



Retail Demand Outlook

Temecula city, CA (0678120)
 Temecula city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	30.1%	Population	112,089	114,929
Workday Drive (4A)	17.7%	Households	36,753	37,789
Home Improvement (4B)	10.3%	Families	29,665	30,415
Up and Coming Families (7A)	8.7%	Median Age	35.2	35.7
Savvy Suburbanites (1D)	7.3%	Median Household Income	\$107,393	\$116,872
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$104,096,501	\$121,717,132	\$17,620,631
Men's		\$19,657,288	\$22,984,124	\$3,326,836
Women's		\$35,118,963	\$41,049,773	\$5,930,810
Children's		\$16,700,955	\$19,548,191	\$2,847,236
Footwear		\$23,148,995	\$27,083,115	\$3,934,120
Watches & Jewelry		\$7,535,625	\$8,791,265	\$1,255,640
Apparel Products and Services (1)		\$1,934,676	\$2,260,665	\$325,989
Computer				
Computers and Hardware for Home Use		\$12,502,626	\$14,625,915	\$2,123,289
Portable Memory		\$217,305	\$253,997	\$36,692
Computer Software		\$652,793	\$764,215	\$111,422
Computer Accessories		\$1,190,941	\$1,392,397	\$201,456
Entertainment & Recreation		\$179,790,959	\$209,945,803	\$30,154,844
Fees and Admissions		\$37,055,292	\$43,209,469	\$6,154,177
Membership Fees for Clubs (2)		\$14,055,412	\$16,385,771	\$2,330,359
Fees for Participant Sports, excl. Trips		\$6,327,724	\$7,379,086	\$1,051,362
Tickets to Theatre/Operas/Concerts		\$2,613,843	\$3,048,071	\$434,228
Tickets to Movies		\$1,475,535	\$1,726,892	\$251,357
Tickets to Parks or Museums		\$1,524,328	\$1,781,660	\$257,332
Admission to Sporting Events, excl. Trips		\$2,819,948	\$3,283,557	\$463,609
Fees for Recreational Lessons		\$8,196,996	\$9,555,789	\$1,358,793
Dating Services		\$41,505	\$48,642	\$7,137
TV/Video/Audio		\$61,145,891	\$71,486,415	\$10,340,524
Cable and Satellite Television Services		\$37,043,872	\$43,282,512	\$6,238,640
Televisions		\$6,913,559	\$8,092,203	\$1,178,644
Satellite Dishes		\$82,901	\$97,017	\$14,116
VCRs, Video Cameras, and DVD Players		\$239,609	\$280,327	\$40,718
Miscellaneous Video Equipment		\$607,292	\$709,742	\$102,450
Video Cassettes and DVDs		\$334,309	\$391,508	\$57,199
Video Game Hardware/Accessories		\$1,867,960	\$2,190,913	\$322,953
Video Game Software		\$892,572	\$1,047,571	\$154,999
Rental/Streaming/Downloaded Video		\$6,240,587	\$7,305,286	\$1,064,699
Installation of Televisions		\$81,934	\$95,654	\$13,720
Audio (3)		\$6,739,299	\$7,874,058	\$1,134,759
Rental and Repair of TV/Radio/Sound Equipment		\$101,998	\$119,624	\$17,626
Pets		\$41,227,074	\$48,114,070	\$6,886,996
Toys/Games/Crafts/Hobbies (4)		\$7,715,909	\$9,024,858	\$1,308,949
Recreational Vehicles and Fees (5)		\$7,082,846	\$8,247,144	\$1,164,298
Sports/Recreation/Exercise Equipment (6)		\$15,982,969	\$18,673,737	\$2,690,768
Photo Equipment and Supplies (7)		\$2,298,057	\$2,685,101	\$387,044
Reading (8)		\$5,740,852	\$6,703,284	\$962,432
Catered Affairs (9)		\$1,542,068	\$1,801,724	\$259,656
Food		\$490,210,509	\$573,209,646	\$82,999,137
Food at Home		\$310,042,707	\$362,524,031	\$52,481,324
Bakery and Cereal Products		\$39,683,523	\$46,394,232	\$6,710,709
Meats, Poultry, Fish, and Eggs		\$66,488,804	\$77,762,841	\$11,274,037
Dairy Products		\$29,920,421	\$34,976,679	\$5,056,258
Fruits and Vegetables		\$61,011,045	\$71,329,461	\$10,318,416
Snacks and Other Food at Home (10)		\$112,938,915	\$132,060,819	\$19,121,904
Food Away from Home		\$180,167,802	\$210,685,615	\$30,517,813
Alcoholic Beverages		\$31,495,348	\$36,762,903	\$5,267,555

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Temecula city, CA (0678120)
 Temecula city
 Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,806,809,427	\$2,100,739,261	\$293,929,834
Value of Retirement Plans	\$6,802,173,154	\$7,912,662,185	\$1,110,489,031
Value of Other Financial Assets	\$377,703,920	\$439,543,366	\$61,839,446
Vehicle Loan Amount excluding Interest	\$186,834,007	\$218,609,888	\$31,775,881
Value of Credit Card Debt	\$145,995,028	\$170,499,555	\$24,504,527
Health			
Nonprescription Drugs	\$7,824,402	\$9,146,621	\$1,322,219
Prescription Drugs	\$15,793,959	\$18,446,359	\$2,652,400
Eyeglasses and Contact Lenses	\$4,991,662	\$5,826,783	\$835,121
Home			
Mortgage Payment and Basics (11)	\$667,951,347	\$778,045,772	\$110,094,425
Maintenance and Remodeling Services	\$196,491,494	\$228,804,678	\$32,313,184
Maintenance and Remodeling Materials (12)	\$39,240,367	\$45,740,851	\$6,500,484
Utilities, Fuel, and Public Services	\$264,130,840	\$308,833,860	\$44,703,020
Household Furnishings and Equipment			
Household Textiles (13)	\$5,802,378	\$6,783,437	\$981,059
Furniture	\$40,098,422	\$46,874,900	\$6,776,478
Rugs	\$1,940,393	\$2,262,514	\$322,121
Major Appliances (14)	\$25,506,112	\$29,774,058	\$4,267,946
Housewares (15)	\$5,266,855	\$6,154,180	\$887,325
Small Appliances	\$3,371,301	\$3,946,754	\$575,453
Luggage	\$714,279	\$835,449	\$121,170
Telephones and Accessories	\$4,909,341	\$5,735,916	\$826,575
Household Operations			
Child Care	\$28,161,336	\$32,862,243	\$4,700,907
Lawn and Garden (16)	\$31,543,136	\$36,752,357	\$5,209,221
Moving/Storage/Freight Express	\$4,213,459	\$4,931,714	\$718,255
Housekeeping Supplies (17)	\$42,993,907	\$50,249,163	\$7,255,256
Insurance			
Owners and Renters Insurance	\$37,168,567	\$43,339,520	\$6,170,953
Vehicle Insurance	\$102,173,094	\$119,596,722	\$17,423,628
Life/Other Insurance	\$32,909,504	\$38,361,040	\$5,451,536
Health Insurance	\$225,557,003	\$263,378,368	\$37,821,365
Personal Care Products (18)	\$26,136,467	\$30,560,610	\$4,424,143
School Books and Supplies (19)	\$6,574,301	\$7,691,284	\$1,116,983
Smoking Products	\$16,753,649	\$19,647,457	\$2,893,808
Transportation			
Payments on Vehicles excluding Leases	\$148,851,997	\$174,077,756	\$25,225,759
Gasoline and Motor Oil	\$117,719,481	\$137,776,353	\$20,056,872
Vehicle Maintenance and Repairs	\$61,812,167	\$72,278,149	\$10,465,982
Travel			
Airline Fares	\$23,670,501	\$27,633,132	\$3,962,631
Lodging on Trips	\$35,825,808	\$41,793,091	\$5,967,283
Auto/Truck Rental on Trips	\$3,960,421	\$4,624,380	\$663,959
Food and Drink on Trips	\$27,384,668	\$31,975,805	\$4,591,137

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.