



Retail Demand Outlook

Woodcrest CDP, CA (0686244)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Savvy Suburbanites (1D)	42.3%	Population	15,605	16,065
Pleasantville (2B)	25.2%	Households	4,706	4,851
Workday Drive (4A)	17.8%	Families	3,906	4,025
Exurbanites (1E)	12.9%	Median Age	42.0	43.1
Urban Villages (7B)	1.8%	Median Household Income	\$125,949	\$144,341
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$16,808,801	\$19,952,688	\$3,143,887
Men's		\$3,231,337	\$3,834,943	\$603,606
Women's		\$5,984,442	\$7,104,212	\$1,119,770
Children's		\$2,382,237	\$2,826,499	\$444,262
Footwear		\$3,897,097	\$4,627,509	\$730,412
Watches & Jewelry		\$1,012,961	\$1,202,287	\$189,326
Apparel Products and Services (1)		\$449,033	\$533,369	\$84,336
Computer				
Computers and Hardware for Home Use		\$1,385,335	\$1,643,950	\$258,615
Portable Memory		\$33,608	\$39,878	\$6,270
Computer Software		\$77,599	\$92,146	\$14,547
Computer Accessories		\$144,708	\$171,714	\$27,006
Entertainment & Recreation		\$26,220,798	\$31,125,651	\$4,904,853
Fees and Admissions		\$6,852,360	\$8,137,240	\$1,284,880
Membership Fees for Clubs (2)		\$2,255,827	\$2,678,685	\$422,858
Fees for Participant Sports, excl. Trips		\$1,044,265	\$1,239,121	\$194,856
Tickets to Theatre/Operas/Concerts		\$772,373	\$918,062	\$145,689
Tickets to Movies		\$445,426	\$528,262	\$82,836
Tickets to Parks or Museums		\$277,517	\$329,171	\$51,654
Admission to Sporting Events, excl. Trips		\$616,389	\$731,989	\$115,600
Fees for Recreational Lessons		\$1,432,185	\$1,701,991	\$269,806
Dating Services		\$8,379	\$9,959	\$1,580
TV/Video/Audio		\$8,940,318	\$10,611,214	\$1,670,896
Cable and Satellite Television Services		\$6,179,905	\$7,337,403	\$1,157,498
Televisions		\$850,436	\$1,008,610	\$158,174
Satellite Dishes		\$11,024	\$13,054	\$2,030
VCRs, Video Cameras, and DVD Players		\$37,130	\$44,043	\$6,913
Miscellaneous Video Equipment		\$131,562	\$156,383	\$24,821
Video Cassettes and DVDs		\$54,471	\$64,577	\$10,106
Video Game Hardware/Accessories		\$189,024	\$224,140	\$35,116
Video Game Software		\$103,751	\$123,008	\$19,257
Rental/Streaming/Downloaded Video		\$498,107	\$590,338	\$92,231
Installation of Televisions		\$7,719	\$9,156	\$1,437
Audio (3)		\$860,764	\$1,020,999	\$160,235
Rental and Repair of TV/Radio/Sound Equipment		\$16,425	\$19,502	\$3,077
Pets		\$5,664,757	\$6,723,864	\$1,059,107
Toys/Games/Crafts/Hobbies (4)		\$864,089	\$1,024,987	\$160,898
Recreational Vehicles and Fees (5)		\$1,071,757	\$1,273,765	\$202,008
Sports/Recreation/Exercise Equipment (6)		\$1,343,862	\$1,593,261	\$249,399
Photo Equipment and Supplies (7)		\$367,619	\$436,047	\$68,428
Reading (8)		\$859,945	\$1,021,000	\$161,055
Catered Affairs (9)		\$257,844	\$306,358	\$48,514
Food		\$71,950,985	\$85,399,617	\$13,448,632
Food at Home		\$42,243,792	\$50,145,465	\$7,901,673
Bakery and Cereal Products		\$5,480,415	\$6,506,827	\$1,026,412
Meats, Poultry, Fish, and Eggs		\$9,121,034	\$10,828,503	\$1,707,469
Dairy Products		\$4,302,245	\$5,107,525	\$805,280
Fruits and Vegetables		\$8,386,774	\$9,956,517	\$1,569,743
Snacks and Other Food at Home (10)		\$14,953,323	\$17,746,093	\$2,792,770
Food Away from Home		\$29,707,193	\$35,254,152	\$5,546,959
Alcoholic Beverages		\$5,336,821	\$6,337,097	\$1,000,276

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	\$258,001,106	\$306,118,773	\$48,117,667
Value of Retirement Plans	\$991,586,627	\$1,177,753,615	\$186,166,988
Value of Other Financial Assets	\$79,139,681	\$93,991,790	\$14,852,109
Vehicle Loan Amount excluding Interest	\$20,573,745	\$24,393,637	\$3,819,892
Value of Credit Card Debt	\$22,988,807	\$27,291,864	\$4,303,057
Health			
Nonprescription Drugs	\$1,107,857	\$1,314,178	\$206,321
Prescription Drugs	\$2,442,148	\$2,898,224	\$456,076
Eyeglasses and Contact Lenses	\$787,897	\$935,335	\$147,438
Home			
Mortgage Payment and Basics (11)	\$103,661,215	\$123,117,402	\$19,456,187
Maintenance and Remodeling Services	\$27,467,519	\$32,613,713	\$5,146,194
Maintenance and Remodeling Materials (12)	\$5,219,790	\$6,194,151	\$974,361
Utilities, Fuel, and Public Services	\$38,028,746	\$45,138,704	\$7,109,958
Household Furnishings and Equipment			
Household Textiles (13)	\$819,002	\$972,115	\$153,113
Furniture	\$5,189,360	\$6,159,571	\$970,211
Rugs	\$284,201	\$337,474	\$53,273
Major Appliances (14)	\$3,226,994	\$3,829,932	\$602,938
Housewares (15)	\$703,651	\$835,141	\$131,490
Small Appliances	\$395,019	\$468,605	\$73,586
Luggage	\$135,408	\$160,669	\$25,261
Telephones and Accessories	\$871,117	\$1,035,268	\$164,151
Household Operations			
Child Care	\$4,669,350	\$5,542,470	\$873,120
Lawn and Garden (16)	\$4,368,751	\$5,187,335	\$818,584
Moving/Storage/Freight Express	\$500,131	\$592,351	\$92,220
Housekeeping Supplies (17)	\$6,029,633	\$7,156,830	\$1,127,197
Insurance			
Owners and Renters Insurance	\$5,125,885	\$6,083,836	\$957,951
Vehicle Insurance	\$13,766,603	\$16,333,819	\$2,567,216
Life/Other Insurance	\$5,328,511	\$6,327,930	\$999,419
Health Insurance	\$32,837,224	\$38,978,644	\$6,141,420
Personal Care Products (18)	\$3,841,526	\$4,559,077	\$717,551
School Books and Supplies (19)	\$1,005,958	\$1,193,538	\$187,580
Smoking Products	\$2,319,115	\$2,752,030	\$432,915
Transportation			
Payments on Vehicles excluding Leases	\$19,435,840	\$23,053,979	\$3,618,139
Gasoline and Motor Oil	\$17,846,548	\$21,172,855	\$3,326,307
Vehicle Maintenance and Repairs	\$8,475,913	\$10,056,906	\$1,580,993
Travel			
Airline Fares	\$5,657,008	\$6,715,682	\$1,058,674
Lodging on Trips	\$6,447,738	\$7,656,437	\$1,208,699
Auto/Truck Rental on Trips	\$483,397	\$573,743	\$90,346
Food and Drink on Trips	\$5,170,856	\$6,138,433	\$967,577

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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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