



Retail Demand Outlook

Murrieta city, CA (0650076)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	26.0%	Population	110,749	112,655
Up and Coming Families (7A)	16.4%	Households	35,688	36,437
Workday Drive (4A)	13.7%	Families	28,197	28,753
The Elders (9C)	8.1%	Median Age	35.1	35.6
Pleasantville (2B)	6.0%	Median Household Income	\$102,527	\$115,997
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$106,733,338	\$128,470,652	\$21,737,314
Men's		\$21,070,513	\$25,360,055	\$4,289,542
Women's		\$36,950,859	\$44,468,901	\$7,518,042
Children's		\$16,467,631	\$19,814,426	\$3,346,795
Footwear		\$24,273,475	\$29,238,450	\$4,964,975
Watches & Jewelry		\$6,311,410	\$7,589,682	\$1,278,272
Apparel Products and Services (1)		\$2,571,794	\$3,096,526	\$524,732
Computer				
Computers and Hardware for Home Use		\$8,888,214	\$10,697,546	\$1,809,332
Portable Memory		\$217,349	\$261,510	\$44,161
Computer Software		\$477,477	\$575,393	\$97,916
Computer Accessories		\$952,990	\$1,146,461	\$193,471
Entertainment & Recreation		\$161,775,856	\$194,615,220	\$32,839,364
Fees and Admissions		\$40,539,588	\$48,749,639	\$8,210,051
Membership Fees for Clubs (2)		\$13,152,318	\$15,818,441	\$2,666,123
Fees for Participant Sports, excl. Trips		\$6,765,737	\$8,128,596	\$1,362,859
Tickets to Theatre/Operas/Concerts		\$4,107,478	\$4,944,507	\$837,029
Tickets to Movies		\$3,133,654	\$3,769,798	\$636,144
Tickets to Parks or Museums		\$1,878,766	\$2,259,498	\$380,732
Admission to Sporting Events, excl. Trips		\$3,490,087	\$4,193,153	\$703,066
Fees for Recreational Lessons		\$7,964,831	\$9,579,213	\$1,614,382
Dating Services		\$46,717	\$56,433	\$9,716
TV/Video/Audio		\$56,947,272	\$68,540,561	\$11,593,289
Cable and Satellite Television Services		\$37,725,470	\$45,413,932	\$7,688,462
Televisions		\$5,933,857	\$7,138,983	\$1,205,126
Satellite Dishes		\$84,314	\$101,303	\$16,989
VCRs, Video Cameras, and DVD Players		\$246,465	\$296,510	\$50,045
Miscellaneous Video Equipment		\$753,183	\$906,513	\$153,330
Video Cassettes and DVDs		\$400,256	\$481,616	\$81,360
Video Game Hardware/Accessories		\$1,403,587	\$1,690,334	\$286,747
Video Game Software		\$785,658	\$946,363	\$160,705
Rental/Streaming/Downloaded Video		\$3,711,892	\$4,465,773	\$753,881
Installation of Televisions		\$45,083	\$54,252	\$9,169
Audio (3)		\$5,753,139	\$6,918,992	\$1,165,853
Rental and Repair of TV/Radio/Sound Equipment		\$104,369	\$125,991	\$21,622
Pets		\$34,435,794	\$41,423,134	\$6,987,340
Toys/Games/Crafts/Hobbies (4)		\$5,977,807	\$7,190,618	\$1,212,811
Recreational Vehicles and Fees (5)		\$5,516,929	\$6,632,452	\$1,115,523
Sports/Recreation/Exercise Equipment (6)		\$9,454,825	\$11,362,358	\$1,907,533
Photo Equipment and Supplies (7)		\$2,478,024	\$2,979,932	\$501,908
Reading (8)		\$5,049,620	\$6,078,085	\$1,028,465
Catered Affairs (9)		\$1,387,030	\$1,671,776	\$284,746
Food		\$459,756,616	\$553,450,921	\$93,694,305
Food at Home		\$267,178,751	\$321,667,007	\$54,488,256
Bakery and Cereal Products		\$34,099,578	\$41,055,614	\$6,956,036
Meats, Poultry, Fish, and Eggs		\$56,988,643	\$68,622,364	\$11,633,721
Dairy Products		\$26,764,596	\$32,222,665	\$5,458,069
Fruits and Vegetables		\$52,299,404	\$62,973,196	\$10,673,792
Snacks and Other Food at Home (10)		\$97,026,530	\$116,793,168	\$19,766,638
Food Away from Home		\$192,577,865	\$231,783,914	\$39,206,049
Alcoholic Beverages		\$31,348,626	\$37,729,372	\$6,380,746

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	\$1,487,116,787	\$1,786,294,213	\$299,177,426
Value of Retirement Plans	\$5,271,484,359	\$6,334,036,642	\$1,062,552,283
Value of Other Financial Assets	\$415,720,960	\$500,005,452	\$84,284,492
Vehicle Loan Amount excluding Interest	\$149,432,877	\$179,736,748	\$30,303,871
Value of Credit Card Debt	\$137,556,638	\$165,549,986	\$27,993,348
Health			
Nonprescription Drugs	\$7,183,952	\$8,643,925	\$1,459,973
Prescription Drugs	\$15,450,665	\$18,582,740	\$3,132,075
Eyeglasses and Contact Lenses	\$4,735,331	\$5,695,496	\$960,165
Home			
Mortgage Payment and Basics (11)	\$586,547,162	\$704,738,661	\$118,191,499
Maintenance and Remodeling Services	\$156,588,804	\$188,121,499	\$31,532,695
Maintenance and Remodeling Materials (12)	\$32,090,574	\$38,540,548	\$6,449,974
Utilities, Fuel, and Public Services	\$242,374,072	\$291,749,199	\$49,375,127
Household Furnishings and Equipment			
Household Textiles (13)	\$5,159,908	\$6,210,468	\$1,050,560
Furniture	\$32,883,482	\$39,562,384	\$6,678,902
Rugs	\$1,650,358	\$1,984,340	\$333,982
Major Appliances (14)	\$19,987,267	\$24,023,916	\$4,036,649
Housewares (15)	\$4,537,612	\$5,459,259	\$921,647
Small Appliances	\$2,608,910	\$3,140,658	\$531,748
Luggage	\$909,093	\$1,093,966	\$184,873
Telephones and Accessories	\$4,910,501	\$5,912,495	\$1,001,994
Household Operations			
Child Care	\$30,161,279	\$36,258,528	\$6,097,249
Lawn and Garden (16)	\$25,366,944	\$30,484,136	\$5,117,192
Moving/Storage/Freight Express	\$3,694,274	\$4,448,351	\$754,077
Housekeeping Supplies (17)	\$38,853,371	\$46,752,239	\$7,898,868
Insurance			
Owners and Renters Insurance	\$31,859,536	\$38,273,824	\$6,414,288
Vehicle Insurance	\$93,516,573	\$112,570,269	\$19,053,696
Life/Other Insurance	\$30,598,350	\$36,779,551	\$6,181,201
Health Insurance	\$203,734,618	\$245,069,106	\$41,334,488
Personal Care Products (18)	\$25,182,540	\$30,308,135	\$5,125,595
School Books and Supplies (19)	\$6,701,749	\$8,068,564	\$1,366,815
Smoking Products	\$15,300,418	\$18,447,577	\$3,147,159
Transportation			
Payments on Vehicles excluding Leases	\$135,411,985	\$162,813,998	\$27,402,013
Gasoline and Motor Oil	\$119,011,974	\$143,262,343	\$24,250,369
Vehicle Maintenance and Repairs	\$55,724,389	\$67,044,610	\$11,320,221
Travel			
Airline Fares	\$34,074,062	\$40,985,426	\$6,911,364
Lodging on Trips	\$37,538,046	\$45,134,064	\$7,596,018
Auto/Truck Rental on Trips	\$3,014,484	\$3,625,941	\$611,457
Food and Drink on Trips	\$31,303,854	\$37,651,435	\$6,347,581

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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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