



# Retail Demand Outlook

Coronita CDP, CA (0616420)  
 Coronita CDP, CA (0616420)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Villages (7B)	51.5%	Population	2,855	3,205
Southern Satellites (10A)	34.7%	Households	789	889
Urban Edge Families (7C)	10.1%	Families	625	706
Enterprising Professionals (2D)	3.7%	Median Age	34.9	37.1
	0.0%	Median Household Income	\$109,454	\$118,903
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$2,348,396	\$3,041,899	\$693,503
Men's		\$458,290	\$592,916	\$134,626
Women's		\$823,101	\$1,066,533	\$243,432
Children's		\$354,836	\$459,432	\$104,596
Footwear		\$539,993	\$699,500	\$159,507
Watches & Jewelry		\$134,244	\$174,420	\$40,176
Apparel Products and Services (1)		\$57,260	\$74,091	\$16,831
<b>Computer</b>				
Computers and Hardware for Home Use		\$206,111	\$265,994	\$59,883
Portable Memory		\$4,962	\$6,422	\$1,460
Computer Software		\$10,789	\$13,890	\$3,101
Computer Accessories		\$18,444	\$23,880	\$5,436
<b>Entertainment &amp; Recreation</b>		\$3,640,160	\$4,722,109	\$1,081,949
Fees and Admissions		\$841,321	\$1,085,493	\$244,172
Membership Fees for Clubs (2)		\$274,786	\$355,145	\$80,359
Fees for Participant Sports, excl. Trips		\$132,668	\$171,180	\$38,512
Tickets to Theatre/Operas/Concerts		\$85,423	\$110,247	\$24,824
Tickets to Movies		\$66,681	\$85,892	\$19,211
Tickets to Parks or Museums		\$42,308	\$54,627	\$12,319
Admission to Sporting Events, excl. Trips		\$75,164	\$97,215	\$22,051
Fees for Recreational Lessons		\$163,307	\$209,912	\$46,605
Dating Services		\$985	\$1,275	\$290
TV/Video/Audio		\$1,318,558	\$1,713,287	\$394,729
Cable and Satellite Television Services		\$901,359	\$1,173,265	\$271,906
Televisions		\$128,236	\$166,005	\$37,769
Satellite Dishes		\$1,622	\$2,104	\$482
VCRs, Video Cameras, and DVD Players		\$5,640	\$7,298	\$1,658
Miscellaneous Video Equipment		\$14,495	\$18,892	\$4,397
Video Cassettes and DVDs		\$8,366	\$10,830	\$2,464
Video Game Hardware/Accessories		\$30,545	\$39,578	\$9,033
Video Game Software		\$16,699	\$21,639	\$4,940
Rental/Streaming/Downloaded Video		\$78,715	\$101,849	\$23,134
Installation of Televisions		\$1,258	\$1,609	\$351
Audio (3)		\$128,261	\$165,792	\$37,531
Rental and Repair of TV/Radio/Sound Equipment		\$3,364	\$4,425	\$1,061
Pets		\$834,914	\$1,086,555	\$251,641
Toys/Games/Crafts/Hobbies (4)		\$123,998	\$160,735	\$36,737
Recreational Vehicles and Fees (5)		\$123,326	\$160,489	\$37,163
Sports/Recreation/Exercise Equipment (6)		\$202,551	\$262,951	\$60,400
Photo Equipment and Supplies (7)		\$51,605	\$66,606	\$15,001
Reading (8)		\$110,975	\$143,551	\$32,576
Catered Affairs (9)		\$33,150	\$42,747	\$9,597
<b>Food</b>		\$10,690,791	\$13,850,520	\$3,159,729
Food at Home		\$6,224,350	\$8,068,945	\$1,844,595
Bakery and Cereal Products		\$784,207	\$1,017,170	\$232,963
Meats, Poultry, Fish, and Eggs		\$1,352,469	\$1,754,034	\$401,565
Dairy Products		\$622,811	\$806,667	\$183,856
Fruits and Vegetables		\$1,224,068	\$1,584,365	\$360,297
Snacks and Other Food at Home (10)		\$2,240,796	\$2,906,709	\$665,913
Food Away from Home		\$4,466,441	\$5,781,574	\$1,315,133
Alcoholic Beverages		\$714,537	\$924,300	\$209,763

**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.



# Retail Demand Outlook

Coronita CDP, CA (0616420)  
 Coronita CDP, CA (0616420)  
 Geography: Place

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$33,137,215	\$42,812,628	\$9,675,413
Value of Retirement Plans	\$109,830,826	\$142,266,756	\$32,435,930
Value of Other Financial Assets	\$9,214,058	\$11,938,733	\$2,724,675
Vehicle Loan Amount excluding Interest	\$3,314,560	\$4,311,352	\$996,792
Value of Credit Card Debt	\$3,229,748	\$4,182,715	\$952,967
<b>Health</b>			
Nonprescription Drugs	\$177,003	\$230,598	\$53,595
Prescription Drugs	\$357,802	\$468,285	\$110,483
Eyeglasses and Contact Lenses	\$104,049	\$135,075	\$31,026
<b>Home</b>			
Mortgage Payment and Basics (11)	\$13,189,045	\$17,044,359	\$3,855,314
Maintenance and Remodeling Services	\$3,535,741	\$4,579,003	\$1,043,262
Maintenance and Remodeling Materials (12)	\$748,889	\$973,375	\$224,486
Utilities, Fuel, and Public Services	\$5,717,480	\$7,426,903	\$1,709,423
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$117,735	\$152,426	\$34,691
Furniture	\$714,384	\$926,438	\$212,054
Rugs	\$35,618	\$46,259	\$10,641
Major Appliances (14)	\$452,109	\$586,784	\$134,675
Housewares (15)	\$94,062	\$121,921	\$27,859
Small Appliances	\$62,881	\$81,316	\$18,435
Luggage	\$19,195	\$24,822	\$5,627
Telephones and Accessories	\$95,051	\$122,754	\$27,703
<b>Household Operations</b>			
Child Care	\$615,201	\$793,507	\$178,306
Lawn and Garden (16)	\$579,428	\$754,602	\$175,174
Moving/Storage/Freight Express	\$96,242	\$124,212	\$27,970
Housekeeping Supplies (17)	\$876,830	\$1,138,588	\$261,758
<b>Insurance</b>			
Owners and Renters Insurance	\$717,337	\$935,318	\$217,981
Vehicle Insurance	\$2,179,252	\$2,829,356	\$650,104
Life/Other Insurance	\$675,269	\$878,869	\$203,600
Health Insurance	\$4,636,332	\$6,027,998	\$1,391,666
Personal Care Products (18)	\$563,543	\$730,208	\$166,665
School Books and Supplies (19)	\$157,567	\$203,783	\$46,216
Smoking Products	\$400,262	\$524,897	\$124,635
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$3,028,527	\$3,941,147	\$912,620
Gasoline and Motor Oil	\$2,973,612	\$3,856,422	\$882,810
Vehicle Maintenance and Repairs	\$1,238,523	\$1,607,361	\$368,838
<b>Travel</b>			
Airline Fares	\$758,000	\$976,802	\$218,802
Lodging on Trips	\$811,834	\$1,051,379	\$239,545
Auto/Truck Rental on Trips	\$64,855	\$83,702	\$18,847
Food and Drink on Trips	\$695,601	\$899,815	\$204,214

**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.

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