



Retail Demand Outlook

Temecula city, CA (0678120)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	29.6%	Population	110,567	112,776
Workday Drive (4A)	18.0%	Households	36,253	37,131
Home Improvement (4B)	10.2%	Families	29,274	29,908
Up and Coming Families (7A)	8.7%	Median Age	35.0	35.6
Savvy Suburbanites (1D)	7.4%	Median Household Income	\$108,358	\$119,531
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$114,890,983	\$135,101,088	\$20,210,105
Men's		\$22,312,422	\$26,239,514	\$3,927,092
Women's		\$39,731,735	\$46,705,376	\$6,973,641
Children's		\$18,124,519	\$21,327,678	\$3,203,159
Footwear		\$26,248,129	\$30,872,358	\$4,624,229
Watches & Jewelry		\$6,780,413	\$7,967,302	\$1,186,889
Apparel Products and Services (1)		\$2,693,502	\$3,163,748	\$470,246
Computer				
Computers and Hardware for Home Use		\$9,478,609	\$11,144,897	\$1,666,288
Portable Memory		\$234,008	\$275,132	\$41,124
Computer Software		\$508,276	\$597,682	\$89,406
Computer Accessories		\$1,011,564	\$1,189,499	\$177,935
Entertainment & Recreation		\$173,576,252	\$204,005,903	\$30,429,651
Fees and Admissions		\$43,423,763	\$51,002,954	\$7,579,191
Membership Fees for Clubs (2)		\$14,096,678	\$16,554,772	\$2,458,094
Fees for Participant Sports, excl. Trips		\$7,128,243	\$8,374,795	\$1,246,552
Tickets to Theatre/Operas/Concerts		\$4,339,669	\$5,094,108	\$754,439
Tickets to Movies		\$3,374,876	\$3,970,955	\$596,079
Tickets to Parks or Museums		\$2,017,437	\$2,372,653	\$355,216
Admission to Sporting Events, excl. Trips		\$3,788,719	\$4,446,831	\$658,112
Fees for Recreational Lessons		\$8,627,837	\$10,129,723	\$1,501,886
Dating Services		\$50,303	\$59,117	\$8,814
TV/Video/Audio		\$60,839,136	\$71,546,545	\$10,707,409
Cable and Satellite Television Services		\$40,020,301	\$47,051,910	\$7,031,609
Televisions		\$6,415,053	\$7,548,004	\$1,132,951
Satellite Dishes		\$91,907	\$108,099	\$16,192
VCRs, Video Cameras, and DVD Players		\$269,242	\$316,654	\$47,412
Miscellaneous Video Equipment		\$801,640	\$941,878	\$140,238
Video Cassettes and DVDs		\$433,339	\$510,176	\$76,837
Video Game Hardware/Accessories		\$1,539,141	\$1,812,417	\$273,276
Video Game Software		\$853,850	\$1,005,705	\$151,855
Rental/Streaming/Downloaded Video		\$4,052,111	\$4,769,678	\$717,567
Installation of Televisions		\$44,869	\$52,701	\$7,832
Audio (3)		\$6,204,263	\$7,295,708	\$1,091,445
Rental and Repair of TV/Radio/Sound Equipment		\$113,420	\$133,614	\$20,194
Pets		\$36,995,037	\$43,473,634	\$6,478,597
Toys/Games/Crafts/Hobbies (4)		\$6,505,999	\$7,654,145	\$1,148,146
Recreational Vehicles and Fees (5)		\$6,004,803	\$7,044,461	\$1,039,658
Sports/Recreation/Exercise Equipment (6)		\$10,342,561	\$12,162,990	\$1,820,429
Photo Equipment and Supplies (7)		\$2,690,756	\$3,163,364	\$472,608
Reading (8)		\$5,288,748	\$6,213,229	\$924,481
Catered Affairs (9)		\$1,496,835	\$1,757,982	\$261,147
Food		\$493,044,671	\$579,859,402	\$86,814,731
Food at Home		\$285,799,702	\$336,120,854	\$50,321,152
Bakery and Cereal Products		\$36,444,403	\$42,857,382	\$6,412,979
Meats, Poultry, Fish, and Eggs		\$60,971,958	\$71,704,846	\$10,732,888
Dairy Products		\$28,575,693	\$33,601,402	\$5,025,709
Fruits and Vegetables		\$55,751,405	\$65,561,499	\$9,810,094
Snacks and Other Food at Home (10)		\$104,056,243	\$122,395,725	\$18,339,482
Food Away from Home		\$207,244,969	\$243,738,548	\$36,493,579
Alcoholic Beverages		\$33,484,506	\$39,338,176	\$5,853,670

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	\$1,576,289,723	\$1,849,463,935	\$273,174,212
Value of Retirement Plans	\$5,646,875,480	\$6,623,787,000	\$976,911,520
Value of Other Financial Assets	\$417,463,617	\$489,534,746	\$72,071,129
Vehicle Loan Amount excluding Interest	\$162,884,648	\$191,701,995	\$28,817,347
Value of Credit Card Debt	\$148,573,106	\$174,606,319	\$26,033,213
Health			
Nonprescription Drugs	\$7,681,767	\$9,034,184	\$1,352,417
Prescription Drugs	\$16,306,030	\$19,170,877	\$2,864,847
Eyeglasses and Contact Lenses	\$5,082,923	\$5,972,486	\$889,563
Home			
Mortgage Payment and Basics (11)	\$632,649,845	\$742,621,468	\$109,971,623
Maintenance and Remodeling Services	\$165,964,745	\$194,794,950	\$28,830,205
Maintenance and Remodeling Materials (12)	\$34,816,053	\$40,898,522	\$6,082,469
Utilities, Fuel, and Public Services	\$259,840,446	\$305,613,130	\$45,772,684
Household Furnishings and Equipment			
Household Textiles (13)	\$5,538,497	\$6,511,849	\$973,352
Furniture	\$35,484,300	\$41,719,503	\$6,235,203
Rugs	\$1,757,993	\$2,064,463	\$306,470
Major Appliances (14)	\$21,476,454	\$25,238,790	\$3,762,336
Housewares (15)	\$4,798,073	\$5,641,511	\$843,438
Small Appliances	\$2,811,944	\$3,307,768	\$495,824
Luggage	\$967,399	\$1,137,836	\$170,437
Telephones and Accessories	\$5,191,546	\$6,100,654	\$909,108
Household Operations			
Child Care	\$33,255,766	\$39,077,167	\$5,821,401
Lawn and Garden (16)	\$26,914,484	\$31,604,972	\$4,690,488
Moving/Storage/Freight Express	\$3,994,059	\$4,702,595	\$708,536
Housekeeping Supplies (17)	\$41,357,883	\$48,637,346	\$7,279,463
Insurance			
Owners and Renters Insurance	\$34,161,417	\$40,135,979	\$5,974,562
Vehicle Insurance	\$100,562,763	\$118,342,718	\$17,779,955
Life/Other Insurance	\$32,844,467	\$38,565,889	\$5,721,422
Health Insurance	\$216,226,796	\$254,145,214	\$37,918,418
Personal Care Products (18)	\$26,875,920	\$31,610,141	\$4,734,221
School Books and Supplies (19)	\$7,241,171	\$8,519,625	\$1,278,454
Smoking Products	\$16,844,639	\$19,836,418	\$2,991,779
Transportation			
Payments on Vehicles excluding Leases	\$147,488,338	\$173,515,786	\$26,027,448
Gasoline and Motor Oil	\$128,928,237	\$151,701,656	\$22,773,419
Vehicle Maintenance and Repairs	\$59,803,061	\$70,338,955	\$10,535,894
Travel			
Airline Fares	\$36,237,616	\$42,569,981	\$6,332,365
Lodging on Trips	\$40,098,511	\$47,089,415	\$6,990,904
Auto/Truck Rental on Trips	\$3,208,183	\$3,770,078	\$561,895
Food and Drink on Trips	\$33,447,535	\$39,297,944	\$5,850,409

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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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