



Retail Market Potential

Wildomar city, CA (0685446)
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 Geography: Place

Prepared by Esri

Demographic Summary	2022	2027
Population	36,672	36,866
Population 18+	27,765	27,886
Households	11,234	11,312
Median Household Income	\$96,576	\$108,172

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	15,514	55.9%	102
Bought any women's clothing in last 12 months	13,771	49.6%	102
Bought any shoes in last 12 months	20,344	73.3%	101
Bought any fine jewelry in last 12 months	5,508	19.8%	104
Bought a watch in last 12 months	4,070	14.7%	103
Automobiles (Households)			
HH owns/leases any vehicle	10,431	92.9%	104
HH bought/leased new vehicle last 12 months	1,266	11.3%	117
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,252	90.9%	103
Bought/changed motor oil in last 12 months	13,577	48.9%	102
Had tune-up in last 12 months	7,209	26.0%	106
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	11,382	41.0%	104
Drank beer/ale in last 6 months	11,747	42.3%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,663	9.6%	98
Own digital SLR camera/camcorder	2,905	10.5%	107
Printed digital photos in last 12 months	7,305	26.3%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,006	32.4%	99
Have a smartphone	26,063	93.9%	102
Have a smartphone: Android phone (any brand)	10,975	39.5%	99
Have a smartphone: Apple iPhone	15,467	55.7%	106
Number of cell phones in household: 1	2,501	22.3%	73
Number of cell phones in household: 2	4,184	37.2%	97
Number of cell phones in household: 3+	4,427	39.4%	135
HH has cell phone only (no landline telephone)	7,480	66.6%	100
Computers (Households)			
HH owns a computer	9,397	83.6%	103
HH owns desktop computer	4,505	40.1%	106
HH owns laptop/notebook	7,656	68.2%	104
HH owns any Apple/Mac brand computer	2,880	25.6%	115
HH owns any PC/non-Apple brand computer	7,611	67.7%	102
HH purchased most recent computer in a store	4,355	38.8%	105
HH purchased most recent computer online	2,587	23.0%	102
HH spent \$1-\$499 on most recent home computer	1,630	14.5%	94
HH spent \$500-\$999 on most recent home computer	2,158	19.2%	101
HH spent \$1,000-\$1,499 on most recent home computer	1,489	13.3%	110
HH spent \$1,500-\$1,999 on most recent home computer	649	5.8%	110
HH spent \$2,000+ on most recent home computer	570	5.1%	107

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.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	17,218	62.0%	99
Bought brewed coffee at convenience store in last 30 days	3,401	12.2%	99
Bought cigarettes at convenience store in last 30 days	1,706	6.1%	86
Bought gas at convenience store in last 30 days	9,791	35.3%	94
Spent at convenience store in last 30 days: \$1-19	2,128	7.7%	101
Spent at convenience store in last 30 days: \$20-\$39	2,886	10.4%	101
Spent at convenience store in last 30 days: \$40-\$50	2,157	7.8%	91
Spent at convenience store in last 30 days: \$51-\$99	1,711	6.2%	102
Spent at convenience store in last 30 days: \$100+	5,546	20.0%	98
Entertainment (Adults)			
Attended a movie in last 6 months	14,280	51.4%	107
Went to live theater in last 12 months	2,891	10.4%	103
Went to a bar/night club in last 12 months	4,725	17.0%	100
Dined out in last 12 months	14,019	50.5%	100
Gambled at a casino in last 12 months	3,302	11.9%	104
Visited a theme park in last 12 months	4,862	17.5%	122
Viewed movie (video-on-demand) in last 30 days	4,035	14.5%	112
Viewed TV show (video-on-demand) in last 30 days	2,585	9.3%	110
Watched any pay-per-view TV in last 12 months	2,027	7.3%	114
Downloaded a movie over the Internet in last 30 days	2,247	8.1%	106
Downloaded any individual song in last 6 months	5,711	20.6%	105
Used internet to watch a movie online in the last 30 days	10,109	36.4%	107
Used internet to watch a TV program online in last 30 days	6,274	22.6%	103
Played a video/electronic game (console) in last 12 months	3,378	12.2%	104
Played a video/electronic game (portable) in last 12 months	1,685	6.1%	102
Financial (Adults)			
Have home mortgage (1st)	11,190	40.3%	112
Used ATM/cash machine in last 12 months	17,424	62.8%	104
Own any stock	3,491	12.6%	105
Own U.S. savings bond	1,628	5.9%	95
Own shares in mutual fund (stock)	2,933	10.6%	95
Own shares in mutual fund (bonds)	1,861	6.7%	95
Have interest checking account	9,476	34.1%	97
Have non-interest checking account	9,707	35.0%	99
Have savings account	19,407	69.9%	102
Have 401K retirement savings plan	6,472	23.3%	107
Own/used any credit/debit card in last 12 months	24,849	89.5%	101
Avg monthly credit card expenditures: \$1-110	3,109	11.2%	94
Avg monthly credit card expenditures: \$111-\$225	2,267	8.2%	103
Avg monthly credit card expenditures: \$226-\$450	2,382	8.6%	97
Avg monthly credit card expenditures: \$451-\$700	2,279	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	2,102	7.6%	101
Avg monthly credit card expenditures: \$1001-2000	3,001	10.8%	108
Avg monthly credit card expenditures: \$2001+	2,547	9.2%	103
Did banking online in last 12 months	15,137	54.5%	103
Did banking on mobile device in last 12 months	12,170	43.8%	105

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Grocery (Adults)			
HH used bread in last 6 months	10,724	95.5%	101
HH used chicken (fresh or frozen) in last 6 months	7,969	70.9%	103
HH used turkey (fresh or frozen) in last 6 months	1,569	14.0%	96
HH used fish/seafood (fresh or frozen) in last 6 months	6,908	61.5%	106
HH used fresh fruit/vegetables in last 6 months	9,978	88.8%	101
HH used fresh milk in last 6 months	9,507	84.6%	102
HH used organic food in last 6 months	3,042	27.1%	108
Health (Adults)			
Exercise at home 2+ times per week	11,411	41.1%	101
Exercise at club 2+ times per week	4,117	14.8%	108
Visited a doctor in last 12 months	21,921	79.0%	100
Used vitamin/dietary supplement in last 6 months	17,058	61.4%	101
Home (Households)			
HH did any home improvement in last 12 months	4,134	36.8%	107
HH used any maid/professional cleaning service in last 12 months	2,534	22.6%	110
HH purchased low ticket HH furnishings in last 12 months	2,418	21.5%	100
HH purchased big ticket HH furnishings in last 12 months	2,980	26.5%	102
HH bought any small kitchen appliance in last 12 months	2,975	26.5%	104
HH bought any large kitchen appliance in last 12 months	1,872	16.7%	107
Insurance (Adults/Households)			
Currently carry life insurance	13,391	48.2%	100
Carry medical/hospital/accident insurance	22,246	80.1%	99
Carry homeowner/personal property insurance	16,069	57.9%	102
Carry renter's insurance	2,621	9.4%	89
HH has auto insurance: 1 vehicle in household covered	2,848	25.4%	86
HH has auto insurance: 2 vehicles in household covered	3,974	35.4%	114
HH has auto insurance: 3+ vehicles in household covered	3,086	27.5%	110
Pets (Households)			
Household owns any pet	6,392	56.9%	109
Household owns any cat	2,314	20.6%	90
Household owns any dog	5,166	46.0%	116
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	8,983	32.4%	91
Buy based on quality not price	4,771	17.2%	100
Buy on credit rather than wait	3,700	13.3%	101
Only use coupons brands: usually buy	3,469	12.5%	91
Will pay more for environmentally safe products	3,685	13.3%	97
Buy based on price not brands	7,719	27.8%	97
Am interested in how to help the environment	5,872	21.1%	103
Reading (Adults)			
Bought digital book in last 12 months	4,914	17.7%	102
Bought hardcover book in last 12 months	6,674	24.0%	99
Bought paperback book in last 12 month	8,387	30.2%	97
Read any daily newspaper (paper version)	3,486	12.6%	81
Read any digital newspaper in last 30 days	13,482	48.6%	98
Read any magazine (paper/electronic version) in last 6 months	24,650	88.8%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	18,956	68.3%	102
Went to family restaurant/steak house: 4+ times a month	5,839	21.0%	101
Went to fast food/drive-in restaurant in last 6 months	25,501	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	11,100	40.0%	106
Fast food restaurant last 6 months: eat in	6,472	23.3%	103
Fast food restaurant last 6 months: home delivery	3,603	13.0%	112
Fast food restaurant last 6 months: take-out/drive-thru	15,697	56.5%	101
Fast food restaurant last 6 months: take-out/walk-in	6,243	22.5%	106
Television & Electronics (Adults/Households)			
Own any tablet	16,424	59.2%	105
Own any e-reader	3,174	11.4%	93
Own e-reader/tablet: iPad	10,588	38.1%	110
HH has Internet connectable TV	5,117	45.5%	107
Own any portable MP3 player	4,203	15.1%	111
HH owns 1 TV	1,852	16.5%	84
HH owns 2 TVs	2,890	25.7%	94
HH owns 3 TVs	2,630	23.4%	106
HH owns 4+ TVs	2,788	24.8%	120
HH subscribes to cable TV	4,078	36.3%	98
HH subscribes to fiber optic	811	7.2%	133
HH owns portable GPS navigation device	2,175	19.4%	94
HH purchased video game system in last 12 months	1,199	10.7%	138
HH owns any Internet video device for TV	5,477	48.8%	108
Travel (Adults)			
Took domestic trip in continental US last 12 months	15,179	54.7%	103
Took 3+ domestic non-business trips in last 12 months	3,757	13.5%	107
Spent on domestic vacations in last 12 months: \$1-999	3,390	12.2%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,862	6.7%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,178	4.2%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,075	3.9%	103
Spent on domestic vacations in last 12 months: \$3,000+	2,021	7.3%	114
Domestic travel in last 12 months: used general travel website	1,710	6.2%	104
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,224	36.8%	111
Took 3+ foreign trips by plane in last 3 years	2,568	9.2%	117
Spent on foreign vacations in last 12 months: \$1-999	2,171	7.8%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,289	4.6%	121
Spent on foreign vacations in last 12 months: \$3,000+	1,856	6.7%	111
Foreign travel in last 3 years: used general travel website	1,984	7.1%	110
Nights spent in hotel/motel in last 12 months: any	12,826	46.2%	102
Took cruise of more than one day in last 3 years	3,199	11.5%	107
Member of any frequent flyer program	7,509	27.0%	109
Member of any hotel rewards program	7,448	26.8%	104

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