



# Retail Market Potential

Windsor Town, CA 3  
 Windsor Town, CA (0685922)  
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		27,568	28,457
Population 18+		20,566	21,495
Households		9,144	9,396
Median Household Income		\$80,847	\$90,665

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,957	48.4%	102
Bought any women's clothing in last 12 months	9,172	44.6%	102
Bought clothing for child <13 years in last 6 months	6,001	29.2%	106
Bought any shoes in last 12 months	11,462	55.7%	103
Bought costume jewelry in last 12 months	4,125	20.1%	103
Bought any fine jewelry in last 12 months	3,940	19.2%	104
Bought a watch in last 12 months	2,498	12.1%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,250	90.2%	105
HH bought/leased new vehicle last 12 mo	1,097	12.0%	128
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,367	89.3%	105
Bought/changed motor oil in last 12 months	9,668	47.0%	96
Had tune-up in last 12 months	6,621	32.2%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	14,174	68.9%	105
Drank regular cola in last 6 months	8,572	41.7%	93
Drank beer/ale in last 6 months	9,422	45.8%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	6,642	32.3%	111
Own digital single-lens reflex (SLR) camera	2,186	10.6%	123
Bought any camera in last 12 months	1,262	6.1%	108
Printed digital photos in last 12 months	650	3.2%	108
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,593	36.9%	102
Have a smartphone	13,430	65.3%	111
Have a smartphone: Android phone (any brand)	5,555	27.0%	100
Have a smartphone: Apple iPhone	6,555	31.9%	123
Number of cell phones in household: 1	2,237	24.5%	76
Number of cell phones in household: 2	3,593	39.3%	105
Number of cell phones in household: 3+	3,013	33.0%	129
HH has cell phone only (no landline telephone)	3,001	32.8%	78
<b>Computers (Households)</b>			
HH owns a computer	7,758	84.8%	110
HH owns desktop computer	4,823	52.7%	116
HH owns laptop/notebook	5,486	60.0%	111
HH owns any Apple/Mac brand computer	1,750	19.1%	127
HH owns any PC/non-Apple brand computer	6,818	74.6%	110
HH purchased most recent computer in a store	3,761	41.1%	109
HH purchased most recent computer online	1,355	14.8%	113
Spent <\$500 on most recent home computer	1,237	13.5%	93
Spent \$500-\$999 on most recent home computer	1,945	21.3%	111
Spent \$1,000-\$1,499 on most recent home computer	994	10.9%	115
Spent \$1,500-\$1,999 on most recent home computer	542	5.9%	130
Spent \$2,000+ on most recent home computer	432	4.7%	120

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Windsor Town, CA 3  
 Windsor Town, CA (0685922)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,060	53.8%	106
Bought brewed coffee at convenience store in last 30 days	3,374	16.4%	104
Bought cigarettes at convenience store in last 30 days	2,023	9.8%	79
Bought gas at convenience store in last 30 days	6,027	29.3%	89
Spent at convenience store in last 30 days: <\$20	1,906	9.3%	114
Spent at convenience store in last 30 days: \$20-\$39	1,969	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	1,645	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	751	3.7%	82
Spent at convenience store in last 30 days: \$100+	4,194	20.4%	89
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,352	64.9%	109
Went to live theater in last 12 months	3,008	14.6%	113
Went to a bar/night club in last 12 months	3,555	17.3%	103
Dined out in last 12 months	10,259	49.9%	111
Gambled at a casino in last 12 months	3,308	16.1%	117
Visited a theme park in last 12 months	4,483	21.8%	124
Viewed movie (video-on-demand) in last 30 days	4,650	22.6%	133
Viewed TV show (video-on-demand) in last 30 days	3,386	16.5%	128
Watched any pay-per-view TV in last 12 months	3,287	16.0%	122
Downloaded a movie over the Internet in last 30 days	1,638	8.0%	111
Downloaded any individual song in last 6 months	4,505	21.9%	107
Watched a movie online in the last 30 days	3,406	16.6%	104
Watched a TV program online in last 30 days	3,335	16.2%	108
Played a video/electronic game (console) in last 12 months	1,895	9.2%	88
Played a video/electronic game (portable) in last 12 months	938	4.6%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,998	38.9%	125
Used ATM/cash machine in last 12 months	11,331	55.1%	112
Own any stock	1,985	9.7%	126
Own U.S. savings bond	1,181	5.7%	108
Own shares in mutual fund (stock)	1,777	8.6%	119
Own shares in mutual fund (bonds)	1,218	5.9%	122
Have interest checking account	6,606	32.1%	114
Have non-interest checking account	5,728	27.9%	99
Have savings account	12,312	59.9%	111
Have 401K retirement savings plan	3,624	17.6%	121
Own/used any credit/debit card in last 12 months	16,405	79.8%	107
Avg monthly credit card expenditures: <\$111	2,459	12.0%	103
Avg monthly credit card expenditures: \$111-\$225	1,602	7.8%	113
Avg monthly credit card expenditures: \$226-\$450	1,422	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	1,346	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	1,066	5.2%	120
Avg monthly credit card expenditures: \$1,001+	2,470	12.0%	132
Did banking online in last 12 months	8,657	42.1%	118
Did banking on mobile device in last 12 months	3,336	16.2%	116
Paid bills online in last 12 months	10,222	49.7%	116

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Windsor Town, CA 3  
 Windsor Town, CA (0685922)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,453	70.6%	102
Used bread in last 6 months	8,636	94.4%	101
Used chicken (fresh or frozen) in last 6 months	6,537	71.5%	104
Used turkey (fresh or frozen) in last 6 months	1,483	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	5,113	55.9%	102
Used fresh fruit/vegetables in last 6 months	7,989	87.4%	102
Used fresh milk in last 6 months	8,124	88.8%	101
Used organic food in last 6 months	1,991	21.8%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,424	31.2%	110
Exercise at club 2+ times per week	3,410	16.6%	127
Visited a doctor in last 12 months	16,191	78.7%	104
Used vitamin/dietary supplement in last 6 months	11,642	56.6%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,785	30.5%	114
Used housekeeper/maid/professional HH cleaning service in last 12	1,564	17.1%	130
Purchased low ticket HH furnishings in last 12 months	1,549	16.9%	105
Purchased big ticket HH furnishings in last 12 months	2,046	22.4%	107
Bought any small kitchen appliance in last 12 months	2,107	23.0%	104
Bought any large kitchen appliance in last 12 months	1,284	14.0%	110
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,439	45.9%	108
Carry medical/hospital/accident insurance	14,346	69.8%	106
Carry homeowner insurance	11,041	53.7%	114
Carry renter's insurance	1,663	8.1%	99
Have auto insurance: 1 vehicle in household covered	2,548	27.9%	90
Have auto insurance: 2 vehicles in household covered	2,983	32.6%	115
Have auto insurance: 3+ vehicles in household covered	2,349	25.7%	118
<b>Pets (Households)</b>			
Household owns any pet	5,090	55.7%	104
Household owns any cat	1,948	21.3%	95
Household owns any dog	3,880	42.4%	104
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,448	41.1%	97
Usually buy items on credit rather than wait	2,738	13.3%	113
Usually buy based on quality - not price	3,942	19.2%	107
Price is usually more important than brand name	5,247	25.5%	97
Usually use coupons for brands I buy often	3,821	18.6%	98
Am interested in how to help the environment	3,437	16.7%	103
Usually pay more for environ safe product	2,689	13.1%	102
Usually value green products over convenience	2,104	10.2%	97
Likely to buy a brand that supports a charity	7,133	34.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,286	16.0%	121
Bought hardcover book in last 12 months	4,543	22.1%	105
Bought paperback book in last 12 month	6,901	33.6%	107
Read any daily newspaper (paper version)	5,493	26.7%	102
Read any digital newspaper in last 30 days	7,658	37.2%	112
Read any magazine (paper/electronic version) in last 6 months	19,109	92.9%	102

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Windsor Town, CA 3  
 Windsor Town, CA (0685922)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	16,108	78.3%	105
Went to family restaurant/steak house: 4+ times a month	6,105	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	18,665	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	8,358	40.6%	103
Fast food/drive-in last 6 months: eat in	7,421	36.1%	99
Fast food/drive-in last 6 months: home delivery	1,615	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	9,851	47.9%	103
Fast food/drive-in last 6 months: take-out/walk-in	4,395	21.4%	110
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	8,056	39.2%	123
Own e-reader/tablet: iPad	4,246	20.6%	135
Own any portable MP3 player	7,154	34.8%	113
HH owns 1 TV	1,487	16.3%	79
HH owns 2 TVs	2,296	25.1%	97
HH owns 3 TVs	2,071	22.6%	106
HH owns 4+ TVs	2,142	23.4%	124
HH subscribes to cable TV	4,857	53.1%	107
HH subscribes to fiber optic	1,258	13.8%	181
HH has satellite dish	2,055	22.5%	88
HH owns DVD/Blu-ray player	5,797	63.4%	105
HH owns camcorder	1,590	17.4%	125
HH owns portable GPS navigation device	2,941	32.2%	117
HH purchased video game system in last 12 mos	912	10.0%	126
HH owns Internet video device for TV	865	9.5%	134
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,798	57.4%	115
Took 3+ domestic non-business trips in last 12 months	2,608	12.7%	114
Spent on domestic vacations in last 12 months: <\$1,000	2,276	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,438	7.0%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	867	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	949	4.6%	118
Spent on domestic vacations in last 12 months: \$3,000+	1,515	7.4%	134
Domestic travel in the 12 months: used general travel website	1,613	7.8%	116
Foreign travel in last 3 years	6,322	30.7%	127
Took 3+ foreign trips by plane in last 3 years	1,263	6.1%	136
Spent on foreign vacations in last 12 months: <\$1,000	1,152	5.6%	134
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	815	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	1,368	6.7%	134
Foreign travel in last 3 years: used general travel website	1,552	7.5%	135
Nights spent in hotel/motel in last 12 months: any	9,684	47.1%	116
Took cruise of more than one day in last 3 years	2,311	11.2%	134
Member of any frequent flyer program	4,810	23.4%	143
Member of any hotel rewards program	3,834	18.6%	132

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.