



Retail Demand Outlook

Perris city, CA (0656700)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Up and Coming Families (7A)	34.3%	Population	78,635	79,028
Urban Edge Families (7C)	21.4%	Households	19,102	19,238
Family Extensions (13B)	20.2%	Families	16,635	16,753
Forging Opportunity (7D)	13.5%	Median Age	28.7	29.7
Urban Villages (7B)	6.0%	Median Household Income	\$73,774	\$82,618
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$39,991,372	\$47,540,652	\$7,549,280
Men's		\$7,801,355	\$9,273,657	\$1,472,302
Women's		\$13,366,998	\$15,890,402	\$2,523,404
Children's		\$6,671,751	\$7,929,333	\$1,257,582
Footwear		\$9,516,352	\$11,314,742	\$1,798,390
Watches & Jewelry		\$2,084,118	\$2,477,401	\$393,283
Apparel Products and Services (1)		\$876,071	\$1,041,770	\$165,699
Computer				
Computers and Hardware for Home Use		\$3,348,466	\$3,979,518	\$631,052
Portable Memory		\$83,657	\$99,436	\$15,779
Computer Software		\$184,695	\$219,537	\$34,842
Computer Accessories		\$328,281	\$390,114	\$61,833
Entertainment & Recreation		\$57,433,312	\$68,273,486	\$10,840,174
Fees and Admissions		\$13,823,479	\$16,424,712	\$2,601,233
Membership Fees for Clubs (2)		\$4,378,028	\$5,202,933	\$824,905
Fees for Participant Sports, excl. Trips		\$2,247,372	\$2,669,870	\$422,498
Tickets to Theatre/Operas/Concerts		\$1,347,614	\$1,601,659	\$254,045
Tickets to Movies		\$1,251,857	\$1,487,422	\$235,565
Tickets to Parks or Museums		\$729,090	\$866,160	\$137,070
Admission to Sporting Events, excl. Trips		\$1,122,043	\$1,333,148	\$211,105
Fees for Recreational Lessons		\$2,731,856	\$3,244,935	\$513,079
Dating Services		\$15,618	\$18,583	\$2,965
TV/Video/Audio		\$21,091,376	\$25,080,004	\$3,988,628
Cable and Satellite Television Services		\$13,703,483	\$16,299,381	\$2,595,898
Televisions		\$2,290,867	\$2,723,233	\$432,366
Satellite Dishes		\$29,243	\$34,747	\$5,504
VCRs, Video Cameras, and DVD Players		\$96,792	\$115,030	\$18,238
Miscellaneous Video Equipment		\$250,515	\$297,755	\$47,240
Video Cassettes and DVDs		\$159,988	\$190,121	\$30,133
Video Game Hardware/Accessories		\$570,488	\$678,165	\$107,677
Video Game Software		\$319,357	\$379,535	\$60,178
Rental/Streaming/Downloaded Video		\$1,465,985	\$1,742,146	\$276,161
Installation of Televisions		\$18,191	\$21,610	\$3,419
Audio (3)		\$2,144,569	\$2,548,388	\$403,819
Rental and Repair of TV/Radio/Sound Equipment		\$41,897	\$49,892	\$7,995
Pets		\$11,991,768	\$14,258,481	\$2,266,713
Toys/Games/Crafts/Hobbies (4)		\$2,266,198	\$2,692,894	\$426,696
Recreational Vehicles and Fees (5)		\$1,692,493	\$2,011,795	\$319,302
Sports/Recreation/Exercise Equipment (6)		\$3,461,146	\$4,112,954	\$651,808
Photo Equipment and Supplies (7)		\$895,291	\$1,063,644	\$168,353
Reading (8)		\$1,720,689	\$2,045,547	\$324,858
Catered Affairs (9)		\$495,278	\$588,692	\$93,414
Food		\$176,004,661	\$209,251,667	\$33,247,006
Food at Home		\$101,743,359	\$120,969,965	\$19,226,606
Bakery and Cereal Products		\$12,834,259	\$15,259,404	\$2,425,145
Meats, Poultry, Fish, and Eggs		\$21,841,896	\$25,973,042	\$4,131,146
Dairy Products		\$10,140,629	\$12,056,074	\$1,915,445
Fruits and Vegetables		\$20,037,083	\$23,822,958	\$3,785,875
Snacks and Other Food at Home (10)		\$36,889,493	\$43,858,487	\$6,968,994
Food Away from Home		\$74,261,301	\$88,281,701	\$14,020,400
Alcoholic Beverages		\$11,002,055	\$13,080,321	\$2,078,266

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	\$455,406,518	\$541,300,964	\$85,894,446
Value of Retirement Plans	\$1,576,522,207	\$1,873,803,986	\$297,281,779
Value of Other Financial Assets	\$115,432,748	\$137,269,339	\$21,836,591
Vehicle Loan Amount excluding Interest	\$56,892,802	\$67,637,421	\$10,744,619
Value of Credit Card Debt	\$50,317,361	\$59,810,566	\$9,493,205
Health			
Nonprescription Drugs	\$2,684,094	\$3,191,967	\$507,873
Prescription Drugs	\$5,276,878	\$6,276,854	\$999,976
Eyeglasses and Contact Lenses	\$1,653,256	\$1,965,568	\$312,312
Home			
Mortgage Payment and Basics (11)	\$200,429,707	\$238,184,279	\$37,754,572
Maintenance and Remodeling Services	\$50,839,722	\$60,424,485	\$9,584,763
Maintenance and Remodeling Materials (12)	\$11,099,467	\$13,191,969	\$2,092,502
Utilities, Fuel, and Public Services	\$92,612,722	\$110,134,099	\$17,521,377
Household Furnishings and Equipment			
Household Textiles (13)	\$1,909,031	\$2,269,317	\$360,286
Furniture	\$11,935,413	\$14,187,825	\$2,252,412
Rugs	\$524,273	\$623,086	\$98,813
Major Appliances (14)	\$7,200,901	\$8,559,515	\$1,358,614
Housewares (15)	\$1,586,935	\$1,886,642	\$299,707
Small Appliances	\$1,044,107	\$1,241,225	\$197,118
Luggage	\$325,634	\$386,958	\$61,324
Telephones and Accessories	\$1,752,921	\$2,084,344	\$331,423
Household Operations			
Child Care	\$10,632,451	\$12,629,085	\$1,996,634
Lawn and Garden (16)	\$8,244,230	\$9,803,214	\$1,558,984
Moving/Storage/Freight Express	\$1,570,275	\$1,866,703	\$296,428
Housekeeping Supplies (17)	\$14,388,679	\$17,109,531	\$2,720,852
Insurance			
Owners and Renters Insurance	\$10,892,890	\$12,952,889	\$2,059,999
Vehicle Insurance	\$36,897,734	\$43,874,007	\$6,976,273
Life/Other Insurance	\$9,938,774	\$11,815,766	\$1,876,992
Health Insurance	\$71,873,404	\$85,465,091	\$13,591,687
Personal Care Products (18)	\$9,525,094	\$11,324,476	\$1,799,382
School Books and Supplies (19)	\$2,631,671	\$3,128,222	\$496,551
Smoking Products	\$5,958,021	\$7,089,222	\$1,131,201
Transportation			
Payments on Vehicles excluding Leases	\$51,511,835	\$61,240,677	\$9,728,842
Gasoline and Motor Oil	\$48,700,837	\$57,904,142	\$9,203,305
Vehicle Maintenance and Repairs	\$20,732,018	\$24,646,852	\$3,914,834
Travel			
Airline Fares	\$12,045,234	\$14,314,900	\$2,269,666
Lodging on Trips	\$12,372,942	\$14,705,663	\$2,332,721
Auto/Truck Rental on Trips	\$1,045,366	\$1,242,282	\$196,916
Food and Drink on Trips	\$10,926,702	\$12,987,267	\$2,060,565

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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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