

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/Concer | ts | \$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, ex | cl. 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 Ser | vices | \$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 F | 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/Accessorie | es | \$136,210 | \$164,132 | \$27,922 |
| Video Game Software | | \$78,510 | \$94,630 | \$16,120 |
| Rental/Streaming/Downloaded Vi | deo | \$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/So | und 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) | . (5) | \$480,562 | \$578,456 | \$97,894 |
| Sports/Recreation/Exercise Equipme | ent (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 ¢5,073,481 | \$515,262 |
| Fruits and Vegetables | (10) | \$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 Alcoholic Beverages | | \$17,601,109 \$2,000,135 | \$21,205,539 | \$3,604,430 \$504,677 |
| Alcoholic deverages | | \$2,900,135 | \$3,494,812 | \$594,677 |

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.

November 09, 2022



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| | 2022 Consumer Spending | 2027 Forecasted Demand | Project Spending Grow |
|---|---------------------------|------------------------|--------------------------|
| Financial | outcomer openiums | | - p |
| Value of Stocks/Bonds/Mutual Funds | \$131,837,733 | \$158,651,987 | \$26,814,2 |
| Value of Retirement Plans | \$462,997,833 | \$557,092,547 | \$94,094,7 |
| Value of Other Financial Assets | \$38,865,987 | \$46,831,731 | \$7,965,7 |
| Vehicle Loan Amount excluding Interest | \$13,436,922 | \$16,164,894 | \$2,727,9 |
| Value of Credit Card Debt | \$12,798,103 | \$15,417,224 | \$2,619,1 |
| Health | | | |
| Nonprescription Drugs | \$705,061 | \$849,493 | \$144,4 |
| Prescription Drugs | \$1,517,009 | \$1,827,444 | \$310,4 |
| Eyeglasses and Contact Lenses | \$442,246 | \$532,624 | \$90,3 |
| Home | | | |
| Mortgage Payment and Basics (11) | \$48,162,127 | \$57,926,160 | \$9,764,0 |
| Maintenance and Remodeling Services | \$12,987,856 | \$15,623,009 | \$2,635,1 |
| Maintenance and Remodeling Materials (12) | \$2,715,487 | \$3,264,515 | \$549,0 |
| Utilities, Fuel, and Public Services | \$22,760,736 | \$27,417,338 | \$4,656,6 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$473,613 | \$570,616 | \$97,0 |
| Furniture | \$2,980,303 | \$3,588,373 | \$608,0 |
| Rugs | \$144,648 | \$174,138 | \$29,4 |
| Major Appliances (14) | \$1,731,295 | \$2,082,691 | \$351,3 |
| Housewares (15) | \$411,853 | \$496,007 | \$84, |
| Small Appliances | \$247,355 | \$298,036 | \$50,6 |
| Luggage | \$80,503 | \$96,943 | \$16,4 |
| Telephones and Accessories | \$466,231 | \$562,191 | \$95,9 |
| Household Operations | | | |
| Child Care | \$2,467,516 | \$2,969,042 | \$501, |
| Lawn and Garden (16) | \$2,214,950 | \$2,665,212 | \$450, |
| Moving/Storage/Freight Express | \$347,068 | \$418,226 | \$71, |
| Housekeeping Supplies (17) | \$3,583,845 | \$4,316,758 | \$732, |
| Insurance | | | |
| Owners and Renters Insurance | \$2,809,138 | \$3,378,453 | \$569,3 |
| Vehicle Insurance | \$8,651,714 | \$10,419,207 | \$1,767,4 |
| Life/Other Insurance | \$2,722,863 | \$3,277,212 | \$554, |
| Health Insurance | \$18,979,678 | \$22,858,467 | \$3,878, |
| Personal Care Products (18) | \$2,321,195 | \$2,796,497 | \$475,3 |
| School Books and Supplies (19) | \$607,709 | \$732,028 | \$124,3 |
| Smoking Products | \$1,717,601 | \$2,072,260 | \$354,6 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | \$11,989,798 | \$14,422,653 | \$2,432,8 |
| Gasoline and Motor Oil | \$10,995,173 | \$13,241,491 | \$2,246,3 |
| Vehicle Maintenance and Repairs | \$5,179,389 | \$6,236,935 | \$1,057, |
| Travel | | | |
| Airline Fares | \$2,954,187 | \$3,557,762 | \$603, |
| Lodging on Trips | \$3,247,465 | \$3,908,886 | \$661, |
| Auto/Truck Rental on Trips | \$261,790 | \$315,200 | \$53,4 |
| Food and Drink on Trips | \$2,771,415 | \$3,336,884 | \$565,4 |



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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.



Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 3 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

| PiessantVille (28) | Top Tapestry Segments | Percent | Demographic Summary | 2022 | 2027 |
|--|---|---------------|-------------------------|-------------------|-----------------|
| Home Improvement (48) 13.6% Households 39,218 39,037 Beright Young Professionals (8C) 8.1% Median Age 38.2 39,00 Front Porches (8F) 6.0% Median Age 38.2 39,00 Front Porches (8F) 6.0% Median Age 38.2 39,00 Front Porches (8F) 6.0% Median Household Income 858,989 \$103,130 Front Porches (8F) 7.0% | | 18.4% | | 110,622 | 110,155 |
| Metro Fusion (11C) | Home Improvement (4B) | 13.6% | Households | 39,218 | 39,037 |
| Bright Young Professionals (8C) 8.1% Median Augushold Income \$89,899 \$130,130 | Metro Fusion (11C) | 9.4% | Families | | 27,310 |
| Apparel and Services Consumer Spending Processted Demand Spending Growth Apparel and Services \$104,600,238 \$123,552,477 \$18,802,149 Men's \$20,314,936 \$23,982,813 \$3,667,877 Women's \$36,375,219 \$42,941,180 \$6,565,961 Children's \$15,567,129 \$42,941,180 \$6,565,961 Footwear \$24,934,011 \$29,439,560 \$45,051,459 Watches & Lewelry \$5,592,452 \$7,074,022 \$11,081,370 Apparel Products and Services (1) \$2,634,678 \$3,110,515 \$475,837 Computer Computer Sold Hardware for Home Use \$8,518,302 \$10,055,306 \$1,537,004 Computer Soltware \$300,537 \$591,124 \$90,537 Computer Soltware \$300,537 \$591,124 \$90,537 Computer Accessories \$995,119 \$1,683,686 \$132,267,248 Entertainment & Recreation \$15,533,442 \$14,481,941,041 \$22,257,235 Entertainment & Recreation \$12,532,114 \$14,789,950 \$12,273,235 Feer for Part | Bright Young Professionals (8C) | 8.1% | Median Age | | |
| Apparel and Services Si104,650,328 \$123,552,477 \$18,892,1149 Men's \$20,314,936 \$123,982,813 \$3,667,877 Women's \$33,6375,19 \$42,944,1180 \$6,655,961 Children's \$15,267,129 \$18,017,099 \$2,749,970 Footwear \$22,934,678 \$3,10,155 \$37,074,022 \$1,061,570 Apparel Products and Services (1) \$22,634,678 \$3,11,515 \$475,837 Computer Computer \$6,518,002 \$10,055,306 \$15,537,044 Computer Software \$500,537 \$591,124 \$30,837 Computer Software \$500,537 \$591,124 \$90,837 Fetertariament & Recreation \$112,532,141 \$14,940,024 | Front Porches (8E) | 6.0% | Median Household Income | \$89,899 | \$103,130 |
| Apparel and Services \$104,660,328 \$123,552,477 \$18,892,149 Men's \$20,314,936 \$23,898,813 \$3,667,877 Women's \$36,575,219 \$42,941,180 \$5,555,651 Children's \$15,267,129 \$18,107,099 \$27,49,970 Footwear \$24,934,101 \$29,439,560 \$45,054,599 Watches & Jewelry \$5,992,452 \$7,074,022 \$1,081,570 Apparel Products and Services (1) \$2,634,678 \$3,110,515 \$475,837 Computers and Hardware for Home Use \$8,518,302 \$10,055,306 \$1,577,004 Portable Memory \$210,068 \$248,012 \$37,7044 Computer Software \$500,537 \$591,124 \$90,587 Computer Accessories \$905,119 \$10,68,366 \$163,267 Feet and Admissions \$37,644,470 \$44,402,48 \$6,777,78 Fees for Participant Sports, excl. Tirps \$3,416,470 \$44,402,48 \$6,777,78 Fees for Participant Sports, excl. Tirps \$3,416,57,783 \$4,907,234 \$749,451 \$1,654,777 Tickets to Theatre/ | | | 2022 | | |
| Men's | | | Consumer Spending | Forecasted Demand | Spending Growth |
| Women's | Apparel and Services | | \$104,660,328 | \$123,552,477 | \$18,892,149 |
| Children's \$15,267,129 \$18,017,099 \$2,749,970 \$24,934,101 \$23,493,560 \$4,505,459 \$45,054,59 | Men's | | \$20,314,936 | \$23,982,813 | \$3,667,877 |
| Footwear \$24,934,101 \$29,439,560 \$4,505,459 \$45,054,59 \$5,992,452 \$7,074,022 \$1,081,537 \$475,837 \$2,634,678 \$3,110,515 \$475,837 \$2,634,678 \$3,110,515 \$475,837 \$2,634,678 \$3,110,515 \$475,837 \$2,000 \$2,000 \$2,000 \$3,100,055,306 \$1,537,004 \$2,000 \$2,200,68 \$248,012 \$37,944 \$2,000 \$2,200,68 \$248,012 \$37,944 \$2,000 \$2,200 \$2,280,000 \$3,37,944 \$3,000 \$3,00 | | | \$36,375,219 | \$42,941,180 | \$6,565,961 |
| Watches & Jewelry | Children's | | \$15,267,129 | \$18,017,099 | \$2,749,970 |
| Apparel Products and Services (1) \$2,634,678 \$3,110,515 \$475,837 Computers and Hardware for Home Use \$8,518,302 \$10,553,006 \$1,537,004 Portable Memory \$210,068 \$248,012 \$37,944 Computer Software \$500,537 \$511,124 \$90,587 Computer Software \$500,537 \$511,124 \$90,587 Computer Accessories \$905,119 \$1,068,396 \$163,267 Entertalisment & Recreation \$156,334,423 \$184,541,041 \$28,206,618 Fees and Admissions \$37,642,470 \$44,420,248 \$6,777,778 Membership Fees for Clubs (2) \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$1,269,778 \$4,907,224 \$749,451 Tickets to Marks of Museums \$1,600,92 \$1,994,572 \$304,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,170,701 \$565,526 Fees for Recreational Lessons \$7,535,505 \$8,675,300 \$1,222,31 | Footwear | | \$24,934,101 | \$29,439,560 | \$4,505,459 |
| Computer Computers and Hardware for Home Use \$8,518,302 \$10,055,306 \$1,537,004 Portable Memory \$210,068 \$248,012 \$37,944 Computer Software \$500,537 \$591,124 \$90,587 Computer Accessories \$905,119 \$1,068,386 \$183,267 Entertaliment & Recreation \$156,334,423 \$184,141,011 \$28,206,618 Fees and Admissions \$37,642,470 \$44,420,248 \$6,777,778 Membership Fees for Clubs (2) \$12,532,114 \$14,769,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,893,042 \$1,051,178 Tickets to Theatre/Operas/Concerts \$4,157,783 \$4,907,234 \$1749,451 Tickets to Movies \$2,862,514 \$3,378,639 \$516,125 Tickets to Parks or Museums \$1,690,092 \$1,994,572 \$304,480 Admission to Sporting Events, excl. Trips \$31,851,175 \$3,710,701 \$565,526 Fees for Recreational Lessons \$7,353,059 \$8,675,390 \$1,322,331 Dating Services \$59,867 \$70,721 \$10,82 | Watches & Jewelry | | \$5,992,452 | \$7,074,022 | \$1,081,570 |
| Computers and Hardware for Home Use \$8,518,302 \$10,055,306 \$1,537,004 Portable Memory \$210,068 \$248,012 \$37,944 Computer Software \$500,537 \$591,124 \$90,587 Computer Accessories \$905,119 \$1,068,386 \$163,267 Entertainment & Recreation \$156,334,423 \$184,541,041 \$28,206,618 Fees and Admissions \$37,642,470 \$44,420,488 \$6,777,778 Membership Fees for Clubs (2) \$12,532,114 \$41,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,893,042 \$1,051,178 Tickets to Marker/Operas/Concerts \$41,157,783 \$4,907,234 \$749,451 Tickets to Marker Off Wuseums \$1,600,092 \$1,094,572 \$304,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,710,701 \$565,526 Fees for Recreational Lessons \$7,353,059 \$6,573,00 \$1,322,331 Dating Services \$59,867 \$70,721 \$10,054 YilveloyAudio \$56,550,414 \$66,761,626 \$10,211,212 | Apparel Products and Services (1) | | \$2,634,678 | \$3,110,515 | \$475,837 |
| Portable Memory | • | | | | |
| Computer Software \$500,519 \$19,124 \$90,87 Computer Accessories \$905,119 \$1,068,386 \$163,267 Entertainment & Recreation \$156,334,423 \$184,541,041 \$28,206,618 Fees and Admissions \$37,642,470 \$44,402,248 \$6,777,778 Membership Fees for Clubs (2) \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,6893,042 \$1,051,178 Tickets to Movies \$2,862,514 \$3,378,639 \$156,125 Tickets to Parks or Museums \$1,690,092 \$1,994,572 \$304,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,710,701 \$565,526 Fees for Recreational Lessons \$7,533,059 \$8,675,390 \$1,322,331 Dating Services \$59,867 \$70,721 \$10,854 TV/Video/Audio \$56,550,414 \$66,761,626 \$10,211,212 Cable and Satellite Television Services \$38,382,103 \$45,314,713 \$6,932,251 TV/video/Audio \$5,566,441 \$66,761,265 \$10,211,212 | Computers and Hardware for Home | Use | | \$10,055,306 | \$1,537,004 |
| Computer Accessories \$905,119 \$1,068,386 \$163,267 Entertainment & Recreation \$155,334,423 \$184,541,041 \$28,206,618 Fees and Admissions \$37,642,470 \$44,420,248 \$6,777,778 Membiership Fees for Clubs (2) \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,893,042 \$1,051,178 Tickets to Theatre/Operas/Concerts \$4,157,783 \$4,907,234 \$749,451 Tickets to Parks or Museums \$1,690,092 \$1,994,572 \$304,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,710,701 \$565,552 Fees for Recreational Lessons \$7,333,059 \$8,675,390 \$1,322,331 Dating Services \$59,867 \$70,721 \$10,854 TV/Video/Audio \$55,550,414 \$66,761,626 \$10,211,212 Cable and Satellite Television Services \$3,802,103 \$45,314,713 \$6,932,2610 Televisions \$5,550,414 \$6,567,262 \$10,002,286 Satellite Dishes \$74,716 \$88,187 \$1,003,286 | | | | | |
| Entertainment & Recreation \$156,334,423 \$184,541,041 \$2,206,618 Fees and Admissions \$37,642,470 \$44,420,248 \$6,777,778 Membership Fees for Clubs (2) \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,893,042 \$1,051,178 Tickets to Mories \$4,157,783 \$4,907,234 \$749,451 Tickets to Movies \$2,862,514 \$3,378,639 \$516,125 Tickets to Parks or Museums \$1,690,092 \$1,994,572 \$300,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,710,701 \$565,526 Fees for Recreational Lessons \$7,530,059 \$8,075,390 \$13,222,331 Dating Services \$9,867 \$70,721 \$10,854 TV/video/Audio \$56,550,414 \$66,761,626 \$10,211,212 Cable and Satellite Television Services \$3,832,103 \$43,147,13 \$5,932,610 Satellite Dishes \$74,716 \$88,187 \$13,471 VCRs, Video Cameras, and DVD Players \$237,497 \$280,315 \$42,818 <tr< td=""><td></td><td></td><td></td><td></td><td></td></tr<> | | | | | |
| Fees and Admissions | · | | | ' ' ' | |
| Membership Fees for Clubs (2) \$12,532,114 \$14,789,950 \$2,257,836 Fees for Participant Sports, excl. Trips \$5,841,864 \$6,803,042 \$1,051,178 Tickets to Theatre/Operas/Concerts \$4,157,783 \$4,907,234 \$749,451 Tickets to Movies \$2,862,514 \$3,378,639 \$516,125 Tickets to Parks or Museums \$1,690,092 \$1,994,572 \$304,480 Admission to Sporting Events, excl. Trips \$3,145,175 \$3,710,701 \$565,526 Fees for Recreational Lessons \$7,953,059 \$8,675,390 \$1,322,331 Dating Services \$59,867 \$70,721 \$10,854 TV/Video/Audio \$56,550,414 \$66,761,626 \$10,211,212 Cable and Satellite Television Services \$33,82,103 \$45,314,713 \$6,932,610 Televisions \$5,566,441 \$6,569,727 \$1,003,286 Satellite Dishes \$74,716 \$88,187 \$13,471 VCRs, Video Cameras, and DVD Players \$237,497 \$280,315 \$42,818 Miscellaneous Video Equipment \$766,376 \$904,807 \$138,431 <t< td=""><td></td><td></td><td></td><td></td><td></td></t<> | | | | | |
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| Pets \$33,868,259 \$39,985,104 \$6,116,845 Toys/Games/Crafts/Hobbies (4) \$5,607,299 \$6,618,910 \$1,011,611 Recreational Vehicles and Fees (5) \$5,262,650 \$6,208,256 \$945,606 Sports/Recreation/Exercise Equipment (6) \$8,486,068 \$10,018,329 \$1,532,261 Photo Equipment and Supplies (7) \$2,286,576 \$2,698,756 \$412,180 Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 F | | und Equipment | | | |
| Toys/Games/Crafts/Hobbies (4) \$5,607,299 \$6,618,910 \$1,011,611 Recreational Vehicles and Fees (5) \$5,262,650 \$6,208,256 \$945,606 Sports/Recreation/Exercise Equipment (6) \$8,486,068 \$10,018,329 \$1,532,261 Photo Equipment and Supplies (7) \$2,286,576 \$2,698,756 \$412,180 Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 <td>·</td> <td>and Equipment</td> <td></td> <td></td> <td></td> | · | and Equipment | | | |
| Recreational Vehicles and Fees (5) \$5,262,650 \$6,208,256 \$945,606 Sports/Recreation/Exercise Equipment (6) \$8,486,068 \$10,018,329 \$1,532,261 Photo Equipment and Supplies (7) \$2,286,576 \$2,698,756 \$412,180 Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | | | | |
| Sports/Recreation/Exercise Equipment (6) \$8,486,068 \$10,018,329 \$1,532,261 Photo Equipment and Supplies (7) \$2,286,576 \$2,698,756 \$412,180 Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | | | | |
| Photo Equipment and Supplies (7) \$2,286,576 \$2,698,756 \$412,180 Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | ent (6) | | | |
| Reading (8) \$5,143,365 \$6,073,357 \$929,992 Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | (0) | | | |
| Catered Affairs (9) \$1,501,088 \$1,772,735 \$271,647 Food \$454,054,045 \$536,051,906 \$81,997,861 Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | | | | |
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| Food at Home \$266,743,685 \$314,928,236 \$48,184,551 Bakery and Cereal Products \$34,203,958 \$40,382,736 \$6,178,778 Meats, Poultry, Fish, and Eggs \$57,502,858 \$67,888,168 \$10,385,310 Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | , | | | | |
| Bakery and Cereal Products\$34,203,958\$40,382,736\$6,178,778Meats, Poultry, Fish, and Eggs\$57,502,858\$67,888,168\$10,385,310Dairy Products\$26,827,844\$31,675,642\$4,847,798Fruits and Vegetables\$52,487,495\$61,969,030\$9,481,535Snacks and Other Food at Home (10)\$95,721,528\$113,012,660\$17,291,132Food Away from Home\$187,310,360\$221,123,670\$33,813,310 | | | | | |
| Meats, Poultry, Fish, and Eggs\$57,502,858\$67,888,168\$10,385,310Dairy Products\$26,827,844\$31,675,642\$4,847,798Fruits and Vegetables\$52,487,495\$61,969,030\$9,481,535Snacks and Other Food at Home (10)\$95,721,528\$113,012,660\$17,291,132Food Away from Home\$187,310,360\$221,123,670\$33,813,310 | | | | | |
| Dairy Products \$26,827,844 \$31,675,642 \$4,847,798 Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | | | | |
| Fruits and Vegetables \$52,487,495 \$61,969,030 \$9,481,535 Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | | | | |
| Snacks and Other Food at Home (10) \$95,721,528 \$113,012,660 \$17,291,132 Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | , | | | | |
| Food Away from Home \$187,310,360 \$221,123,670 \$33,813,310 | | (10) | | | |
| | | | | | |
| | Alcoholic Beverages | | \$31,261,373 | \$36,904,050 | \$5,642,677 |

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.

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 3 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 | \$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 | \$5,090,36 |
| Utilities, Fuel, and Public Services | \$240,649,085 | \$284,083,126 | \$43,434,04 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$5,052,493 | \$5,964,255 | \$911,76 |
| Furniture | \$31,527,423 | \$37,209,010 | \$5,681,58 |
| Rugs | \$1,544,404 | \$1,822,249 | \$277,84 |
| Major Appliances (14) | \$18,224,178 | \$21,503,736 | \$3,279,55 |
| Housewares (15) | \$4,322,453 | \$5,102,753 | \$780,30 |
| Small Appliances | \$2,586,116 | \$3,053,391 | \$467,27 |
| Luggage | \$854,042 | \$1,008,020 | \$153,97 |
| Telephones and Accessories | \$4,957,694 | \$5,852,102 | \$894,40 |
| Household Operations | | | |
| Child Care | \$26,842,158 | \$31,667,897 | \$4,825,73 |
| Lawn and Garden (16) | \$23,460,142 | \$27,683,926 | \$4,223,78 |
| Moving/Storage/Freight Express | \$3,608,606 | \$4,262,288 | \$653,68 |
| Housekeeping Supplies (17) | \$37,638,698 | \$44,432,518 | \$6,793,82 |
| Insurance | | | |
| Owners and Renters Insurance | \$28,815,181 | \$33,997,240 | \$5,182,05 |
| Vehicle Insurance | \$91,218,959 | \$107,685,692 | \$16,466,73 |
| Life/Other Insurance | \$28,696,202 | \$33,858,397 | \$5,162,19 |
| Health Insurance | \$197,688,336 | \$233,351,702 | \$35,663,36 |
| Personal Care Products (18) | \$24,450,716 | \$28,864,339 | \$4,413,62 |
| School Books and Supplies (19) | \$6,496,079 | \$7,668,907 | \$1,172,82 |
| Smoking Products | \$17,325,792 | \$20,470,764 | \$3,144,97 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | \$123,728,116 | \$146,018,628 | \$22,290,51 |
| Gasoline and Motor Oil | \$116,518,531 | \$137,550,678 | \$21,032,14 |
| Vehicle Maintenance and Repairs | \$53,642,078 | \$63,326,978 | \$9,684,90 |
| Travel | | . , , | . , , |
| Airline Fares | \$32,147,314 | \$37,941,433 | \$5,794,11 |
| Lodging on Trips | \$35,035,245 | \$41,342,041 | \$6,306,79 |
| Auto/Truck Rental on Trips | \$2,818,147 | \$3,326,259 | \$508,11 |
| Auto/ Huck Rental on Hips | | | |



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Retail Demand Outlook

Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 3 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.

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.

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 5 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

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|---|------------|--------------------------------|-------------------------------|------------------------------|
| Top Tapestry Segments | Percent | Demographic Summary | 2022 | 2027 |
| Pleasantville (2B) | 14.0% | Population | 281,248 | 279,537 |
| 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 | | \$0,430,021 | Ψ7,027,032 | \$1,177,011 |
| 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 | | | \$2,542,258 | |
| Entertainment & Recreation | | \$2,150,087 | \$2,342,236 \$445,166,337 | \$392,171 |
| Fees and Admissions | | \$376,464,591 | | \$68,701,746 |
| Membership Fees for Clubs (2) | | \$89,502,057 | \$105,818,911 \$35,340,763 | \$16,316,854 ¢5,450,160 |
| Fees for Participant Sports, excl. Trips | | \$29,890,594 \$13,795,187 | \$16,309,381 | \$5,450,169 \$2,514,194 |
| Tickets to Theatre/Operas/Concerts | | \$9,915,796 | | |
| Tickets to Movies | | \$9,913,796 \$6,889,176 | \$11,724,925 \$8,145,195 | \$1,809,129 \$1,256,019 |
| Tickets to Movies Tickets to Parks or Museums | | \$4,065,189 | \$4,806,616 | \$1,230,019 \$741,427 |
| Admission to Sporting Events, excl. Tr | rinc | \$7,405,763 \$7,405,763 | \$8,754,801 | \$1,349,038 |
| Fees for Recreational Lessons | ips | \$17,390,083 | \$20,559,480 | \$3,169,397 |
| | | | \$20,539,480 \$177,750 | |
| Dating Services TV/Video/Audio | | \$150,268 \$137,107,572 | \$162,131,560 | \$27,482 \$25,023,988 |
| Cable and Satellite Television Services | - | \$137,107,372 \$93,475,786 | \$102,131,300 | \$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 Playe | rs | \$568,934 | \$672,696 | \$103,762 |
| Miscellaneous Video Equipment | | \$1,822,930 \$919,179 | \$2,155,781 | \$332,851 |
| Video Cassettes and DVDs Video Game Hardware/Accessories | | . , | \$1,086,894 | \$167,715 |
| Video Game Software | | \$3,386,900 #1,018,187 | \$4,005,251 | \$618,351 |
| | | \$1,918,187 | \$2,268,639 | \$350,452 |
| Rental/Streaming/Downloaded Video Installation of Televisions | | \$8,382,257 | \$9,911,390 \$119,274 | \$1,529,133 |
| | | \$100,853 | ' ' | \$18,421 |
| Audio (3) | Carrinmont | \$12,694,546 \$308,832 | \$15,009,984 \$365,267 | \$2,315,438 |
| Rental and Repair of TV/Radio/Sound | Equipment | | | \$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) | 6) | \$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 at Home | | \$1,106,561,007 | \$1,308,567,076 | \$202,006,069 |
| Food at Home Bakery and Cereal Products | | \$650,716,208 \$83,432,410 | \$769,526,893 \$08,666,007 | \$118,810,685 |
| Meats, Poultry, Fish, and Eggs | | \$83,432,419 \$140,536,636 | \$98,666,997 | \$15,234,578 \$25,656,780 |
| , ,, , , | | \$140,536,636 | \$166,193,425 | \$25,656,789 |
| Dairy Products | | \$65,540,630 #138,303,373 | \$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 \$455,844,700 | \$275,543,858 | \$42,539,607 \$83,105,384 |
| Food Away from Home | | \$455,844,799 \$75,401,638 | \$539,040,183 | \$83,195,384 |
| Alcoholic Beverages | | \$75,491,638 | \$89,274,411 | \$13,782,773 |



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 | 2027 | Projecte |
|---|------------------------------|-------------------|--------------------------------|
| Financial | Consumer Spending | Forecasted Demand | Spending Growt |
| | ¢2 106 206 200 | ¢2 770 662 006 | ¢502 276 70 |
| Value of Stocks/Bonds/Mutual Funds Value of Retirement Plans | \$3,196,386,200 | \$3,778,662,906 | \$582,276,70 \$2,106,283,40 |
| | \$11,562,901,107 | \$13,669,184,514 | |
| Value of Other Financial Assets | \$984,210,185 | \$1,163,972,414 | \$179,762,22 |
| Vehicle Loan Amount excluding Interest | \$331,162,022 | \$391,523,490 | \$60,361,46 |
| Value of Credit Card Debt Health | \$329,515,177 | \$389,664,643 | \$60,149,46 |
| Nonprescription Drugs | \$17,414,459 | \$20,595,476 | \$3,181,01 |
| Prescription Drugs | \$36,683,113 | \$43,379,935 | \$6,696,82 |
| Eyeglasses and Contact Lenses | \$11,056,183 | \$13,073,343 | \$2,017,16 |
| Home | | | |
| Mortgage Payment and Basics (11) | \$1,240,272,635 | \$1,466,168,761 | \$225,896,12 |
| Maintenance and Remodeling Services | \$332,534,238 | \$393,144,863 | \$60,610,62 |
| Maintenance and Remodeling Materials (12) | \$67,237,015 | \$79,499,530 | \$12,262,53 |
| Utilities, Fuel, and Public Services | \$583,650,366 | \$690,145,339 | \$106,494,9 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$12,205,883 | \$14,432,745 | \$2,226,80 |
| Furniture | \$75,462,201 | \$89,218,842 | \$13,756,6 |
| Rugs | \$3,657,769 | \$4,324,270 | \$666,5 |
| Major Appliances (14) | \$43,411,498 | \$51,322,414 | \$7,910,9 |
| Housewares (15) | \$10,430,775 | \$12,334,718 | \$1,903,9 |
| Small Appliances | \$6,308,871 | \$7,460,814 | \$1,151,9 |
| Luggage | \$2,046,075 | \$2,419,195 | \$373,1 |
| Telephones and Accessories | \$12,070,461 | \$14,273,942 | \$2,203,4 |
| Household Operations | , ,, - | 1 , -,- | 1 ,, |
| Child Care | \$63,080,237 | \$74,571,371 | \$11,491,1 |
| Lawn and Garden (16) | \$55,931,259 | \$66,130,422 | \$10,199,1 |
| Moving/Storage/Freight Express | \$8,916,931 | \$10,546,028 | \$1,629,0 |
| Housekeeping Supplies (17) | \$91,414,733 | \$108,098,921 | \$16,684,1 |
| Insurance | +// | +// | +//- |
| Owners and Renters Insurance | \$68,460,877 | \$80,935,437 | \$12,474,50 |
| Vehicle Insurance | \$221,476,060 | \$261,879,358 | \$40,403,29 |
| Life/Other Insurance | \$68,209,385 | \$80,640,219 | \$12,430,83 |
| Health Insurance | \$476,572,542 | \$563,533,591 | \$86,961,04 |
| Personal Care Products (18) | \$59,398,868 | \$70,238,325 | \$10,839,4 |
| School Books and Supplies (19) | \$15,774,000 | \$18,652,913 | \$2,878,9 |
| Smoking Products | \$42,921,111 | \$50,771,923 | \$7,850,8 |
| Transportation | ψ 12/321/111 | 430,7,1,323 | ψ, γοσογο |
| Payments on Vehicles excluding Leases | \$296,602,459 | \$350,662,184 | \$54,059,7 |
| Gasoline and Motor Oil | \$283,637,707 | \$335,397,614 | \$5 1 ,759,9 |
| Vehicle Maintenance and Repairs | \$129,565,205 | \$153,210,587 | \$23,645,38 |
| Travel | \$123,303,203 | φ133,210,307 | \$2J,U 4 J,J |
| Airline Fares | ¢77 1 <i>1</i> 6 E40 | ¢01 217 020 | ¢1/1 071 0 |
| | \$77,146,540 \$83,153,502 | \$91,217,930 | \$14,071,39 |
| Lodging on Trips | \$83,153,592 | \$98,312,700 | \$15,159,10 |
| Auto/Truck Rental on Trips | \$6,753,868 | \$7,986,017 | \$1,232,14 |
| Food and Drink on Trips | \$71,054,258 | \$84,013,896 | \$12,959,6 |



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

Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

November 09, 2022

- (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
- (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.