



# Retail Demand Outlook

Meadowbrook CDP, CA (0646520)  
 Meadowbrook CDP, CA (0646520)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Down the Road (10D)	71.0%	Population	3,122	3,114
Forging Opportunity (7D)	26.4%	Households	965	962
Up and Coming Families (7A)	2.6%	Families	691	687
	0.0%	Median Age	36.2	36.3
	0.0%	Median Household Income	\$59,454	\$69,649
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$1,682,099	\$2,009,320	\$327,221
Men's		\$325,495	\$388,809	\$63,314
Women's		\$574,172	\$685,822	\$111,650
Children's		\$268,956	\$321,320	\$52,364
Footwear		\$399,307	\$477,000	\$77,693
Watches & Jewelry		\$90,740	\$108,387	\$17,647
Apparel Products and Services (1)		\$36,582	\$43,694	\$7,112
<b>Computer</b>				
Computers and Hardware for Home Use		\$131,114	\$156,619	\$25,505
Portable Memory		\$3,296	\$3,937	\$641
Computer Software		\$7,129	\$8,516	\$1,387
Computer Accessories		\$14,557	\$17,387	\$2,830
<b>Entertainment &amp; Recreation</b>		\$2,490,862	\$2,975,289	\$484,427
Fees and Admissions		\$529,556	\$632,559	\$103,003
Membership Fees for Clubs (2)		\$172,606	\$206,175	\$33,569
Fees for Participant Sports, excl. Trips		\$89,283	\$106,641	\$17,358
Tickets to Theatre/Operas/Concerts		\$53,195	\$63,539	\$10,344
Tickets to Movies		\$48,336	\$57,744	\$9,408
Tickets to Parks or Museums		\$27,825	\$33,238	\$5,413
Admission to Sporting Events, excl. Trips		\$43,034	\$51,405	\$8,371
Fees for Recreational Lessons		\$94,624	\$113,039	\$18,415
Dating Services		\$652	\$778	\$126
TV/Video/Audio		\$964,963	\$1,152,656	\$187,693
Cable and Satellite Television Services		\$653,620	\$780,731	\$127,111
Televisions		\$98,310	\$117,446	\$19,136
Satellite Dishes		\$1,234	\$1,474	\$240
VCRs, Video Cameras, and DVD Players		\$3,968	\$4,740	\$772
Miscellaneous Video Equipment		\$11,211	\$13,391	\$2,180
Video Cassettes and DVDs		\$6,967	\$8,322	\$1,355
Video Game Hardware/Accessories		\$24,166	\$28,869	\$4,703
Video Game Software		\$13,815	\$16,502	\$2,687
Rental/Streaming/Downloaded Video		\$61,550	\$73,526	\$11,976
Installation of Televisions		\$590	\$705	\$115
Audio (3)		\$87,085	\$104,028	\$16,943
Rental and Repair of TV/Radio/Sound Equipment		\$2,446	\$2,922	\$476
Pets		\$550,952	\$658,057	\$107,105
Toys/Games/Crafts/Hobbies (4)		\$96,237	\$114,957	\$18,720
Recreational Vehicles and Fees (5)		\$74,515	\$89,000	\$14,485
Sports/Recreation/Exercise Equipment (6)		\$149,356	\$178,415	\$29,059
Photo Equipment and Supplies (7)		\$34,676	\$41,422	\$6,746
Reading (8)		\$72,748	\$86,892	\$14,144
Catered Affairs (9)		\$18,001	\$21,502	\$3,501
<b>Food</b>		\$7,544,239	\$9,011,732	\$1,467,493
Food at Home		\$4,432,551	\$5,294,662	\$862,111
Bakery and Cereal Products		\$562,071	\$671,386	\$109,315
Meats, Poultry, Fish, and Eggs		\$955,757	\$1,141,673	\$185,916
Dairy Products		\$433,601	\$517,925	\$84,324
Fruits and Vegetables		\$853,783	\$1,019,841	\$166,058
Snacks and Other Food at Home (10)		\$1,627,340	\$1,943,838	\$316,498
Food Away from Home		\$3,111,688	\$3,717,070	\$605,382
Alcoholic Beverages		\$460,785	\$550,385	\$89,600

**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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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$18,500,450	\$22,097,697	\$3,597,247
Value of Retirement Plans	\$66,927,130	\$79,937,570	\$13,010,440
Value of Other Financial Assets	\$5,190,472	\$6,197,409	\$1,006,937
Vehicle Loan Amount excluding Interest	\$2,603,208	\$3,109,707	\$506,499
Value of Credit Card Debt	\$2,110,092	\$2,520,360	\$410,268
<b>Health</b>			
Nonprescription Drugs	\$125,418	\$149,805	\$24,387
Prescription Drugs	\$274,639	\$328,036	\$53,397
Eyeglasses and Contact Lenses	\$73,691	\$88,025	\$14,334
<b>Home</b>			
Mortgage Payment and Basics (11)	\$8,081,384	\$9,653,824	\$1,572,440
Maintenance and Remodeling Services	\$2,129,864	\$2,544,153	\$414,289
Maintenance and Remodeling Materials (12)	\$509,015	\$607,993	\$98,978
Utilities, Fuel, and Public Services	\$4,222,639	\$5,044,185	\$821,546
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$79,947	\$95,501	\$15,554
Furniture	\$517,737	\$618,464	\$100,727
Rugs	\$22,650	\$27,053	\$4,403
Major Appliances (14)	\$318,773	\$380,787	\$62,014
Housewares (15)	\$71,290	\$85,156	\$13,866
Small Appliances	\$43,372	\$51,810	\$8,438
Luggage	\$13,625	\$16,274	\$2,649
Telephones and Accessories	\$77,006	\$91,986	\$14,980
<b>Household Operations</b>			
Child Care	\$381,082	\$455,246	\$74,164
Lawn and Garden (16)	\$387,775	\$463,188	\$75,413
Moving/Storage/Freight Express	\$64,071	\$76,540	\$12,469
Housekeeping Supplies (17)	\$652,265	\$779,145	\$126,880
<b>Insurance</b>			
Owners and Renters Insurance	\$526,765	\$629,251	\$102,486
Vehicle Insurance	\$1,659,893	\$1,982,904	\$323,011
Life/Other Insurance	\$449,191	\$536,549	\$87,358
Health Insurance	\$3,313,523	\$3,957,973	\$644,450
Personal Care Products (18)	\$409,893	\$489,642	\$79,749
School Books and Supplies (19)	\$108,486	\$129,592	\$21,106
Smoking Products	\$327,616	\$391,291	\$63,675
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$2,349,394	\$2,806,616	\$457,222
Gasoline and Motor Oil	\$2,107,465	\$2,517,529	\$410,064
Vehicle Maintenance and Repairs	\$934,400	\$1,116,143	\$181,743
<b>Travel</b>			
Airline Fares	\$461,837	\$551,684	\$89,847
Lodging on Trips	\$514,524	\$614,584	\$100,060
Auto/Truck Rental on Trips	\$42,144	\$50,338	\$8,194
Food and Drink on Trips	\$449,715	\$537,182	\$87,467

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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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