

CITY OF LAKE ELSINORE, CALIFORNIA

"Fastest Growing City in California!"



Retail Market Opportunities

The City of Lake Elsinore is located on Interstate 15 in Southwestern Riverside County with convenient access to Los Angeles, San Diego, Orange County and Ontario.

Category	City Limits	0-5 miles*	0-10 miles*
Population			
2014 Estimated Population	54,955	78,255	251,428
2019 Estimated Population	58,856	83,009	268,752
2014 -19 Increase Population (Est.)	3,931	4,754	17,324
Ethnicity**			
White Only Ethnicity	58.22%	61.14%	63.35%
Black or African American	4.77%	4.26%	5.05%
Hispanic or Latino	52.15%	50.11%	45.07%
Asian	5.24%	4.35%	4.49%
Age Distribution & Family			
Ages 17 & Under	30.62%	29.21%	27.98%
Ages 18-34	25.27%	24.72%	22.96%
Ages 35-54	27.53%	27.18%	26.15%
Ages 55 and Over	16.58%	18.87%	22.92%
Median Age	30.9	32.2	34.3
Number of Households	15,724	23,124	76,757
Education (Adults 25+)			
Less than High School	21.52%	21.45%	19.75%
High School or GED	30.60%	30.92%	28.53%
Associates	5.82%	5.92%	7.11%
Bachelor's Master's, Prof. or Ph	15.54%	15.23%	16.56%
Income			
HH < \$35,000	33.44%	34.85%	33.54%
HH \$35,000-\$50,000	11.71%	12.32%	13.49%
HH \$50,000-\$75,000	20.18%	19.44%	19.90%
HH >\$75,000	34.65%	33.40%	33.07%
Median Household Income	\$55,996	\$53,628	\$53,724
Average Household Income	\$66,688	\$65,779	\$67,409

*Radius is from intersection of Interstate 15 and Highway 74 (Central Avenue)

**Note: Ethnicity calculations do not equal 100% due to multi-ethnic classification by Census Bureau

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“Action Sports Capital of the World”

RETAIL OPPORTUNITIES (Estimated 2014 Consumer Expenditure) (Centroid: I-15 & Highway 74 (Central Avenue))

Retail Category	w/in City	5-Mile Radius	10-Mile Radius
Total Retail Demand	\$739.33 MM	\$1.08 Billion	\$3.57 Billion
Motor Vehicle Sales	\$122.40 MM	\$177.23 MM	\$583.50 MM
Automotive Parts	\$9.54 MM	\$14.03 MM	\$47.71 MM
Furniture/Home Furnishings	\$13.58 MM	\$19.83 MM	\$67.49 MM
Electronics	\$13.53 MM	\$19.49 MM	\$64.08 MM
Building Materials	\$69.82 MM	\$102.432 MM	\$349.58 MM
Grocery Stores	\$94.70 MM	\$138.16 MM	\$456.94 MM
Specialty Foods	\$8.23 MM	\$11.96 MM	\$39.32 MM
Pharmacies & Drug (w/HABA)	\$33.81 MM	\$50.69 MM	\$181.76 MM
Gasoline Stations	\$73.20 MM	\$106.82 MM	\$347.55 MM
Clothing	\$35.24 MM	\$50.47 MM	\$164.04 MM
Sporting Goods	\$15.03 MM	\$21.46 MM	\$69.75 MM
Office Supplies	\$8.93 MM	\$12.95 MM	\$43.25 MM
Full-Service Restaurants	\$34.69 MM	\$111.20 MM	\$164.15 MM
Limited Service Restaurants	\$31.16 MM	\$44.97 MM	\$147.12 MM

Traffic Counts along Interstate 15 (Measured)

Location	Peak Hour	Peak Month (Daily)	Average Daily
I-15 & Railroad Canyon Road	8,600	114,000	111,000
I-15 & Main Street	9,200	123,000	119,000
I-15 & Highway 74 (Central Ave.)	8,500	119,000	116,000
I-15 & Nichols	8,200	114,000	111,000
I-15 & Lake Street	7,900	115,000	112,000



For more information contact Cathy Barrozo at (951) 674-3124 ext. 316
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