

## Retail Demand Outlook

Menifee city, CA (0646842) Menifee city Geography: Place Prepared by Esri

Geography: Place						
Top Tapestry Segments	Percent	Demographic Summary	2023	2028		
Up and Coming Families (7A)	38.3%	Population	113,693	119,039		
The Elders (9C)	19.3%	Households	37,994	39,549		
Retirement Communities (9E)	6.9%	Families	27,597	28,857		
Boomburbs (1C)	6.5%	Median Age	37.7	36.7		
Home Improvement (4B)	4.6%	Median Household Income	\$87,440	\$102,835		
		2023	2028	Projected		
		Consumer Spending	Forecasted Demand	Spending Growth		
Apparel and Services		\$85,842,049	\$104,414,295	\$18,572,246		
Men's		\$16,778,723	\$20,384,466	\$3,605,743		
Women's		\$29,415,350	\$35,738,403	\$6,323,053		
Children's		\$13,182,720	\$16,107,474	\$2,924,754		
Footwear		\$18,865,273	\$22,957,895	\$4,092,622		
Watches & Jewelry		\$5,930,324	\$7,203,781	\$1,273,457		
Apparel Products and Services (1)		\$1,669,658	\$2,022,276	\$352,618		
Computer		\$1,005,050	\$2,022,270	\$552,010		
Computers and Hardware for Home		\$10,362,826	\$12,603,899	\$2,241,073		
Portable Memory	e Use					
Computer Software		\$180,637	\$219,781	\$39,144		
Computer Software Computer Accessories		\$553,443 \$1,047,315	\$671,890 \$1,271,849	\$118,447 \$224,534		
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Entertainment & Recreation		\$152,231,385 \$29,684,725	\$184,997,898	\$32,766,513		
Membership Fees for Clubs (2)	Fees and Admissions		\$36,116,364	\$6,431,639		
		\$11,244,861	\$13,663,443	\$2,418,582		
Fees for Participant Sports, excl. Trips		\$5,505,922	\$6,681,038	\$1,175,116		
Tickets to Theatre/Operas/Concerts		\$2,199,782	\$2,670,132	\$470,350		
Tickets to Movies		\$1,248,428	\$1,522,480	\$274,052		
Tickets to Parks or Museums		\$1,265,792	\$1,546,357	\$280,565		
Admission to Sporting Events, excl. Trips		\$2,109,869	\$2,565,710	\$455,841		
Fees for Recreational Lessons		\$6,074,023	\$7,423,457	\$1,349,434		
Dating Services		\$36,048	\$43,747	\$7,699		
TV/Video/Audio	milana	\$54,003,616	\$65,548,698	\$11,545,082		
Cable and Satellite Television Se Televisions	rvices	\$33,801,597	\$40,954,067	\$7,152,470		
Satellite Dishes		\$5,965,819	\$7,255,689	\$1,289,870		
		\$68,023	\$82,931	\$14,908		
VCRs, Video Cameras, and DVD	Players	\$198,039	\$241,028	\$42,989		
Miscellaneous Video Equipment		\$493,547	\$599,378	\$105,831		
Video Cassettes and DVDs		\$298,684	\$363,880	\$65,196		
Video Game Hardware/Accessori	ies	\$1,547,609	\$1,887,065	\$339,456		
Video Game Software		\$753,091	\$917,566	\$164,475		
Rental/Streaming/Downloaded V	lideo	\$5,212,278	\$6,354,119	\$1,141,841		
Installation of Televisions		\$65,764	\$79,737	\$13,973		
Audio (3)		\$5,508,925	\$6,704,181	\$1,195,256		
Rental and Repair of TV/Radio/Sound Equipment		\$90,242	\$109,058	\$18,816		
Pets		\$35,260,851	\$42,781,392	\$7,520,541		
Toys/Games/Crafts/Hobbies (4)		\$6,508,005	\$7,926,835	\$1,418,830		
Recreational Vehicles and Fees (5)		\$5,472,316	\$6,660,546	\$1,188,230		
Sports/Recreation/Exercise Equipment (6)		\$13,142,437	\$16,057,683	\$2,915,246		
Photo Equipment and Supplies (7)		\$1,887,847	\$2,298,672	\$410,825		
Reading (8)		\$5,107,366	\$6,185,536	\$1,078,170		
Catered Affairs (9)		\$1,164,222	\$1,422,171	\$257,949		
Food		\$416,764,275 \$266,031,687	\$506,421,561	\$89,657,286		
Food at Home			\$323,054,022	\$57,022,335		
Bakery and Cereal Products		\$34,041,925	\$41,334,741	\$7,292,816		
Meats, Poultry, Fish, and Eggs		\$57,147,550	\$69,385,182	\$12,237,632		
Dairy Products		\$25,814,121	\$31,341,352	\$5,527,231		
Fruits and Vegetables		\$52,326,469	\$63,517,629	\$11,191,160		
Snacks and Other Food at Home (10)		\$96,701,622	\$117,475,119	\$20,773,497		
Food Away from Home		\$150,732,588	\$183,367,539	\$32,634,951		
Alcoholic Beverages		\$26,194,329	\$31,755,099	\$5,560,770		

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Demand Outlook

Menifee city, CA (0646842) Menifee city Geography: Place Prepared by Esri

Jobs Jobs Jobs Jobs Jobs Jobs Jobs Jobs		2022	2020	Projected
Financial         Value         Stander           Value of Retherment Plans         \$1,466,897,337         \$1,773,108,796         \$40,621,1159,717,615           Value of Other Financial Assets         \$319,710,240         \$386,085,836         \$46,572,396           Vehice I can Amount excluding Interest         \$127,578,158         \$1302,114,627         \$344,556,499           Vehice I can Amount excluding Interest         \$121,552,040         \$147,661,736         \$86,635,688         \$1,518,919           Prescription Drugs         \$7,116,769         \$86,635,688         \$1,518,919         \$31,22,097           Prescription Drugs         \$14,403,812         \$17,39,099         \$31,22,097         \$25,65,346,009         \$11,688,71,099           Monprescription Drugs         \$14,803,812         \$17,93,099         \$31,22,097         \$25,67,745         \$5,577           Mortgage Payment and Basics (11)         \$539,458,900         \$656,5346,009         \$11,688,71,097         \$49,655,299         \$31,672,548         \$41,004,113         \$7,331,855           Utitites, Fuel, and Public Services         \$233,672,544         \$41,004,113         \$7,331,855         \$10,02,805           Furniture         \$43,401,212         \$41,303,402         \$7,331,485         \$13,02,277,35         \$34,6665         \$3,027,735         \$34,665,597		2023 Consumer Spending	2028 Forecasted Demand	-
Value of Stocks/Bonds/Mutual Funds         \$1,466,897,337         \$1,773,108,796         \$336,631,499           Value of Other Financial Assets         \$319,710,340         \$386,085,030         \$66,372,290         \$1,159,717,615           Value of Other Financial Assets         \$319,710,340         \$386,085,030         \$66,372,290         \$14,76,723         \$26,6109,696           Value of Credit Card Debt         \$121,752,040         \$147,661,736         \$26,6109,696           Health         Nonprescription Drugs         \$7,116,769         \$8,635,688         \$1,518,919           Prescription Drugs         \$41,803,812         \$17,930,809         \$3,127,097           Eveglasses and Contact Lenses         \$44,554,687         \$55,165,331         \$910,644           More         \$336,725,483         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$231,728,914         \$240,074,724         \$35,477,480           Moredold Furtilisg Carvices         \$231,728,914         \$240,044,413         \$7,331,818           Household Taxtiles (13)         \$4,936,571         \$5,999,376         \$1,162,405           Household Taxtiles (13)         \$4,936,571         \$5,999,376         \$1,062,405           Household Taxtiles (13)         \$4,936,571         \$5,999,376         \$1,062,405	Financial	consumer spending	i orecusted Demand	opending crowth
value of Retirement Plans         \$\$,476,552,275         \$\$,638,242,890         \$\$1,159,717,151           Value of Other Financial Asets         \$\$157,578,158         \$\$192,174,567         \$\$36,085,636         \$\$65,375,296           Value of Credit Card Debt         \$\$121,552,040         \$\$177,578,158         \$\$192,174,567         \$\$26,019,696           Health         \$\$121,552,040         \$\$17,930,090         \$\$31,27,097         \$\$26,019,696           Health         \$\$11,480,312         \$\$17,930,090         \$\$31,27,097         \$\$25,155,331         \$\$910,644           Home         \$\$155,293,759         \$\$200,777,245         \$\$35,477,468         \$\$16,52,397,598         \$\$41,041,113         \$\$7,335,853           Utilities, rue, and Remodeling Services         \$\$155,293,179         \$\$200,777,245         \$\$35,477,486           Household Ternishings and Equipment         \$\$336,072,548         \$\$41,004,113         \$\$7,335,853           Utilities, rue, and Remodeling Services         \$\$31,673,072,548         \$\$41,004,208         \$\$49,685,294           Household Ternishings and Equipment         \$\$30,671         \$\$45,909,376         \$\$1,062,605           Furniture         \$\$34,031,224         \$\$41,333,042         \$\$7,351,818         \$\$30,027           Household Ternishings and Equipment         \$\$2,005,571         \$\$44,737,741<		\$1,466,897,337	\$1,773,108,796	\$306,211,459
Value of Other Financial Assets         \$119,710,540         \$386,065,836         \$66,375,256           Vehicle Loan Amount excluding Interest         \$157,578,185         \$192,174,567         \$34,596,409           Value of Credit Card Debt         \$121,552,040         \$147,661,736         \$26,109,696           Haith           \$147,661,736         \$26,109,696           Prescription Drugs         \$7,116,769         \$8,635,688         \$1,518,919           Prescription Drugs         \$14,803,812         \$17,930,909         \$3,122,097           Eveglases and Contact Lenses         \$4,254,687         \$5,155,331         \$910,644           Home           Mortgage Payment and Basics (11)         \$539,458,900         \$565,54,60,009         \$116,887,109           Maintenance and Remodeling Services         \$231,225,917,95         \$200,777,245         \$35,477,486           Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,31,565           Household Textiles Carolic Services         \$231,225,914         \$200,777,245         \$35,477,368           Household Textiles (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,961,931,917         \$26,676,591         \$4,737,574				
vhicle Loan Amount excluding Interest         \$157,578,158         \$192,174,567         \$34,596,409           Value of Credit Card Debt         \$121,552,040         \$147,661,736         \$24,509,696           Monprescription Drugs         \$7,116,769         \$8,635,688         \$1,518,219           Prescription Drugs         \$14,803,812         \$17,939,099         \$3,122,097           Eyeglesses and Contact Lenses         \$4,254,687         \$5,165,331         \$910,644           Home         #         #         #         #         #           Mortgage Payment and Basics (11)         \$539,458,900         \$456,346,009         \$116,887,109           Maintenance and Remodeling Meterials (12)         \$33,672,548         \$41,01,011,13         \$7,331,555           Utilities, Fuel, and Public Services         \$23,672,548         \$44,100,411,33         \$7,331,555           Utilities, Fuel, and Public Services         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Household Textilities (13)         \$4,936,571         \$5,999,376         \$1,062,805           Major Appliances (14)         \$21,939,017         \$26,67,551         \$4,47,752           Major Appliances (14)         \$21,939,017         \$5,086,134				
Value of Credit Card Debt         \$121,552,040         \$147,661,736         \$26,109,696           Health         S7,116,759         \$8,635,688         \$1,518,919           Prescription Drugs         \$14,803,812         \$17,930,909         \$3,122,097           Eveglases and Contract Lenses         \$4,254,687         \$5,155,331         \$910,644           Home	Vehicle Loan Amount excluding Interest			
Health           Nonprescription Drugs         \$7,116,769         \$8,635,688         \$1,518,919           Prescription Drugs         \$14,803,812         \$17,930,909         \$3,127,097           Eyeglasses and Contact Lenses         \$4,254,667         \$5,165,331         \$910,644           Home          ************************************				
Prescription Drugs         \$14,803,812         \$17,930,909         \$3,127,097           Eyeglasses and Contact Lenses         \$4,254,687         \$5,165,331         \$910,644           Home           \$16,563,7109         \$513,7097         \$50,759         \$200,777,245         \$135,717,945           Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$231,258,914         \$280,944,208         \$49,685,294           Household Furnishings and Equipment          \$49,365,711         \$5,999,376         \$1,062,805           Huntre         \$34,031,224         \$41,383,042         \$7,351,818         \$824,933,027         \$24,676,591         \$4,737,574           Household Texnishings and Equipment         \$34,031,224         \$41,383,042         \$97,351,818         \$824,373,259         \$34,626,732         \$957,243         \$34,631,927         \$34,632,7574         \$40,908         \$45,737,23         \$956,243           Housewares (15)         \$4,500,129         \$24,761,986         \$41,393,042         \$5,730,175         \$44,40,713         \$5,996,134         \$130,927           Telephones and Accessories         \$4,199,710         \$52,846,698         \$44,207,17         \$784,802         \$100,93,146 </td <td></td> <td>, , ,</td> <td>, , , , , , , , , , , , , , , , , , , ,</td> <td>1 - 1 1</td>		, , ,	, , , , , , , , , , , , , , , , , , , ,	1 - 1 1
Prescription Drugs         \$14,803,812         \$17,930,909         \$3,127,097           Eyeglasses and Contact Lenses         \$4,254,687         \$5,165,331         \$910,644           Home           \$910,644           Maintenance and Remodeling Services         \$1539,459,900         \$656,346,009         \$116,687,109           Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$231,258,914         \$280,944,208         \$49,685,294           Household Furnishings and Equipment          \$49,365,711         \$5,999,376         \$1,062,805           Household Furnishings and Equipment         \$34,031,224         \$41,383,042         \$7,351,818         \$80,823           Rugs         \$1,624,192         \$1,970,857         \$3466,655         \$34,637,723         \$957,243         \$354,7732         \$957,243           Housewares(15)         \$4,500,489         \$5,467,732         \$957,243         \$353,2590         \$622,018           Luggage         \$603,958         \$734,885         \$130,927         \$168,687,059         \$32,607,234         \$5,730,175           Mousehold Derations         \$20,256,202         \$24,761,886         \$4,503,564         \$4,400,717         \$784,4	Nonprescription Drugs	\$7,116,769	\$8,635,688	\$1,518,919
Eyeglasses and Contact Lenses         \$4,254,687         \$5,165,331         \$910,644           Home				
Home           Mortgage Payment Basics (11)         \$539,458,900         \$656,346,009         \$116,887,109           Maintenance and Remodeling Services         \$165,299,759         \$200,777,245         \$35,477,486           Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,331,555           Utilities, Fuel, and Public Services         \$231,258,914         \$280,944,208         \$49,685,294           Household Furnishings and Equipment         #4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,722         \$967,233           Small Appliances         \$2,995,572         \$3,532,590         \$627,018           Lugagae         \$5,098,134         \$899,424         Household Operations         Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations         Tohid Care         \$20,258,202         \$24,761,886         \$4,503,644           Lawn and Garden (16)         \$26,877,059         \$32,007,705				
Mortgage Payment and Basics (11)         \$539,458,900         \$656,346,009         \$116,887,109           Maintenance and Remodeling Services         \$165,299,759         \$200,777,245         \$35,477,486           Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$231,258,914         \$280,944,208         \$49,685,294           Household Textlies (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,675,51         \$4,737,574           Housewares (15)         \$4,4500,489         \$5,467,732         \$967,243           Small Appliances         \$20,5572         \$3,532,500         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$24,199,710         \$5,098,134         \$898,424           Household Operations         U         U         Child Care         \$20,257,203         \$24,407,17         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504		+ .,,	+-//	+
Maintenance and Remodeling Services         \$165,299,759         \$200,777,245         \$53,77,466           Maintenance and Remodeling Materials (12)         \$33,672,578         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$233,275,914         \$280,944,208         \$49,685,294           Household Textiles (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,67,65,51         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Smail Appliances         \$2,905,572         \$3,352,590         \$6627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations         Child Care         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,109,77,705         \$6,898,781           Owners and Renters Insurance         \$27,265,006         \$33,109,675         \$5,844,09		\$539,458,900	\$656,346,009	\$116,887,109
Maintenance and Remodeling Materials (12)         \$33,672,548         \$41,004,113         \$7,331,565           Utilities, Fuel, and Public Services         \$231,259,914         \$280,944,208         \$496,652,294           Household Furrishings and Equipment         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Small Appliances         \$2,905,572         \$3,532,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$20,258,202         \$24,761,886         \$45,03,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,731,755           Mousekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$80,490,655           Insurance         \$32,178,924         \$39,077,705         \$6,689,781           Vehicle Insurance         \$32,178,924         \$39,077,705         \$6,689,781           Utig/Cher Insurance         \$32,178,924         \$39,077,705         \$6,6898,781           Vehicle Insurance </td <td></td> <td></td> <td></td> <td></td>				
Utilities, Fuel, and Public Services         \$231,258,914         \$280,944,208         \$49,685,294           Household Textiles (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,675,591         \$47,375,74           Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Small Appliances         \$2,905,752         \$3,34,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations         U         U         U         \$10,427,177         \$784,020           Child Care         \$20,258,202         \$24,761,886         \$45,03,684         Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,556,697         \$4,440,717         \$784,020         \$8049,655           Insurance         \$20,7757         \$243,505,504         \$8,049,655         \$80,496,555         \$80,489,550         \$42,739,093         \$45,985,504         \$8,049,655           Insurance         \$2				
Household Furnishings and Equipment           Household Textiles (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$336,665           Major Appliances (14)         \$21,939,017         \$25,676,531         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Small Appliances         \$2,905,572         \$3,352,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$64,199,710         \$5,988,134         \$989,424           Household Operations         U         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,355,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$26,877,059         \$32,607,234         \$5,700,175           Insurance         \$20,767,757         \$43,696,504         \$8,049,515           Updote Insurance         \$24,761,886         \$4,693,207           Vehicle Insurance				
Household Textiles (13)         \$4,936,571         \$5,999,376         \$1,062,805           Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Small Appliances         \$2005,572         \$3,532,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations          \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,099,655           Insurance         \$22,7265,006         \$33,109,675         \$5,844,669           Health Insurance         \$227,265,006         \$33,109,675         \$5,844,669           Health Insurance         \$227,81,974         \$27,100		1 - 7 - 7	1 , ,	1 - 1 1 -
Furniture         \$34,031,224         \$41,383,042         \$7,351,818           Rugs         \$1,624,192         \$1,970,857         \$336,665           Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$4,500,489         \$5,667,732         \$967,243           Small Appliances         \$2,905,572         \$3,532,590         \$627,018           Luggage         \$630,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,089,134         \$898,424           Household Operations         \$20,257,23         \$2,307,534         \$530,673           Child Care         \$20,257,059         \$32,607,234         \$5730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$22,275,006         \$33,109,675         \$5,898,781           Vehicle Insurance         \$22,281,474         \$27,190,705         \$6,898,781           Vehicle Insurance         \$22,2381,474         \$27,190,705         \$6,898,781           Vehicle Insurance         \$22,281,474         \$27,190,705         \$6,898,781 <td></td> <td>\$4.936.571</td> <td>\$5,999,376</td> <td>\$1.062.805</td>		\$4.936.571	\$5,999,376	\$1.062.805
Rugs         \$1,624,192         \$1,970,857         \$346,665           Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$4,500,489         \$5,467,732         \$\$67,243           Small Appliances         \$2,905,572         \$3,532,590         \$\$627,018           Luggage         \$603,958         \$734,885         \$\$130,927           Telephones and Accessories         \$\$4,199,710         \$\$5,098,134         \$\$898,424           Household Operations         \$\$20,258,202         \$\$24,761,886         \$\$4,503,684           Lawn and Garden (16)         \$\$20,258,202         \$\$24,761,886         \$\$4,503,684           Lawn and Garden (16)         \$\$3,655,697         \$\$4,440,717         \$\$784,200           Housekeeping Supplies (17)         \$\$37,645,849         \$\$45,695,504         \$\$8,049,655           Insurance         \$\$21,78,924         \$\$39,077,705         \$\$6,898,781           Vehicle Insurance         \$\$22,725,006         \$\$33,109,675         \$\$5,844,669           Health Insurance         \$\$20,767,757         \$\$243,506,850         \$\$42,739,093           Personal Care Products (18)         \$\$22,31,474         \$\$27,109,706         \$\$4,809,322           School Books and Supplies (19)         \$\$5,465,				
Major Appliances (14)         \$21,939,017         \$26,676,591         \$4,737,574           Housewares (15)         \$44,500,489         \$5,467,732         \$967,243           Small Appliances         \$2,905,572         \$3,532,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations          \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,095,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Small products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Suppl				
Housewares (15)         \$4,500,489         \$5,467,732         \$967,243           Small Appliances         \$2,005,572         \$3,532,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations          \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$35,56,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$22,312,8924         \$39,077,705         \$5,648,698,781           Ufe/Other Insurance         \$22,72,65,006         \$33,109,675         \$5,844,669           Health Insurance         \$22,381,474         \$27,190,706         \$4,809,322           School Books and Supplies (19)         \$5,456,538         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Transportation <td>-</td> <td></td> <td></td> <td></td>	-			
Small Appliances         \$2,905,572         \$3,532,590         \$627,018           Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,224           Household Operations           \$5,098,134         \$898,424           Child Care         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$27,265,006         \$33,109,675         \$5,844,669           Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,109,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,220           Smoking Products         \$101,421,389         \$12,3405,753         \$21,984,364           Vehicle Maintenance and Repairs				
Luggage         \$603,958         \$734,885         \$130,927           Telephones and Accessories         \$4,199,710         \$5,098,134         \$898,424           Household Operations               \$898,424           Household Operations           \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$20,258,202         \$24,761,886         \$45,03,684           Housekeeping Supplies (17)         \$784,020         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,959,504         \$80,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$22,7265,006         \$33,109,675         \$5,844,669           Health Insurance         \$22,72,65,006         \$33,109,675         \$5,844,669           Health Insurance         \$22,736,530         \$42,739,093         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,109,706         \$48,09,322           School Books and Supplies (19)         \$5,465,398         \$6,653,918				
Telephones and Accessories         \$\$4,199,710         \$\$5,098,134         \$898,424           Household Operations            Child Care         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$80,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Owners and Renters Insurance         \$32,178,924         \$39,077,705         \$6,6898,781           Vehicle Insurance         \$20,767,757         \$243,506,850         \$42,739,093           Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$19,291,512 <td< td=""><td></td><td></td><td></td><td></td></td<>				
Household Operations           Child Care         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$32,72,265,006         \$33,109,675         \$5,844,669           Health Insurance         \$200,767,757         \$243,506,850         \$44,2739,093           Personal Care Products (18)         \$200,767,757         \$243,506,850         \$42,739,093           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$184,981,900         \$18,190,606         \$3,208,706           Transportation         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel         X         X         \$34,164,766				
Child Care         \$20,258,202         \$24,761,886         \$4,503,684           Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Owners and Renters Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$32,0767,757         \$243,506,850         \$42,739,093           Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,814,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Transportation         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel         Travel         Travel         Travel         \$41,164,766         \$28,899,824		1 / / -	1-,,-	1 ,
Lawn and Garden (16)         \$26,877,059         \$32,607,234         \$5,730,175           Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$80,049,655           Insurance          \$39,077,705         \$6,898,781           Owners and Renters Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$89,650,834         \$109,039,161         \$19,388,327           Life/Other Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Tansportation         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel          \$101,421,389         \$123,405,753         \$21,984,364	-	\$20,258,202	\$24,761,886	\$4,503,684
Moving/Storage/Freight Express         \$3,656,697         \$4,440,717         \$784,020           Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$37,645,849         \$45,695,504         \$8,049,655           Owners and Renters Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Life/Other Insurance         \$27,265,006         \$33,109,675         \$5,844,669           Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,2190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Transportation         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$19,295,019         \$23,459,785         \$4,164,766           Airline Fares         \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Tr	Lawn and Garden (16)			
Housekeeping Supplies (17)         \$37,645,849         \$45,695,504         \$8,049,655           Insurance         \$32,178,924         \$39,077,705         \$6,898,781           Vehicle Insurance         \$89,650,834         \$109,039,161         \$19,388,327           Life/Other Insurance         \$89,650,834         \$109,039,161         \$19,388,327           Life/Other Insurance         \$27,265,006         \$33,109,675         \$5,844,669           Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$104,421,389         \$18,190,606         \$32,08,706           Transportation         \$101,421,389         \$123,405,753         \$27,319,759           Payments on Vehicles excluding Leases         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$153,713,520         \$65,296,393         \$11,582,873           Travel         \$101,421,389         \$123,459,785         \$4,164,766				
Insurance         Owners and Renters Insurance       \$32,178,924       \$39,077,705       \$6,898,781         Vehicle Insurance       \$89,650,834       \$109,039,161       \$19,388,327         Life/Other Insurance       \$27,265,006       \$33,109,675       \$5,844,669         Health Insurance       \$200,767,757       \$243,506,850       \$42,739,093         Personal Care Products (18)       \$22,381,474       \$27,190,706       \$4,809,232         School Books and Supplies (19)       \$5,465,398       \$6,653,918       \$1,188,520         Smoking Products       \$14,981,900       \$18,190,606       \$3,208,706         Transportation       \$125,019,512       \$152,339,271       \$27,319,759         Payments on Vehicles excluding Leases       \$125,019,512       \$123,405,753       \$21,984,364         Gasoline and Motor Oil       \$101,421,389       \$123,405,753       \$21,984,364         Vehicle Maintenance and Repairs       \$53,713,520       \$65,296,393       \$11,88,2873         Travel        \$101,421,389       \$123,405,753       \$4,164,766         Lodging on Trips       \$28,899,824       \$35,138,829       \$6,239,005         Auto/Truck Rental on Trips       \$3,219,650       \$3,913,432       \$693,782				
Vehicle Insurance\$89,650,834\$109,039,161\$19,388,327Life/Other Insurance\$27,265,006\$33,109,675\$5,844,669Health Insurance\$200,767,757\$243,506,850\$42,739,093Personal Care Products (18)\$22,381,474\$27,190,706\$4,809,232School Books and Supplies (19)\$5,465,398\$6,653,918\$1,188,520Smoking Products\$14,981,900\$18,190,606\$3,208,706Transportation\$101,421,389\$123,405,753\$27,319,759Gasoline and Motor Oil\$101,421,389\$123,405,753\$21,984,364Vehicle Maintenance and Repairs\$53,713,520\$65,296,393\$11,582,873Travel\$19,295,019\$23,459,785\$4,164,766Lodging on Trips\$28,899,824\$35,138,829\$6,239,005Auto/Truck Rental on Trips\$3,219,650\$3,913,432\$693,782				
Vehicle Insurance\$89,650,834\$109,039,161\$19,388,327Life/Other Insurance\$27,265,006\$33,109,675\$5,844,669Health Insurance\$200,767,757\$243,506,850\$42,739,093Personal Care Products (18)\$22,381,474\$27,190,706\$4,809,232School Books and Supplies (19)\$5,465,398\$6,653,918\$1,188,520Smoking Products\$14,981,900\$18,190,606\$3,208,706Transportation\$101,421,389\$123,405,753\$27,319,759Gasoline and Motor Oil\$101,421,389\$123,405,753\$21,984,364Vehicle Maintenance and Repairs\$53,713,520\$65,296,393\$11,582,873Travel\$19,295,019\$23,459,785\$4,164,766Lodging on Trips\$28,899,824\$35,138,829\$6,239,005Auto/Truck Rental on Trips\$3,219,650\$3,913,432\$693,782	Owners and Renters Insurance	\$32,178,924	\$39,077,705	\$6,898,781
Life/Other Insurance\$27,265,006\$33,109,675\$5,844,669Health Insurance\$200,767,757\$243,506,850\$42,739,093Personal Care Products (18)\$22,381,474\$27,190,706\$4,809,232School Books and Supplies (19)\$5,465,398\$6,653,918\$1,188,520Smoking Products\$14,981,900\$18,190,606\$3,208,706Transportation\$125,019,512\$152,339,271\$27,319,759Gasoline and Motor Oil\$101,421,389\$123,405,753\$21,984,364Vehicle Maintenance and Repairs\$53,713,520\$65,296,393\$11,582,873Travel\$19,295,019\$23,459,785\$4,164,766Lodging on Trips\$28,899,824\$35,138,829\$6,239,005Auto/Truck Rental on Trips\$3,219,650\$3,913,432\$693,782	Vehicle Insurance			
Health Insurance         \$200,767,757         \$243,506,850         \$42,739,093           Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706 <b>Transportation</b> \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873 <b>Travel</b> \$101,421,389         \$23,459,785         \$44,164,766           Airline Fares         \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Life/Other Insurance	\$27,265,006	\$33,109,675	
Personal Care Products (18)         \$22,381,474         \$27,190,706         \$4,809,232           School Books and Supplies (19)         \$5,465,398         \$6,653,918         \$1,188,520           Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Transportation           \$14,981,900         \$18,190,606         \$3,208,706           Payments on Vehicles excluding Leases         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel          \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Health Insurance			
School Books and Supplies (19)       \$5,465,398       \$6,653,918       \$1,188,520         Smoking Products       \$14,981,900       \$18,190,606       \$3,208,706         Transportation       \$125,019,512       \$152,339,271       \$27,319,759         Gasoline and Motor Oil       \$101,421,389       \$123,405,753       \$21,984,364         Vehicle Maintenance and Repairs       \$53,713,520       \$65,296,393       \$11,582,873         Travel       \$19,295,019       \$23,459,785       \$4,164,766         Lodging on Trips       \$28,899,824       \$35,138,829       \$6,239,005         Auto/Truck Rental on Trips       \$3,219,650       \$3,913,432       \$693,782	Personal Care Products (18)			
Smoking Products         \$14,981,900         \$18,190,606         \$3,208,706           Transportation <th< th=""> <th< th=""> <th<< td=""><td></td><td></td><td></td><td>\$1,188,520</td></th<<></th<></th<>				\$1,188,520
Transportation           Payments on Vehicles excluding Leases         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel           \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782				
Payments on Vehicles excluding Leases         \$125,019,512         \$152,339,271         \$27,319,759           Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel           \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Transportation			
Gasoline and Motor Oil         \$101,421,389         \$123,405,753         \$21,984,364           Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel         ************************************		\$125,019,512	\$152,339,271	\$27,319,759
Vehicle Maintenance and Repairs         \$53,713,520         \$65,296,393         \$11,582,873           Travel         ************************************				
Travel         \$19,295,019         \$23,459,785         \$4,164,766           Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Vehicle Maintenance and Repairs			
Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	•			
Lodging on Trips         \$28,899,824         \$35,138,829         \$6,239,005           Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Airline Fares	\$19,295,019	\$23,459,785	\$4,164,766
Auto/Truck Rental on Trips         \$3,219,650         \$3,913,432         \$693,782	Lodging on Trips			
	•			

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Demand Outlook

Menifee city, CA (0646842) Menifee city Geography: Place

(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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