



# Retail Demand Outlook

Murrieta city, CA (0650076)  
 Murrieta city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	25.8%	Population	111,522	114,317
Up and Coming Families (7A)	16.7%	Households	35,917	36,880
Workday Drive (4A)	13.7%	Families	28,232	28,944
The Elders (9C)	8.0%	Median Age	35.4	35.8
Pleasantville (2B)	6.2%	Median Household Income	\$103,081	\$112,748
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$98,349,703	\$115,500,273	\$17,150,570
Men's		\$18,755,940	\$22,018,253	\$3,262,313
Women's		\$33,280,449	\$39,068,541	\$5,788,092
Children's		\$15,439,781	\$18,150,238	\$2,710,457
Footwear		\$21,796,237	\$25,615,645	\$3,819,408
Watches & Jewelry		\$7,210,465	\$8,456,030	\$1,245,565
Apparel Products and Services (1)		\$1,866,831	\$2,191,566	\$324,735
<b>Computer</b>				
Computers and Hardware for Home Use		\$11,837,043	\$13,904,855	\$2,067,812
Portable Memory		\$204,410	\$239,977	\$35,567
Computer Software		\$623,034	\$732,704	\$109,670
Computer Accessories		\$1,145,711	\$1,345,296	\$199,585
<b>Entertainment &amp; Recreation</b>		\$170,811,043	\$200,310,639	\$29,499,596
Fees and Admissions		\$35,272,607	\$41,313,415	\$6,040,808
Membership Fees for Clubs (2)		\$13,392,728	\$15,679,218	\$2,286,490
Fees for Participant Sports, excl. Trips		\$6,146,640	\$7,197,323	\$1,050,683
Tickets to Theatre/Operas/Concerts		\$2,516,647	\$2,949,899	\$433,252
Tickets to Movies		\$1,397,493	\$1,641,918	\$244,425
Tickets to Parks or Museums		\$1,431,598	\$1,680,124	\$248,526
Admission to Sporting Events, excl. Trips		\$2,650,593	\$3,102,781	\$452,188
Fees for Recreational Lessons		\$7,696,966	\$9,015,122	\$1,318,156
Dating Services		\$39,941	\$47,030	\$7,089
TV/Video/Audio		\$58,260,534	\$68,403,835	\$10,143,301
Cable and Satellite Television Services		\$35,627,471	\$41,813,525	\$6,186,054
Televisions		\$6,540,270	\$7,686,190	\$1,145,920
Satellite Dishes		\$76,469	\$89,738	\$13,269
VCRs, Video Cameras, and DVD Players		\$223,053	\$261,910	\$38,857
Miscellaneous Video Equipment		\$570,245	\$669,320	\$99,075
Video Cassettes and DVDs		\$318,263	\$374,176	\$55,913
Video Game Hardware/Accessories		\$1,738,357	\$2,047,402	\$309,045
Video Game Software		\$835,236	\$984,367	\$149,131
Rental/Streaming/Downloaded Video		\$5,818,485	\$6,836,448	\$1,017,963
Installation of Televisions		\$78,023	\$91,420	\$13,397
Audio (3)		\$6,339,226	\$7,437,008	\$1,097,782
Rental and Repair of TV/Radio/Sound Equipment		\$95,437	\$112,333	\$16,896
Pets		\$39,204,597	\$45,949,378	\$6,744,781
Toys/Games/Crafts/Hobbies (4)		\$7,260,846	\$8,528,600	\$1,267,754
Recreational Vehicles and Fees (5)		\$6,640,972	\$7,770,409	\$1,129,437
Sports/Recreation/Exercise Equipment (6)		\$15,012,462	\$17,598,621	\$2,586,159
Photo Equipment and Supplies (7)		\$2,166,975	\$2,543,378	\$376,403
Reading (8)		\$5,577,111	\$6,542,706	\$965,595
Catered Affairs (9)		\$1,414,938	\$1,660,296	\$245,358
<b>Food</b>		\$465,084,130	\$546,174,045	\$81,089,915
Food at Home		\$294,718,653	\$346,139,230	\$51,420,577
Bakery and Cereal Products		\$37,769,384	\$44,360,275	\$6,590,891
Meats, Poultry, Fish, and Eggs		\$63,206,524	\$74,256,123	\$11,049,599
Dairy Products		\$28,521,942	\$33,492,678	\$4,970,736
Fruits and Vegetables		\$58,135,389	\$68,277,334	\$10,141,945
Snacks and Other Food at Home (10)		\$107,085,413	\$125,752,820	\$18,667,407
Food Away from Home		\$170,365,477	\$200,034,814	\$29,669,337
Alcoholic Beverages		\$30,104,837	\$35,297,139	\$5,192,302

**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.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,751,535,399	\$2,047,758,684	\$296,223,285
Value of Retirement Plans	\$6,494,937,994	\$7,593,577,974	\$1,098,639,980
Value of Other Financial Assets	\$368,154,497	\$430,717,619	\$62,563,122
Vehicle Loan Amount excluding Interest	\$174,173,788	\$204,502,033	\$30,328,245
Value of Credit Card Debt	\$137,615,590	\$161,473,203	\$23,857,613
<b>Health</b>			
Nonprescription Drugs	\$7,483,977	\$8,781,442	\$1,297,465
Prescription Drugs	\$15,218,888	\$17,849,081	\$2,630,193
Eyeglasses and Contact Lenses	\$4,735,761	\$5,554,314	\$818,553
<b>Home</b>			
Mortgage Payment and Basics (11)	\$631,192,395	\$738,697,797	\$107,505,402
Maintenance and Remodeling Services	\$188,009,927	\$219,860,043	\$31,850,116
Maintenance and Remodeling Materials (12)	\$36,845,113	\$43,124,997	\$6,279,884
Utilities, Fuel, and Public Services	\$250,550,922	\$294,240,604	\$43,689,682
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$5,514,753	\$6,474,948	\$960,195
Furniture	\$37,978,779	\$44,579,536	\$6,600,757
Rugs	\$1,872,866	\$2,194,686	\$321,820
Major Appliances (14)	\$24,154,644	\$28,317,488	\$4,162,844
Housewares (15)	\$5,025,824	\$5,896,768	\$870,944
Small Appliances	\$3,187,506	\$3,747,265	\$559,759
Luggage	\$679,253	\$797,741	\$118,488
Telephones and Accessories	\$4,662,008	\$5,471,369	\$809,361
<b>Household Operations</b>			
Child Care	\$25,949,080	\$30,410,755	\$4,461,675
Lawn and Garden (16)	\$30,154,152	\$35,291,603	\$5,137,451
Moving/Storage/Freight Express	\$3,986,803	\$4,684,315	\$697,512
Housekeeping Supplies (17)	\$41,058,935	\$48,192,009	\$7,133,074
<b>Insurance</b>			
Owners and Renters Insurance	\$35,191,748	\$41,206,844	\$6,015,096
Vehicle Insurance	\$96,678,064	\$113,619,035	\$16,940,971
Life/Other Insurance	\$31,243,568	\$36,586,851	\$5,343,283
Health Insurance	\$215,860,373	\$253,124,858	\$37,264,485
Personal Care Products (18)	\$24,871,559	\$29,203,783	\$4,332,224
School Books and Supplies (19)	\$6,194,638	\$7,276,062	\$1,081,424
Smoking Products	\$15,539,131	\$18,301,277	\$2,762,146
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$138,919,222	\$163,085,566	\$24,166,344
Gasoline and Motor Oil	\$110,492,314	\$129,850,292	\$19,357,978
Vehicle Maintenance and Repairs	\$58,473,283	\$68,655,476	\$10,182,193
<b>Travel</b>			
Airline Fares	\$22,474,243	\$26,344,992	\$3,870,749
Lodging on Trips	\$33,844,998	\$39,649,628	\$5,804,630
Auto/Truck Rental on Trips	\$3,744,482	\$4,389,687	\$645,205
Food and Drink on Trips	\$25,890,862	\$30,359,706	\$4,468,844

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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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