



Retail Market Potential

Banning city, CA (0603820)
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 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		30,308	30,868
Population 18+		23,913	24,305
Households		11,523	11,709
Median Household Income		\$52,570	\$65,789

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	12,873	53.8%	98
Bought any women's clothing in last 12 months	11,988	50.1%	103
Bought any shoes in last 12 months	17,064	71.4%	99
Bought any fine jewelry in last 12 months	4,641	19.4%	101
Bought a watch in last 12 months	3,986	16.7%	117
Automobiles (Households)			
HH owns/leases any vehicle	10,360	89.9%	100
HH bought/leased new vehicle last 12 months	1,017	8.8%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,963	87.7%	99
Bought/changed motor oil in last 12 months	11,621	48.6%	102
Had tune-up in last 12 months	5,474	22.9%	93
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	10,132	42.4%	108
Drank beer/ale in last 6 months	9,315	39.0%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,020	8.4%	86
Own digital SLR camera/camcorder	1,761	7.4%	75
Printed digital photos in last 12 months	5,692	23.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,196	34.3%	105
Have a smartphone	21,571	90.2%	98
Have a smartphone: Android phone (any brand)	10,744	44.9%	113
Have a smartphone: Apple iPhone	10,914	45.6%	87
Number of cell phones in household: 1	3,791	32.9%	107
Number of cell phones in household: 2	4,437	38.5%	100
Number of cell phones in household: 3+	3,103	26.9%	92
HH has cell phone only (no landline telephone)	7,748	67.2%	100
Computers (Households)			
HH owns a computer	8,840	76.7%	94
HH owns desktop computer	4,187	36.3%	96
HH owns laptop/notebook	6,953	60.3%	92
HH owns any Apple/Mac brand computer	1,960	17.0%	76
HH owns any PC/non-Apple brand computer	7,489	65.0%	98
HH purchased most recent computer in a store	4,108	35.7%	96
HH purchased most recent computer online	2,212	19.2%	85
HH spent \$1-\$499 on most recent home computer	1,692	14.7%	95
HH spent \$500-\$999 on most recent home computer	2,075	18.0%	95
HH spent \$1,000-\$1,499 on most recent home computer	1,171	10.2%	85
HH spent \$1,500-\$1,999 on most recent home computer	415	3.6%	69
HH spent \$2,000+ on most recent home computer	415	3.6%	76

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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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	14,792	61.9%	99
Bought brewed coffee at convenience store in last 30 days	2,952	12.3%	99
Bought cigarettes at convenience store in last 30 days	1,686	7.1%	98
Bought gas at convenience store in last 30 days	9,568	40.0%	106
Spent at convenience store in last 30 days: \$1-19	1,371	5.7%	75
Spent at convenience store in last 30 days: \$20-\$39	2,292	9.6%	94
Spent at convenience store in last 30 days: \$40-\$50	2,230	9.3%	109
Spent at convenience store in last 30 days: \$51-\$99	1,605	6.7%	111
Spent at convenience store in last 30 days: \$100+	4,968	20.8%	102
Entertainment (Adults)			
Attended a movie in last 6 months	10,859	45.4%	95
Went to live theater in last 12 months	2,009	8.4%	83
Went to a bar/night club in last 12 months	3,432	14.4%	85
Dined out in last 12 months	10,943	45.8%	90
Gambled at a casino in last 12 months	2,541	10.6%	93
Visited a theme park in last 12 months	3,423	14.3%	100
Viewed movie (video-on-demand) in last 30 days	2,254	9.4%	73
Viewed TV show (video-on-demand) in last 30 days	1,731	7.2%	86
Watched any pay-per-view TV in last 12 months	1,533	6.4%	100
Downloaded a movie over the Internet in last 30 days	1,480	6.2%	81
Downloaded any individual song in last 6 months	4,364	18.2%	93
Used internet to watch a movie online in the last 30 days	7,095	29.7%	87
Used internet to watch a TV program online in last 30 days	4,117	17.2%	78
Played a video/electronic game (console) in last 12 months	2,662	11.1%	95
Played a video/electronic game (portable) in last 12 months	1,358	5.7%	95
Financial (Adults)			
Have home mortgage (1st)	7,539	31.5%	87
Used ATM/cash machine in last 12 months	13,986	58.5%	97
Own any stock	2,374	9.9%	83
Own U.S. savings bond	1,183	4.9%	80
Own shares in mutual fund (stock)	2,200	9.2%	83
Own shares in mutual fund (bonds)	1,616	6.8%	96
Have interest checking account	7,557	31.6%	89
Have non-interest checking account	8,681	36.3%	103
Have savings account	15,336	64.1%	94
Have 401K retirement savings plan	3,947	16.5%	76
Own/used any credit/debit card in last 12 months	20,870	87.3%	98
Avg monthly credit card expenditures: \$1-110	2,924	12.2%	102
Avg monthly credit card expenditures: \$111-\$225	1,838	7.7%	97
Avg monthly credit card expenditures: \$226-\$450	2,231	9.3%	106
Avg monthly credit card expenditures: \$451-\$700	1,989	8.3%	104
Avg monthly credit card expenditures: \$701-\$1,000	1,667	7.0%	93
Avg monthly credit card expenditures: \$1001-2000	1,966	8.2%	83
Avg monthly credit card expenditures: \$2001+	1,481	6.2%	70
Did banking online in last 12 months	11,628	48.6%	92
Did banking on mobile device in last 12 months	8,544	35.7%	85

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Grocery (Adults)			
HH used bread in last 6 months	10,945	95.0%	100
HH used chicken (fresh or frozen) in last 6 months	8,007	69.5%	101
HH used turkey (fresh or frozen) in last 6 months	1,450	12.6%	87
HH used fish/seafood (fresh or frozen) in last 6 months	7,077	61.4%	105
HH used fresh fruit/vegetables in last 6 months	10,010	86.9%	99
HH used fresh milk in last 6 months	9,622	83.5%	101
HH used organic food in last 6 months	2,577	22.4%	90
Health (Adults)			
Exercise at home 2+ times per week	8,885	37.2%	92
Exercise at club 2+ times per week	2,501	10.5%	76
Visited a doctor in last 12 months	18,355	76.8%	97
Used vitamin/dietary supplement in last 6 months	15,066	63.0%	104
Home (Households)			
HH did any home improvement in last 12 months	3,992	34.6%	101
HH used any maid/professional cleaning service in last 12 months	2,199	19.1%	93
HH purchased low ticket HH furnishings in last 12 months	2,280	19.8%	91
HH purchased big ticket HH furnishings in last 12 months	2,986	25.9%	99
HH bought any small kitchen appliance in last 12 months	2,904	25.2%	99
HH bought any large kitchen appliance in last 12 months	1,775	15.4%	99
Insurance (Adults/Households)			
Currently carry life insurance	9,753	40.8%	84
Carry medical/hospital/accident insurance	17,887	74.8%	92
Carry homeowner/personal property insurance	12,997	54.4%	96
Carry renter's insurance	2,263	9.5%	89
HH has auto insurance: 1 vehicle in household covered	4,009	34.8%	118
HH has auto insurance: 2 vehicles in household covered	3,342	29.0%	94
HH has auto insurance: 3+ vehicles in household covered	2,565	22.3%	90
Pets (Households)			
Household owns any pet	5,613	48.7%	93
Household owns any cat	2,166	18.8%	82
Household owns any dog	4,554	39.5%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	8,515	35.6%	101
Buy based on quality not price	4,116	17.2%	100
Buy on credit rather than wait	3,582	15.0%	113
Only use coupons brands: usually buy	3,695	15.5%	113
Will pay more for environmentally safe products	3,497	14.6%	107
Buy based on price not brands	7,179	30.0%	104
Am interested in how to help the environment	5,146	21.5%	105
Reading (Adults)			
Bought digital book in last 12 months	3,386	14.2%	81
Bought hardcover book in last 12 months	4,780	20.0%	82
Bought paperback book in last 12 month	6,406	26.8%	86
Read any daily newspaper (paper version)	4,021	16.8%	109
Read any digital newspaper in last 30 days	9,667	40.4%	81
Read any magazine (paper/electronic version) in last 6 months	20,189	84.4%	95

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,878	66.4%	99
Went to family restaurant/steak house: 4+ times a month	5,073	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	21,368	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	9,427	39.4%	104
Fast food restaurant last 6 months: eat in	5,642	23.6%	104
Fast food restaurant last 6 months: home delivery	2,696	11.3%	97
Fast food restaurant last 6 months: take-out/drive-thru	12,849	53.7%	96
Fast food restaurant last 6 months: take-out/walk-in	4,232	17.7%	83
Television & Electronics (Adults/Households)			
Own any tablet	12,761	53.4%	95
Own any e-reader	2,457	10.3%	84
Own e-reader/tablet: iPad	7,300	30.5%	88
HH has Internet connectable TV	4,428	38.4%	90
Own any portable MP3 player	2,917	12.2%	89
HH owns 1 TV	2,250	19.5%	99
HH owns 2 TVs	3,124	27.1%	99
HH owns 3 TVs	2,496	21.7%	98
HH owns 4+ TVs	2,431	21.1%	102
HH subscribes to cable TV	4,454	38.7%	104
HH subscribes to fiber optic	518	4.5%	83
HH owns portable GPS navigation device	2,354	20.4%	99
HH purchased video game system in last 12 months	663	5.8%	74
HH owns any Internet video device for TV	4,668	40.5%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,176	46.7%	88
Took 3+ domestic non-business trips in last 12 months	2,682	11.2%	89
Spent on domestic vacations in last 12 months: \$1-999	2,722	11.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,129	4.7%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	839	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	791	3.3%	88
Spent on domestic vacations in last 12 months: \$3,000+	1,373	5.7%	90
Domestic travel in last 12 months: used general travel website	1,257	5.3%	88
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,521	31.5%	94
Took 3+ foreign trips by plane in last 3 years	1,544	6.5%	81
Spent on foreign vacations in last 12 months: \$1-999	1,489	6.2%	86
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,063	4.4%	115
Spent on foreign vacations in last 12 months: \$3,000+	1,282	5.4%	89
Foreign travel in last 3 years: used general travel website	1,150	4.8%	74
Nights spent in hotel/motel in last 12 months: any	8,959	37.5%	83
Took cruise of more than one day in last 3 years	2,561	10.7%	99
Member of any frequent flyer program	4,733	19.8%	80
Member of any hotel rewards program	5,357	22.4%	87

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