



# Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Pleasantville (2B)	16.2%	Population	36,786	37,388
Up and Coming Families (7A)	15.7%	Households	11,285	11,508
Home Improvement (4B)	13.4%	Families	8,852	9,024
Boomburbs (1C)	12.5%	Median Age	36.1	36.5
Urban Villages (7B)	12.2%	Median Household Income	\$97,751	\$107,028
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$28,140,663	\$33,164,682	\$5,024,019
Men's		\$5,305,089	\$6,252,659	\$947,570
Women's		\$9,557,993	\$11,260,986	\$1,702,993
Children's		\$4,387,609	\$5,181,272	\$793,663
Footwear		\$6,300,731	\$7,423,718	\$1,122,987
Watches & Jewelry		\$2,060,582	\$2,424,064	\$363,482
Apparel Products and Services (1)		\$528,659	\$621,983	\$93,324
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,357,898	\$3,957,948	\$600,050
Portable Memory		\$57,152	\$67,391	\$10,239
Computer Software		\$177,034	\$208,522	\$31,488
Computer Accessories		\$320,141	\$377,430	\$57,289
<b>Entertainment &amp; Recreation</b>		\$48,515,400	\$57,185,074	\$8,669,674
Fees and Admissions		\$9,662,291	\$11,383,292	\$1,721,001
Membership Fees for Clubs (2)		\$3,638,733	\$4,284,909	\$646,176
Fees for Participant Sports, excl. Trips		\$1,638,569	\$1,931,000	\$292,431
Tickets to Theatre/Operas/Concerts		\$701,480	\$825,741	\$124,261
Tickets to Movies		\$389,691	\$460,223	\$70,532
Tickets to Parks or Museums		\$392,903	\$464,812	\$71,909
Admission to Sporting Events, excl. Trips		\$723,803	\$851,703	\$127,900
Fees for Recreational Lessons		\$2,166,251	\$2,552,108	\$385,857
Dating Services		\$10,862	\$12,795	\$1,933
TV/Video/Audio		\$16,868,593	\$19,884,753	\$3,016,160
Cable and Satellite Television Services		\$10,503,276	\$12,372,247	\$1,868,971
Televisions		\$1,878,363	\$2,216,284	\$337,921
Satellite Dishes		\$21,907	\$25,876	\$3,969
VCRs, Video Cameras, and DVD Players		\$65,712	\$77,504	\$11,792
Miscellaneous Video Equipment		\$151,552	\$178,445	\$26,893
Video Cassettes and DVDs		\$87,095	\$102,956	\$15,861
Video Game Hardware/Accessories		\$489,864	\$578,649	\$88,785
Video Game Software		\$234,518	\$277,028	\$42,510
Rental/Streaming/Downloaded Video		\$1,618,248	\$1,911,840	\$293,592
Installation of Televisions		\$21,264	\$25,006	\$3,742
Audio (3)		\$1,766,503	\$2,083,243	\$316,740
Rental and Repair of TV/Radio/Sound Equipment		\$30,291	\$35,676	\$5,385
Pets		\$11,432,808	\$13,464,344	\$2,031,536
Toys/Games/Crafts/Hobbies (4)		\$2,030,303	\$2,396,967	\$366,664
Recreational Vehicles and Fees (5)		\$1,905,886	\$2,244,004	\$338,118
Sports/Recreation/Exercise Equipment (6)		\$4,023,131	\$4,757,940	\$734,809
Photo Equipment and Supplies (7)		\$601,919	\$709,897	\$107,978
Reading (8)		\$1,576,568	\$1,855,824	\$279,256
Catered Affairs (9)		\$413,900	\$488,055	\$74,155
<b>Food</b>		\$134,382,111	\$158,376,946	\$23,994,835
Food at Home		\$85,611,980	\$100,872,880	\$15,260,900
Bakery and Cereal Products		\$10,949,853	\$12,900,549	\$1,950,696
Meats, Poultry, Fish, and Eggs		\$18,569,214	\$21,875,856	\$3,306,642
Dairy Products		\$8,265,774	\$9,737,993	\$1,472,219
Fruits and Vegetables		\$16,964,346	\$19,980,845	\$3,016,499
Snacks and Other Food at Home (10)		\$30,862,793	\$36,377,637	\$5,514,844
Food Away from Home		\$48,770,131	\$57,504,065	\$8,733,934
Alcoholic Beverages		\$8,538,984	\$10,046,107	\$1,507,123

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$499,242,825	\$585,939,667	\$86,696,842
Value of Retirement Plans	\$1,803,490,211	\$2,120,349,487	\$316,859,276
Value of Other Financial Assets	\$112,249,365	\$131,706,868	\$19,457,503
Vehicle Loan Amount excluding Interest	\$49,420,264	\$58,408,837	\$8,988,573
Value of Credit Card Debt	\$39,956,826	\$47,065,032	\$7,108,206
<b>Health</b>			
Nonprescription Drugs	\$2,123,690	\$2,506,166	\$382,476
Prescription Drugs	\$4,376,529	\$5,160,681	\$784,152
Eyeglasses and Contact Lenses	\$1,349,318	\$1,589,568	\$240,250
<b>Home</b>			
Mortgage Payment and Basics (11)	\$183,901,301	\$216,581,607	\$32,680,306
Maintenance and Remodeling Services	\$53,333,821	\$62,823,750	\$9,489,929
Maintenance and Remodeling Materials (12)	\$10,730,828	\$12,669,119	\$1,938,291
Utilities, Fuel, and Public Services	\$73,782,029	\$86,984,958	\$13,202,929
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,571,415	\$1,852,292	\$280,877
Furniture	\$10,639,385	\$12,551,461	\$1,912,076
Rugs	\$530,550	\$624,451	\$93,901
Major Appliances (14)	\$7,049,358	\$8,312,618	\$1,263,260
Housewares (15)	\$1,414,938	\$1,667,948	\$253,010
Small Appliances	\$931,245	\$1,098,071	\$166,826
Luggage	\$190,953	\$225,257	\$34,304
Telephones and Accessories	\$1,348,421	\$1,588,552	\$240,131
<b>Household Operations</b>			
Child Care	\$7,131,517	\$8,408,486	\$1,276,969
Lawn and Garden (16)	\$8,762,986	\$10,317,878	\$1,554,892
Moving/Storage/Freight Express	\$1,140,268	\$1,344,130	\$203,862
Housekeeping Supplies (17)	\$11,772,929	\$13,875,547	\$2,102,618
<b>Insurance</b>			
Owners and Renters Insurance	\$10,206,495	\$12,032,008	\$1,825,513
Vehicle Insurance	\$28,293,191	\$33,385,787	\$5,092,596
Life/Other Insurance	\$8,889,734	\$10,470,399	\$1,580,665
Health Insurance	\$61,904,014	\$72,959,212	\$11,055,198
Personal Care Products (18)	\$7,144,871	\$8,420,917	\$1,276,046
School Books and Supplies (19)	\$1,749,322	\$2,064,055	\$314,733
Smoking Products	\$4,711,161	\$5,558,620	\$847,459
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$39,679,728	\$46,859,087	\$7,179,359
Gasoline and Motor Oil	\$32,955,662	\$38,881,888	\$5,926,226
Vehicle Maintenance and Repairs	\$16,769,530	\$19,781,073	\$3,011,543
<b>Travel</b>			
Airline Fares	\$6,325,617	\$7,452,074	\$1,126,457
Lodging on Trips	\$9,504,828	\$11,199,431	\$1,694,603
Auto/Truck Rental on Trips	\$1,024,865	\$1,207,833	\$182,968
Food and Drink on Trips	\$7,286,142	\$8,586,734	\$1,300,592

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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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