



# Retail Demand Outlook

Calimesa city, CA (0609864)  
 Calimesa city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
The Great Outdoors (6C)	33.5%	Population	11,731	12,200
Midlife Constants (5E)	20.1%	Households	4,436	4,605
The Elders (9C)	15.9%	Families	2,780	2,884
Senior Escapes (9D)	13.6%	Median Age	48.4	49.2
Boomburbs (1C)	9.9%	Median Household Income	\$77,526	\$91,050
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$8,359,519	\$10,180,504	\$1,820,985
Men's		\$1,631,178	\$1,988,504	\$357,326
Women's		\$2,961,973	\$3,609,353	\$647,380
Children's		\$1,163,980	\$1,415,358	\$251,378
Footwear		\$1,821,457	\$2,216,812	\$395,355
Watches & Jewelry		\$604,097	\$734,997	\$130,900
Apparel Products and Services (1)		\$176,834	\$215,480	\$38,646
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,015,485	\$1,237,918	\$222,433
Portable Memory		\$19,267	\$23,489	\$4,222
Computer Software		\$58,335	\$71,110	\$12,775
Computer Accessories		\$105,518	\$128,716	\$23,198
<b>Entertainment &amp; Recreation</b>		\$15,937,478	\$19,431,345	\$3,493,867
Fees and Admissions		\$2,880,959	\$3,511,993	\$631,034
Membership Fees for Clubs (2)		\$1,112,200	\$1,355,329	\$243,129
Fees for Participant Sports, excl. Trips		\$549,279	\$670,955	\$121,676
Tickets to Theatre/Operas/Concerts		\$226,206	\$275,776	\$49,570
Tickets to Movies		\$108,403	\$132,208	\$23,805
Tickets to Parks or Museums		\$107,143	\$130,484	\$23,341
Admission to Sporting Events, excl. Trips		\$207,929	\$252,699	\$44,770
Fees for Recreational Lessons		\$566,324	\$690,318	\$123,994
Dating Services		\$3,475	\$4,222	\$747
TV/Video/Audio		\$5,678,733	\$6,922,198	\$1,243,465
Cable and Satellite Television Services		\$3,756,900	\$4,580,952	\$824,052
Televisions		\$576,424	\$702,357	\$125,933
Satellite Dishes		\$6,079	\$7,400	\$1,321
VCRs, Video Cameras, and DVD Players		\$19,174	\$23,373	\$4,199
Miscellaneous Video Equipment		\$48,761	\$59,381	\$10,620
Video Cassettes and DVDs		\$27,623	\$33,697	\$6,074
Video Game Hardware/Accessories		\$140,507	\$170,864	\$30,357
Video Game Software		\$68,797	\$83,690	\$14,893
Rental/Streaming/Downloaded Video		\$480,038	\$584,854	\$104,816
Installation of Televisions		\$6,593	\$8,045	\$1,452
Audio (3)		\$537,479	\$654,982	\$117,503
Rental and Repair of TV/Radio/Sound Equipment		\$10,358	\$12,604	\$2,246
Pets		\$4,052,045	\$4,942,476	\$890,431
Toys/Games/Crafts/Hobbies (4)		\$635,549	\$774,308	\$138,759
Recreational Vehicles and Fees (5)		\$651,532	\$794,091	\$142,559
Sports/Recreation/Exercise Equipment (6)		\$1,180,799	\$1,440,163	\$259,364
Photo Equipment and Supplies (7)		\$187,562	\$228,588	\$41,026
Reading (8)		\$562,309	\$686,187	\$123,878
Catered Affairs (9)		\$107,988	\$131,342	\$23,354
<b>Food</b>		\$42,751,657	\$52,111,005	\$9,359,348
Food at Home		\$28,008,342	\$34,142,677	\$6,134,335
Bakery and Cereal Products		\$3,610,427	\$4,400,276	\$789,849
Meats, Poultry, Fish, and Eggs		\$6,001,657	\$7,315,267	\$1,313,610
Dairy Products		\$2,781,550	\$3,391,941	\$610,391
Fruits and Vegetables		\$5,553,487	\$6,770,914	\$1,217,427
Snacks and Other Food at Home (10)		\$10,061,221	\$12,264,279	\$2,203,058
Food Away from Home		\$14,743,315	\$17,968,328	\$3,225,013
Alcoholic Beverages		\$2,834,134	\$3,456,659	\$622,525

**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

Calimesa city, CA (0609864)  
 Calimesa city  
 Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$170,098,785	\$207,408,156	\$37,309,371
Value of Retirement Plans	\$616,651,570	\$751,933,647	\$135,282,077
Value of Other Financial Assets	\$40,172,003	\$49,060,722	\$8,888,719
Vehicle Loan Amount excluding Interest	\$14,832,488	\$18,076,469	\$3,243,981
Value of Credit Card Debt	\$12,903,076	\$15,720,985	\$2,817,909
<b>Health</b>			
Nonprescription Drugs	\$748,320	\$912,518	\$164,198
Prescription Drugs	\$1,649,827	\$2,011,506	\$361,679
Eyeglasses and Contact Lenses	\$465,972	\$567,846	\$101,874
<b>Home</b>			
Mortgage Payment and Basics (11)	\$56,114,875	\$68,437,143	\$12,322,268
Maintenance and Remodeling Services	\$18,047,252	\$22,038,654	\$3,991,402
Maintenance and Remodeling Materials (12)	\$3,615,206	\$4,410,729	\$795,523
Utilities, Fuel, and Public Services	\$24,207,019	\$29,505,842	\$5,298,823
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$496,660	\$605,443	\$108,783
Furniture	\$3,323,721	\$4,051,164	\$727,443
Rugs	\$174,523	\$212,756	\$38,233
Major Appliances (14)	\$2,326,488	\$2,837,923	\$511,435
Housewares (15)	\$451,451	\$550,701	\$99,250
Small Appliances	\$294,658	\$359,233	\$64,575
Luggage	\$57,468	\$70,065	\$12,597
Telephones and Accessories	\$442,023	\$539,112	\$97,089
<b>Household Operations</b>			
Child Care	\$1,796,084	\$2,183,779	\$387,695
Lawn and Garden (16)	\$3,034,416	\$3,701,824	\$667,408
Moving/Storage/Freight Express	\$406,407	\$496,323	\$89,916
Housekeeping Supplies (17)	\$3,959,742	\$4,828,906	\$869,164
<b>Insurance</b>			
Owners and Renters Insurance	\$3,464,486	\$4,224,494	\$760,008
Vehicle Insurance	\$8,914,006	\$10,866,674	\$1,952,668
Life/Other Insurance	\$2,942,421	\$3,586,552	\$644,131
Health Insurance	\$21,624,747	\$26,370,581	\$4,745,834
Personal Care Products (18)	\$2,236,705	\$2,726,592	\$489,887
School Books and Supplies (19)	\$534,856	\$651,970	\$117,114
Smoking Products	\$1,707,468	\$2,078,126	\$370,658
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$12,256,889	\$14,933,704	\$2,676,815
Gasoline and Motor Oil	\$10,346,734	\$12,610,814	\$2,264,080
Vehicle Maintenance and Repairs	\$5,542,694	\$6,758,758	\$1,216,064
<b>Travel</b>			
Airline Fares	\$1,943,720	\$2,371,142	\$427,422
Lodging on Trips	\$2,972,187	\$3,622,947	\$650,760
Auto/Truck Rental on Trips	\$327,105	\$398,819	\$71,714
Food and Drink on Trips	\$2,309,164	\$2,815,264	\$506,100

**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.