



Retail Demand Outlook

Canyon Lake city, CA (0610928)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Exurbanites (1E)	36.0%	Population	11,145	11,416
Green Acres (6A)	14.6%	Households	4,205	4,318
Savvy Suburbanites (1D)	14.0%	Families	3,261	3,351
Home Improvement (4B)	11.6%	Median Age	44.3	44.6
Pleasantville (2B)	10.8%	Median Household Income	\$112,301	\$129,747
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$13,351,279	\$16,183,965	\$2,832,686
Men's		\$2,596,538	\$3,147,455	\$550,917
Women's		\$4,752,492	\$5,761,553	\$1,009,061
Children's		\$1,900,178	\$2,302,662	\$402,484
Footwear		\$3,059,973	\$3,708,426	\$648,453
Watches & Jewelry		\$809,274	\$981,569	\$172,295
Apparel Products and Services (1)		\$346,506	\$420,155	\$73,649
Computer				
Computers and Hardware for Home Use		\$1,110,792	\$1,346,506	\$235,714
Portable Memory		\$27,429	\$33,237	\$5,808
Computer Software		\$60,593	\$73,431	\$12,838
Computer Accessories		\$117,796	\$142,812	\$25,016
Entertainment & Recreation		\$20,887,408	\$25,324,209	\$4,436,801
Fees and Admissions		\$5,265,959	\$6,389,834	\$1,123,875
Membership Fees for Clubs (2)		\$1,745,170	\$2,117,509	\$372,339
Fees for Participant Sports, excl. Trips		\$831,772	\$1,009,132	\$177,360
Tickets to Theatre/Operas/Concerts		\$575,091	\$697,947	\$122,856
Tickets to Movies		\$368,304	\$446,396	\$78,092
Tickets to Parks or Museums		\$224,598	\$272,212	\$47,614
Admission to Sporting Events, excl. Trips		\$470,760	\$571,621	\$100,861
Fees for Recreational Lessons		\$1,044,111	\$1,267,572	\$223,461
Dating Services		\$6,152	\$7,445	\$1,293
TV/Video/Audio		\$7,287,724	\$8,831,222	\$1,543,498
Cable and Satellite Television Services		\$4,998,614	\$6,057,242	\$1,058,628
Televisions		\$710,501	\$860,924	\$150,423
Satellite Dishes		\$9,388	\$11,376	\$1,988
VCRs, Video Cameras, and DVD Players		\$30,395	\$36,828	\$6,433
Miscellaneous Video Equipment		\$100,180	\$121,577	\$21,397
Video Cassettes and DVDs		\$46,878	\$56,797	\$9,919
Video Game Hardware/Accessories		\$157,494	\$190,700	\$33,206
Video Game Software		\$86,840	\$105,162	\$18,322
Rental/Streaming/Downloaded Video		\$423,655	\$513,225	\$89,570
Installation of Televisions		\$6,386	\$7,745	\$1,359
Audio (3)		\$703,827	\$853,222	\$149,395
Rental and Repair of TV/Radio/Sound Equipment		\$13,567	\$16,423	\$2,856
Pets		\$4,545,493	\$5,509,725	\$964,232
Toys/Games/Crafts/Hobbies (4)		\$706,727	\$856,485	\$149,758
Recreational Vehicles and Fees (5)		\$791,086	\$960,169	\$169,083
Sports/Recreation/Exercise Equipment (6)		\$1,117,515	\$1,354,543	\$237,028
Photo Equipment and Supplies (7)		\$296,278	\$359,144	\$62,866
Reading (8)		\$684,840	\$830,444	\$145,604
Catered Affairs (9)		\$193,076	\$234,203	\$41,127
Food		\$57,826,156	\$70,076,968	\$12,250,812
Food at Home		\$33,887,509	\$41,065,907	\$7,178,398
Bakery and Cereal Products		\$4,355,063	\$5,278,307	\$923,244
Meats, Poultry, Fish, and Eggs		\$7,279,162	\$8,820,292	\$1,541,130
Dairy Products		\$3,429,730	\$4,156,690	\$726,960
Fruits and Vegetables		\$6,693,868	\$8,112,251	\$1,418,383
Snacks and Other Food at Home (10)		\$12,129,685	\$14,698,368	\$2,568,683
Food Away from Home		\$23,938,646	\$29,011,061	\$5,072,415
Alcoholic Beverages		\$4,170,290	\$5,056,472	\$886,182

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	\$207,872,779	\$252,201,796	\$44,329,017
Value of Retirement Plans	\$763,652,888	\$927,056,025	\$163,403,137
Value of Other Financial Assets	\$62,157,591	\$75,411,295	\$13,253,704
Vehicle Loan Amount excluding Interest	\$17,344,012	\$21,012,103	\$3,668,091
Value of Credit Card Debt	\$18,055,217	\$21,886,947	\$3,831,730
Health			
Nonprescription Drugs	\$929,682	\$1,126,444	\$196,762
Prescription Drugs	\$2,043,679	\$2,476,997	\$433,318
Eyeglasses and Contact Lenses	\$630,087	\$763,996	\$133,909
Home			
Mortgage Payment and Basics (11)	\$79,440,837	\$96,373,025	\$16,932,188
Maintenance and Remodeling Services	\$21,543,447	\$26,140,886	\$4,597,439
Maintenance and Remodeling Materials (12)	\$4,203,693	\$5,096,776	\$893,083
Utilities, Fuel, and Public Services	\$30,978,541	\$37,535,513	\$6,556,972
Household Furnishings and Equipment			
Household Textiles (13)	\$655,085	\$794,051	\$138,966
Furniture	\$4,161,329	\$5,044,876	\$883,547
Rugs	\$222,202	\$269,562	\$47,360
Major Appliances (14)	\$2,591,216	\$3,142,453	\$551,237
Housewares (15)	\$570,583	\$691,739	\$121,156
Small Appliances	\$325,909	\$394,815	\$68,906
Luggage	\$109,704	\$132,976	\$23,272
Telephones and Accessories	\$658,906	\$799,429	\$140,523
Household Operations			
Child Care	\$3,491,435	\$4,234,139	\$742,704
Lawn and Garden (16)	\$3,493,554	\$4,237,908	\$744,354
Moving/Storage/Freight Express	\$443,449	\$536,920	\$93,471
Housekeeping Supplies (17)	\$4,896,078	\$5,933,931	\$1,037,853
Insurance			
Owners and Renters Insurance	\$4,184,265	\$5,072,783	\$888,518
Vehicle Insurance	\$11,440,061	\$13,858,890	\$2,418,829
Life/Other Insurance	\$4,156,238	\$5,041,982	\$885,744
Health Insurance	\$26,619,192	\$32,266,385	\$5,647,193
Personal Care Products (18)	\$3,120,990	\$3,781,996	\$661,006
School Books and Supplies (19)	\$813,914	\$986,235	\$172,321
Smoking Products	\$1,938,684	\$2,346,762	\$408,078
Transportation			
Payments on Vehicles excluding Leases	\$16,187,583	\$19,615,294	\$3,427,711
Gasoline and Motor Oil	\$14,726,327	\$17,837,972	\$3,111,645
Vehicle Maintenance and Repairs	\$6,978,060	\$8,457,419	\$1,479,359
Travel			
Airline Fares	\$4,456,723	\$5,405,511	\$948,788
Lodging on Trips	\$5,028,084	\$6,100,565	\$1,072,481
Auto/Truck Rental on Trips	\$383,923	\$465,593	\$81,670
Food and Drink on Trips	\$4,097,150	\$4,969,027	\$871,877

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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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