



Retail Demand Outlook

Calimesa city, CA (0609864)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
The Great Outdoors (6C)	34.2%	Population	11,376	11,864
Midlife Constants (5E)	20.6%	Households	4,314	4,486
The Elders (9C)	16.4%	Families	2,776	2,886
Senior Escapes (9D)	13.3%	Median Age	48.4	49.5
Boomburbs (1C)	8.3%	Median Household Income	\$79,666	\$103,399
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,929,531	\$13,053,493	\$3,123,962
Men's		\$1,961,317	\$2,582,229	\$620,912
Women's		\$3,613,390	\$4,752,575	\$1,139,185
Children's		\$1,292,143	\$1,693,851	\$401,708
Footwear		\$2,275,743	\$2,989,205	\$713,462
Watches & Jewelry		\$594,708	\$781,789	\$187,081
Apparel Products and Services (1)		\$266,889	\$351,729	\$84,840
Computer				
Computers and Hardware for Home Use		\$839,629	\$1,106,134	\$266,505
Portable Memory		\$23,025	\$30,362	\$7,337
Computer Software		\$48,621	\$64,072	\$15,451
Computer Accessories		\$92,004	\$121,184	\$29,180
Entertainment & Recreation		\$16,191,754	\$21,309,218	\$5,117,464
Fees and Admissions		\$3,613,849	\$4,759,621	\$1,145,772
Membership Fees for Clubs (2)		\$1,207,579	\$1,590,099	\$382,520
Fees for Participant Sports, excl. Trips		\$622,270	\$821,181	\$198,911
Tickets to Theatre/Operas/Concerts		\$394,279	\$519,384	\$125,105
Tickets to Movies		\$262,275	\$345,165	\$82,890
Tickets to Parks or Museums		\$170,322	\$224,309	\$53,987
Admission to Sporting Events, excl. Trips		\$299,890	\$394,576	\$94,686
Fees for Recreational Lessons		\$652,703	\$858,970	\$206,267
Dating Services		\$4,532	\$5,937	\$1,405
TV/Video/Audio		\$5,886,249	\$7,745,076	\$1,858,827
Cable and Satellite Television Services		\$4,180,386	\$5,502,786	\$1,322,400
Televisions		\$514,930	\$676,751	\$161,821
Satellite Dishes		\$6,713	\$8,813	\$2,100
VCRs, Video Cameras, and DVD Players		\$22,230	\$29,189	\$6,959
Miscellaneous Video Equipment		\$74,536	\$97,948	\$23,412
Video Cassettes and DVDs		\$35,911	\$47,204	\$11,293
Video Game Hardware/Accessories		\$122,034	\$160,002	\$37,968
Video Game Software		\$69,384	\$91,014	\$21,630
Rental/Streaming/Downloaded Video		\$326,670	\$429,421	\$102,751
Installation of Televisions		\$4,670	\$6,195	\$1,525
Audio (3)		\$517,230	\$680,620	\$163,390
Rental and Repair of TV/Radio/Sound Equipment		\$11,553	\$15,134	\$3,581
Pets		\$3,819,164	\$5,026,849	\$1,207,685
Toys/Games/Crafts/Hobbies (4)		\$536,288	\$704,604	\$168,316
Recreational Vehicles and Fees (5)		\$537,693	\$706,326	\$168,633
Sports/Recreation/Exercise Equipment (6)		\$901,715	\$1,185,587	\$283,872
Photo Equipment and Supplies (7)		\$207,947	\$273,363	\$65,416
Reading (8)		\$554,474	\$731,117	\$176,643
Catered Affairs (9)		\$135,352	\$177,955	\$42,603
Food		\$45,372,052	\$59,697,044	\$14,324,992
Food at Home		\$27,144,807	\$35,718,476	\$8,573,669
Bakery and Cereal Products		\$3,479,724	\$4,578,605	\$1,098,881
Meats, Poultry, Fish, and Eggs		\$5,779,158	\$7,602,371	\$1,823,213
Dairy Products		\$2,780,816	\$3,660,587	\$879,771
Fruits and Vegetables		\$5,328,233	\$7,014,512	\$1,686,279
Snacks and Other Food at Home (10)		\$9,776,876	\$12,862,401	\$3,085,525
Food Away from Home		\$18,227,245	\$23,978,568	\$5,751,323
Alcoholic Beverages		\$3,127,058	\$4,117,830	\$990,772

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$147,494,498	\$194,647,037	\$47,152,539
Value of Retirement Plans	\$521,823,744	\$687,761,567	\$165,937,823
Value of Other Financial Assets	\$52,718,971	\$69,690,376	\$16,971,405
Vehicle Loan Amount excluding Interest	\$13,657,868	\$17,945,742	\$4,287,874
Value of Credit Card Debt	\$13,616,098	\$17,911,820	\$4,295,722
Health			
Nonprescription Drugs	\$809,691	\$1,065,147	\$255,456
Prescription Drugs	\$1,805,617	\$2,377,065	\$571,448
Eyeglasses and Contact Lenses	\$482,107	\$634,304	\$152,197
Home			
Mortgage Payment and Basics (11)	\$54,974,254	\$72,407,882	\$17,433,628
Maintenance and Remodeling Services	\$16,241,701	\$21,436,964	\$5,195,263
Maintenance and Remodeling Materials (12)	\$3,389,394	\$4,464,051	\$1,074,657
Utilities, Fuel, and Public Services	\$24,944,354	\$32,821,723	\$7,877,369
Household Furnishings and Equipment			
Household Textiles (13)	\$488,366	\$642,583	\$154,217
Furniture	\$3,014,000	\$3,962,958	\$948,958
Rugs	\$159,225	\$209,708	\$50,483
Major Appliances (14)	\$1,945,345	\$2,561,571	\$616,226
Housewares (15)	\$455,828	\$600,535	\$144,707
Small Appliances	\$262,795	\$345,917	\$83,122
Luggage	\$82,003	\$107,977	\$25,974
Telephones and Accessories	\$463,982	\$610,162	\$146,180
Household Operations			
Child Care	\$2,188,602	\$2,871,780	\$683,178
Lawn and Garden (16)	\$2,780,369	\$3,664,424	\$884,055
Moving/Storage/Freight Express	\$368,172	\$485,060	\$116,888
Housekeeping Supplies (17)	\$3,988,453	\$5,250,255	\$1,261,802
Insurance			
Owners and Renters Insurance	\$3,324,228	\$4,377,083	\$1,052,855
Vehicle Insurance	\$9,135,109	\$12,015,718	\$2,880,609
Life/Other Insurance	\$3,049,105	\$4,014,001	\$964,896
Health Insurance	\$21,698,594	\$28,577,354	\$6,878,760
Personal Care Products (18)	\$2,451,184	\$3,225,847	\$774,663
School Books and Supplies (19)	\$614,392	\$807,782	\$193,390
Smoking Products	\$1,798,476	\$2,359,625	\$561,149
Transportation			
Payments on Vehicles excluding Leases	\$12,575,609	\$16,527,694	\$3,952,085
Gasoline and Motor Oil	\$11,806,027	\$15,526,478	\$3,720,451
Vehicle Maintenance and Repairs	\$5,671,892	\$7,465,754	\$1,793,862
Travel			
Airline Fares	\$3,244,978	\$4,278,964	\$1,033,986
Lodging on Trips	\$3,621,926	\$4,771,635	\$1,149,709
Auto/Truck Rental on Trips	\$292,172	\$385,370	\$93,198
Food and Drink on Trips	\$3,047,110	\$4,014,627	\$967,517

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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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