



Retail Demand Outlook

Highgrove CDP, CA (0633574)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Villages (7B)	59.1%	Population	8,806	8,804
Forging Opportunity (7D)	22.6%	Households	2,473	2,482
Pleasantville (2B)	18.0%	Families	1,948	1,956
Metro Fusion (11C)	0.3%	Median Age	34.2	36.0
	0.0%	Median Household Income	\$81,364	\$102,317
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,473,044	\$6,533,740	\$1,060,696
Men's		\$1,079,653	\$1,288,616	\$208,963
Women's		\$1,889,101	\$2,255,492	\$366,391
Children's		\$840,695	\$1,002,978	\$162,283
Footwear		\$1,280,740	\$1,529,301	\$248,561
Watches & Jewelry		\$294,663	\$351,909	\$57,246
Apparel Products and Services (1)		\$134,955	\$161,277	\$26,322
Computer				
Computers and Hardware for Home Use		\$495,997	\$591,756	\$95,759
Portable Memory		\$11,506	\$13,728	\$2,222
Computer Software		\$27,374	\$32,678	\$5,304
Computer Accessories		\$42,359	\$50,581	\$8,222
Entertainment & Recreation		\$8,251,877	\$9,851,946	\$1,600,069
Fees and Admissions		\$2,080,437	\$2,484,688	\$404,251
Membership Fees for Clubs (2)		\$659,562	\$787,861	\$128,299
Fees for Participant Sports, excl. Trips		\$313,022	\$373,616	\$60,594
Tickets to Theatre/Operas/Concerts		\$218,985	\$261,856	\$42,871
Tickets to Movies		\$167,337	\$199,515	\$32,178
Tickets to Parks or Museums		\$100,053	\$119,336	\$19,283
Admission to Sporting Events, excl. Trips		\$178,862	\$213,557	\$34,695
Fees for Recreational Lessons		\$440,401	\$526,293	\$85,892
Dating Services		\$2,214	\$2,654	\$440
TV/Video/Audio		\$2,916,668	\$3,481,401	\$564,733
Cable and Satellite Television Services		\$1,948,359	\$2,326,633	\$378,274
Televisions		\$299,624	\$357,305	\$57,681
Satellite Dishes		\$3,589	\$4,278	\$689
VCRs, Video Cameras, and DVD Players		\$13,087	\$15,606	\$2,519
Miscellaneous Video Equipment		\$31,652	\$37,886	\$6,234
Video Cassettes and DVDs		\$19,521	\$23,271	\$3,750
Video Game Hardware/Accessories		\$69,587	\$82,976	\$13,389
Video Game Software		\$37,754	\$45,017	\$7,263
Rental/Streaming/Downloaded Video		\$180,756	\$215,437	\$34,681
Installation of Televisions		\$3,514	\$4,188	\$674
Audio (3)		\$303,195	\$361,606	\$58,411
Rental and Repair of TV/Radio/Sound Equipment		\$6,030	\$7,197	\$1,167
Pets		\$1,771,433	\$2,114,918	\$343,485
Toys/Games/Crafts/Hobbies (4)		\$282,022	\$336,507	\$54,485
Recreational Vehicles and Fees (5)		\$278,618	\$333,328	\$54,710
Sports/Recreation/Exercise Equipment (6)		\$450,074	\$536,783	\$86,709
Photo Equipment and Supplies (7)		\$124,234	\$148,214	\$23,980
Reading (8)		\$264,528	\$315,914	\$51,386
Catered Affairs (9)		\$84,556	\$101,020	\$16,464
Food		\$24,665,204	\$29,434,934	\$4,769,730
Food at Home		\$14,235,161	\$16,990,897	\$2,755,736
Bakery and Cereal Products		\$1,791,433	\$2,138,907	\$347,474
Meats, Poultry, Fish, and Eggs		\$3,093,062	\$3,692,093	\$599,031
Dairy Products		\$1,442,087	\$1,721,398	\$279,311
Fruits and Vegetables		\$2,867,887	\$3,423,087	\$555,200
Snacks and Other Food at Home (10)		\$5,040,692	\$6,015,413	\$974,721
Food Away from Home		\$10,430,044	\$12,444,037	\$2,013,993
Alcoholic Beverages		\$1,692,206	\$2,020,675	\$328,469

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	\$78,508,971	\$93,698,069	\$15,189,098
Value of Retirement Plans	\$258,986,194	\$309,548,090	\$50,561,896
Value of Other Financial Assets	\$20,296,064	\$24,273,446	\$3,977,382
Vehicle Loan Amount excluding Interest	\$6,954,704	\$8,293,272	\$1,338,568
Value of Credit Card Debt	\$7,442,804	\$8,885,333	\$1,442,529
Health			
Nonprescription Drugs	\$366,073	\$436,699	\$70,626
Prescription Drugs	\$698,568	\$834,204	\$135,636
Eyeglasses and Contact Lenses	\$237,222	\$283,273	\$46,051
Home			
Mortgage Payment and Basics (11)	\$32,515,380	\$38,830,792	\$6,315,412
Maintenance and Remodeling Services	\$8,326,930	\$9,943,600	\$1,616,670
Maintenance and Remodeling Materials (12)	\$1,629,769	\$1,945,283	\$315,514
Utilities, Fuel, and Public Services	\$12,814,473	\$15,293,849	\$2,479,376
Household Furnishings and Equipment			
Household Textiles (13)	\$276,751	\$330,317	\$53,566
Furniture	\$1,632,608	\$1,949,124	\$316,516
Rugs	\$79,207	\$94,667	\$15,460
Major Appliances (14)	\$1,020,405	\$1,217,828	\$197,423
Housewares (15)	\$216,442	\$258,433	\$41,991
Small Appliances	\$148,137	\$176,647	\$28,510
Luggage	\$44,176	\$52,728	\$8,552
Telephones and Accessories	\$250,781	\$299,706	\$48,925
Household Operations			
Child Care	\$1,517,920	\$1,812,346	\$294,426
Lawn and Garden (16)	\$1,243,650	\$1,485,565	\$241,915
Moving/Storage/Freight Express	\$228,033	\$271,550	\$43,517
Housekeeping Supplies (17)	\$1,955,492	\$2,334,072	\$378,580
Insurance			
Owners and Renters Insurance	\$1,518,929	\$1,813,492	\$294,563
Vehicle Insurance	\$4,870,936	\$5,810,521	\$939,585
Life/Other Insurance	\$1,480,060	\$1,768,603	\$288,543
Health Insurance	\$10,147,594	\$12,115,671	\$1,968,077
Personal Care Products (18)	\$1,304,197	\$1,556,397	\$252,200
School Books and Supplies (19)	\$369,948	\$441,259	\$71,311
Smoking Products	\$745,503	\$889,933	\$144,430
Transportation			
Payments on Vehicles excluding Leases	\$6,476,191	\$7,724,860	\$1,248,669
Gasoline and Motor Oil	\$6,714,199	\$8,006,547	\$1,292,348
Vehicle Maintenance and Repairs	\$2,767,974	\$3,302,870	\$534,896
Travel			
Airline Fares	\$1,887,396	\$2,252,689	\$365,293
Lodging on Trips	\$1,889,578	\$2,257,045	\$367,467
Auto/Truck Rental on Trips	\$154,732	\$184,714	\$29,982
Food and Drink on Trips	\$1,632,378	\$1,948,738	\$316,360

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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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