



Retail Demand Outlook

Idyllwild-Pine Cove CDP, CA (0636203)
 Idyllwild-Pine Cove CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rural Resort Dwellers (6E)	100.0%	Population	4,060	4,042
	0.0%	Households	1,889	1,882
	0.0%	Families	1,093	1,085
	0.0%	Median Age	55.5	56.3
	0.0%	Median Household Income	\$84,895	\$101,894
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$3,526,702	\$4,436,350	\$909,648
Men's		\$641,162	\$806,538	\$165,376
Women's		\$1,258,814	\$1,583,503	\$324,689
Children's		\$539,286	\$678,385	\$139,099
Footwear		\$771,086	\$969,973	\$198,887
Watches & Jewelry		\$243,967	\$306,894	\$62,927
Apparel Products and Services (1)		\$72,386	\$91,057	\$18,671
Computer				
Computers and Hardware for Home Use		\$415,755	\$522,992	\$107,237
Portable Memory		\$9,693	\$12,193	\$2,500
Computer Software		\$27,016	\$33,984	\$6,968
Computer Accessories		\$49,288	\$62,002	\$12,714
Entertainment & Recreation		\$8,907,185	\$11,204,632	\$2,297,447
Fees and Admissions		\$1,034,645	\$1,301,513	\$266,868
Membership Fees for Clubs (2)		\$414,930	\$521,954	\$107,024
Fees for Participant Sports, excl. Trips		\$187,255	\$235,554	\$48,299
Tickets to Theatre/Operas/Concerts		\$81,048	\$101,952	\$20,904
Tickets to Movies		\$35,677	\$44,880	\$9,203
Tickets to Parks or Museums		\$40,421	\$50,846	\$10,425
Admission to Sporting Events, excl. Trips		\$81,666	\$102,731	\$21,065
Fees for Recreational Lessons		\$192,823	\$242,558	\$49,735
Dating Services		\$825	\$1,038	\$213
TV/Video/Audio		\$3,050,109	\$3,836,830	\$786,721
Cable and Satellite Television Services		\$2,173,229	\$2,733,774	\$560,545
Televisions		\$285,832	\$359,557	\$73,725
Satellite Dishes		\$2,681	\$3,372	\$691
VCRs, Video Cameras, and DVD Players		\$8,043	\$10,117	\$2,074
Miscellaneous Video Equipment		\$15,261	\$19,197	\$3,936
Video Cassettes and DVDs		\$12,167	\$15,306	\$3,139
Video Game Hardware/Accessories		\$67,849	\$85,349	\$17,500
Video Game Software		\$30,315	\$38,135	\$7,820
Rental/Streaming/Downloaded Video		\$216,127	\$271,873	\$55,746
Installation of Televisions		\$2,681	\$3,372	\$691
Audio (3)		\$230,975	\$290,551	\$59,576
Rental and Repair of TV/Radio/Sound Equipment		\$4,949	\$6,226	\$1,277
Pets		\$2,998,758	\$3,772,234	\$773,476
Toys/Games/Crafts/Hobbies (4)		\$346,050	\$435,308	\$89,258
Recreational Vehicles and Fees (5)		\$506,083	\$636,618	\$130,535
Sports/Recreation/Exercise Equipment (6)		\$572,282	\$719,892	\$147,610
Photo Equipment and Supplies (7)		\$83,728	\$105,325	\$21,597
Reading (8)		\$271,602	\$341,657	\$70,055
Catered Affairs (9)		\$43,927	\$55,256	\$11,329
Food		\$20,703,827	\$26,044,005	\$5,340,178
Food at Home		\$14,196,722	\$17,858,509	\$3,661,787
Bakery and Cereal Products		\$1,856,669	\$2,335,563	\$478,894
Meats, Poultry, Fish, and Eggs		\$2,993,603	\$3,765,748	\$772,145
Dairy Products		\$1,496,183	\$1,882,096	\$385,913
Fruits and Vegetables		\$2,681,168	\$3,372,726	\$691,558
Snacks and Other Food at Home (10)		\$5,169,100	\$6,502,375	\$1,333,275
Food Away from Home		\$6,507,106	\$8,185,496	\$1,678,390
Alcoholic Beverages		\$1,220,869	\$1,535,770	\$314,901

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	\$64,670,975	\$81,351,683	\$16,680,708
Value of Retirement Plans	\$277,913,404	\$349,596,139	\$71,682,735
Value of Other Financial Assets	\$20,201,869	\$25,412,575	\$5,210,706
Vehicle Loan Amount excluding Interest	\$7,891,719	\$9,927,245	\$2,035,526
Value of Credit Card Debt	\$6,158,787	\$7,747,335	\$1,588,548
Health			
Nonprescription Drugs	\$451,845	\$568,390	\$116,545
Prescription Drugs	\$1,042,275	\$1,311,111	\$268,836
Eyeglasses and Contact Lenses	\$287,482	\$361,632	\$74,150
Home			
Mortgage Payment and Basics (11)	\$24,792,912	\$31,187,795	\$6,394,883
Maintenance and Remodeling Services	\$9,331,808	\$11,738,779	\$2,406,971
Maintenance and Remodeling Materials (12)	\$2,377,600	\$2,990,859	\$613,259
Utilities, Fuel, and Public Services	\$13,006,993	\$16,361,912	\$3,354,919
Household Furnishings and Equipment			
Household Textiles (13)	\$222,726	\$280,174	\$57,448
Furniture	\$1,587,129	\$1,996,500	\$409,371
Rugs	\$89,915	\$113,107	\$23,192
Major Appliances (14)	\$1,297,998	\$1,632,793	\$334,795
Housewares (15)	\$200,660	\$252,416	\$51,756
Small Appliances	\$147,040	\$184,967	\$37,927
Luggage	\$22,685	\$28,536	\$5,851
Telephones and Accessories	\$191,173	\$240,483	\$49,310
Household Operations			
Child Care	\$658,692	\$828,589	\$169,897
Lawn and Garden (16)	\$1,923,693	\$2,419,875	\$496,182
Moving/Storage/Freight Express	\$210,765	\$265,128	\$54,363
Housekeeping Supplies (17)	\$2,075,477	\$2,610,808	\$535,331
Insurance			
Owners and Renters Insurance	\$1,985,767	\$2,497,960	\$512,193
Vehicle Insurance	\$4,560,315	\$5,736,566	\$1,176,251
Life/Other Insurance	\$1,566,094	\$1,970,039	\$403,945
Health Insurance	\$12,006,789	\$15,103,722	\$3,096,933
Personal Care Products (18)	\$977,520	\$1,229,653	\$252,133
School Books and Supplies (19)	\$262,323	\$329,984	\$67,661
Smoking Products	\$1,204,164	\$1,514,756	\$310,592
Transportation			
Payments on Vehicles excluding Leases	\$6,964,931	\$8,761,409	\$1,796,478
Gasoline and Motor Oil	\$5,935,236	\$7,466,123	\$1,530,887
Vehicle Maintenance and Repairs	\$3,034,436	\$3,817,114	\$782,678
Travel			
Airline Fares	\$798,514	\$1,004,476	\$205,962
Lodging on Trips	\$1,415,548	\$1,780,662	\$365,114
Auto/Truck Rental on Trips	\$133,017	\$167,326	\$34,309
Food and Drink on Trips	\$1,120,642	\$1,409,691	\$289,049

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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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