



Retail Demand Outlook

Mecca CDP, CA (0646660)
 Mecca CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Farm to Table (7E)	87.2%	Population	8,305	8,434
NeWest Residents (13C)	12.8%	Households	1,897	1,922
	0.0%	Families	1,755	1,781
	0.0%	Median Age	25.6	25.7
	0.0%	Median Household Income	\$30,549	\$35,550
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$1,692,528	\$1,958,438	\$265,910
Men's		\$327,454	\$378,802	\$51,348
Women's		\$581,663	\$672,138	\$90,475
Children's		\$247,820	\$287,555	\$39,735
Footwear		\$395,475	\$458,003	\$62,528
Watches & Jewelry		\$108,333	\$125,178	\$16,845
Apparel Products and Services (1)		\$31,783	\$36,763	\$4,980
Computer				
Computers and Hardware for Home Use		\$228,483	\$263,878	\$35,395
Portable Memory		\$3,643	\$4,209	\$566
Computer Software		\$12,904	\$14,896	\$1,992
Computer Accessories		\$19,559	\$22,584	\$3,025
Entertainment & Recreation		\$2,677,207	\$3,090,968	\$413,761
Fees and Admissions		\$493,157	\$568,888	\$75,731
Membership Fees for Clubs (2)		\$174,774	\$201,751	\$26,977
Fees for Participant Sports, excl. Trips		\$81,430	\$93,891	\$12,461
Tickets to Theatre/Operas/Concerts		\$35,941	\$41,461	\$5,520
Tickets to Movies		\$26,723	\$30,891	\$4,168
Tickets to Parks or Museums		\$23,263	\$26,869	\$3,606
Admission to Sporting Events, excl. Trips		\$29,141	\$33,681	\$4,540
Fees for Recreational Lessons		\$121,361	\$139,732	\$18,371
Dating Services		\$524	\$611	\$87
TV/Video/Audio		\$945,197	\$1,093,195	\$147,998
Cable and Satellite Television Services		\$546,862	\$632,422	\$85,560
Televisions		\$118,825	\$137,505	\$18,680
Satellite Dishes		\$1,462	\$1,693	\$231
VCRs, Video Cameras, and DVD Players		\$5,358	\$6,167	\$809
Miscellaneous Video Equipment		\$6,857	\$7,944	\$1,087
Video Cassettes and DVDs		\$5,314	\$6,149	\$835
Video Game Hardware/Accessories		\$32,159	\$37,315	\$5,156
Video Game Software		\$17,772	\$20,579	\$2,807
Rental/Streaming/Downloaded Video		\$101,958	\$118,002	\$16,044
Installation of Televisions		\$1,244	\$1,434	\$190
Audio (3)		\$105,462	\$121,757	\$16,295
Rental and Repair of TV/Radio/Sound Equipment		\$1,926	\$2,228	\$302
Pets		\$674,641	\$777,390	\$102,749
Toys/Games/Crafts/Hobbies (4)		\$116,545	\$134,818	\$18,273
Recreational Vehicles and Fees (5)		\$84,642	\$97,505	\$12,863
Sports/Recreation/Exercise Equipment (6)		\$198,738	\$229,715	\$30,977
Photo Equipment and Supplies (7)		\$35,400	\$40,901	\$5,501
Reading (8)		\$101,114	\$116,541	\$15,427
Catered Affairs (9)		\$27,773	\$32,016	\$4,243
Food		\$8,263,815	\$9,554,526	\$1,290,711
Food at Home		\$5,319,808	\$6,149,309	\$829,501
Bakery and Cereal Products		\$658,192	\$761,087	\$102,895
Meats, Poultry, Fish, and Eggs		\$1,175,843	\$1,359,398	\$183,555
Dairy Products		\$520,802	\$601,672	\$80,870
Fruits and Vegetables		\$1,102,645	\$1,273,567	\$170,922
Snacks and Other Food at Home (10)		\$1,862,326	\$2,153,584	\$291,258
Food Away from Home		\$2,944,007	\$3,405,217	\$461,210
Alcoholic Beverages		\$511,856	\$590,249	\$78,393

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	\$25,373,824	\$29,131,066	\$3,757,242
Value of Retirement Plans	\$79,209,757	\$91,134,268	\$11,924,511
Value of Other Financial Assets	\$7,767,333	\$8,903,229	\$1,135,896
Vehicle Loan Amount excluding Interest	\$2,434,960	\$2,822,537	\$387,577
Value of Credit Card Debt	\$2,315,875	\$2,673,200	\$357,325
Health			
Nonprescription Drugs	\$105,898	\$122,616	\$16,718
Prescription Drugs	\$185,424	\$214,889	\$29,465
Eyeglasses and Contact Lenses	\$68,609	\$79,285	\$10,676
Home			
Mortgage Payment and Basics (11)	\$9,055,577	\$10,416,958	\$1,361,381
Maintenance and Remodeling Services	\$2,456,677	\$2,824,855	\$368,178
Maintenance and Remodeling Materials (12)	\$451,742	\$520,458	\$68,716
Utilities, Fuel, and Public Services	\$4,085,326	\$4,726,656	\$641,330
Household Furnishings and Equipment			
Household Textiles (13)	\$93,292	\$107,840	\$14,548
Furniture	\$583,684	\$675,142	\$91,458
Rugs	\$26,669	\$30,750	\$4,081
Major Appliances (14)	\$362,701	\$418,696	\$55,995
Housewares (15)	\$83,511	\$96,454	\$12,943
Small Appliances	\$70,067	\$80,889	\$10,822
Luggage	\$11,240	\$13,001	\$1,761
Telephones and Accessories	\$83,978	\$97,067	\$13,089
Household Operations			
Child Care	\$375,417	\$433,437	\$58,020
Lawn and Garden (16)	\$404,756	\$466,262	\$61,506
Moving/Storage/Freight Express	\$83,384	\$96,310	\$12,926
Housekeeping Supplies (17)	\$661,294	\$764,968	\$103,674
Insurance			
Owners and Renters Insurance	\$422,632	\$487,905	\$65,273
Vehicle Insurance	\$1,648,059	\$1,908,689	\$260,630
Life/Other Insurance	\$376,868	\$435,282	\$58,414
Health Insurance	\$3,063,585	\$3,541,086	\$477,501
Personal Care Products (18)	\$454,681	\$525,376	\$70,695
School Books and Supplies (19)	\$103,835	\$120,123	\$16,288
Smoking Products	\$249,734	\$290,386	\$40,652
Transportation			
Payments on Vehicles excluding Leases	\$1,975,501	\$2,289,986	\$314,485
Gasoline and Motor Oil	\$2,165,164	\$2,502,456	\$337,292
Vehicle Maintenance and Repairs	\$986,947	\$1,141,091	\$154,144
Travel			
Airline Fares	\$390,784	\$450,404	\$59,620
Lodging on Trips	\$482,512	\$556,819	\$74,307
Auto/Truck Rental on Trips	\$56,291	\$65,023	\$8,732
Food and Drink on Trips	\$410,744	\$474,116	\$63,372

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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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