

Introduction

This market analysis task is completed for the benefit of Happiest Ours, a mobile bartending service that provides a mobile bar, bartender and accessories for residential parties, corporate events and more. The research is intended to aid the calculation of their Total Addressable Market as they raise funds to support an aggressive growth strategy.

The primary audience for the service is people that like to host parties and entertain with family and friends. Generally this means people between 25-55. So far, 65% of the company's bookings have been made by females.

The research will focus on the residential birthday party market, but also provide relevant statistics for small business, real estate agents and colleges in three California zip codes.

Market Size

The total market size can be calculated using insights from several niche audiences.

While some there might not be entire market reports dedicated to these segments,

there is interesting insight we can use to determine the strength of the opportunity and potential spending.

Consumer Drinking Analysis

- The share of Americans who drink alcohol has climbed slightly in recent years.

According to [a recent Gallup poll](#), 65% of American adults drink alcohol, up from 63% in 2018 and 62% in 2017.

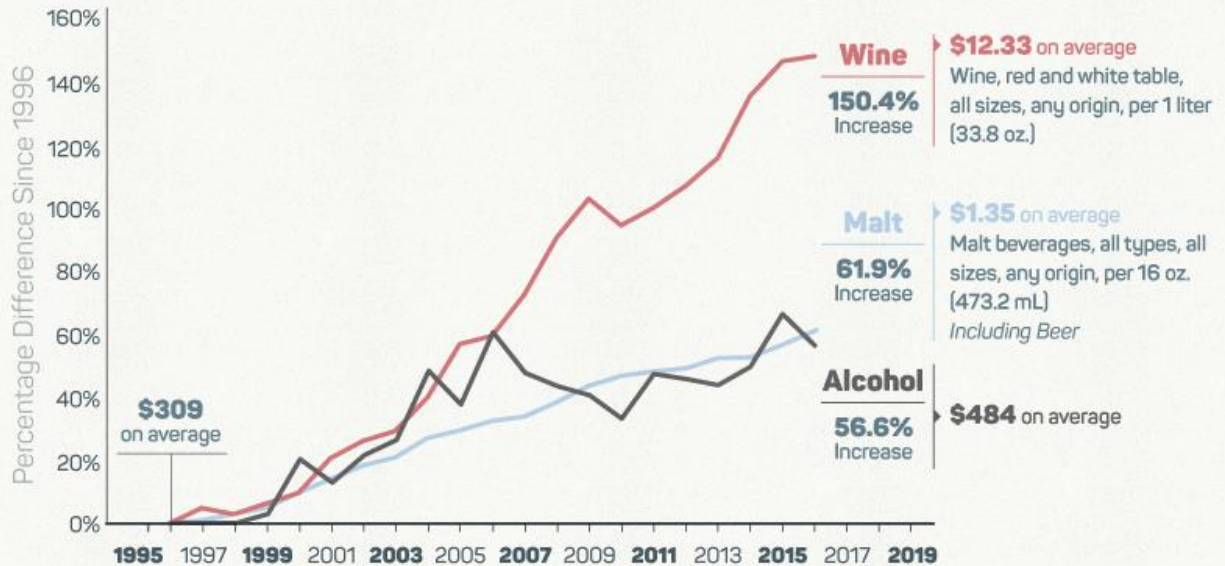
- America's growing drinking population is reflected in consumer spending habits in some major cities. Of the 22 major metropolitan areas tracked by the Bureau of Labor Statistics' Consumer Expenditure Survey, 18 reported a year-over-year increase in average alcohol spending.

- Average consumer spending on alcohol varies by metro area, however.

Depending on the city, the average spending on alcoholic beverages ranges from as little as \$512 per person per year to as much as \$1,218.

TWO DECADES OF ALCOHOL CONSUMPTION

Average Annual Expenditures vs. Average Price Since 1996



Source: bls.gov/cex/

Local Demographics

1. Corona, CA (92880)

Total Corona Population: 172,652

Age

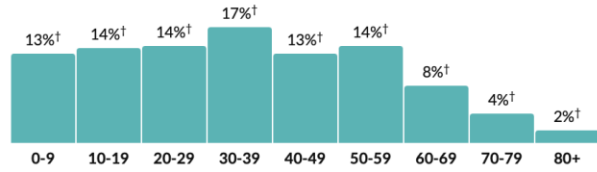
35.3

Median age

about the same as the figure in the Riverside-San Bernardino-Ontario, CA Metro Area: 35.1

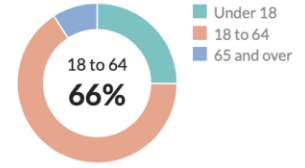
a little less than the figure in California: 37

Population by age range



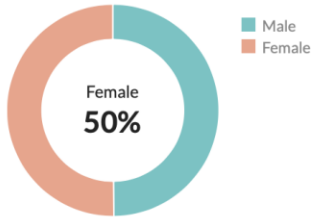
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Population by age category



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Sex



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Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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2. Palm Springs, CA (92262)

Total Palm Springs Population: 48,844

Age

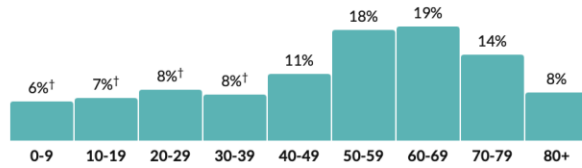
55.4

Median age

more than 1.5 times the figure in the Riverside-San Bernardino-Ontario, CA Metro Area: 34.5

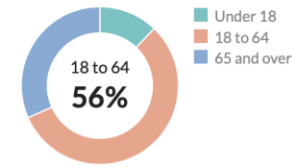
about 1.5 times the figure in California: 36.5

Population by age range



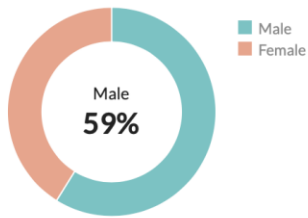
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Population by age category



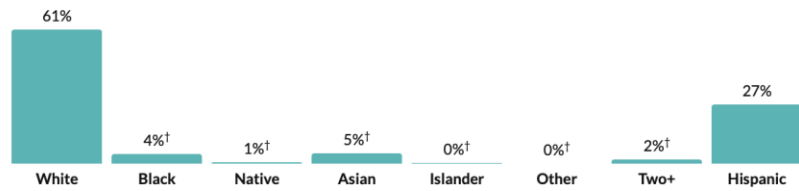
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Sex



Show data / Embed

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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3. Temecula, CA (92590)

Total Temecula Population: 115,055

Age

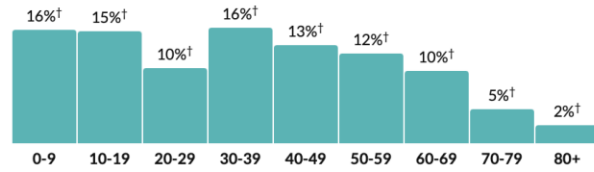
35.7

Median age

about the same as the figure in the Riverside-San Bernardino-Ontario, CA Metro Area: 35.1

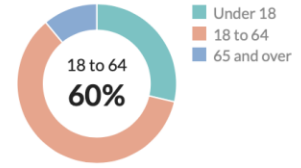
a little less than the figure in California: 37

Population by age range



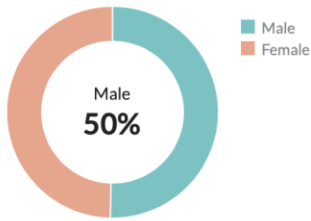
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Population by age category



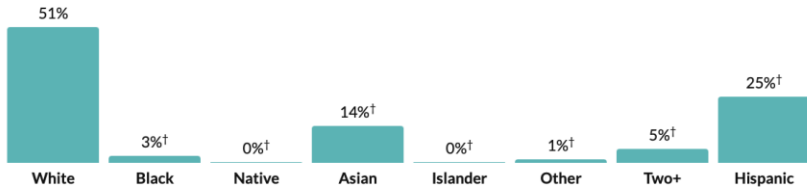
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Sex



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Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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4. Riverside County

Total Riverside County Population: 2,470,546

Age

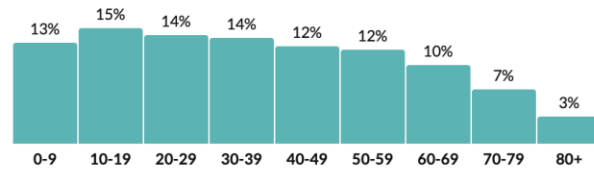
36.2

Median age

about the same as the figure in California: 37

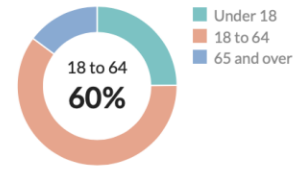
a little less than the figure in United States: 38.5

Population by age range



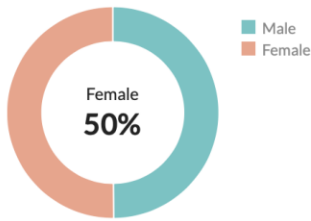
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Population by age category



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Sex



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Race & Ethnicity



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* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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5. Orange County

Total Orange County Population: 3,175,692

Age

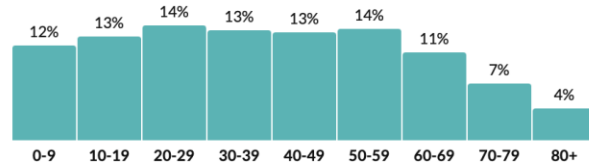
38.6

Median age

a little higher than the figure in California: 37

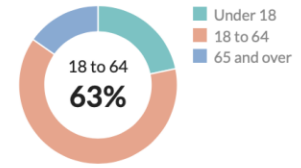
about the same as the figure in United States: 38.5

Population by age range



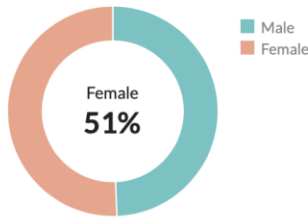
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Population by age category



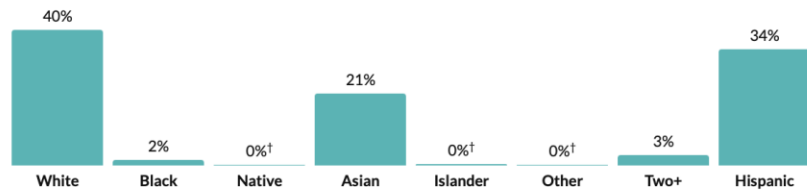
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Sex



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Race & Ethnicity



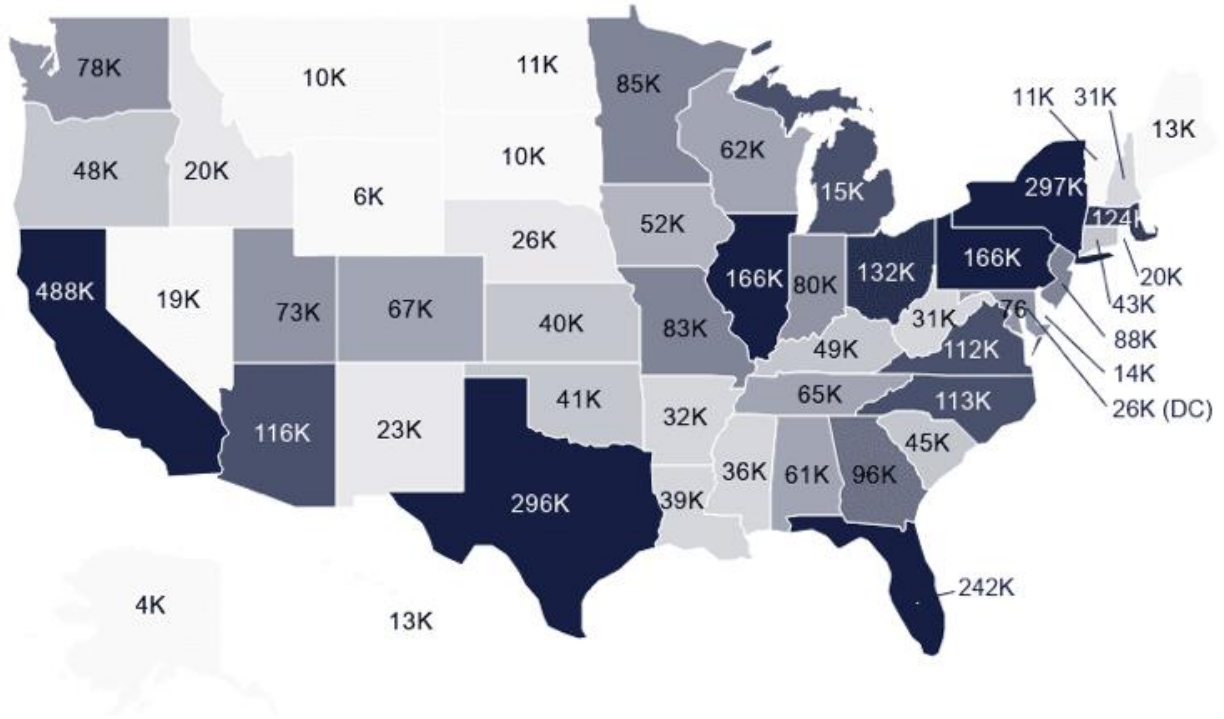
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Local College Insights

One of our segments is graduates celebrating their success with graduation parties. Accordingly, we're using nearby colleges and graduation numbers as a proxy for the appetite for college parties that may need a mobile bartender like ours. With the information below, we can't predict individual graduates, but with a conservative view, the postcodes in our delivery area have approximately 82,641 graduates each year. The whole state has 488,000, the most in the entire country.

Annual Number of College Graduates



1. Corona, CA (92880)

College	Enrollment	Annual Graduation Rate	Possible Graduates
Norco College	10,875	24%	2,175
La Sierra University	2,339	50%	468
California Baptist University	10,486	58%	2,097
Riverside City College	21,292	28%	4,258

Santiago Canyon College	11,373	37%	2,275
Platt College Ontario	510	67%	102
West Coast University Ontario	1,671	N/A	334
University of California Riverside	23,922	71%	4,784
California State University Fullerton	40,280	59%	8,056
University of California Irvine	36,032	87%	7206
Chapman University	9,608	77%	1,922
Claremont McKenna College	1,327	91%	265

* 90 others can be found [here](#).

2. Palm Springs, CA (92262)

College	Enrollment	Annual Graduation Rate	Possible Graduates
College of the Desert	11,412	26%	2,282
Mt. San Jacinto Community College District	15,751	23%	3,150
Copper Mountain Community College	1,748	17%	350
Crafton Hill College	6,552	28%	1,310
Moreno Valley College	10,074	22%	2,015
University of Redlands	4,595	71%	919
California State University San Bernardino	20,238	50%	4,048
Palomar College	23,917	29%	4,783
California State University San Marcos	15,972	50%	3,194

*100 others can be found [here](#)

3. Temecula, CA (92590)

College	Enrollment	Annual Graduation Rate	Possible Graduates
MiraCosta College	13,720	32%	2,744
Saddleback College	19,421	35%	3,884
Soka University of America	442	87%	88
Laguna College of Art and Design	758		152
Irvine Valley College	13,052	42%	2,610
Concordia University Irvine	4,162	58%	832
National University	16,930	37%	3,386
San Diego Miramar College	15,893	33%	3,179
University of California San Diego	37,887	87%	7,577

Coastline Community College	10,977	21%	2,195
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*40 others can be found [here](#)

Local Real Estate Agent Insights

We are also targeting real estate agents to sign up for our service and give their new homeowners a bartending experience for their housewarming party. Additionally, real estate agents could use the mobile bartending service to serve drinks at upmarket open homes. So the questions are, how many real estate companies or agents are in the service areas and how many homes are sold within the service area a year?

Note, the number of the brokers per postcode, wasn't readily available. However, statewide statistics on real estate licenses granted and accredited brokers can be found below:

	<i>This month</i>	<i>Last month</i>	<i>12 months ago</i>	<i>24 months ago</i>
Licensee Population:				
Brokers	130,128	130,520	131,551	132,335
Salespersons	<u>292,368</u>	<u>293,510</u>	<u>292,313</u>	<u>287,265</u>
Total Licensees	422,496	424,030	423,864	419,600
Real Estate Licenses Issued:				
Original Broker	211	239	459	
Original Salesperson	727	820	2,010	
Examinations:				
Broker Administered	0	0	385	
Salesperson Administered	0	0	3,571	

1. Corona, CA (92880)

Real Estate Agents
1,227

2. Palm Springs, CA (92262)

Real Estate Agents
3,906

3. Temecula, CA (92590)

Real Estate Agents
1,857

Local Small Business Insights

Small businesses often use our services as a morale booster for their team, especially during these times. Companies such as law firms, accounting firms, hair salons, barbershops and others have used us before and we'll target them in the future. In this section, we're quantifying the number of small businesses in our key regions.

In addition to the info below, we know that there are 4.1 million small businesses in California. California's small business employees make up 48.5 percent of the state's total employees, which is higher than the national average. Of the total number of new jobs created, nearly 215,000 (around 13.4 percent) were in California.



Small Business
Employment



Total Private
Employment



Small Business
Employment Share

Industry	Small Business Employment	Total Private Employment	Small Business Employment Share
Accommodation and Food Services	1,056,102	1,671,180	63.2
Health Care and Social Assistance	906,686	1,928,468	47.0
Professional, Scientific, and Technical Services	714,381	1,190,717	60.0
Manufacturing	610,542	1,154,342	52.9
Retail Trade	608,609	1,711,363	35.6
Construction	596,094	723,574	82.4
Wholesale Trade	509,655	843,285	60.4
Other Services (except Public Administration)	476,410	586,153	81.3
Administrative, Support, and Waste Management	427,597	1,457,869	29.3
Educational Services	220,946	422,749	52.3
Real Estate and Rental and Leasing	207,346	292,748	70.8
Finance and Insurance	197,927	611,298	32.4
Transportation and Warehousing	175,959	505,066	34.8
Information	170,175	711,680	23.9
Arts, Entertainment, and Recreation	169,434	338,705	50.0
Management of Companies and Enterprises	45,766	339,153	13.5
Agriculture, Forestry, and Fishing and Hunting	19,892	27,481	72.4
Mining, Quarrying, and Oil and Gas Extraction	7,370	20,933	35.2
Utilities	4,329	59,601	7.3
Industries not classified	3,984	3,984	100.0
Total	7,129,204	14,600,349	48.8

1. Corona, CA (92880)

Number of Small Businesses	2,150
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Leading Employers

Company	Sector	Service	Employment
Corona-Norco School District	Education	K-12 Education	5,478
Corona Regional Medical Center	Health Services	Health Services	1,200
Kaiser Permanente	Health Services	Health Services	995
All American Asphalt	Construction	Asphalt Production	840
City of Corona	Government	City Government	785
Fender USA Corona	Manufacturing	Guitar Manufacture	675
Monster Energy	Manufacturing	Beverage Manufacture	607
TWR Framing Enterprise	Construction	Farming Contractor	750
Thermal Structures	Manufacturing	Insulation Material	500
Veg Fresh Farms	Distribution	Produce	425
Dart Container Corp	Manufacturing	Foam Products	440
US Foodservice	Distribution	Consumer Goods	320
CIRCOR Aerospace Products	Aerospace	Aerospace Part Manufacturing	250
Advance Flow Engineering	Manufacturing	Automotive Parts	145

2. Palm Springs, CA (92262)

Number of Small Businesses	5,473
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3. Temecula, CA (92590)

Number of Small Businesses	2,141
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Supply Side Insights

According to the [Bureau of Labour Statistics](#), there were 644,100 bartenders working in the US in 2018. That number is forecasted to grow faster than most jobs, rising 8% between 2018 and 2028.