



Retail Demand Outlook

Coronita CDP, CA (0616420)
 Coronita CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Villages (7B)	51.4%	Population	2,799	3,028
Southern Satellites (10A)	34.5%	Households	768	833
Urban Edge Families (7C)	10.5%	Families	636	692
Enterprising Professionals (2D)	3.5%	Median Age	34.9	37.0
	0.0%	Median Household Income	\$102,326	\$110,623
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$2,035,059	\$2,512,804	\$477,745
Men's		\$386,634	\$476,968	\$90,334
Women's		\$713,474	\$880,369	\$166,895
Children's		\$301,296	\$372,839	\$71,543
Footwear		\$450,377	\$555,871	\$105,494
Watches & Jewelry		\$144,701	\$179,096	\$34,395
Apparel Products and Services (1)		\$38,579	\$47,660	\$9,081
Computer				
Computers and Hardware for Home Use		\$249,262	\$306,776	\$57,514
Portable Memory		\$4,104	\$5,058	\$954
Computer Software		\$13,599	\$16,738	\$3,139
Computer Accessories		\$23,048	\$28,389	\$5,341
Entertainment & Recreation		\$3,542,984	\$4,382,707	\$839,723
Fees and Admissions		\$647,263	\$797,878	\$150,615
Membership Fees for Clubs (2)		\$245,365	\$303,193	\$57,828
Fees for Participant Sports, excl. Trips		\$110,188	\$135,823	\$25,635
Tickets to Theatre/Operas/Concerts		\$47,758	\$58,847	\$11,089
Tickets to Movies		\$27,135	\$33,307	\$6,172
Tickets to Parks or Museums		\$27,359	\$33,812	\$6,453
Admission to Sporting Events, excl. Trips		\$46,752	\$57,944	\$11,192
Fees for Recreational Lessons		\$141,975	\$174,046	\$32,071
Dating Services		\$732	\$906	\$174
TV/Video/Audio		\$1,272,039	\$1,575,944	\$303,905
Cable and Satellite Television Services		\$804,669	\$998,979	\$194,310
Televisions		\$141,698	\$175,034	\$33,336
Satellite Dishes		\$1,669	\$2,063	\$394
VCRs, Video Cameras, and DVD Players		\$5,455	\$6,699	\$1,244
Miscellaneous Video Equipment		\$9,922	\$12,260	\$2,338
Video Cassettes and DVDs		\$5,971	\$7,357	\$1,386
Video Game Hardware/Accessories		\$35,839	\$44,270	\$8,431
Video Game Software		\$17,758	\$21,917	\$4,159
Rental/Streaming/Downloaded Video		\$116,717	\$144,065	\$27,348
Installation of Televisions		\$1,545	\$1,895	\$350
Audio (3)		\$127,876	\$157,752	\$29,876
Rental and Repair of TV/Radio/Sound Equipment		\$2,921	\$3,653	\$732
Pets		\$891,906	\$1,104,255	\$212,349
Toys/Games/Crafts/Hobbies (4)		\$143,207	\$177,098	\$33,891
Recreational Vehicles and Fees (5)		\$134,222	\$166,463	\$32,241
Sports/Recreation/Exercise Equipment (6)		\$262,353	\$324,370	\$62,017
Photo Equipment and Supplies (7)		\$41,833	\$51,615	\$9,782
Reading (8)		\$119,554	\$147,374	\$27,820
Catered Affairs (9)		\$30,607	\$37,711	\$7,104
Food		\$10,050,841	\$12,421,775	\$2,370,934
Food at Home		\$6,479,364	\$8,010,748	\$1,531,384
Bakery and Cereal Products		\$819,650	\$1,014,076	\$194,426
Meats, Poultry, Fish, and Eggs		\$1,423,084	\$1,759,573	\$336,489
Dairy Products		\$623,074	\$769,950	\$146,876
Fruits and Vegetables		\$1,298,321	\$1,603,115	\$304,794
Snacks and Other Food at Home (10)		\$2,315,235	\$2,864,034	\$548,799
Food Away from Home		\$3,571,477	\$4,411,028	\$839,551
Alcoholic Beverages		\$641,449	\$790,832	\$149,383

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.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$37,213,043	\$45,888,814	\$8,675,771
Value of Retirement Plans	\$126,625,598	\$156,656,408	\$30,030,810
Value of Other Financial Assets	\$9,610,091	\$11,794,624	\$2,184,533
Vehicle Loan Amount excluding Interest	\$3,544,853	\$4,399,893	\$855,040
Value of Credit Card Debt	\$2,997,226	\$3,706,671	\$709,445
Health			
Nonprescription Drugs	\$160,190	\$199,250	\$39,060
Prescription Drugs	\$328,595	\$410,002	\$81,407
Eyeglasses and Contact Lenses	\$97,121	\$120,373	\$23,252
Home			
Mortgage Payment and Basics (11)	\$13,263,896	\$16,363,497	\$3,099,601
Maintenance and Remodeling Services	\$3,825,760	\$4,725,684	\$899,924
Maintenance and Remodeling Materials (12)	\$784,410	\$975,326	\$190,916
Utilities, Fuel, and Public Services	\$5,542,800	\$6,869,134	\$1,326,334
Household Furnishings and Equipment			
Household Textiles (13)	\$115,147	\$142,206	\$27,059
Furniture	\$769,574	\$952,096	\$182,522
Rugs	\$37,504	\$46,427	\$8,923
Major Appliances (14)	\$521,505	\$645,971	\$124,466
Housewares (15)	\$103,620	\$127,798	\$24,178
Small Appliances	\$72,165	\$88,899	\$16,734
Luggage	\$13,688	\$16,896	\$3,208
Telephones and Accessories	\$102,677	\$126,923	\$24,246
Household Operations			
Child Care	\$476,839	\$588,096	\$111,257
Lawn and Garden (16)	\$655,111	\$812,423	\$157,312
Moving/Storage/Freight Express	\$88,892	\$109,617	\$20,725
Housekeeping Supplies (17)	\$870,397	\$1,077,872	\$207,475
Insurance			
Owners and Renters Insurance	\$748,858	\$930,777	\$181,919
Vehicle Insurance	\$2,110,548	\$2,614,368	\$503,820
Life/Other Insurance	\$629,535	\$781,892	\$152,357
Health Insurance	\$4,611,215	\$5,721,698	\$1,110,483
Personal Care Products (18)	\$534,684	\$659,801	\$125,117
School Books and Supplies (19)	\$127,474	\$157,595	\$30,121
Smoking Products	\$377,025	\$471,637	\$94,612
Transportation			
Payments on Vehicles excluding Leases	\$2,847,441	\$3,535,831	\$688,390
Gasoline and Motor Oil	\$2,568,712	\$3,179,967	\$611,255
Vehicle Maintenance and Repairs	\$1,240,752	\$1,534,687	\$293,935
Travel			
Airline Fares	\$467,099	\$574,505	\$107,406
Lodging on Trips	\$689,425	\$852,907	\$163,482
Auto/Truck Rental on Trips	\$73,132	\$90,210	\$17,078
Food and Drink on Trips	\$532,709	\$657,841	\$125,132

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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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