



# Retail Demand Outlook

Home Gardens CDP, CA (0634302)  
 Home Gardens CDP, CA (0634302)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Villages (7B)	37.7%	Population	11,122	11,201
Family Extensions (13B)	22.6%	Households	2,810	2,845
Southwestern Families (7F)	16.9%	Families	2,289	2,317
Workday Drive (4A)	12.1%	Median Age	33.1	35.8
Senior Escapes (9D)	8.7%	Median Household Income	\$68,227	\$80,726
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$5,810,168	\$7,012,916	\$1,202,748
Men's		\$1,144,736	\$1,381,137	\$236,401
Women's		\$1,999,617	\$2,411,741	\$412,124
Children's		\$888,829	\$1,074,127	\$185,298
Footwear		\$1,380,249	\$1,667,199	\$286,950
Watches & Jewelry		\$303,543	\$366,266	\$62,723
Apparel Products and Services (1)		\$141,431	\$170,572	\$29,141
<b>Computer</b>				
Computers and Hardware for Home Use		\$506,192	\$609,720	\$103,528
Portable Memory		\$12,339	\$14,876	\$2,537
Computer Software		\$28,301	\$34,085	\$5,784
Computer Accessories		\$44,394	\$53,561	\$9,167
<b>Entertainment &amp; Recreation</b>		\$8,546,188	\$10,309,145	\$1,762,957
Fees and Admissions		\$2,073,416	\$2,495,372	\$421,956
Membership Fees for Clubs (2)		\$667,032	\$803,143	\$136,111
Fees for Participant Sports, excl. Trips		\$328,171	\$395,025	\$66,854
Tickets to Theatre/Operas/Concerts		\$210,665	\$253,474	\$42,809
Tickets to Movies		\$173,948	\$209,736	\$35,788
Tickets to Parks or Museums		\$104,593	\$125,927	\$21,334
Admission to Sporting Events, excl. Trips		\$176,177	\$211,862	\$35,685
Fees for Recreational Lessons		\$410,562	\$493,469	\$82,907
Dating Services		\$2,268	\$2,736	\$468
TV/Video/Audio		\$3,091,653	\$3,736,735	\$645,082
Cable and Satellite Television Services		\$2,067,897	\$2,500,814	\$432,917
Televisions		\$317,091	\$383,451	\$66,360
Satellite Dishes		\$3,837	\$4,636	\$799
VCRs, Video Cameras, and DVD Players		\$14,031	\$16,907	\$2,876
Miscellaneous Video Equipment		\$33,699	\$40,681	\$6,982
Video Cassettes and DVDs		\$21,155	\$25,549	\$4,394
Video Game Hardware/Accessories		\$75,338	\$91,002	\$15,664
Video Game Software		\$42,049	\$50,746	\$8,697
Rental/Streaming/Downloaded Video		\$197,112	\$237,955	\$40,843
Installation of Televisions		\$3,321	\$3,985	\$664
Audio (3)		\$309,570	\$373,044	\$63,474
Rental and Repair of TV/Radio/Sound Equipment		\$6,554	\$7,964	\$1,410
Pets		\$1,853,217	\$2,235,536	\$382,319
Toys/Games/Crafts/Hobbies (4)		\$299,931	\$361,773	\$61,842
Recreational Vehicles and Fees (5)		\$264,289	\$318,129	\$53,840
Sports/Recreation/Exercise Equipment (6)		\$482,452	\$582,338	\$99,886
Photo Equipment and Supplies (7)		\$127,938	\$154,061	\$26,123
Reading (8)		\$271,338	\$326,756	\$55,418
Catered Affairs (9)		\$82,679	\$99,316	\$16,637
<b>Food</b>		\$26,236,024	\$31,671,318	\$5,435,294
Food at Home		\$15,193,338	\$18,344,138	\$3,150,800
Bakery and Cereal Products		\$1,898,456	\$2,291,993	\$393,537
Meats, Poultry, Fish, and Eggs		\$3,298,785	\$3,984,996	\$686,211
Dairy Products		\$1,534,244	\$1,851,048	\$316,804
Fruits and Vegetables		\$3,046,070	\$3,676,348	\$630,278
Snacks and Other Food at Home (10)		\$5,415,784	\$6,539,753	\$1,123,969
Food Away from Home		\$11,042,685	\$13,327,180	\$2,284,495
Alcoholic Beverages		\$1,751,016	\$2,110,296	\$359,280

**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

Home Gardens CDP, CA (0634302)  
 Home Gardens CDP, CA (0634302)  
 Geography: Place

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$76,757,457	\$92,355,747	\$15,598,290
Value of Retirement Plans	\$251,590,770	\$302,790,215	\$51,199,445
Value of Other Financial Assets	\$20,465,799	\$24,558,210	\$4,092,411
Vehicle Loan Amount excluding Interest	\$7,687,031	\$9,311,771	\$1,624,740
Value of Credit Card Debt	\$7,706,764	\$9,284,538	\$1,577,774
<b>Health</b>			
Nonprescription Drugs	\$404,706	\$488,819	\$84,113
Prescription Drugs	\$761,877	\$922,517	\$160,640
Eyeglasses and Contact Lenses	\$244,197	\$294,666	\$50,469
<b>Home</b>			
Mortgage Payment and Basics (11)	\$31,011,870	\$37,359,605	\$6,347,735
Maintenance and Remodeling Services	\$8,125,887	\$9,791,561	\$1,665,674
Maintenance and Remodeling Materials (12)	\$1,650,989	\$1,991,575	\$340,586
Utilities, Fuel, and Public Services	\$13,514,643	\$16,344,098	\$2,829,455
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$283,723	\$342,413	\$58,690
Furniture	\$1,677,252	\$2,026,030	\$348,778
Rugs	\$78,098	\$94,146	\$16,048
Major Appliances (14)	\$1,047,891	\$1,265,391	\$217,500
Housewares (15)	\$226,523	\$273,672	\$47,149
Small Appliances	\$158,028	\$190,610	\$32,582
Luggage	\$45,984	\$55,475	\$9,491
Telephones and Accessories	\$256,156	\$308,697	\$52,541
<b>Household Operations</b>			
Child Care	\$1,501,936	\$1,807,866	\$305,930
Lawn and Garden (16)	\$1,264,675	\$1,527,983	\$263,308
Moving/Storage/Freight Express	\$244,214	\$294,636	\$50,422
Housekeeping Supplies (17)	\$2,098,378	\$2,536,774	\$438,396
<b>Insurance</b>			
Owners and Renters Insurance	\$1,570,514	\$1,901,341	\$330,827
Vehicle Insurance	\$5,215,842	\$6,312,135	\$1,096,293
Life/Other Insurance	\$1,493,051	\$1,802,594	\$309,543
Health Insurance	\$10,699,605	\$12,932,289	\$2,232,684
Personal Care Products (18)	\$1,388,830	\$1,677,860	\$289,030
School Books and Supplies (19)	\$386,323	\$466,097	\$79,774
Smoking Products	\$846,420	\$1,025,314	\$178,894
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$6,988,893	\$8,464,522	\$1,475,629
Gasoline and Motor Oil	\$7,209,480	\$8,709,749	\$1,500,269
Vehicle Maintenance and Repairs	\$2,949,681	\$3,562,870	\$613,189
<b>Travel</b>			
Airline Fares	\$1,891,621	\$2,277,931	\$386,310
Lodging on Trips	\$1,886,625	\$2,273,468	\$386,843
Auto/Truck Rental on Trips	\$157,896	\$190,203	\$32,307
Food and Drink on Trips	\$1,662,559	\$2,003,996	\$341,437

**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.



- (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.