



Retail Demand Outlook

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Old and Newcomers (8F)	43.0%	Population	11,840	11,857
Home Improvement (4B)	23.3%	Households	3,901	3,908
Workday Drive (4A)	16.1%	Families	2,611	2,616
City Lights (8A)	8.6%	Median Age	38.1	38.9
Retirement Communities (9E)	5.4%	Median Household Income	\$88,687	\$103,465
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,843,992	\$11,861,657	\$2,017,665
Men's		\$1,913,353	\$2,305,675	\$392,322
Women's		\$3,436,076	\$4,140,013	\$703,937
Children's		\$1,435,299	\$1,727,806	\$292,507
Footwear		\$2,315,905	\$2,792,154	\$476,249
Watches & Jewelry		\$581,549	\$700,708	\$119,159
Apparel Products and Services (1)		\$242,213	\$292,137	\$49,924
Computer				
Computers and Hardware for Home Use		\$787,404	\$948,489	\$161,085
Portable Memory		\$20,178	\$24,311	\$4,133
Computer Software		\$45,757	\$55,197	\$9,440
Computer Accessories		\$88,564	\$106,622	\$18,058
Entertainment & Recreation		\$14,856,971	\$17,895,458	\$3,038,487
Fees and Admissions		\$3,458,107	\$4,163,591	\$705,484
Membership Fees for Clubs (2)		\$1,161,316	\$1,398,534	\$237,218
Fees for Participant Sports, excl. Trips		\$556,196	\$668,977	\$112,781
Tickets to Theatre/Operas/Concerts		\$374,343	\$451,268	\$76,925
Tickets to Movies		\$270,820	\$326,015	\$55,195
Tickets to Parks or Museums		\$158,833	\$191,167	\$32,334
Admission to Sporting Events, excl. Trips		\$293,854	\$353,596	\$59,742
Fees for Recreational Lessons		\$637,153	\$767,267	\$130,114
Dating Services		\$5,592	\$6,769	\$1,177
TV/Video/Audio		\$5,408,862	\$6,516,561	\$1,107,699
Cable and Satellite Television Services		\$3,645,778	\$4,393,828	\$748,050
Televisions		\$538,636	\$648,335	\$109,699
Satellite Dishes		\$7,789	\$9,368	\$1,579
VCRs, Video Cameras, and DVD Players		\$23,377	\$28,147	\$4,770
Miscellaneous Video Equipment		\$70,308	\$84,720	\$14,412
Video Cassettes and DVDs		\$37,932	\$45,680	\$7,748
Video Game Hardware/Accessories		\$136,210	\$164,132	\$27,922
Video Game Software		\$78,510	\$94,630	\$16,120
Rental/Streaming/Downloaded Video		\$346,570	\$417,194	\$70,624
Installation of Televisions		\$3,610	\$4,350	\$740
Audio (3)		\$507,972	\$611,473	\$103,501
Rental and Repair of TV/Radio/Sound Equipment		\$12,171	\$14,703	\$2,532
Pets		\$3,264,507	\$3,932,687	\$668,180
Toys/Games/Crafts/Hobbies (4)		\$549,922	\$662,162	\$112,240
Recreational Vehicles and Fees (5)		\$480,562	\$578,456	\$97,894
Sports/Recreation/Exercise Equipment (6)		\$851,779	\$1,025,417	\$173,638
Photo Equipment and Supplies (7)		\$222,859	\$268,350	\$45,491
Reading (8)		\$489,206	\$589,853	\$100,647
Catered Affairs (9)		\$132,388	\$159,860	\$27,472
Food		\$42,646,543	\$51,388,360	\$8,741,817
Food at Home		\$25,045,434	\$30,182,821	\$5,137,387
Bakery and Cereal Products		\$3,197,568	\$3,853,911	\$656,343
Meats, Poultry, Fish, and Eggs		\$5,364,689	\$6,465,858	\$1,101,169
Dairy Products		\$2,509,816	\$3,025,078	\$515,262
Fruits and Vegetables		\$4,873,172	\$5,873,481	\$1,000,309
Snacks and Other Food at Home (10)		\$9,100,190	\$10,964,493	\$1,864,303
Food Away from Home		\$17,601,109	\$21,205,539	\$3,604,430
Alcoholic Beverages		\$2,900,135	\$3,494,812	\$594,677

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$131,837,733	\$158,651,987	\$26,814,254
Value of Retirement Plans	\$462,997,833	\$557,092,547	\$94,094,714
Value of Other Financial Assets	\$38,865,987	\$46,831,731	\$7,965,744
Vehicle Loan Amount excluding Interest	\$13,436,922	\$16,164,894	\$2,727,972
Value of Credit Card Debt	\$12,798,103	\$15,417,224	\$2,619,121
Health			
Nonprescription Drugs	\$705,061	\$849,493	\$144,432
Prescription Drugs	\$1,517,009	\$1,827,444	\$310,435
Eyeglasses and Contact Lenses	\$442,246	\$532,624	\$90,378
Home			
Mortgage Payment and Basics (11)	\$48,162,127	\$57,926,160	\$9,764,033
Maintenance and Remodeling Services	\$12,987,856	\$15,623,009	\$2,635,153
Maintenance and Remodeling Materials (12)	\$2,715,487	\$3,264,515	\$549,028
Utilities, Fuel, and Public Services	\$22,760,736	\$27,417,338	\$4,656,602
Household Furnishings and Equipment			
Household Textiles (13)	\$473,613	\$570,616	\$97,003
Furniture	\$2,980,303	\$3,588,373	\$608,070
Rugs	\$144,648	\$174,138	\$29,490
Major Appliances (14)	\$1,731,295	\$2,082,691	\$351,396
Housewares (15)	\$411,853	\$496,007	\$84,154
Small Appliances	\$247,355	\$298,036	\$50,681
Luggage	\$80,503	\$96,943	\$16,440
Telephones and Accessories	\$466,231	\$562,191	\$95,960
Household Operations			
Child Care	\$2,467,516	\$2,969,042	\$501,526
Lawn and Garden (16)	\$2,214,950	\$2,665,212	\$450,262
Moving/Storage/Freight Express	\$347,068	\$418,226	\$71,158
Housekeeping Supplies (17)	\$3,583,845	\$4,316,758	\$732,913
Insurance			
Owners and Renters Insurance	\$2,809,138	\$3,378,453	\$569,315
Vehicle Insurance	\$8,651,714	\$10,419,207	\$1,767,493
Life/Other Insurance	\$2,722,863	\$3,277,212	\$554,349
Health Insurance	\$18,979,678	\$22,858,467	\$3,878,789
Personal Care Products (18)	\$2,321,195	\$2,796,497	\$475,302
School Books and Supplies (19)	\$607,709	\$732,028	\$124,319
Smoking Products	\$1,717,601	\$2,072,260	\$354,659
Transportation			
Payments on Vehicles excluding Leases	\$11,989,798	\$14,422,653	\$2,432,855
Gasoline and Motor Oil	\$10,995,173	\$13,241,491	\$2,246,318
Vehicle Maintenance and Repairs	\$5,179,389	\$6,236,935	\$1,057,546
Travel			
Airline Fares	\$2,954,187	\$3,557,762	\$603,575
Lodging on Trips	\$3,247,465	\$3,908,886	\$661,421
Auto/Truck Rental on Trips	\$261,790	\$315,200	\$53,410
Food and Drink on Trips	\$2,771,415	\$3,336,884	\$565,469

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- (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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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	18.4%	Population	110,622	110,155
Home Improvement (4B)	13.6%	Households	39,218	39,037
Metro Fusion (11C)	9.4%	Families	27,430	27,310
Bright Young Professionals (8C)	8.1%	Median Age	38.2	39.0
Front Porches (8E)	6.0%	Median Household Income	\$89,899	\$103,130
			2022	2027
			Consumer Spending	Forecasted Demand
Apparel and Services			\$104,660,328	\$123,552,477
Men's			\$20,314,936	\$23,982,813
Women's			\$36,375,219	\$42,941,180
Children's			\$15,267,129	\$18,017,099
Footwear			\$24,934,101	\$29,439,560
Watches & Jewelry			\$5,992,452	\$7,074,022
Apparel Products and Services (1)			\$2,634,678	\$3,110,515
Computer				
Computers and Hardware for Home Use			\$8,518,302	\$10,055,306
Portable Memory			\$210,068	\$248,012
Computer Software			\$500,537	\$591,124
Computer Accessories			\$905,119	\$1,068,386
Entertainment & Recreation			\$156,334,423	\$184,541,041
Fees and Admissions			\$37,642,470	\$44,420,248
Membership Fees for Clubs (2)			\$12,532,114	\$14,789,950
Fees for Participant Sports, excl. Trips			\$5,841,864	\$6,893,042
Tickets to Theatre/Operas/Concerts			\$4,157,783	\$4,907,234
Tickets to Movies			\$2,862,514	\$3,378,639
Tickets to Parks or Museums			\$1,690,092	\$1,994,572
Admission to Sporting Events, excl. Trips			\$3,145,175	\$3,710,701
Fees for Recreational Lessons			\$7,353,059	\$8,675,390
Dating Services			\$59,867	\$70,721
TV/Video/Audio			\$56,550,414	\$66,761,626
Cable and Satellite Television Services			\$38,382,103	\$45,314,713
Televisions			\$5,566,441	\$6,569,727
Satellite Dishes			\$74,716	\$88,187
VCRs, Video Cameras, and DVD Players			\$237,497	\$280,315
Miscellaneous Video Equipment			\$766,376	\$904,807
Video Cassettes and DVDs			\$381,307	\$450,229
Video Game Hardware/Accessories			\$1,390,596	\$1,642,072
Video Game Software			\$791,380	\$934,750
Rental/Streaming/Downloaded Video			\$3,486,713	\$4,116,410
Installation of Televisions			\$41,659	\$49,186
Audio (3)			\$5,309,638	\$6,267,127
Rental and Repair of TV/Radio/Sound Equipment			\$121,987	\$144,103
Pets			\$33,868,259	\$39,985,104
Toys/Games/Crafts/Hobbies (4)			\$5,607,299	\$6,618,910
Recreational Vehicles and Fees (5)			\$5,262,650	\$6,208,256
Sports/Recreation/Exercise Equipment (6)			\$8,486,068	\$10,018,329
Photo Equipment and Supplies (7)			\$2,286,576	\$2,698,756
Reading (8)			\$5,143,365	\$6,073,357
Catered Affairs (9)			\$1,501,088	\$1,772,735
Food			\$454,054,045	\$536,051,906
Food at Home			\$266,743,685	\$314,928,236
Bakery and Cereal Products			\$34,203,958	\$40,382,736
Meats, Poultry, Fish, and Eggs			\$57,502,858	\$67,888,168
Dairy Products			\$26,827,844	\$31,675,642
Fruits and Vegetables			\$52,487,495	\$61,969,030
Snacks and Other Food at Home (10)			\$95,721,528	\$113,012,660
Food Away from Home			\$187,310,360	\$221,123,670
Alcoholic Beverages			\$31,261,373	\$36,904,050

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,353,655,355	\$1,597,051,512	\$243,396,157
Value of Retirement Plans	\$4,921,570,707	\$5,806,004,134	\$884,433,427
Value of Other Financial Assets	\$412,520,645	\$486,915,179	\$74,394,534
Vehicle Loan Amount excluding Interest	\$138,121,728	\$163,026,615	\$24,904,887
Value of Credit Card Debt	\$136,975,930	\$161,694,790	\$24,718,860
Health			
Nonprescription Drugs	\$7,124,337	\$8,412,232	\$1,287,895
Prescription Drugs	\$15,139,347	\$17,873,849	\$2,734,502
Eyeglasses and Contact Lenses	\$4,602,391	\$5,432,423	\$830,032
Home			
Mortgage Payment and Basics (11)	\$528,433,174	\$623,295,721	\$94,862,547
Maintenance and Remodeling Services	\$140,500,755	\$165,765,735	\$25,264,980
Maintenance and Remodeling Materials (12)	\$28,303,371	\$33,393,736	\$5,090,365
Utilities, Fuel, and Public Services	\$240,649,085	\$284,083,126	\$43,434,041
Household Furnishings and Equipment			
Household Textiles (13)	\$5,052,493	\$5,964,255	\$911,762
Furniture	\$31,527,423	\$37,209,010	\$5,681,587
Rugs	\$1,544,404	\$1,822,249	\$277,845
Major Appliances (14)	\$18,224,178	\$21,503,736	\$3,279,558
Housewares (15)	\$4,322,453	\$5,102,753	\$780,300
Small Appliances	\$2,586,116	\$3,053,391	\$467,275
Luggage	\$854,042	\$1,008,020	\$153,978
Telephones and Accessories	\$4,957,694	\$5,852,102	\$894,408
Household Operations			
Child Care	\$26,842,158	\$31,667,897	\$4,825,739
Lawn and Garden (16)	\$23,460,142	\$27,683,926	\$4,223,784
Moving/Storage/Freight Express	\$3,608,606	\$4,262,288	\$653,682
Housekeeping Supplies (17)	\$37,638,698	\$44,432,518	\$6,793,820
Insurance			
Owners and Renters Insurance	\$28,815,181	\$33,997,240	\$5,182,059
Vehicle Insurance	\$91,218,959	\$107,685,692	\$16,466,733
Life/Other Insurance	\$28,696,202	\$33,858,397	\$5,162,195
Health Insurance	\$197,688,336	\$233,351,702	\$35,663,366
Personal Care Products (18)	\$24,450,716	\$28,864,339	\$4,413,623
School Books and Supplies (19)	\$6,496,079	\$7,668,907	\$1,172,828
Smoking Products	\$17,325,792	\$20,470,764	\$3,144,972
Transportation			
Payments on Vehicles excluding Leases	\$123,728,116	\$146,018,628	\$22,290,512
Gasoline and Motor Oil	\$116,518,531	\$137,550,678	\$21,032,147
Vehicle Maintenance and Repairs	\$53,642,078	\$63,326,978	\$9,684,900
Travel			
Airline Fares	\$32,147,314	\$37,941,433	\$5,794,119
Lodging on Trips	\$35,035,245	\$41,342,041	\$6,306,796
Auto/Truck Rental on Trips	\$2,818,147	\$3,326,259	\$508,112
Food and Drink on Trips	\$29,685,005	\$35,035,068	\$5,350,063

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
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Metro Fusion (11C)	11.5%	Households	99,643	98,939
Exurbanites (1E)	7.1%	Families	67,796	67,386
Old and Newcomers (8F)	6.3%	Median Age	38.1	39.1
Bright Young Professionals (8C)	5.7%	Median Household Income	\$82,123	\$97,168
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$254,167,735	\$300,551,270	\$46,383,535
Men's		\$49,345,700	\$58,351,220	\$9,005,520
Women's		\$88,018,719	\$104,085,138	\$16,066,419
Children's		\$36,912,465	\$43,639,383	\$6,726,918
Footwear		\$61,021,618	\$72,162,043	\$11,140,425
Watches & Jewelry		\$14,475,190	\$17,116,628	\$2,641,438
Apparel Products and Services (1)		\$6,450,021	\$7,627,832	\$1,177,811
Computer				
Computers and Hardware for Home Use		\$20,535,941	\$24,283,063	\$3,747,122
Portable Memory		\$516,772	\$611,148	\$94,376
Computer Software		\$1,223,847	\$1,447,544	\$223,697
Computer Accessories		\$2,150,087	\$2,542,258	\$392,171
Entertainment & Recreation		\$376,464,591	\$445,166,337	\$68,701,746
Fees and Admissions		\$89,502,057	\$105,818,911	\$16,316,854
Membership Fees for Clubs (2)		\$29,890,594	\$35,340,763	\$5,450,169
Fees for Participant Sports, excl. Trips		\$13,795,187	\$16,309,381	\$2,514,194
Tickets to Theatre/Operas/Concerts		\$9,915,796	\$11,724,925	\$1,809,129
Tickets to Movies		\$6,889,176	\$8,145,195	\$1,256,019
Tickets to Parks or Museums		\$4,065,189	\$4,806,616	\$741,427
Admission to Sporting Events, excl. Trips		\$7,405,763	\$8,754,801	\$1,349,038
Fees for Recreational Lessons		\$17,390,083	\$20,559,480	\$3,169,397
Dating Services		\$150,268	\$177,750	\$27,482
TV/Video/Audio		\$137,107,572	\$162,131,560	\$25,023,988
Cable and Satellite Television Services		\$93,475,786	\$110,541,828	\$17,066,042
Televisions		\$13,353,411	\$15,786,776	\$2,433,365
Satellite Dishes		\$175,756	\$207,779	\$32,023
VCRs, Video Cameras, and DVD Players		\$568,934	\$672,696	\$103,762
Miscellaneous Video Equipment		\$1,822,930	\$2,155,781	\$332,851
Video Cassettes and DVDs		\$919,179	\$1,086,894	\$167,715
Video Game Hardware/Accessories		\$3,386,900	\$4,005,251	\$618,351
Video Game Software		\$1,918,187	\$2,268,639	\$350,452
Rental/Streaming/Downloaded Video		\$8,382,257	\$9,911,390	\$1,529,133
Installation of Televisions		\$100,853	\$119,274	\$18,421
Audio (3)		\$12,694,546	\$15,009,984	\$2,315,438
Rental and Repair of TV/Radio/Sound Equipment		\$308,832	\$365,267	\$56,435
Pets		\$81,938,099	\$96,905,179	\$14,967,080
Toys/Games/Crafts/Hobbies (4)		\$13,448,584	\$15,901,648	\$2,453,064
Recreational Vehicles and Fees (5)		\$12,394,808	\$14,654,403	\$2,259,595
Sports/Recreation/Exercise Equipment (6)		\$20,538,830	\$24,287,665	\$3,748,835
Photo Equipment and Supplies (7)		\$5,451,717	\$6,445,894	\$994,177
Reading (8)		\$12,459,330	\$14,735,488	\$2,276,158
Catered Affairs (9)		\$3,659,623	\$4,328,234	\$668,611
Food		\$1,106,561,007	\$1,308,567,076	\$202,006,069
Food at Home		\$650,716,208	\$769,526,893	\$118,810,685
Bakery and Cereal Products		\$83,432,419	\$98,666,997	\$15,234,578
Meats, Poultry, Fish, and Eggs		\$140,536,636	\$166,193,425	\$25,656,789
Dairy Products		\$65,540,630	\$77,511,253	\$11,970,623
Fruits and Vegetables		\$128,202,272	\$151,611,358	\$23,409,086
Snacks and Other Food at Home (10)		\$233,004,251	\$275,543,858	\$42,539,607
Food Away from Home		\$455,844,799	\$539,040,183	\$83,195,384
Alcoholic Beverages		\$75,491,638	\$89,274,411	\$13,782,773

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,196,386,200	\$3,778,662,906	\$582,276,706
Value of Retirement Plans	\$11,562,901,107	\$13,669,184,514	\$2,106,283,407
Value of Other Financial Assets	\$984,210,185	\$1,163,972,414	\$179,762,229
Vehicle Loan Amount excluding Interest	\$331,162,022	\$391,523,490	\$60,361,468
Value of Credit Card Debt	\$329,515,177	\$389,664,643	\$60,149,466
Health			
Nonprescription Drugs	\$17,414,459	\$20,595,476	\$3,181,017
Prescription Drugs	\$36,683,113	\$43,379,935	\$6,696,822
Eyeglasses and Contact Lenses	\$11,056,183	\$13,073,343	\$2,017,160
Home			
Mortgage Payment and Basics (11)	\$1,240,272,635	\$1,466,168,761	\$225,896,126
Maintenance and Remodeling Services	\$332,534,238	\$393,144,863	\$60,610,625
Maintenance and Remodeling Materials (12)	\$67,237,015	\$79,499,530	\$12,262,515
Utilities, Fuel, and Public Services	\$583,650,366	\$690,145,339	\$106,494,973
Household Furnishings and Equipment			
Household Textiles (13)	\$12,205,883	\$14,432,745	\$2,226,862
Furniture	\$75,462,201	\$89,218,842	\$13,756,641
Rugs	\$3,657,769	\$4,324,270	\$666,501
Major Appliances (14)	\$43,411,498	\$51,322,414	\$7,910,916
Housewares (15)	\$10,430,775	\$12,334,718	\$1,903,943
Small Appliances	\$6,308,871	\$7,460,814	\$1,151,943
Luggage	\$2,046,075	\$2,419,195	\$373,120
Telephones and Accessories	\$12,070,461	\$14,273,942	\$2,203,481
Household Operations			
Child Care	\$63,080,237	\$74,571,371	\$11,491,134
Lawn and Garden (16)	\$55,931,259	\$66,130,422	\$10,199,163
Moving/Storage/Freight Express	\$8,916,931	\$10,546,028	\$1,629,097
Housekeeping Supplies (17)	\$91,414,733	\$108,098,921	\$16,684,188
Insurance			
Owners and Renters Insurance	\$68,460,877	\$80,935,437	\$12,474,560
Vehicle Insurance	\$221,476,060	\$261,879,358	\$40,403,298
Life/Other Insurance	\$68,209,385	\$80,640,219	\$12,430,834
Health Insurance	\$476,572,542	\$563,533,591	\$86,961,049
Personal Care Products (18)	\$59,398,868	\$70,238,325	\$10,839,457
School Books and Supplies (19)	\$15,774,000	\$18,652,913	\$2,878,913
Smoking Products	\$42,921,111	\$50,771,923	\$7,850,812
Transportation			
Payments on Vehicles excluding Leases	\$296,602,459	\$350,662,184	\$54,059,725
Gasoline and Motor Oil	\$283,637,707	\$335,397,614	\$51,759,907
Vehicle Maintenance and Repairs	\$129,565,205	\$153,210,587	\$23,645,382
Travel			
Airline Fares	\$77,146,540	\$91,217,930	\$14,071,390
Lodging on Trips	\$83,153,592	\$98,312,700	\$15,159,108
Auto/Truck Rental on Trips	\$6,753,868	\$7,986,017	\$1,232,149
Food and Drink on Trips	\$71,054,258	\$84,013,896	\$12,959,638

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Retail Demand Outlook

Intersect of Mission Gorge and Cuyamaca
Cuyamaca St, Santee, California, 92071
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.83869
Longitude: -116.98373

- (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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