

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
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Eyeglasses and Contact Lenses \$4,254,687 \$5,165,331 \$910,644 Home				
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Vehicle Maintenance and Repairs \$53,713,520 \$65,296,393 \$11,582,873 Travel ************************************				
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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			
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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.

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.