



# Retail Demand Outlook

Canyon Lake city, CA (0610928)  
 Canyon Lake city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Exurbanites (1E)	35.8%	Population	11,116	11,336
Green Acres (6A)	15.2%	Households	4,206	4,296
Savvy Suburbanites (1D)	13.5%	Families	3,044	3,102
Home Improvement (4B)	11.6%	Median Age	44.7	45.0
Pleasantville (2B)	10.8%	Median Household Income	\$116,169	\$131,560
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$11,841,522	\$13,877,289	\$2,035,767
Men's		\$2,226,651	\$2,609,122	\$382,471
Women's		\$4,086,668	\$4,788,533	\$701,865
Children's		\$1,718,434	\$2,015,458	\$297,024
Footwear		\$2,622,324	\$3,073,071	\$450,747
Watches & Jewelry		\$946,451	\$1,108,802	\$162,351
Apparel Products and Services (1)		\$240,994	\$282,302	\$41,308
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,397,808	\$1,637,461	\$239,653
Portable Memory		\$24,859	\$29,145	\$4,286
Computer Software		\$76,088	\$89,099	\$13,011
Computer Accessories		\$138,834	\$162,654	\$23,820
<b>Entertainment &amp; Recreation</b>		\$21,067,633	\$24,693,718	\$3,626,085
Fees and Admissions		\$4,376,983	\$5,130,580	\$753,597
Membership Fees for Clubs (2)		\$1,684,525	\$1,974,877	\$290,352
Fees for Participant Sports, excl. Trips		\$747,532	\$876,114	\$128,582
Tickets to Theatre/Operas/Concerts		\$331,824	\$388,839	\$57,015
Tickets to Movies		\$156,136	\$182,993	\$26,857
Tickets to Parks or Museums		\$156,963	\$184,154	\$27,191
Admission to Sporting Events, excl. Trips		\$359,128	\$421,240	\$62,112
Fees for Recreational Lessons		\$936,211	\$1,096,900	\$160,689
Dating Services		\$4,664	\$5,461	\$797
TV/Video/Audio		\$7,197,181	\$8,435,151	\$1,237,970
Cable and Satellite Television Services		\$4,584,916	\$5,372,782	\$787,866
Televisions		\$767,684	\$899,735	\$132,051
Satellite Dishes		\$8,346	\$9,789	\$1,443
VCRs, Video Cameras, and DVD Players		\$25,724	\$30,135	\$4,411
Miscellaneous Video Equipment		\$71,287	\$83,583	\$12,296
Video Cassettes and DVDs		\$35,395	\$41,496	\$6,101
Video Game Hardware/Accessories		\$189,350	\$222,024	\$32,674
Video Game Software		\$90,042	\$105,555	\$15,513
Rental/Streaming/Downloaded Video		\$645,263	\$756,720	\$111,457
Installation of Televisions		\$9,801	\$11,480	\$1,679
Audio (3)		\$757,791	\$888,285	\$130,494
Rental and Repair of TV/Radio/Sound Equipment		\$11,581	\$13,566	\$1,985
Pets		\$5,001,577	\$5,861,194	\$859,617
Toys/Games/Crafts/Hobbies (4)		\$839,401	\$984,247	\$144,846
Recreational Vehicles and Fees (5)		\$884,147	\$1,036,690	\$152,543
Sports/Recreation/Exercise Equipment (6)		\$1,605,113	\$1,883,025	\$277,912
Photo Equipment and Supplies (7)		\$259,197	\$303,850	\$44,653
Reading (8)		\$728,901	\$853,719	\$124,818
Catered Affairs (9)		\$175,134	\$205,262	\$30,128
<b>Food</b>		\$56,620,983	\$66,350,384	\$9,729,401
Food at Home		\$36,428,026	\$42,684,283	\$6,256,257
Bakery and Cereal Products		\$4,709,653	\$5,518,828	\$809,175
Meats, Poultry, Fish, and Eggs		\$7,845,238	\$9,191,743	\$1,346,505
Dairy Products		\$3,548,785	\$4,158,014	\$609,229
Fruits and Vegetables		\$7,269,733	\$8,516,342	\$1,246,609
Snacks and Other Food at Home (10)		\$13,054,618	\$15,299,356	\$2,244,738
Food Away from Home		\$20,192,957	\$23,666,101	\$3,473,144
Alcoholic Beverages		\$3,873,222	\$4,537,401	\$664,179

**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

Canyon Lake city, CA (0610928)  
Canyon Lake city  
Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$260,695,095	\$305,317,050	\$44,621,955
Value of Retirement Plans	\$917,613,937	\$1,075,536,555	\$157,922,618
Value of Other Financial Assets	\$54,979,137	\$64,316,757	\$9,337,620
Vehicle Loan Amount excluding Interest	\$19,145,615	\$22,458,797	\$3,313,182
Value of Credit Card Debt	\$17,505,832	\$20,516,856	\$3,011,024
<b>Health</b>			
Nonprescription Drugs	\$901,797	\$1,057,442	\$155,645
Prescription Drugs	\$1,947,488	\$2,283,739	\$336,251
Eyeglasses and Contact Lenses	\$611,897	\$717,336	\$105,439
<b>Home</b>			
Mortgage Payment and Basics (11)	\$81,982,907	\$96,076,901	\$14,093,994
Maintenance and Remodeling Services	\$24,248,842	\$28,417,081	\$4,168,239
Maintenance and Remodeling Materials (12)	\$4,526,699	\$5,309,978	\$783,279
Utilities, Fuel, and Public Services	\$30,962,695	\$36,289,487	\$5,326,792
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$669,553	\$784,555	\$115,002
Furniture	\$4,521,589	\$5,300,106	\$778,517
Rugs	\$243,593	\$285,368	\$41,775
Major Appliances (14)	\$2,998,456	\$3,514,825	\$516,369
Housewares (15)	\$607,427	\$711,773	\$104,346
Small Appliances	\$378,950	\$443,926	\$64,976
Luggage	\$79,272	\$92,883	\$13,611
Telephones and Accessories	\$592,323	\$694,058	\$101,735
<b>Household Operations</b>			
Child Care	\$2,945,021	\$3,453,220	\$508,199
Lawn and Garden (16)	\$4,030,830	\$4,724,217	\$693,387
Moving/Storage/Freight Express	\$482,344	\$565,020	\$82,676
Housekeeping Supplies (17)	\$5,063,920	\$5,934,999	\$871,079
<b>Insurance</b>			
Owners and Renters Insurance	\$4,492,780	\$5,268,276	\$775,496
Vehicle Insurance	\$11,367,378	\$13,323,417	\$1,956,039
Life/Other Insurance	\$4,081,316	\$4,785,071	\$703,755
Health Insurance	\$27,189,316	\$31,872,134	\$4,682,818
Personal Care Products (18)	\$3,011,561	\$3,528,970	\$517,409
School Books and Supplies (19)	\$711,343	\$833,765	\$122,422
Smoking Products	\$1,875,309	\$2,199,446	\$324,137
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$15,949,940	\$18,708,656	\$2,758,716
Gasoline and Motor Oil	\$13,100,796	\$15,355,332	\$2,254,536
Vehicle Maintenance and Repairs	\$7,050,655	\$8,264,923	\$1,214,268
<b>Travel</b>			
Airline Fares	\$2,763,355	\$3,237,195	\$473,840
Lodging on Trips	\$4,256,025	\$4,988,949	\$732,924
Auto/Truck Rental on Trips	\$454,621	\$532,855	\$78,234
Food and Drink on Trips	\$3,210,150	\$3,762,294	\$552,144

**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.