

## Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Villages (7B)	37.7%	Population	11,095	11,196
Family Extensions (13B)	22.7%	Households	2,821	2,882
Southwestern Families (7F)	17.0%	Families	2,295	2,331
Workday Drive (4A)	12.1%	Median Age	37.2	38.1
Senior Escapes (9D)	8.6%	Median Household Income	\$83,256	\$97,613
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$6,249,652	\$7,363,867	\$1,114,215
Men's		\$1,112,095	\$1,310,062	\$197,967
Women's		\$2,177,884	\$2,568,789	\$390,905
Children's		\$905,501	\$1,069,193	\$163,692
Footwear		\$1,310,212	\$1,542,538	\$232,326
Watches & Jewelry		\$620,365	\$727,801	\$107,436
Apparel Products and Services (1)		\$123,594	\$145,483	\$21,889
<b>Computer</b>				
Computers and Hardware for Home Use		\$741,888	\$872,653	\$130,765
Portable Memory		\$10,572	\$12,434	\$1,862
Computer Software		\$41,623	\$48,893	\$7,270
Computer Accessories		\$68,923	\$81,057	\$12,134
<b>Entertainment &amp; Recreation</b>		\$10,949,860	\$12,924,257	\$1,974,397
Fees and Admissions		\$2,007,961	\$2,359,862	\$351,901
Membership Fees for Clubs (2)		\$685,831	\$806,891	\$121,060
Fees for Participant Sports, excl. Trips		\$317,911	\$374,309	\$56,398
Tickets to Theatre/Operas/Concerts		\$195,494	\$229,628	\$34,134
Tickets to Movies		\$66,077	\$77,561	\$11,484
Tickets to Parks or Museums		\$108,226	\$127,170	\$18,944
Admission to Sporting Events, excl. Trips		\$148,952	\$175,610	\$26,658
Fees for Recreational Lessons		\$483,376	\$566,225	\$82,849
Dating Services		\$2,093	\$2,469	\$376
TV/Video/Audio		\$3,592,123	\$4,251,114	\$658,991
Cable and Satellite Television Services		\$2,135,700	\$2,533,649	\$397,949
Televisions		\$388,281	\$458,391	\$70,110
Satellite Dishes		\$3,552	\$4,200	\$648
VCRs, Video Cameras, and DVD Players		\$16,956	\$19,967	\$3,011
Miscellaneous Video Equipment		\$34,274	\$40,509	\$6,235
Video Cassettes and DVDs		\$16,899	\$19,910	\$3,011
Video Game Hardware/Accessories		\$116,280	\$137,284	\$21,004
Video Game Software		\$44,626	\$52,692	\$8,066
Rental/Streaming/Downloaded Video		\$440,760	\$519,201	\$78,441
Installation of Televisions		\$2,997	\$3,521	\$524
Audio (3)		\$386,710	\$455,803	\$69,093
Rental and Repair of TV/Radio/Sound Equipment		\$5,088	\$5,987	\$899
Pets		\$2,931,190	\$3,462,239	\$531,049
Toys/Games/Crafts/Hobbies (4)		\$470,420	\$555,300	\$84,880
Recreational Vehicles and Fees (5)		\$519,117	\$612,089	\$92,972
Sports/Recreation/Exercise Equipment (6)		\$771,413	\$910,838	\$139,425
Photo Equipment and Supplies (7)		\$161,891	\$190,273	\$28,382
Reading (8)		\$395,741	\$465,113	\$69,372
Catered Affairs (9)		\$100,005	\$117,430	\$17,425
<b>Food</b>		\$31,624,801	\$37,338,922	\$5,714,121
Food at Home		\$20,650,344	\$24,396,049	\$3,745,705
Bakery and Cereal Products		\$2,631,257	\$3,109,103	\$477,846
Meats, Poultry, Fish, and Eggs		\$4,466,572	\$5,275,777	\$809,205
Dairy Products		\$1,948,557	\$2,301,086	\$352,529
Fruits and Vegetables		\$4,237,383	\$4,998,065	\$760,682
Snacks and Other Food at Home (10)		\$7,366,575	\$8,712,019	\$1,345,444
Food Away from Home		\$10,974,456	\$12,942,873	\$1,968,417
Alcoholic Beverages		\$1,778,460	\$2,091,886	\$313,426

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$126,147,288	\$148,700,255	\$22,552,967
Value of Retirement Plans	\$408,704,946	\$482,290,813	\$73,585,867
Value of Other Financial Assets	\$25,256,496	\$29,721,118	\$4,464,622
Vehicle Loan Amount excluding Interest	\$8,883,297	\$10,515,852	\$1,632,555
Value of Credit Card Debt	\$7,765,150	\$9,152,135	\$1,386,985
<b>Health</b>			
Nonprescription Drugs	\$467,959	\$555,989	\$88,030
Prescription Drugs	\$960,603	\$1,143,159	\$182,556
Eyeglasses and Contact Lenses	\$339,471	\$401,472	\$62,001
<b>Home</b>			
Mortgage Payment and Basics (11)	\$37,180,765	\$43,764,271	\$6,583,506
Maintenance and Remodeling Services	\$12,401,131	\$14,599,546	\$2,198,415
Maintenance and Remodeling Materials (12)	\$2,148,723	\$2,543,628	\$394,905
Utilities, Fuel, and Public Services	\$16,397,411	\$19,421,976	\$3,024,565
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$357,513	\$422,035	\$64,522
Furniture	\$2,577,599	\$3,043,882	\$466,283
Rugs	\$128,383	\$151,105	\$22,722
Major Appliances (14)	\$1,634,133	\$1,933,202	\$299,069
Housewares (15)	\$315,851	\$373,157	\$57,306
Small Appliances	\$240,533	\$283,273	\$42,740
Luggage	\$54,479	\$64,090	\$9,611
Telephones and Accessories	\$293,628	\$350,256	\$56,628
<b>Household Operations</b>			
Child Care	\$1,441,736	\$1,694,440	\$252,704
Lawn and Garden (16)	\$1,883,981	\$2,229,501	\$345,520
Moving/Storage/Freight Express	\$344,350	\$404,471	\$60,121
Housekeeping Supplies (17)	\$2,555,398	\$3,025,078	\$469,680
<b>Insurance</b>			
Owners and Renters Insurance	\$2,113,310	\$2,504,853	\$391,543
Vehicle Insurance	\$5,908,809	\$6,996,080	\$1,087,271
Life/Other Insurance	\$1,715,482	\$2,029,449	\$313,967
Health Insurance	\$13,319,536	\$15,779,200	\$2,459,664
Personal Care Products (18)	\$1,585,767	\$1,871,149	\$285,382
School Books (19)	\$110,512	\$130,328	19,816
Smoking Products	\$1,291,513	\$1,544,947	\$253,434
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$7,899,568	\$9,361,743	\$1,462,175
Gasoline and Motor Oil	\$9,937,131	\$11,775,404	\$1,838,273
Vehicle Maintenance and Repairs	\$4,030,658	\$4,761,641	\$730,983
<b>Travel</b>			
Airline Fares	\$1,777,916	\$2,086,050	\$308,134
Lodging on Trips	\$2,696,091	\$3,179,712	\$483,621
Auto/Truck Rental on Trips	\$289,362	\$340,475	\$51,113
Food and Drink on Trips	\$1,991,874	\$2,347,022	\$355,148

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.