



Retail Demand Outlook

Banning city, CA (0603820)
 Banning city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
The Elders (9C)	26.5%	Population	31,551	32,160
Southwestern Families (7F)	18.5%	Households	11,971	12,194
Forging Opportunity (7D)	13.0%	Families	7,718	7,865
Middleburg (4C)	12.7%	Median Age	42.8	43.5
Senior Escapes (9D)	12.2%	Median Household Income	\$52,825	\$61,834
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$19,132,148	\$22,998,095	\$3,865,947
Men's		\$3,814,930	\$4,582,676	\$767,746
Women's		\$6,547,390	\$7,868,773	\$1,321,383
Children's		\$2,761,283	\$3,323,220	\$561,937
Footwear		\$4,342,301	\$5,220,754	\$878,453
Watches & Jewelry		\$1,270,870	\$1,527,704	\$256,834
Apparel Products and Services (1)		\$395,374	\$474,969	\$79,595
Computer				
Computers and Hardware for Home Use		\$2,222,614	\$2,671,821	\$449,207
Portable Memory		\$37,912	\$45,578	\$7,666
Computer Software		\$121,579	\$146,240	\$24,661
Computer Accessories		\$225,914	\$271,434	\$45,520
Entertainment & Recreation		\$33,275,274	\$39,985,043	\$6,709,769
Fees and Admissions		\$5,872,120	\$7,055,125	\$1,183,005
Membership Fees for Clubs (2)		\$2,321,295	\$2,787,947	\$466,652
Fees for Participant Sports, excl. Trips		\$1,123,583	\$1,348,925	\$225,342
Tickets to Theatre/Operas/Concerts		\$451,338	\$542,139	\$90,801
Tickets to Movies		\$253,948	\$305,174	\$51,226
Tickets to Parks or Museums		\$230,522	\$277,139	\$46,617
Admission to Sporting Events, excl. Trips		\$402,316	\$483,314	\$80,998
Fees for Recreational Lessons		\$1,080,929	\$1,300,634	\$219,705
Dating Services		\$8,188	\$9,854	\$1,666
TV/Video/Audio		\$12,631,147	\$15,174,132	\$2,542,985
Cable and Satellite Television Services		\$8,322,823	\$9,995,472	\$1,672,649
Televisions		\$1,334,605	\$1,603,624	\$269,019
Satellite Dishes		\$16,135	\$19,372	\$3,237
VCRs, Video Cameras, and DVD Players		\$41,062	\$49,375	\$8,313
Miscellaneous Video Equipment		\$107,410	\$129,150	\$21,740
Video Cassettes and DVDs		\$60,649	\$72,907	\$12,258
Video Game Hardware/Accessories		\$327,603	\$394,134	\$66,531
Video Game Software		\$160,166	\$192,750	\$32,584
Rental/Streaming/Downloaded Video		\$1,094,173	\$1,315,130	\$220,957
Installation of Televisions		\$14,507	\$17,420	\$2,913
Audio (3)		\$1,127,251	\$1,355,026	\$227,775
Rental and Repair of TV/Radio/Sound Equipment		\$24,763	\$29,772	\$5,009
Pets		\$8,081,719	\$9,711,861	\$1,630,142
Toys/Games/Crafts/Hobbies (4)		\$1,355,883	\$1,630,170	\$274,287
Recreational Vehicles and Fees (5)		\$1,116,657	\$1,343,513	\$226,856
Sports/Recreation/Exercise Equipment (6)		\$2,458,230	\$2,955,769	\$497,539
Photo Equipment and Supplies (7)		\$379,797	\$456,688	\$76,891
Reading (8)		\$1,131,654	\$1,359,315	\$227,661
Catered Affairs (9)		\$248,068	\$298,471	\$50,403
Food		\$95,262,477	\$114,491,296	\$19,228,819
Food at Home		\$61,621,668	\$74,067,516	\$12,445,848
Bakery and Cereal Products		\$7,839,428	\$9,423,544	\$1,584,116
Meats, Poultry, Fish, and Eggs		\$13,565,234	\$16,302,842	\$2,737,608
Dairy Products		\$5,954,592	\$7,158,000	\$1,203,408
Fruits and Vegetables		\$12,133,567	\$14,585,112	\$2,451,545
Snacks and Other Food at Home (10)		\$22,128,846	\$26,598,018	\$4,469,172
Food Away from Home		\$33,640,809	\$40,423,780	\$6,782,971
Alcoholic Beverages		\$5,817,152	\$6,989,284	\$1,172,132

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
Financial			
Value of Stocks/Bonds/Mutual Funds	\$314,495,568	\$377,556,245	\$63,060,677
Value of Retirement Plans	\$1,150,980,844	\$1,382,189,035	\$231,208,191
Value of Other Financial Assets	\$72,481,289	\$87,047,112	\$14,565,823
Vehicle Loan Amount excluding Interest	\$34,628,492	\$41,598,477	\$6,969,985
Value of Credit Card Debt	\$27,264,698	\$32,774,777	\$5,510,079
Health			
Nonprescription Drugs	\$1,645,954	\$1,976,362	\$330,408
Prescription Drugs	\$3,594,767	\$4,314,481	\$719,714
Eyeglasses and Contact Lenses	\$948,481	\$1,139,894	\$191,413
Home			
Mortgage Payment and Basics (11)	\$112,266,738	\$134,866,883	\$22,600,145
Maintenance and Remodeling Services	\$35,032,708	\$42,061,674	\$7,028,966
Maintenance and Remodeling Materials (12)	\$7,227,984	\$8,684,659	\$1,456,675
Utilities, Fuel, and Public Services	\$54,739,927	\$65,759,905	\$11,019,978
Household Furnishings and Equipment			
Household Textiles (13)	\$1,096,583	\$1,318,001	\$221,418
Furniture	\$7,311,537	\$8,785,768	\$1,474,231
Rugs	\$344,483	\$413,973	\$69,490
Major Appliances (14)	\$4,931,828	\$5,925,509	\$993,681
Housewares (15)	\$979,796	\$1,177,116	\$197,320
Small Appliances	\$662,909	\$796,910	\$134,001
Luggage	\$126,684	\$152,264	\$25,580
Telephones and Accessories	\$966,601	\$1,161,237	\$194,636
Household Operations			
Child Care	\$3,662,784	\$4,408,560	\$745,776
Lawn and Garden (16)	\$6,099,042	\$7,322,976	\$1,223,934
Moving/Storage/Freight Express	\$837,054	\$1,006,814	\$169,760
Housekeeping Supplies (17)	\$8,745,333	\$10,506,397	\$1,761,064
Insurance			
Owners and Renters Insurance	\$7,389,819	\$8,871,968	\$1,482,149
Vehicle Insurance	\$21,057,895	\$25,298,958	\$4,241,063
Life/Other Insurance	\$6,013,274	\$7,221,600	\$1,208,326
Health Insurance	\$46,838,747	\$56,242,641	\$9,403,894
Personal Care Products (18)	\$5,065,190	\$6,085,813	\$1,020,623
School Books and Supplies (19)	\$1,178,473	\$1,416,834	\$238,361
Smoking Products	\$3,862,545	\$4,646,837	\$784,292
Transportation			
Payments on Vehicles excluding Leases	\$27,779,166	\$33,379,448	\$5,600,282
Gasoline and Motor Oil	\$23,747,496	\$28,541,956	\$4,794,460
Vehicle Maintenance and Repairs	\$12,120,277	\$14,565,182	\$2,444,905
Travel			
Airline Fares	\$4,029,573	\$4,842,638	\$813,065
Lodging on Trips	\$6,056,084	\$7,276,825	\$1,220,741
Auto/Truck Rental on Trips	\$666,244	\$800,800	\$134,556
Food and Drink on Trips	\$4,783,758	\$5,749,047	\$965,289

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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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