



Retail Demand Outlook

El Cerrito CDP, CA (0621810)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Villages (7B)	48.4%	Population	5,128	5,255
Pleasantville (2B)	24.8%	Households	1,418	1,457
Savvy Suburbanites (1D)	19.7%	Families	1,205	1,238
Boomburbs (1C)	7.1%	Median Age	37.7	39.3
	0.0%	Median Household Income	\$99,317	\$108,312
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$3,735,011	\$4,525,672	\$790,661
Men's		\$733,530	\$888,336	\$154,806
Women's		\$1,318,419	\$1,597,386	\$278,967
Children's		\$543,993	\$658,836	\$114,843
Footwear		\$862,809	\$1,046,062	\$183,253
Watches & Jewelry		\$211,391	\$256,321	\$44,930
Apparel Products and Services (1)		\$97,998	\$118,873	\$20,875
Computer				
Computers and Hardware for Home Use		\$337,108	\$407,695	\$70,587
Portable Memory		\$7,781	\$9,414	\$1,633
Computer Software		\$18,770	\$22,724	\$3,954
Computer Accessories		\$29,845	\$36,183	\$6,338
Entertainment & Recreation		\$5,753,366	\$6,970,548	\$1,217,182
Fees and Admissions		\$1,519,118	\$1,840,842	\$321,724
Membership Fees for Clubs (2)		\$485,859	\$588,932	\$103,073
Fees for Participant Sports, excl. Trips		\$227,961	\$275,981	\$48,020
Tickets to Theatre/Operas/Concerts		\$165,364	\$200,742	\$35,378
Tickets to Movies		\$108,675	\$131,347	\$22,672
Tickets to Parks or Museums		\$67,543	\$81,662	\$14,119
Admission to Sporting Events, excl. Trips		\$134,032	\$162,286	\$28,254
Fees for Recreational Lessons		\$327,971	\$397,801	\$69,830
Dating Services		\$1,713	\$2,089	\$376
TV/Video/Audio		\$1,953,175	\$2,366,175	\$413,000
Cable and Satellite Television Services		\$1,320,944	\$1,601,501	\$280,557
Televisions		\$192,351	\$232,680	\$40,329
Satellite Dishes		\$2,359	\$2,852	\$493
VCRs, Video Cameras, and DVD Players		\$8,699	\$10,513	\$1,814
Miscellaneous Video Equipment		\$24,201	\$29,469	\$5,268
Video Cassettes and DVDs		\$12,336	\$14,914	\$2,578
Video Game Hardware/Accessories		\$43,751	\$52,931	\$9,180
Video Game Software		\$23,890	\$28,896	\$5,006
Rental/Streaming/Downloaded Video		\$115,065	\$139,030	\$23,965
Installation of Televisions		\$2,316	\$2,790	\$474
Audio (3)		\$203,617	\$246,182	\$42,565
Rental and Repair of TV/Radio/Sound Equipment		\$3,645	\$4,416	\$771
Pets		\$1,240,008	\$1,502,092	\$262,084
Toys/Games/Crafts/Hobbies (4)		\$189,259	\$229,210	\$39,951
Recreational Vehicles and Fees (5)		\$216,636	\$263,272	\$46,636
Sports/Recreation/Exercise Equipment (6)		\$299,260	\$362,145	\$62,885
Photo Equipment and Supplies (7)		\$85,688	\$103,670	\$17,982
Reading (8)		\$189,316	\$229,337	\$40,021
Catered Affairs (9)		\$61,379	\$74,379	\$13,000
Food		\$16,525,056	\$20,005,757	\$3,480,701
Food at Home		\$9,582,312	\$11,604,634	\$2,022,322
Bakery and Cereal Products		\$1,219,828	\$1,478,254	\$258,426
Meats, Poultry, Fish, and Eggs		\$2,071,728	\$2,509,378	\$437,650
Dairy Products		\$982,630	\$1,189,951	\$207,321
Fruits and Vegetables		\$1,937,003	\$2,345,344	\$408,341
Snacks and Other Food at Home (10)		\$3,371,122	\$4,081,707	\$710,585
Food Away from Home		\$6,942,744	\$8,401,123	\$1,458,379
Alcoholic Beverages		\$1,200,017	\$1,453,609	\$253,592

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	\$57,545,897	\$69,602,105	\$12,056,208
Value of Retirement Plans	\$200,369,570	\$243,029,138	\$42,659,568
Value of Other Financial Assets	\$16,267,714	\$19,731,920	\$3,464,206
Vehicle Loan Amount excluding Interest	\$4,443,612	\$5,377,890	\$934,278
Value of Credit Card Debt	\$5,215,489	\$6,314,991	\$1,099,502
Health			
Nonprescription Drugs	\$242,799	\$293,743	\$50,944
Prescription Drugs	\$476,496	\$578,040	\$101,544
Eyeglasses and Contact Lenses	\$166,162	\$201,404	\$35,242
Home			
Mortgage Payment and Basics (11)	\$23,371,434	\$28,317,576	\$4,946,142
Maintenance and Remodeling Services	\$6,040,073	\$7,316,706	\$1,276,633
Maintenance and Remodeling Materials (12)	\$1,139,857	\$1,380,433	\$240,576
Utilities, Fuel, and Public Services	\$8,426,590	\$10,207,178	\$1,780,588
Household Furnishings and Equipment			
Household Textiles (13)	\$187,874	\$227,495	\$39,621
Furniture	\$1,117,649	\$1,354,629	\$236,980
Rugs	\$59,154	\$71,788	\$12,634
Major Appliances (14)	\$699,075	\$846,555	\$147,480
Housewares (15)	\$149,059	\$180,708	\$31,649
Small Appliances	\$96,408	\$116,501	\$20,093
Luggage	\$30,557	\$37,008	\$6,451
Telephones and Accessories	\$179,010	\$217,281	\$38,271
Household Operations			
Child Care	\$1,085,096	\$1,314,978	\$229,882
Lawn and Garden (16)	\$894,274	\$1,084,559	\$190,285
Moving/Storage/Freight Express	\$139,171	\$167,637	\$28,466
Housekeeping Supplies (17)	\$1,310,435	\$1,587,661	\$277,226
Insurance			
Owners and Renters Insurance	\$1,039,888	\$1,260,970	\$221,082
Vehicle Insurance	\$3,107,487	\$3,761,511	\$654,024
Life/Other Insurance	\$1,082,589	\$1,313,778	\$231,189
Health Insurance	\$6,972,043	\$8,449,809	\$1,477,766
Personal Care Products (18)	\$867,679	\$1,050,749	\$183,070
School Books and Supplies (19)	\$243,282	\$294,197	\$50,915
Smoking Products	\$475,148	\$576,219	\$101,071
Transportation			
Payments on Vehicles excluding Leases	\$4,169,794	\$5,049,419	\$879,625
Gasoline and Motor Oil	\$4,286,922	\$5,182,483	\$895,561
Vehicle Maintenance and Repairs	\$1,849,694	\$2,239,602	\$389,908
Travel			
Airline Fares	\$1,329,565	\$1,608,906	\$279,341
Lodging on Trips	\$1,382,831	\$1,676,203	\$293,372
Auto/Truck Rental on Trips	\$110,052	\$133,253	\$23,201
Food and Drink on Trips	\$1,154,286	\$1,397,779	\$243,493

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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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