



Retail Demand Outlook

Lake Mathews CDP, CA (0639645)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	38.6%	Population	6,214	6,331
Salt of the Earth (6B)	35.7%	Households	1,895	1,940
Urban Villages (7B)	10.4%	Families	1,546	1,583
The Great Outdoors (6C)	9.1%	Median Age	41.1	41.9
Savvy Suburbanites (1D)	3.4%	Median Household Income	\$115,619	\$124,746
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$6,377,486	\$7,476,363	\$1,098,877
Men's		\$1,196,515	\$1,401,333	\$204,818
Women's		\$2,283,889	\$2,678,424	\$394,535
Children's		\$909,543	\$1,066,890	\$157,347
Footwear		\$1,498,028	\$1,755,611	\$257,583
Watches & Jewelry		\$384,220	\$451,297	\$67,077
Apparel Products and Services (1)		\$164,841	\$192,810	\$27,969
Computer				
Computers and Hardware for Home Use		\$521,102	\$609,621	\$88,519
Portable Memory		\$14,096	\$16,560	\$2,464
Computer Software		\$30,557	\$35,737	\$5,180
Computer Accessories		\$53,712	\$63,059	\$9,347
Entertainment & Recreation		\$10,173,864	\$11,938,819	\$1,764,955
Fees and Admissions		\$2,397,744	\$2,804,133	\$406,389
Membership Fees for Clubs (2)		\$786,985	\$920,908	\$133,923
Fees for Participant Sports, excl. Trips		\$356,251	\$417,173	\$60,922
Tickets to Theatre/Operas/Concerts		\$277,968	\$324,983	\$47,015
Tickets to Movies		\$159,129	\$186,124	\$26,995
Tickets to Parks or Museums		\$105,075	\$123,033	\$17,958
Admission to Sporting Events, excl. Trips		\$212,640	\$249,132	\$36,492
Fees for Recreational Lessons		\$496,324	\$578,837	\$82,513
Dating Services		\$3,372	\$3,943	\$571
TV/Video/Audio		\$3,561,192	\$4,182,630	\$621,438
Cable and Satellite Television Services		\$2,516,114	\$2,956,113	\$439,999
Televisions		\$313,628	\$367,985	\$54,357
Satellite Dishes		\$4,058	\$4,776	\$718
VCRs, Video Cameras, and DVD Players		\$14,719	\$17,294	\$2,575
Miscellaneous Video Equipment		\$48,601	\$57,071	\$8,470
Video Cassettes and DVDs		\$20,754	\$24,384	\$3,630
Video Game Hardware/Accessories		\$80,318	\$94,525	\$14,207
Video Game Software		\$42,061	\$49,445	\$7,384
Rental/Streaming/Downloaded Video		\$191,070	\$224,511	\$33,441
Installation of Televisions		\$2,582	\$2,991	\$409
Audio (3)		\$319,798	\$374,716	\$54,918
Rental and Repair of TV/Radio/Sound Equipment		\$7,488	\$8,819	\$1,331
Pets		\$2,374,270	\$2,791,766	\$417,496
Toys/Games/Crafts/Hobbies (4)		\$342,477	\$402,598	\$60,121
Recreational Vehicles and Fees (5)		\$418,821	\$491,667	\$72,846
Sports/Recreation/Exercise Equipment (6)		\$516,299	\$606,450	\$90,151
Photo Equipment and Supplies (7)		\$135,896	\$159,246	\$23,350
Reading (8)		\$331,116	\$388,190	\$57,074
Catered Affairs (9)		\$96,669	\$112,857	\$16,188
Food		\$28,173,469	\$33,037,667	\$4,864,198
Food at Home		\$16,755,745	\$19,655,587	\$2,899,842
Bakery and Cereal Products		\$2,172,430	\$2,548,340	\$375,910
Meats, Poultry, Fish, and Eggs		\$3,651,903	\$4,284,238	\$632,335
Dairy Products		\$1,719,599	\$2,016,934	\$297,335
Fruits and Vegetables		\$3,279,191	\$3,842,707	\$563,516
Snacks and Other Food at Home (10)		\$5,932,622	\$6,963,368	\$1,030,746
Food Away from Home		\$11,417,724	\$13,382,080	\$1,964,356
Alcoholic Beverages		\$2,014,656	\$2,359,941	\$345,285

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	\$88,633,662	\$103,740,062	\$15,106,400
Value of Retirement Plans	\$349,352,074	\$409,586,496	\$60,234,422
Value of Other Financial Assets	\$30,872,396	\$36,235,481	\$5,363,085
Vehicle Loan Amount excluding Interest	\$7,957,597	\$9,360,828	\$1,403,231
Value of Credit Card Debt	\$8,951,838	\$10,496,821	\$1,544,983
Health			
Nonprescription Drugs	\$476,180	\$560,963	\$84,783
Prescription Drugs	\$1,033,342	\$1,218,564	\$185,222
Eyeglasses and Contact Lenses	\$310,477	\$364,863	\$54,386
Home			
Mortgage Payment and Basics (11)	\$38,117,569	\$44,614,630	\$6,497,061
Maintenance and Remodeling Services	\$9,899,454	\$11,588,789	\$1,689,335
Maintenance and Remodeling Materials (12)	\$2,073,222	\$2,435,661	\$362,439
Utilities, Fuel, and Public Services	\$15,254,689	\$17,912,132	\$2,657,443
Household Furnishings and Equipment			
Household Textiles (13)	\$309,470	\$362,474	\$53,004
Furniture	\$1,928,024	\$2,261,079	\$333,055
Rugs	\$103,781	\$121,612	\$17,831
Major Appliances (14)	\$1,195,362	\$1,402,423	\$207,061
Housewares (15)	\$268,735	\$315,429	\$46,694
Small Appliances	\$159,127	\$186,648	\$27,521
Luggage	\$49,055	\$57,431	\$8,376
Telephones and Accessories	\$327,624	\$384,479	\$56,855
Household Operations			
Child Care	\$1,682,207	\$1,967,286	\$285,079
Lawn and Garden (16)	\$1,689,117	\$1,984,719	\$295,602
Moving/Storage/Freight Express	\$190,307	\$222,470	\$32,163
Housekeeping Supplies (17)	\$2,379,459	\$2,794,771	\$415,312
Insurance			
Owners and Renters Insurance	\$2,017,131	\$2,373,261	\$356,130
Vehicle Insurance	\$5,396,191	\$6,334,101	\$937,910
Life/Other Insurance	\$2,002,211	\$2,350,512	\$348,301
Health Insurance	\$12,996,994	\$15,271,016	\$2,274,022
Personal Care Products (18)	\$1,500,490	\$1,760,414	\$259,924
School Books and Supplies (19)	\$389,940	\$456,885	\$66,945
Smoking Products	\$1,076,983	\$1,270,601	\$193,618
Transportation			
Payments on Vehicles excluding Leases	\$7,580,396	\$8,915,447	\$1,335,051
Gasoline and Motor Oil	\$7,229,773	\$8,484,812	\$1,255,039
Vehicle Maintenance and Repairs	\$3,320,276	\$3,900,438	\$580,162
Travel			
Airline Fares	\$2,005,464	\$2,343,224	\$337,760
Lodging on Trips	\$2,338,351	\$2,739,837	\$401,486
Auto/Truck Rental on Trips	\$171,830	\$200,901	\$29,071
Food and Drink on Trips	\$1,897,803	\$2,222,979	\$325,176

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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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