



Retail Demand Outlook

Lake Mathews CDP, CA (0639645)
 Lake Mathews CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Pleasantville (2B)	38.2%	Population	6,283	6,441
Salt of the Earth (6B)	36.4%	Households	1,916	1,968
Urban Villages (7B)	10.4%	Families	1,672	1,722
The Great Outdoors (6C)	8.7%	Median Age	40.9	41.8
Savvy Suburbanites (1D)	3.2%	Median Household Income	\$111,539	\$125,896
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,646,765	\$6,711,791	\$1,065,026
Men's		\$1,028,798	\$1,222,644	\$193,846
Women's		\$1,948,148	\$2,315,704	\$367,556
Children's		\$814,712	\$970,212	\$155,500
Footwear		\$1,275,936	\$1,515,953	\$240,017
Watches & Jewelry		\$461,387	\$547,303	\$85,916
Apparel Products and Services (1)		\$117,785	\$139,975	\$22,190
Computer				
Computers and Hardware for Home Use		\$650,334	\$771,981	\$121,647
Portable Memory		\$12,135	\$14,452	\$2,317
Computer Software		\$37,103	\$44,032	\$6,929
Computer Accessories		\$64,975	\$77,243	\$12,268
Entertainment & Recreation		\$10,165,534	\$12,104,589	\$1,939,055
Fees and Admissions		\$1,961,076	\$2,327,378	\$366,302
Membership Fees for Clubs (2)		\$753,059	\$894,782	\$141,723
Fees for Participant Sports, excl. Trips		\$324,885	\$385,775	\$60,890
Tickets to Theatre/Operas/Concerts		\$154,690	\$183,582	\$28,892
Tickets to Movies		\$65,532	\$77,748	\$12,216
Tickets to Parks or Museums		\$69,498	\$82,861	\$13,363
Admission to Sporting Events, excl. Trips		\$170,845	\$203,263	\$32,418
Fees for Recreational Lessons		\$420,373	\$496,765	\$76,392
Dating Services		\$2,195	\$2,603	\$408
TV/Video/Audio		\$3,494,242	\$4,163,686	\$669,444
Cable and Satellite Television Services		\$2,293,144	\$2,733,234	\$440,090
Televisions		\$360,986	\$429,956	\$68,970
Satellite Dishes		\$3,588	\$4,288	\$700
VCRs, Video Cameras, and DVD Players		\$11,894	\$14,129	\$2,235
Miscellaneous Video Equipment		\$30,759	\$36,552	\$5,793
Video Cassettes and DVDs		\$15,107	\$17,982	\$2,875
Video Game Hardware/Accessories		\$92,444	\$110,233	\$17,789
Video Game Software		\$43,410	\$51,697	\$8,287
Rental/Streaming/Downloaded Video		\$285,475	\$340,362	\$54,887
Installation of Televisions		\$4,265	\$5,055	\$790
Audio (3)		\$346,905	\$412,716	\$65,811
Rental and Repair of TV/Radio/Sound Equipment		\$6,264	\$7,481	\$1,217
Pets		\$2,635,187	\$3,142,717	\$507,530
Toys/Games/Crafts/Hobbies (4)		\$402,723	\$480,105	\$77,382
Recreational Vehicles and Fees (5)		\$466,783	\$556,608	\$89,825
Sports/Recreation/Exercise Equipment (6)		\$663,944	\$790,828	\$126,884
Photo Equipment and Supplies (7)		\$121,758	\$144,768	\$23,010
Reading (8)		\$345,629	\$410,485	\$64,856
Catered Affairs (9)		\$74,191	\$88,014	\$13,823
Food		\$27,241,153	\$32,399,480	\$5,158,327
Food at Home		\$17,814,510	\$21,190,101	\$3,375,591
Bakery and Cereal Products		\$2,333,898	\$2,776,564	\$442,666
Meats, Poultry, Fish, and Eggs		\$3,858,939	\$4,589,152	\$730,213
Dairy Products		\$1,752,086	\$2,083,804	\$331,718
Fruits and Vegetables		\$3,554,787	\$4,224,217	\$669,430
Snacks and Other Food at Home (10)		\$6,314,800	\$7,516,364	\$1,201,564
Food Away from Home		\$9,426,643	\$11,209,378	\$1,782,735
Alcoholic Beverages		\$1,863,011	\$2,212,259	\$349,248

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	\$121,237,633	\$143,670,620	\$22,432,987
Value of Retirement Plans	\$422,399,568	\$502,160,483	\$79,760,915
Value of Other Financial Assets	\$27,268,411	\$32,287,199	\$5,018,788
Vehicle Loan Amount excluding Interest	\$8,648,779	\$10,334,042	\$1,685,263
Value of Credit Card Debt	\$8,596,674	\$10,228,126	\$1,631,452
Health			
Nonprescription Drugs	\$432,282	\$516,745	\$84,463
Prescription Drugs	\$967,566	\$1,157,400	\$189,834
Eyeglasses and Contact Lenses	\$302,484	\$360,493	\$58,009
Home			
Mortgage Payment and Basics (11)	\$38,492,502	\$45,716,140	\$7,223,638
Maintenance and Remodeling Services	\$11,098,440	\$13,197,609	\$2,099,169
Maintenance and Remodeling Materials (12)	\$2,170,604	\$2,593,952	\$423,348
Utilities, Fuel, and Public Services	\$15,067,942	\$17,950,833	\$2,882,891
Household Furnishings and Equipment			
Household Textiles (13)	\$312,183	\$371,082	\$58,899
Furniture	\$2,073,222	\$2,469,296	\$396,074
Rugs	\$119,019	\$141,357	\$22,338
Major Appliances (14)	\$1,413,816	\$1,683,886	\$270,070
Housewares (15)	\$281,450	\$334,668	\$53,218
Small Appliances	\$180,153	\$214,103	\$33,950
Luggage	\$35,651	\$42,350	\$6,699
Telephones and Accessories	\$271,698	\$322,848	\$51,150
Household Operations			
Child Care	\$1,398,621	\$1,660,409	\$261,788
Lawn and Garden (16)	\$1,963,237	\$2,339,271	\$376,034
Moving/Storage/Freight Express	\$211,753	\$251,484	\$39,731
Housekeeping Supplies (17)	\$2,435,325	\$2,900,258	\$464,933
Insurance			
Owners and Renters Insurance	\$2,142,988	\$2,557,921	\$414,933
Vehicle Insurance	\$5,309,834	\$6,325,480	\$1,015,646
Life/Other Insurance	\$1,943,556	\$2,315,076	\$371,520
Health Insurance	\$13,145,358	\$15,675,745	\$2,530,387
Personal Care Products (18)	\$1,420,314	\$1,688,359	\$268,045
School Books and Supplies (19)	\$330,084	\$392,733	\$62,649
Smoking Products	\$1,004,884	\$1,203,345	\$198,461
Transportation			
Payments on Vehicles excluding Leases	\$7,451,754	\$8,898,902	\$1,447,148
Gasoline and Motor Oil	\$6,372,779	\$7,594,435	\$1,221,656
Vehicle Maintenance and Repairs	\$3,320,989	\$3,957,467	\$636,478
Travel			
Airline Fares	\$1,239,755	\$1,470,638	\$230,883
Lodging on Trips	\$1,954,553	\$2,325,195	\$370,642
Auto/Truck Rental on Trips	\$204,795	\$243,542	\$38,747
Food and Drink on Trips	\$1,484,001	\$1,765,139	\$281,138

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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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