



# Retail Demand Outlook

Mecca CDP, CA (0646660)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Farm to Table (7E)	87.4%	Population	8,336	8,470
NeWest Residents (13C)	12.6%	Households	1,896	1,927
	0.0%	Families	1,720	1,748
	0.0%	Median Age	25.5	25.9
	0.0%	Median Household Income	\$35,734	\$39,766
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$2,149,645	\$2,671,464	\$521,819
Men's		\$430,438	\$534,709	\$104,271
Women's		\$716,874	\$889,572	\$172,698
Children's		\$341,298	\$425,048	\$83,750
Footwear		\$528,402	\$657,525	\$129,123
Watches & Jewelry		\$99,815	\$123,929	\$24,114
Apparel Products and Services (1)		\$49,813	\$61,798	\$11,985
<b>Computer</b>				
Computers and Hardware for Home Use		\$195,937	\$242,664	\$46,727
Portable Memory		\$4,687	\$5,813	\$1,126
Computer Software		\$11,630	\$14,420	\$2,790
Computer Accessories		\$15,323	\$19,039	\$3,716
<b>Entertainment &amp; Recreation</b>		\$2,996,529	\$3,716,038	\$719,509
Fees and Admissions		\$765,085	\$946,862	\$181,777
Membership Fees for Clubs (2)		\$242,083	\$299,732	\$57,649
Fees for Participant Sports, excl. Trips		\$115,371	\$142,776	\$27,405
Tickets to Theatre/Operas/Concerts		\$74,084	\$91,733	\$17,649
Tickets to Movies		\$70,783	\$87,810	\$17,027
Tickets to Parks or Museums		\$43,490	\$53,811	\$10,321
Admission to Sporting Events, excl. Trips		\$62,396	\$77,063	\$14,667
Fees for Recreational Lessons		\$156,007	\$192,851	\$36,844
Dating Services		\$871	\$1,087	\$216
TV/Video/Audio		\$1,050,791	\$1,305,803	\$255,012
Cable and Satellite Television Services		\$673,415	\$836,828	\$163,413
Televisions		\$110,741	\$137,748	\$27,007
Satellite Dishes		\$1,364	\$1,702	\$338
VCRs, Video Cameras, and DVD Players		\$5,374	\$6,659	\$1,285
Miscellaneous Video Equipment		\$11,460	\$14,236	\$2,776
Video Cassettes and DVDs		\$8,011	\$9,964	\$1,953
Video Game Hardware/Accessories		\$28,785	\$35,889	\$7,104
Video Game Software		\$17,193	\$21,400	\$4,207
Rental/Streaming/Downloaded Video		\$75,369	\$93,717	\$18,348
Installation of Televisions		\$1,454	\$1,790	\$336
Audio (3)		\$115,515	\$143,229	\$27,714
Rental and Repair of TV/Radio/Sound Equipment		\$2,110	\$2,641	\$531
Pets		\$631,186	\$782,221	\$151,035
Toys/Games/Crafts/Hobbies (4)		\$111,834	\$138,993	\$27,159
Recreational Vehicles and Fees (5)		\$80,448	\$99,520	\$19,072
Sports/Recreation/Exercise Equipment (6)		\$178,505	\$221,364	\$42,859
Photo Equipment and Supplies (7)		\$47,141	\$58,446	\$11,305
Reading (8)		\$98,215	\$121,647	\$23,432
Catered Affairs (9)		\$33,703	\$41,653	\$7,950
<b>Food</b>		\$9,749,116	\$12,104,697	\$2,355,581
Food at Home		\$5,581,365	\$6,931,704	\$1,350,339
Bakery and Cereal Products		\$692,255	\$860,051	\$167,796
Meats, Poultry, Fish, and Eggs		\$1,194,734	\$1,484,259	\$289,525
Dairy Products		\$576,804	\$715,711	\$138,907
Fruits and Vegetables		\$1,135,728	\$1,409,557	\$273,829
Snacks and Other Food at Home (10)		\$1,981,845	\$2,462,125	\$480,280
Food Away from Home		\$4,167,751	\$5,172,993	\$1,005,242
Alcoholic Beverages		\$631,437	\$782,517	\$151,080

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$25,461,457	\$31,393,697	\$5,932,240
Value of Retirement Plans	\$78,025,460	\$96,379,941	\$18,354,481
Value of Other Financial Assets	\$5,933,686	\$7,323,353	\$1,389,667
Vehicle Loan Amount excluding Interest	\$2,519,819	\$3,139,791	\$619,972
Value of Credit Card Debt	\$2,798,368	\$3,467,120	\$668,752
<b>Health</b>			
Nonprescription Drugs	\$142,603	\$177,009	\$34,406
Prescription Drugs	\$218,071	\$271,509	\$53,438
Eyeglasses and Contact Lenses	\$80,871	\$100,394	\$19,523
<b>Home</b>			
Mortgage Payment and Basics (11)	\$10,173,721	\$12,555,911	\$2,382,190
Maintenance and Remodeling Services	\$2,636,640	\$3,252,909	\$616,269
Maintenance and Remodeling Materials (12)	\$529,843	\$654,692	\$124,849
Utilities, Fuel, and Public Services	\$4,617,192	\$5,738,802	\$1,121,610
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$101,634	\$126,134	\$24,500
Furniture	\$570,617	\$709,158	\$138,541
Rugs	\$25,515	\$31,582	\$6,067
Major Appliances (14)	\$346,537	\$429,385	\$82,848
Housewares (15)	\$76,693	\$95,462	\$18,769
Small Appliances	\$61,383	\$76,099	\$14,716
Luggage	\$16,732	\$20,778	\$4,046
Telephones and Accessories	\$91,472	\$114,108	\$22,636
<b>Household Operations</b>			
Child Care	\$569,575	\$705,674	\$136,099
Lawn and Garden (16)	\$370,087	\$458,269	\$88,182
Moving/Storage/Freight Express	\$100,780	\$124,986	\$24,206
Housekeeping Supplies (17)	\$715,924	\$890,233	\$174,309
<b>Insurance</b>			
Owners and Renters Insurance	\$430,305	\$533,878	\$103,573
Vehicle Insurance	\$1,852,357	\$2,304,043	\$451,686
Life/Other Insurance	\$454,780	\$563,496	\$108,716
Health Insurance	\$3,392,736	\$4,212,068	\$819,332
Personal Care Products (18)	\$494,281	\$614,344	\$120,063
School Books and Supplies (19)	\$150,754	\$187,188	\$36,434
Smoking Products	\$282,041	\$352,418	\$70,377
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$2,275,588	\$2,832,017	\$556,429
Gasoline and Motor Oil	\$2,759,502	\$3,423,700	\$664,198
Vehicle Maintenance and Repairs	\$1,038,709	\$1,290,554	\$251,845
<b>Travel</b>			
Airline Fares	\$703,691	\$870,224	\$166,533
Lodging on Trips	\$635,407	\$786,430	\$151,023
Auto/Truck Rental on Trips	\$58,089	\$71,930	\$13,841
Food and Drink on Trips	\$591,098	\$731,872	\$140,774

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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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