



# Retail Demand Outlook

Menifee city, CA (0646842)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Up and Coming Families (7A)	37.7%	Population	110,128	114,336
The Elders (9C)	19.8%	Households	36,906	38,185
Retirement Communities (9E)	7.0%	Families	26,731	27,762
Boomburbs (1C)	6.8%	Median Age	37.5	36.6
Home Improvement (4B)	4.7%	Median Household Income	\$85,106	\$103,540
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$91,285,087	\$114,088,578	\$22,803,491
Men's		\$18,367,420	\$22,924,178	\$4,556,758
Women's		\$31,785,258	\$39,695,161	\$7,909,903
Children's		\$13,583,165	\$17,046,350	\$3,463,185
Footwear		\$20,760,534	\$25,952,265	\$5,191,731
Watches & Jewelry		\$5,268,581	\$6,583,451	\$1,314,870
Apparel Products and Services (1)		\$2,236,865	\$2,784,202	\$547,337
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,646,414	\$9,551,847	\$1,905,433
Portable Memory		\$188,866	\$236,040	\$47,174
Computer Software		\$412,678	\$515,117	\$102,439
Computer Accessories		\$858,709	\$1,072,056	\$213,347
<b>Entertainment &amp; Recreation</b>		\$140,370,365	\$175,326,208	\$34,955,843
Fees and Admissions		\$33,239,912	\$41,538,182	\$8,298,270
Membership Fees for Clubs (2)		\$10,796,336	\$13,479,728	\$2,683,392
Fees for Participant Sports, excl. Trips		\$5,882,924	\$7,339,345	\$1,456,421
Tickets to Theatre/Operas/Concerts		\$3,407,735	\$4,250,158	\$842,423
Tickets to Movies		\$2,701,885	\$3,382,511	\$680,626
Tickets to Parks or Museums		\$1,625,461	\$2,034,264	\$408,803
Admission to Sporting Events, excl. Trips		\$2,739,625	\$3,424,682	\$685,057
Fees for Recreational Lessons		\$6,047,032	\$7,579,061	\$1,532,029
Dating Services		\$38,913	\$48,433	\$9,520
TV/Video/Audio		\$51,516,982	\$64,301,299	\$12,784,317
Cable and Satellite Television Services		\$34,773,463	\$43,352,844	\$8,579,381
Televisions		\$5,211,922	\$6,518,970	\$1,307,048
Satellite Dishes		\$71,202	\$89,155	\$17,953
VCRs, Video Cameras, and DVD Players		\$214,571	\$268,416	\$53,845
Miscellaneous Video Equipment		\$668,800	\$834,883	\$166,083
Video Cassettes and DVDs		\$361,968	\$452,986	\$91,018
Video Game Hardware/Accessories		\$1,209,469	\$1,515,256	\$305,787
Video Game Software		\$698,794	\$874,707	\$175,913
Rental/Streaming/Downloaded Video		\$3,250,097	\$4,068,848	\$818,751
Installation of Televisions		\$42,110	\$52,367	\$10,257
Audio (3)		\$4,917,897	\$6,152,315	\$1,234,418
Rental and Repair of TV/Radio/Sound Equipment		\$96,688	\$120,551	\$23,863
Pets		\$30,344,472	\$37,880,731	\$7,536,259
Toys/Games/Crafts/Hobbies (4)		\$5,181,064	\$6,487,846	\$1,306,782
Recreational Vehicles and Fees (5)		\$4,316,634	\$5,400,678	\$1,084,044
Sports/Recreation/Exercise Equipment (6)		\$8,074,653	\$10,116,670	\$2,042,017
Photo Equipment and Supplies (7)		\$2,055,728	\$2,572,879	\$517,151
Reading (8)		\$4,565,068	\$5,684,379	\$1,119,311
Catered Affairs (9)		\$1,084,828	\$1,354,724	\$269,896
<b>Food</b>		\$403,709,066	\$504,222,152	\$100,513,086
Food at Home		\$237,226,547	\$296,185,109	\$58,958,562
Bakery and Cereal Products		\$30,214,056	\$37,725,253	\$7,511,197
Meats, Poultry, Fish, and Eggs		\$50,466,467	\$62,997,327	\$12,530,860
Dairy Products		\$23,753,759	\$29,652,653	\$5,898,894
Fruits and Vegetables		\$46,408,368	\$57,922,164	\$11,513,796
Snacks and Other Food at Home (10)		\$86,383,896	\$107,887,712	\$21,503,816
Food Away from Home		\$166,482,520	\$208,037,043	\$41,554,523
Alcoholic Beverages		\$26,589,389	\$33,161,041	\$6,571,652

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,256,374,579	\$1,564,725,760	\$308,351,181
Value of Retirement Plans	\$4,335,200,877	\$5,406,846,457	\$1,071,645,580
Value of Other Financial Assets	\$389,591,245	\$482,788,755	\$93,197,510
Vehicle Loan Amount excluding Interest	\$131,637,554	\$164,748,970	\$33,111,416
Value of Credit Card Debt	\$117,934,553	\$147,307,640	\$29,373,087
<b>Health</b>			
Nonprescription Drugs	\$6,676,486	\$8,329,957	\$1,653,471
Prescription Drugs	\$14,770,504	\$18,408,674	\$3,638,170
Eyeglasses and Contact Lenses	\$4,147,333	\$5,178,601	\$1,031,268
<b>Home</b>			
Mortgage Payment and Basics (11)	\$483,370,593	\$604,632,408	\$121,261,815
Maintenance and Remodeling Services	\$133,684,145	\$166,835,820	\$33,151,675
Maintenance and Remodeling Materials (12)	\$27,809,004	\$34,796,697	\$6,987,693
Utilities, Fuel, and Public Services	\$218,588,979	\$272,984,920	\$54,395,941
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,443,996	\$5,552,627	\$1,108,631
Furniture	\$28,302,675	\$35,387,722	\$7,085,047
Rugs	\$1,384,966	\$1,729,352	\$344,386
Major Appliances (14)	\$17,463,348	\$21,829,854	\$4,366,506
Housewares (15)	\$4,036,679	\$5,037,996	\$1,001,317
Small Appliances	\$2,311,824	\$2,888,294	\$576,470
Luggage	\$796,084	\$994,372	\$198,288
Telephones and Accessories	\$4,272,405	\$5,326,878	\$1,054,473
<b>Household Operations</b>			
Child Care	\$22,862,218	\$28,694,781	\$5,832,563
Lawn and Garden (16)	\$22,423,707	\$27,975,875	\$5,552,168
Moving/Storage/Freight Express	\$3,273,840	\$4,091,930	\$818,090
Housekeeping Supplies (17)	\$35,148,462	\$43,868,519	\$8,720,057
<b>Insurance</b>			
Owners and Renters Insurance	\$28,583,727	\$35,704,913	\$7,121,186
Vehicle Insurance	\$84,309,635	\$105,374,804	\$21,065,169
Life/Other Insurance	\$25,914,445	\$32,360,122	\$6,445,677
Health Insurance	\$185,317,821	\$231,147,430	\$45,829,609
Personal Care Products (18)	\$22,335,061	\$27,891,523	\$5,556,462
School Books and Supplies (19)	\$5,731,244	\$7,169,343	\$1,438,099
Smoking Products	\$14,187,675	\$17,718,061	\$3,530,386
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$118,858,418	\$148,809,677	\$29,951,259
Gasoline and Motor Oil	\$105,810,507	\$132,303,926	\$26,493,419
Vehicle Maintenance and Repairs	\$50,081,372	\$62,565,999	\$12,484,627
<b>Travel</b>			
Airline Fares	\$28,751,290	\$35,890,125	\$7,138,835
Lodging on Trips	\$31,489,066	\$39,315,878	\$7,826,812
Auto/Truck Rental on Trips	\$2,565,716	\$3,203,161	\$637,445
Food and Drink on Trips	\$26,750,534	\$33,399,587	\$6,649,053

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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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