



Retail Demand Outlook

Lakeland Village CDP, CA (0639598)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	43.7%	Population	12,527	12,958
Front Porches (8E)	25.7%	Households	3,966	4,102
Up and Coming Families (7A)	12.3%	Families	2,904	3,016
Workday Drive (4A)	9.7%	Median Age	34.1	34.5
Down the Road (10D)	8.7%	Median Household Income	\$67,551	\$88,176
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$8,396,758	\$10,714,211	\$2,317,453
Men's		\$1,627,643	\$2,077,553	\$449,910
Women's		\$2,873,230	\$3,666,133	\$792,903
Children's		\$1,320,131	\$1,685,068	\$364,937
Footwear		\$1,984,531	\$2,531,479	\$546,948
Watches & Jewelry		\$460,844	\$587,644	\$126,800
Apparel Products and Services (1)		\$197,246	\$251,612	\$54,366
Computer				
Computers and Hardware for Home Use		\$694,496	\$886,658	\$192,162
Portable Memory		\$17,107	\$21,828	\$4,721
Computer Software		\$38,631	\$49,269	\$10,638
Computer Accessories		\$72,438	\$92,430	\$19,992
Entertainment & Recreation		\$12,429,826	\$15,857,813	\$3,427,987
Fees and Admissions		\$2,953,925	\$3,765,286	\$811,361
Membership Fees for Clubs (2)		\$960,507	\$1,224,095	\$263,588
Fees for Participant Sports, excl. Trips		\$486,152	\$620,327	\$134,175
Tickets to Theatre/Operas/Concerts		\$298,020	\$379,565	\$81,545
Tickets to Movies		\$246,508	\$314,666	\$68,158
Tickets to Parks or Museums		\$145,605	\$185,899	\$40,294
Admission to Sporting Events, excl. Trips		\$242,884	\$309,286	\$66,402
Fees for Recreational Lessons		\$570,161	\$726,238	\$156,077
Dating Services		\$4,089	\$5,212	\$1,123
TV/Video/Audio		\$4,582,619	\$5,850,744	\$1,268,125
Cable and Satellite Television Services		\$3,060,988	\$3,908,553	\$847,565
Televisions		\$473,187	\$604,386	\$131,199
Satellite Dishes		\$6,054	\$7,717	\$1,663
VCRs, Video Cameras, and DVD Players		\$19,625	\$25,037	\$5,412
Miscellaneous Video Equipment		\$58,374	\$74,277	\$15,903
Video Cassettes and DVDs		\$32,662	\$41,664	\$9,002
Video Game Hardware/Accessories		\$116,221	\$148,347	\$32,126
Video Game Software		\$65,433	\$83,445	\$18,012
Rental/Streaming/Downloaded Video		\$298,156	\$380,521	\$82,365
Installation of Televisions		\$3,373	\$4,310	\$937
Audio (3)		\$439,440	\$560,834	\$121,394
Rental and Repair of TV/Radio/Sound Equipment		\$9,108	\$11,652	\$2,544
Pets		\$2,652,822	\$3,385,655	\$732,833
Toys/Games/Crafts/Hobbies (4)		\$469,454	\$598,782	\$129,328
Recreational Vehicles and Fees (5)		\$382,142	\$486,887	\$104,745
Sports/Recreation/Exercise Equipment (6)		\$713,474	\$909,983	\$196,509
Photo Equipment and Supplies (7)		\$183,061	\$233,430	\$50,369
Reading (8)		\$384,438	\$489,862	\$105,424
Catered Affairs (9)		\$108,807	\$138,346	\$29,539
Food		\$36,964,458	\$47,191,162	\$10,226,704
Food at Home		\$21,610,655	\$27,589,656	\$5,979,001
Bakery and Cereal Products		\$2,745,024	\$3,503,478	\$758,454
Meats, Poultry, Fish, and Eggs		\$4,641,185	\$5,925,895	\$1,284,710
Dairy Products		\$2,157,184	\$2,753,263	\$596,079
Fruits and Vegetables		\$4,240,968	\$5,414,608	\$1,173,640
Snacks and Other Food at Home (10)		\$7,826,294	\$9,992,411	\$2,166,117
Food Away from Home		\$15,353,803	\$19,601,506	\$4,247,703
Alcoholic Beverages		\$2,384,551	\$3,042,040	\$657,489

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
Financial			
Value of Stocks/Bonds/Mutual Funds	\$102,156,133	\$130,332,570	\$28,176,437
Value of Retirement Plans	\$364,270,563	\$464,176,854	\$99,906,291
Value of Other Financial Assets	\$28,859,670	\$36,842,073	\$7,982,403
Vehicle Loan Amount excluding Interest	\$12,139,774	\$15,512,581	\$3,372,807
Value of Credit Card Debt	\$10,892,460	\$13,893,797	\$3,001,337
Health			
Nonprescription Drugs	\$576,329	\$735,895	\$159,566
Prescription Drugs	\$1,203,309	\$1,536,313	\$333,004
Eyeglasses and Contact Lenses	\$360,817	\$460,214	\$99,397
Home			
Mortgage Payment and Basics (11)	\$42,690,536	\$54,477,268	\$11,786,732
Maintenance and Remodeling Services	\$11,132,851	\$14,206,895	\$3,074,044
Maintenance and Remodeling Materials (12)	\$2,398,429	\$3,064,063	\$665,634
Utilities, Fuel, and Public Services	\$19,833,096	\$25,332,078	\$5,498,982
Household Furnishings and Equipment			
Household Textiles (13)	\$405,394	\$517,271	\$111,877
Furniture	\$2,576,358	\$3,288,273	\$711,915
Rugs	\$118,305	\$150,908	\$32,603
Major Appliances (14)	\$1,537,726	\$1,963,661	\$425,935
Housewares (15)	\$343,791	\$438,969	\$95,178
Small Appliances	\$212,347	\$271,123	\$58,776
Luggage	\$69,840	\$89,176	\$19,336
Telephones and Accessories	\$365,843	\$466,217	\$100,374
Household Operations			
Child Care	\$2,184,702	\$2,783,653	\$598,951
Lawn and Garden (16)	\$1,864,661	\$2,380,737	\$516,076
Moving/Storage/Freight Express	\$309,924	\$396,050	\$86,126
Housekeeping Supplies (17)	\$3,091,136	\$3,948,168	\$857,032
Insurance			
Owners and Renters Insurance	\$2,402,979	\$3,069,869	\$666,890
Vehicle Insurance	\$7,763,599	\$9,919,770	\$2,156,171
Life/Other Insurance	\$2,225,363	\$2,838,611	\$613,248
Health Insurance	\$15,882,428	\$20,277,240	\$4,394,812
Personal Care Products (18)	\$1,994,941	\$2,547,206	\$552,265
School Books and Supplies (19)	\$537,233	\$686,173	\$148,940
Smoking Products	\$1,376,727	\$1,756,380	\$379,653
Transportation			
Payments on Vehicles excluding Leases	\$10,805,894	\$13,807,640	\$3,001,746
Gasoline and Motor Oil	\$9,921,012	\$12,677,550	\$2,756,538
Vehicle Maintenance and Repairs	\$4,439,162	\$5,667,663	\$1,228,501
Travel			
Airline Fares	\$2,549,540	\$3,253,136	\$703,596
Lodging on Trips	\$2,726,698	\$3,478,233	\$751,535
Auto/Truck Rental on Trips	\$226,253	\$288,852	\$62,599
Food and Drink on Trips	\$2,361,176	\$3,013,105	\$651,929

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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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