



# Retail Demand Outlook

Lake Elsinore city, CA (0639486)  
 Lake Elsinore city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Up and Coming Families (7A)	36.5%	Population	71,843	73,431
Workday Drive (4A)	17.3%	Households	21,020	21,495
Front Porches (8E)	15.0%	Families	16,602	16,947
Urban Edge Families (7C)	11.9%	Median Age	32.4	32.8
Metro Fusion (11C)	6.7%	Median Household Income	\$84,973	\$97,197
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$47,850,617	\$55,956,803	\$8,106,186
Men's		\$9,030,521	\$10,556,652	\$1,526,131
Women's		\$15,971,163	\$18,679,539	\$2,708,376
Children's		\$7,907,605	\$9,237,654	\$1,330,049
Footwear		\$10,834,212	\$12,676,424	\$1,842,212
Watches & Jewelry		\$3,235,075	\$3,785,172	\$550,097
Apparel Products and Services (1)		\$872,041	\$1,021,363	\$149,322
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,780,902	\$6,762,094	\$981,192
Portable Memory		\$100,220	\$117,249	\$17,029
Computer Software		\$308,549	\$361,805	\$53,256
Computer Accessories		\$546,947	\$639,646	\$92,699
<b>Entertainment &amp; Recreation</b>		\$79,937,549	\$93,435,827	\$13,498,278
Fees and Admissions		\$15,804,073	\$18,461,226	\$2,657,153
Membership Fees for Clubs (2)		\$5,893,226	\$6,886,098	\$992,872
Fees for Participant Sports, excl. Trips		\$2,713,669	\$3,169,646	\$455,977
Tickets to Theatre/Operas/Concerts		\$1,131,392	\$1,322,956	\$191,564
Tickets to Movies		\$701,019	\$818,576	\$117,557
Tickets to Parks or Museums		\$708,645	\$826,213	\$117,568
Admission to Sporting Events, excl. Trips		\$1,149,904	\$1,343,524	\$193,620
Fees for Recreational Lessons		\$3,485,646	\$4,070,034	\$584,388
Dating Services		\$20,572	\$24,179	\$3,607
TV/Video/Audio		\$28,234,803	\$33,023,939	\$4,789,136
Cable and Satellite Television Services		\$16,960,018	\$19,844,513	\$2,884,495
Televisions		\$3,275,268	\$3,828,852	\$553,584
Satellite Dishes		\$38,701	\$45,141	\$6,440
VCRs, Video Cameras, and DVD Players		\$110,727	\$129,415	\$18,688
Miscellaneous Video Equipment		\$274,026	\$321,692	\$47,666
Video Cassettes and DVDs		\$161,013	\$188,170	\$27,157
Video Game Hardware/Accessories		\$918,549	\$1,074,404	\$155,855
Video Game Software		\$447,812	\$524,469	\$76,657
Rental/Streaming/Downloaded Video		\$2,954,941	\$3,451,638	\$496,697
Installation of Televisions		\$34,982	\$40,997	\$6,015
Audio (3)		\$3,011,269	\$3,518,895	\$507,626
Rental and Repair of TV/Radio/Sound Equipment		\$47,495	\$55,753	\$8,258
Pets		\$17,987,424	\$21,033,253	\$3,045,829
Toys/Games/Crafts/Hobbies (4)		\$3,599,424	\$4,207,084	\$607,660
Recreational Vehicles and Fees (5)		\$2,876,981	\$3,358,411	\$481,430
Sports/Recreation/Exercise Equipment (6)		\$7,107,225	\$8,286,252	\$1,179,027
Photo Equipment and Supplies (7)		\$1,045,929	\$1,223,131	\$177,202
Reading (8)		\$2,561,272	\$2,998,913	\$437,641
Catered Affairs (9)		\$720,418	\$843,618	\$123,200
<b>Food</b>		\$226,348,643	\$264,740,259	\$38,391,616
Food at Home		\$143,468,844	\$167,871,490	\$24,402,646
Bakery and Cereal Products		\$18,340,151	\$21,464,762	\$3,124,611
Meats, Poultry, Fish, and Eggs		\$31,016,224	\$36,295,900	\$5,279,676
Dairy Products		\$13,796,843	\$16,145,068	\$2,348,225
Fruits and Vegetables		\$28,232,796	\$33,045,314	\$4,812,518
Snacks and Other Food at Home (10)		\$52,082,830	\$60,920,445	\$8,837,615
Food Away from Home		\$82,879,798	\$96,868,769	\$13,988,971
Alcoholic Beverages		\$13,610,760	\$15,927,202	\$2,316,442

**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

Lake Elsinore city, CA (0639486)  
 Lake Elsinore city  
 Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$708,577,064	\$829,948,298	\$121,371,234
Value of Retirement Plans	\$2,723,286,840	\$3,183,533,985	\$460,247,145
Value of Other Financial Assets	\$153,379,060	\$179,723,389	\$26,344,329
Vehicle Loan Amount excluding Interest	\$87,017,636	\$101,522,233	\$14,504,597
Value of Credit Card Debt	\$66,155,862	\$77,413,485	\$11,257,623
<b>Health</b>			
Nonprescription Drugs	\$3,565,220	\$4,165,184	\$599,964
Prescription Drugs	\$7,117,353	\$8,320,049	\$1,202,696
Eyeglasses and Contact Lenses	\$2,217,652	\$2,593,868	\$376,216
<b>Home</b>			
Mortgage Payment and Basics (11)	\$282,849,199	\$330,071,165	\$47,221,966
Maintenance and Remodeling Services	\$81,494,399	\$95,049,750	\$13,555,351
Maintenance and Remodeling Materials (12)	\$17,038,687	\$19,851,190	\$2,812,503
Utilities, Fuel, and Public Services	\$123,109,902	\$143,939,601	\$20,829,699
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,662,705	\$3,114,511	\$451,806
Furniture	\$18,285,527	\$21,368,002	\$3,082,475
Rugs	\$827,420	\$967,644	\$140,224
Major Appliances (14)	\$11,439,358	\$13,355,214	\$1,915,856
Housewares (15)	\$2,374,847	\$2,775,239	\$400,392
Small Appliances	\$1,614,114	\$1,888,488	\$274,374
Luggage	\$327,934	\$383,229	\$55,295
Telephones and Accessories	\$2,246,771	\$2,629,476	\$382,705
<b>Household Operations</b>			
Child Care	\$12,031,371	\$14,048,902	\$2,017,531
Lawn and Garden (16)	\$13,305,195	\$15,541,777	\$2,236,582
Moving/Storage/Freight Express	\$1,971,568	\$2,307,815	\$336,247
Housekeeping Supplies (17)	\$19,610,207	\$22,926,762	\$3,316,555
<b>Insurance</b>			
Owners and Renters Insurance	\$16,093,348	\$18,779,814	\$2,686,466
Vehicle Insurance	\$48,727,307	\$56,946,261	\$8,218,954
Life/Other Insurance	\$13,979,276	\$16,328,937	\$2,349,661
Health Insurance	\$101,019,415	\$118,083,758	\$17,064,343
Personal Care Products (18)	\$12,043,508	\$14,083,256	\$2,039,748
School Books and Supplies (19)	\$3,028,963	\$3,539,598	\$510,635
Smoking Products	\$8,249,698	\$9,671,870	\$1,422,172
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$68,765,551	\$80,268,345	\$11,502,794
Gasoline and Motor Oil	\$56,165,812	\$65,641,326	\$9,475,514
Vehicle Maintenance and Repairs	\$28,689,681	\$33,533,934	\$4,844,253
<b>Travel</b>			
Airline Fares	\$10,371,645	\$12,122,527	\$1,750,882
Lodging on Trips	\$15,337,999	\$17,918,760	\$2,580,761
Auto/Truck Rental on Trips	\$1,726,231	\$2,017,414	\$291,183
Food and Drink on Trips	\$12,082,923	\$14,123,907	\$2,040,984

**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.