



Retail Demand Outlook

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

Prepared by Esri

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				
Computers and Hardware for Home Use		\$10,362,826	\$12,603,899	\$2,241,073
Portable Memory		\$180,637	\$219,781	\$39,144
Computer Software		\$553,443	\$671,890	\$118,447
Computer Accessories		\$1,047,315	\$1,271,849	\$224,534
Entertainment & Recreation		\$152,231,385	\$184,997,898	\$32,766,513
Fees and Admissions		\$29,684,725	\$36,116,364	\$6,431,639
Membership Fees for Clubs (2)		\$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		\$54,003,616	\$65,548,698	\$11,545,082
Cable and Satellite Television Services		\$33,801,597	\$40,954,067	\$7,152,470
Televisions		\$5,965,819	\$7,255,689	\$1,289,870
Satellite Dishes		\$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/Accessories		\$1,547,609	\$1,887,065	\$339,456
Video Game Software		\$753,091	\$917,566	\$164,475
Rental/Streaming/Downloaded Video		\$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	\$506,421,561	\$89,657,286
Food at Home		\$266,031,687	\$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

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,466,897,337	\$1,773,108,796	\$306,211,459
Value of Retirement Plans	\$5,476,525,275	\$6,636,242,890	\$1,159,717,615
Value of Other Financial Assets	\$319,710,540	\$386,085,836	\$66,375,296
Vehicle Loan Amount excluding Interest	\$157,578,158	\$192,174,567	\$34,596,409
Value of Credit Card Debt	\$121,552,040	\$147,661,736	\$26,109,696
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	\$4,254,687	\$5,165,331	\$910,644
Home			
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 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	\$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	\$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	\$8,049,655
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			
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			
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
Food and Drink on Trips	\$22,504,537	\$27,359,467	\$4,854,930

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.



- (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.