



# Retail Demand Outlook

Perris city, CA (0656700)  
 Perris city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Up and Coming Families (7A)	33.8%	Population	80,054	82,377
Urban Edge Families (7C)	21.4%	Households	19,497	20,102
Family Extensions (13B)	19.9%	Families	16,866	17,366
Forging Opportunity (7D)	13.5%	Median Age	29.0	30.1
Urban Villages (7B)	6.5%	Median Household Income	\$76,521	\$86,064
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$39,437,374	\$46,735,829	\$7,298,455
Men's		\$7,535,314	\$8,931,830	\$1,396,516
Women's		\$13,290,043	\$15,768,399	\$2,478,356
Children's		\$6,378,001	\$7,536,138	\$1,158,137
Footwear		\$9,008,133	\$10,671,948	\$1,663,815
Watches & Jewelry		\$2,522,247	\$2,992,733	\$470,486
Apparel Products and Services (1)		\$703,634	\$834,782	\$131,148
<b>Computer</b>				
Computers and Hardware for Home Use		\$4,855,088	\$5,759,544	\$904,456
Portable Memory		\$81,545	\$96,637	\$15,092
Computer Software		\$253,152	\$300,584	\$47,432
Computer Accessories		\$444,267	\$526,849	\$82,582
<b>Entertainment &amp; Recreation</b>		\$64,245,839	\$76,173,805	\$11,927,966
Fees and Admissions		\$12,314,292	\$14,601,252	\$2,286,960
Membership Fees for Clubs (2)		\$4,522,295	\$5,361,440	\$839,145
Fees for Participant Sports, excl. Trips		\$2,087,333	\$2,473,984	\$386,651
Tickets to Theatre/Operas/Concerts		\$875,192	\$1,038,847	\$163,655
Tickets to Movies		\$597,339	\$707,485	\$110,146
Tickets to Parks or Museums		\$575,376	\$679,996	\$104,620
Admission to Sporting Events, excl. Trips		\$843,968	\$999,742	\$155,774
Fees for Recreational Lessons		\$2,797,915	\$3,322,183	\$524,268
Dating Services		\$14,873	\$17,575	\$2,702
TV/Video/Audio		\$23,056,440	\$27,324,971	\$4,268,531
Cable and Satellite Television Services		\$13,775,801	\$16,333,068	\$2,557,267
Televisions		\$2,746,798	\$3,254,608	\$507,810
Satellite Dishes		\$33,873	\$40,115	\$6,242
VCRs, Video Cameras, and DVD Players		\$99,053	\$117,875	\$18,822
Miscellaneous Video Equipment		\$195,556	\$231,430	\$35,874
Video Cassettes and DVDs		\$129,688	\$153,377	\$23,689
Video Game Hardware/Accessories		\$754,953	\$892,910	\$137,957
Video Game Software		\$367,578	\$435,043	\$67,465
Rental/Streaming/Downloaded Video		\$2,450,222	\$2,898,925	\$448,703
Installation of Televisions		\$27,215	\$32,408	\$5,193
Audio (3)		\$2,436,277	\$2,888,363	\$452,086
Rental and Repair of TV/Radio/Sound Equipment		\$39,427	\$46,848	\$7,421
Pets		\$14,733,083	\$17,503,092	\$2,770,009
Toys/Games/Crafts/Hobbies (4)		\$2,871,601	\$3,397,083	\$525,482
Recreational Vehicles and Fees (5)		\$2,192,301	\$2,602,077	\$409,776
Sports/Recreation/Exercise Equipment (6)		\$5,579,575	\$6,591,209	\$1,011,634
Photo Equipment and Supplies (7)		\$824,753	\$976,893	\$152,140
Reading (8)		\$2,068,762	\$2,459,528	\$390,766
Catered Affairs (9)		\$605,033	\$717,701	\$112,668
<b>Food</b>		\$187,522,544	\$222,333,311	\$34,810,767
Food at Home		\$118,429,593	\$140,455,844	\$22,026,251
Bakery and Cereal Products		\$14,915,152	\$17,684,641	\$2,769,489
Meats, Poultry, Fish, and Eggs		\$25,919,695	\$30,744,832	\$4,825,137
Dairy Products		\$11,357,615	\$13,473,060	\$2,115,445
Fruits and Vegetables		\$23,518,320	\$27,913,747	\$4,395,427
Snacks and Other Food at Home (10)		\$42,718,811	\$50,639,564	\$7,920,753
Food Away from Home		\$69,092,951	\$81,877,466	\$12,784,515
Alcoholic Beverages		\$11,011,093	\$13,092,643	\$2,081,550

**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.

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$535,006,908	\$639,223,718	\$104,216,810
Value of Retirement Plans	\$2,009,916,380	\$2,389,715,847	\$379,799,467
Value of Other Financial Assets	\$133,500,192	\$160,172,933	\$26,672,741
Vehicle Loan Amount excluding Interest	\$71,127,702	\$84,027,103	\$12,899,401
Value of Credit Card Debt	\$53,489,443	\$63,454,843	\$9,965,400
<b>Health</b>			
Nonprescription Drugs	\$2,858,798	\$3,382,674	\$523,876
Prescription Drugs	\$5,558,566	\$6,576,300	\$1,017,734
Eyeglasses and Contact Lenses	\$1,737,400	\$2,059,083	\$321,683
<b>Home</b>			
Mortgage Payment and Basics (11)	\$228,981,496	\$272,080,096	\$43,098,600
Maintenance and Remodeling Services	\$65,170,367	\$77,403,545	\$12,233,178
Maintenance and Remodeling Materials (12)	\$13,567,648	\$16,062,121	\$2,494,473
Utilities, Fuel, and Public Services	\$101,626,302	\$120,405,861	\$18,779,559
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,166,319	\$2,568,332	\$402,013
Furniture	\$14,578,059	\$17,261,832	\$2,683,773
Rugs	\$635,742	\$754,397	\$118,655
Major Appliances (14)	\$9,380,724	\$11,118,373	\$1,737,649
Housewares (15)	\$1,947,348	\$2,309,693	\$362,345
Small Appliances	\$1,402,446	\$1,663,917	\$261,471
Luggage	\$266,837	\$316,065	\$49,228
Telephones and Accessories	\$1,859,643	\$2,207,381	\$347,738
<b>Household Operations</b>			
Child Care	\$9,286,606	\$11,000,994	\$1,714,388
Lawn and Garden (16)	\$10,539,300	\$12,516,312	\$1,977,012
Moving/Storage/Freight Express	\$1,659,878	\$1,969,977	\$310,099
Housekeeping Supplies (17)	\$15,959,395	\$18,911,261	\$2,951,866
<b>Insurance</b>			
Owners and Renters Insurance	\$12,764,734	\$15,122,598	\$2,357,864
Vehicle Insurance	\$40,852,899	\$48,354,291	\$7,501,392
Life/Other Insurance	\$10,729,621	\$12,714,302	\$1,984,681
Health Insurance	\$80,760,219	\$95,705,629	\$14,945,410
Personal Care Products (18)	\$10,103,207	\$11,983,893	\$1,880,686
School Books and Supplies (19)	\$2,461,627	\$2,915,046	\$453,419
Smoking Products	\$6,509,520	\$7,692,459	\$1,182,939
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$55,640,117	\$65,760,709	\$10,120,592
Gasoline and Motor Oil	\$48,297,180	\$57,223,880	\$8,926,700
Vehicle Maintenance and Repairs	\$23,624,078	\$27,986,162	\$4,362,084
<b>Travel</b>			
Airline Fares	\$8,556,880	\$10,167,029	\$1,610,149
Lodging on Trips	\$12,084,439	\$14,335,561	\$2,251,122
Auto/Truck Rental on Trips	\$1,368,569	\$1,622,933	\$254,364
Food and Drink on Trips	\$9,683,614	\$11,487,435	\$1,803,821

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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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