



# Retail Demand Outlook

Wildomar city, CA (0685446)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	16.2%	Population	36,672	36,866
Up and Coming Families (7A)	15.8%	Households	11,234	11,312
Home Improvement (4B)	13.4%	Families	8,709	8,769
Boomburbs (1C)	12.6%	Median Age	35.9	36.3
Urban Villages (7B)	11.8%	Median Household Income	\$96,576	\$108,172
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$30,927,947	\$36,939,599	\$6,011,652
Men's		\$6,000,132	\$7,164,771	\$1,164,639
Women's		\$10,689,007	\$12,763,964	\$2,074,957
Children's		\$4,837,785	\$5,781,408	\$943,623
Footwear		\$7,142,691	\$8,532,813	\$1,390,122
Watches & Jewelry		\$1,779,692	\$2,125,655	\$345,963
Apparel Products and Services (1)		\$737,351	\$879,752	\$142,401
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,591,677	\$3,092,730	\$501,053
Portable Memory		\$63,114	\$75,370	\$12,256
Computer Software		\$138,753	\$165,494	\$26,741
Computer Accessories		\$263,125	\$314,176	\$51,051
<b>Entertainment &amp; Recreation</b>		\$47,088,910	\$56,240,763	\$9,151,853
Fees and Admissions		\$11,465,114	\$13,671,561	\$2,206,447
Membership Fees for Clubs (2)		\$3,701,334	\$4,414,699	\$713,365
Fees for Participant Sports, excl. Trips		\$1,830,033	\$2,182,682	\$352,649
Tickets to Theatre/Operas/Concerts		\$1,180,411	\$1,406,999	\$226,588
Tickets to Movies		\$898,748	\$1,072,859	\$174,111
Tickets to Parks or Museums		\$545,349	\$650,933	\$105,584
Admission to Sporting Events, excl. Trips		\$982,524	\$1,171,752	\$189,228
Fees for Recreational Lessons		\$2,313,280	\$2,755,614	\$442,334
Dating Services		\$13,436	\$16,023	\$2,587
TV/Video/Audio		\$16,806,238	\$20,089,730	\$3,283,492
Cable and Satellite Television Services		\$11,292,813	\$13,502,308	\$2,209,495
Televisions		\$1,709,524	\$2,043,074	\$333,550
Satellite Dishes		\$22,620	\$27,032	\$4,412
VCRs, Video Cameras, and DVD Players		\$71,929	\$85,911	\$13,982
Miscellaneous Video Equipment		\$213,167	\$254,661	\$41,494
Video Cassettes and DVDs		\$114,284	\$136,602	\$22,318
Video Game Hardware/Accessories		\$403,502	\$482,422	\$78,920
Video Game Software		\$222,218	\$265,661	\$43,443
Rental/Streaming/Downloaded Video		\$1,048,193	\$1,252,664	\$204,471
Installation of Televisions		\$13,713	\$16,326	\$2,613
Audio (3)		\$1,659,353	\$1,981,150	\$321,797
Rental and Repair of TV/Radio/Sound Equipment		\$34,923	\$41,919	\$6,996
Pets		\$10,224,241	\$12,218,260	\$1,994,019
Toys/Games/Crafts/Hobbies (4)		\$1,705,137	\$2,037,292	\$332,155
Recreational Vehicles and Fees (5)		\$1,650,735	\$1,970,067	\$319,332
Sports/Recreation/Exercise Equipment (6)		\$2,702,482	\$3,229,687	\$527,205
Photo Equipment and Supplies (7)		\$694,016	\$828,114	\$134,098
Reading (8)		\$1,432,038	\$1,708,703	\$276,665
Catered Affairs (9)		\$411,970	\$490,992	\$79,022
<b>Food</b>		\$135,459,928	\$161,823,483	\$26,363,555
Food at Home		\$78,915,770	\$94,282,573	\$15,366,803
Bakery and Cereal Products		\$10,072,332	\$12,033,555	\$1,961,223
Meats, Poultry, Fish, and Eggs		\$16,981,368	\$20,290,963	\$3,309,595
Dairy Products		\$7,892,072	\$9,425,645	\$1,533,573
Fruits and Vegetables		\$15,471,667	\$18,477,538	\$3,005,871
Snacks and Other Food at Home (10)		\$28,498,329	\$34,054,871	\$5,556,542
Food Away from Home		\$56,544,158	\$67,540,910	\$10,996,752
Alcoholic Beverages		\$9,063,411	\$10,815,876	\$1,752,465

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$416,867,473	\$497,042,044	\$80,174,571
Value of Retirement Plans	\$1,489,458,757	\$1,776,273,268	\$286,814,511
Value of Other Financial Assets	\$114,711,464	\$136,725,212	\$22,013,748
Vehicle Loan Amount excluding Interest	\$43,244,357	\$51,735,426	\$8,491,069
Value of Credit Card Debt	\$40,574,607	\$48,439,514	\$7,864,907
<b>Health</b>			
Nonprescription Drugs	\$2,125,696	\$2,542,680	\$416,984
Prescription Drugs	\$4,524,875	\$5,416,145	\$891,270
Eyeglasses and Contact Lenses	\$1,373,981	\$1,641,243	\$267,262
<b>Home</b>			
Mortgage Payment and Basics (11)	\$174,839,554	\$208,564,293	\$33,724,739
Maintenance and Remodeling Services	\$45,744,976	\$54,584,203	\$8,839,227
Maintenance and Remodeling Materials (12)	\$9,628,483	\$11,503,221	\$1,874,738
Utilities, Fuel, and Public Services	\$72,679,219	\$86,892,683	\$14,213,464
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,514,883	\$1,809,051	\$294,168
Furniture	\$9,571,206	\$11,434,310	\$1,863,104
Rugs	\$475,780	\$567,905	\$92,125
Major Appliances (14)	\$5,893,418	\$7,041,563	\$1,148,145
Housewares (15)	\$1,281,012	\$1,530,152	\$249,140
Small Appliances	\$773,146	\$923,499	\$150,353
Luggage	\$257,027	\$306,837	\$49,810
Telephones and Accessories	\$1,377,237	\$1,643,513	\$266,276
<b>Household Operations</b>			
Child Care	\$8,535,220	\$10,179,155	\$1,643,935
Lawn and Garden (16)	\$7,454,009	\$8,907,257	\$1,453,248
Moving/Storage/Freight Express	\$1,104,414	\$1,319,423	\$215,009
Housekeeping Supplies (17)	\$11,342,686	\$13,557,714	\$2,215,028
<b>Insurance</b>			
Owners and Renters Insurance	\$9,430,736	\$11,278,352	\$1,847,616
Vehicle Insurance	\$27,870,142	\$33,329,139	\$5,458,997
Life/Other Insurance	\$8,929,100	\$10,666,021	\$1,736,921
Health Insurance	\$59,549,013	\$71,172,566	\$11,623,553
Personal Care Products (18)	\$7,321,952	\$8,748,119	\$1,426,167
School Books and Supplies (19)	\$1,977,392	\$2,361,803	\$384,411
Smoking Products	\$4,739,653	\$5,680,037	\$940,384
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$39,850,984	\$47,674,122	\$7,823,138
Gasoline and Motor Oil	\$36,195,763	\$43,272,497	\$7,076,734
Vehicle Maintenance and Repairs	\$16,183,413	\$19,341,710	\$3,158,297
<b>Travel</b>			
Airline Fares	\$9,792,439	\$11,677,390	\$1,884,951
Lodging on Trips	\$10,745,003	\$12,822,080	\$2,077,077
Auto/Truck Rental on Trips	\$855,072	\$1,019,978	\$164,906
Food and Drink on Trips	\$9,017,421	\$10,762,158	\$1,744,737

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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