribes to cable TV	3,160	45.0%	121
HH subscribes to fiber optic	808	11.5%	212
HH owns portable GPS navigation device	1,582	22.5%	109
HH purchased video game system in last 12 months	818	11.6%	150
HH owns any Internet video device for TV	3,530	50.2%	111
Travel (Adults)			
Took domestic trip in continental US last 12 months	13,208	60.7%	114
Took 3+ domestic non-business trips in last 12 months	3,570	16.4%	130
Spent on domestic vacations in last 12 months: \$1-999	2,853	13.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,505	6.9%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	917	4.2%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,079	5.0%	132
Spent on domestic vacations in last 12 months: \$3,000+	2,176	10.0%	156
Domestic travel in last 12 months: used general travel website	1,617	7.4%	125
Took foreign trip (including Alaska and Hawaii) in last 3 years	9,397	43.2%	130
Took 3+ foreign trips by plane in last 3 years	2,543	11.7%	147
Spent on foreign vacations in last 12 months: \$1-999	2,029	9.3%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,050	4.8%	125
Spent on foreign vacations in last 12 months: \$3,000+	2,027	9.3%	155
Foreign travel in last 3 years: used general travel website	2,052	9.4%	145
Nights spent in hotel/motel in last 12 months: any	11,191	51.4%	114
Took cruise of more than one day in last 3 years	3,060	14.1%	130
Member of any frequent flyer program	7,528	34.6%	140
Member of any hotel rewards program	7,090	32.6%	126

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.