



Retail Demand Outlook

Banning city, CA (0603820)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
The Elders (9C)	27.5%	Population	30,308	30,868
Southwestern Families (7F)	19.2%	Households	11,523	11,709
Forging Opportunity (7D)	13.3%	Families	7,506	7,622
Senior Escapes (9D)	11.9%	Median Age	42.6	43.1
Middleburg (4C)	10.5%	Median Household Income	\$52,570	\$65,789
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$19,894,834	\$26,245,411	\$6,350,577
Men's		\$4,005,689	\$5,278,814	\$1,273,125
Women's		\$6,904,178	\$9,106,433	\$2,202,255
Children's		\$2,808,209	\$3,712,524	\$904,315
Footwear		\$4,698,450	\$6,197,885	\$1,499,435
Watches & Jewelry		\$1,106,126	\$1,460,422	\$354,296
Apparel Products and Services (1)		\$520,163	\$684,737	\$164,574
Computer				
Computers and Hardware for Home Use		\$1,592,501	\$2,099,419	\$506,918
Portable Memory		\$40,867	\$53,910	\$13,043
Computer Software		\$89,276	\$117,589	\$28,313
Computer Accessories		\$173,932	\$229,396	\$55,464
Entertainment & Recreation		\$30,254,381	\$39,907,297	\$9,652,916
Fees and Admissions		\$6,551,680	\$8,642,580	\$2,090,900
Membership Fees for Clubs (2)		\$2,198,704	\$2,900,993	\$702,289
Fees for Participant Sports, excl. Trips		\$1,166,562	\$1,537,131	\$370,569
Tickets to Theatre/Operas/Concerts		\$700,976	\$923,617	\$222,641
Tickets to Movies		\$536,497	\$707,655	\$171,158
Tickets to Parks or Museums		\$320,623	\$422,969	\$102,346
Admission to Sporting Events, excl. Trips		\$526,614	\$695,825	\$169,211
Fees for Recreational Lessons		\$1,092,948	\$1,442,838	\$349,890
Dating Services		\$8,755	\$11,551	\$2,796
TV/Video/Audio		\$11,733,556	\$15,470,727	\$3,737,171
Cable and Satellite Television Services		\$8,276,833	\$10,906,602	\$2,629,769
Televisions		\$1,112,784	\$1,469,002	\$356,218
Satellite Dishes		\$13,820	\$18,311	\$4,491
VCRs, Video Cameras, and DVD Players		\$43,555	\$57,536	\$13,981
Miscellaneous Video Equipment		\$141,342	\$186,350	\$45,008
Video Cassettes and DVDs		\$74,306	\$98,052	\$23,746
Video Game Hardware/Accessories		\$255,700	\$337,899	\$82,199
Video Game Software		\$143,242	\$189,243	\$46,001
Rental/Streaming/Downloaded Video		\$655,437	\$866,056	\$210,619
Installation of Televisions		\$8,880	\$11,645	\$2,765
Audio (3)		\$980,665	\$1,294,400	\$313,735
Rental and Repair of TV/Radio/Sound Equipment		\$26,992	\$35,630	\$8,638
Pets		\$6,770,726	\$8,931,369	\$2,160,643
Toys/Games/Crafts/Hobbies (4)		\$1,029,169	\$1,359,672	\$330,503
Recreational Vehicles and Fees (5)		\$886,411	\$1,171,620	\$285,209
Sports/Recreation/Exercise Equipment (6)		\$1,659,171	\$2,191,658	\$532,487
Photo Equipment and Supplies (7)		\$390,309	\$515,739	\$125,430
Reading (8)		\$1,001,521	\$1,318,480	\$316,959
Catered Affairs (9)		\$233,787	\$308,017	\$74,230
Food		\$90,354,657	\$119,129,129	\$28,774,472
Food at Home		\$53,719,020	\$70,810,945	\$17,091,925
Bakery and Cereal Products		\$6,813,124	\$8,980,500	\$2,167,376
Meats, Poultry, Fish, and Eggs		\$11,725,560	\$15,455,625	\$3,730,065
Dairy Products		\$5,344,077	\$7,042,354	\$1,698,277
Fruits and Vegetables		\$10,530,032	\$13,874,967	\$3,344,935
Snacks and Other Food at Home (10)		\$19,306,228	\$25,457,499	\$6,151,271
Food Away from Home		\$36,635,637	\$48,318,184	\$11,682,547
Alcoholic Beverages		\$5,849,676	\$7,711,942	\$1,862,266

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$258,410,659	\$340,816,118	\$82,405,459
Value of Retirement Plans	\$884,155,241	\$1,166,768,072	\$282,612,831
Value of Other Financial Assets	\$87,291,491	\$114,733,733	\$27,442,242
Vehicle Loan Amount excluding Interest	\$28,805,579	\$38,066,829	\$9,261,250
Value of Credit Card Debt	\$25,159,401	\$33,199,130	\$8,039,729
Health			
Nonprescription Drugs	\$1,548,725	\$2,041,946	\$493,221
Prescription Drugs	\$3,475,862	\$4,581,537	\$1,105,675
Eyeglasses and Contact Lenses	\$903,786	\$1,192,077	\$288,291
Home			
Mortgage Payment and Basics (11)	\$97,316,031	\$128,451,954	\$31,135,923
Maintenance and Remodeling Services	\$28,189,891	\$37,162,421	\$8,972,530
Maintenance and Remodeling Materials (12)	\$5,822,530	\$7,687,109	\$1,864,579
Utilities, Fuel, and Public Services	\$50,380,953	\$66,438,702	\$16,057,749
Household Furnishings and Equipment			
Household Textiles (13)	\$961,785	\$1,268,591	\$306,806
Furniture	\$5,992,638	\$7,910,805	\$1,918,167
Rugs	\$282,683	\$373,119	\$90,436
Major Appliances (14)	\$3,738,510	\$4,934,309	\$1,195,799
Housewares (15)	\$881,896	\$1,162,347	\$280,451
Small Appliances	\$509,787	\$672,283	\$162,496
Luggage	\$161,946	\$213,554	\$51,608
Telephones and Accessories	\$951,593	\$1,252,145	\$300,552
Household Operations			
Child Care	\$4,087,540	\$5,413,786	\$1,326,246
Lawn and Garden (16)	\$5,030,356	\$6,633,716	\$1,603,360
Moving/Storage/Freight Express	\$726,876	\$958,490	\$231,614
Housekeeping Supplies (17)	\$8,052,407	\$10,612,728	\$2,560,321
Insurance			
Owners and Renters Insurance	\$6,421,507	\$8,475,166	\$2,053,659
Vehicle Insurance	\$19,235,574	\$25,372,731	\$6,137,157
Life/Other Insurance	\$5,584,374	\$7,372,223	\$1,787,849
Health Insurance	\$42,055,127	\$55,443,648	\$13,388,521
Personal Care Products (18)	\$4,994,069	\$6,583,150	\$1,589,081
School Books and Supplies (19)	\$1,225,507	\$1,617,315	\$391,808
Smoking Products	\$3,524,489	\$4,653,004	\$1,128,515
Transportation			
Payments on Vehicles excluding Leases	\$26,013,428	\$34,369,426	\$8,355,998
Gasoline and Motor Oil	\$23,969,470	\$31,626,115	\$7,656,645
Vehicle Maintenance and Repairs	\$10,953,262	\$14,446,162	\$3,492,900
Travel			
Airline Fares	\$5,966,229	\$7,862,626	\$1,896,397
Lodging on Trips	\$6,504,890	\$8,581,939	\$2,077,049
Auto/Truck Rental on Trips	\$524,372	\$691,282	\$166,910
Food and Drink on Trips	\$5,621,821	\$7,414,423	\$1,792,602

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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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