Retail Market Potential

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

Demographic Summary	2009	2014
Population	25,612	26,584
Total Number of Adults	18,306	19,231
Households	8,550	8,861
Median Household Income	$77,837	$83,902

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	9,779	53.4%	106
Bought any women's apparel in last 12 months	8,557	46.7%	103
Bought apparel for child <13 in last 6 months	5,405	29.5%	105
Bought any shoes in last 12 months	9,995	54.6%	105
Bought costume jewelry in last 12 months	3,944	21.5%	103
Bought any fine jewelry in last 12 months	4,254	23.2%	101
Bought a watch in last 12 months	3,709	20.3%	98
Automobiles (Households)			
HH owns/leases any vehicle	8,019	93.8%	108
HH bought new vehicle in last 12 months	952	11.1%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,994	92.8%	107
Bought/changed motor oil in last 12 months	9,415	51.4%	99
Had tune-up in last 12 months	6,173	33.7%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,410	67.8%	108
Drank regular cola in last 6 months	8,778	48.0%	92
Drank beer/ale in last 6 months	8,175	44.7%	105
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,952	16.1%	109
Bought film in last 12 months	4,484	24.5%	104
Bought digital camera in last 12 months	1,603	8.8%	124
Bought memory card for camera in last 12 months	1,689	9.2%	121
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	5,745	31.4%	107
Avg monthly cell/mobile phone/PDA bill: $1-$49	4,992	27.3%	106
Avg monthly cell/mobile phone/PDA bill: $50-99	6,285	34.3%	108
Avg monthly cell/mobile phone/PDA bill: $100+	3,271	17.9%	117
Computers (Households)			
HH owns a personal computer	7,102	83.1%	116
HH spent <$500 on home PC	769	9.0%	99
HH spent $500-$999 on home PC	1,835	21.5%	117
HH spent $1000-$1499 on home PC	1,546	18.1%	123
HH spent $1500-$1999 on home PC	902	10.5%	127
Spent $2000+ on home PC	870	10.2%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	11,085	60.6%	101
Bought cigarettes at convenience store in last 30 days	2,319	12.7%	86
Bought gas at convenience store in last 30 days	5,868	32.1%	97
Spent at convenience store in last 30 days: <$20	2,088	11.4%	118
Spent at convenience store in last 30 days: $20-39	1,976	10.8%	108
Spent at convenience store in last 30 days: $40+	5,982	32.7%	93
Entertainment (Adults)			
Attended movies in last 6 months	11,577	63.2%	108
Went to live theater in last 6 months	2,729	14.9%	119
Went to a bar/night club in last 12 months	3,368	18.4%	100
Dined out in last 12 months	10,143	55.4%	113
Gambled at a casino in last 12 months	3,399	18.6%	115
Visited a theme park in last 12 months	4,864	26.6%	120
DVDs rented in last 30 days: 1	494	2.7%	102
DVDs rented in last 30 days: 2	992	5.4%	116
DVDs rented in last 30 days: 3	638	3.5%	112
DVDs rented in last 30 days: 4	807	4.4%	110
DVDs rented in last 30 days: 5+	2,703	14.8%	112
DVDs purchased in last 30 days: 1	1,089	5.9%	111
DVDs purchased in last 30 days: 2	1,033	5.6%	107
DVDs purchased in last 30 days: 3-4	888	4.9%	99
DVDs purchased in last 30 days: 5+	947	5.2%	96
Spent on toys/games in last 12 months: <$50	1,136	6.2%	99
Spent on toys/games in last 12 months: $50-$99	482	2.6%	96
Spent on toys/games in last 12 months: $100-$199	1,327	7.2%	102
Spent on toys/games in last 12 months: $200-$499	2,182	11.9%	115
Spent on toys/games in last 12 months: $500+	1,269	6.9%	126
Financial (Adults)			
Have home mortgage (1st)	4,469	24.4%	134
Used ATM/cash machine in last 12 months	10,720	58.6%	115
Own any stock	2,096	11.4%	127
Own U.S. savings bond	1,482	8.1%	114
Own shares in mutual fund (stock)	2,256	12.3%	131
Own shares in mutual fund (bonds)	1,433	7.8%	136
Used full service brokerage firm in last 12 months	1,398	7.6%	126
Used discount brokerage firm in last 12 months	430	2.3%	119
Have 401K retirement savings	3,896	21.3%	129
Own any credit/debit card (in own name)	14,657	80.1%	109
Avg monthly credit card expenditures: <$111	2,682	14.7%	100
Avg monthly credit card expenditures: $111-225	1,735	9.5%	105
Avg monthly credit card expenditures: $226-450	1,729	9.4%	110
Avg monthly credit card expenditures: $451-700	1,513	8.3%	115
Avg monthly credit card expenditures: $701+	3,380	18.5%	135

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.

Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,837	70.1%	101
Used bread in last 6 months	17,718	96.8%	100
Used chicken/turkey (fresh or frozen) in last 6 months	13,976	76.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	9,451	51.6%	101
Used fresh fruit/vegetables in last 6 months	15,968	87.2%	101
Used fresh milk in last 6 months	16,627	90.8%	100
Health (Adults)			
Exercise at home 2+ times per week	5,898	32.2%	109
Exercise at club 2+ times per week	2,673	14.6%	126
Visited a doctor in last 12 months	14,784	80.8%	103
Used vitamin/dietary supplement in last 6 months	9,270	50.6%	106
Home (Households)			
Any home improvement in last 12 months	3,099	36.2%	116
Used housekeeper/maid/professional cleaning service in last 12 months	1,667	19.5%	124
Purchased any HH furnishing in last 12 months	976	11.4%	108
Purchased bedding/bath goods in last 12 months	4,788	56.0%	103
Purchased cooking/serving product in last 12 months	2,431	28.4%	105
Bought any kitchen appliance in last 12 months	1,641	19.2%	108
Insurance (Adults)			
Currently carry any life insurance	9,722	53.1%	110
Have medical/hospital/accident insurance	14,399	78.7%	108
Carry homeowner insurance	11,544	63.1%	119
Carry renter insurance	886	4.8%	80
Have auto/other vehicle insurance	16,591	90.6%	108
Pets (Households)			
HH owns any pet	4,598	53.8%	113
HH owns any cat	2,117	24.8%	106
HH owns any dog	3,449	40.3%	116
Reading Materials (Adults)			
Bought book in last 12 months	9,890	54.0%	109
Read any daily newspaper	8,100	44.2%	103
Heavy magazine reader	3,865	21.1%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	14,298	78.1%	107
Went to family restaurant/steak house last mo: <2 times	4,869	26.6%	102
Went to family restaurant/steak house last mo: 2-4 times	5,439	29.7%	108
Went to family restaurant/steak house last mo: 5+ times	3,992	21.8%	112
Went to fast food/drive-in restaurant in last 6 mo	16,715	91.3%	102
Went to fast food/drive-in restaurant <5 times/mo	5,540	30.3%	99
Went to fast food/drive-in 5-12 times/mo	6,056	33.1%	105
Went to fast food/drive-in restaurant 13+ times/mo	5,119	28.0%	101
Fast food/drive-in last 6 mo: eat in	7,256	39.6%	103
Fast food/drive-in last 6 mo: home delivery	2,202	12.0%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	9,930	54.2%	104
Fast food/drive-in last 6 mo: take-out/walk-in	4,757	26.0%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.

Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,102	71.4%	111
HH average monthly long distance phone bill: <$16	2,495	29.2%	105
HH average monthly long distance phone bill: $16-25	1,217	14.2%	121
HH average monthly long distance phone bill: $26-59	990	11.6%	119
HH average monthly long distance phone bill: $60+	415	4.9%	111
Television & Sound Equipment (Households)			
HH owns 1 TV	1,359	15.9%	80
HH owns 2 TVs	2,181	25.5%	96
HH owns 3 TVs	2,102	24.6%	110
HH owns 4+ TVs	2,128	24.9%	119
HH subscribes to cable TV	5,152	60.3%	104
HH watched 15+ hours of cable TV last week	5,361	62.7%	104
Purchased audio equipment in last 12 months	743	8.7%	105
Purchased CD player in last 12 months	450	5.3%	100
Purchased DVD player in last 12 months	932	10.9%	103
Purchased MP3 player in last 12 months	978	11.4%	131
Purchased video game system in last 12 months	857	10.0%	115
Travel (Adults)			
Domestic travel in last 12 months	11,247	61.4%	116
Took 3+ domestic trips in last 12 months	4,604	25.2%	121
Spent on domestic vacations last 12 mo: <$1000	2,556	14.0%	110
Spent on domestic vacations last 12 mo: $1000-$1499	1,489	8.1%	118
Spent on domestic vacations last 12 mo: $1500-$1999	916	5.0%	125
Spent on domestic vacations last 12 mo: $2000-$2999	998	5.5%	132
Spent on domestic vacations last 12 mo: $3000+	1,217	6.6%	138
Foreign travel in last 3 years	5,834	31.9%	127
Took 3+ foreign trips by plane in last 3 years	1,177	6.4%	142
Spent on foreign vacations last 12 mo: <$1000	1,275	7.0%	127
Spent on foreign vacations last 12 mo: $1000-$2999	881	4.8%	121
Spent on foreign vacations: $3000+	1,203	6.6%	141
Stayed 1+ nights at hotel/motel in last 12 months	8,908	48.7%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.