



Retail Demand Outlook

Woodcrest CDP, CA (0686244)
 Woodcrest CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	41.5%	Population	15,845	16,380
Pleasantville (2B)	25.2%	Households	4,768	4,919
Workday Drive (4A)	18.8%	Families	3,862	3,987
Exurbanites (1E)	12.8%	Median Age	42.0	42.9
Urban Villages (7B)	1.8%	Median Household Income	\$118,865	\$130,175
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$15,236,035	\$17,750,900	\$2,514,865
Men's		\$2,820,602	\$3,285,733	\$465,131
Women's		\$5,202,222	\$6,059,679	\$857,457
Children's		\$2,202,404	\$2,567,097	\$364,693
Footwear		\$3,408,171	\$3,971,199	\$563,028
Watches & Jewelry		\$1,288,581	\$1,501,343	\$212,762
Apparel Products and Services (1)		\$314,055	\$365,849	\$51,794
Computer				
Computers and Hardware for Home Use		\$1,775,466	\$2,068,001	\$292,535
Portable Memory		\$31,545	\$36,750	\$5,205
Computer Software		\$97,173	\$113,167	\$15,994
Computer Accessories		\$174,236	\$202,927	\$28,691
Entertainment & Recreation		\$26,771,246	\$31,185,889	\$4,414,643
Fees and Admissions		\$5,801,573	\$6,759,597	\$958,024
Membership Fees for Clubs (2)		\$2,219,057	\$2,585,511	\$366,454
Fees for Participant Sports, excl. Trips		\$974,636	\$1,135,527	\$160,891
Tickets to Theatre/Operas/Concerts		\$441,583	\$514,476	\$72,893
Tickets to Movies		\$190,883	\$222,304	\$31,421
Tickets to Parks or Museums		\$192,629	\$224,413	\$31,784
Admission to Sporting Events, excl. Trips		\$494,569	\$576,463	\$81,894
Fees for Recreational Lessons		\$1,282,249	\$1,493,952	\$211,703
Dating Services		\$5,966	\$6,952	\$986
TV/Video/Audio		\$8,951,317	\$10,426,966	\$1,475,649
Cable and Satellite Television Services		\$5,738,776	\$6,684,838	\$946,062
Televisions		\$938,281	\$1,092,834	\$154,553
Satellite Dishes		\$9,481	\$11,042	\$1,561
VCRs, Video Cameras, and DVD Players		\$30,904	\$35,972	\$5,068
Miscellaneous Video Equipment		\$93,334	\$108,777	\$15,443
Video Cassettes and DVDs		\$41,974	\$48,881	\$6,907
Video Game Hardware/Accessories		\$232,278	\$270,646	\$38,368
Video Game Software		\$110,580	\$128,826	\$18,246
Rental/Streaming/Downloaded Video		\$771,935	\$899,194	\$127,259
Installation of Televisions		\$12,566	\$14,634	\$2,068
Audio (3)		\$957,236	\$1,115,054	\$157,818
Rental and Repair of TV/Radio/Sound Equipment		\$13,972	\$16,269	\$2,297
Pets		\$6,353,688	\$7,400,401	\$1,046,713
Toys/Games/Crafts/Hobbies (4)		\$1,048,270	\$1,221,338	\$173,068
Recreational Vehicles and Fees (5)		\$1,175,622	\$1,369,760	\$194,138
Sports/Recreation/Exercise Equipment (6)		\$1,959,828	\$2,283,129	\$323,301
Photo Equipment and Supplies (7)		\$334,441	\$389,667	\$55,226
Reading (8)		\$929,798	\$1,082,690	\$152,892
Catered Affairs (9)		\$216,708	\$252,341	\$35,633
Food		\$71,878,931	\$83,732,683	\$11,853,752
Food at Home		\$46,423,319	\$54,078,730	\$7,655,411
Bakery and Cereal Products		\$6,061,035	\$7,061,127	\$1,000,092
Meats, Poultry, Fish, and Eggs		\$10,004,835	\$11,654,664	\$1,649,829
Dairy Products		\$4,543,197	\$5,292,309	\$749,112
Fruits and Vegetables		\$9,325,854	\$10,862,994	\$1,537,140
Snacks and Other Food at Home (10)		\$16,488,398	\$19,207,636	\$2,719,238
Food Away from Home		\$25,455,612	\$29,653,953	\$4,198,341
Alcoholic Beverages		\$5,060,513	\$5,894,552	\$834,039

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$350,738,314	\$408,443,418	\$57,705,104
Value of Retirement Plans	\$1,222,644,772	\$1,424,391,499	\$201,746,727
Value of Other Financial Assets	\$71,363,399	\$83,039,922	\$11,676,523
Vehicle Loan Amount excluding Interest	\$22,754,457	\$26,512,034	\$3,757,577
Value of Credit Card Debt	\$22,672,512	\$26,415,674	\$3,743,162
Health			
Nonprescription Drugs	\$1,081,248	\$1,259,400	\$178,152
Prescription Drugs	\$2,365,851	\$2,755,927	\$390,076
Eyeglasses and Contact Lenses	\$786,413	\$916,231	\$129,818
Home			
Mortgage Payment and Basics (11)	\$107,388,612	\$125,105,910	\$17,717,298
Maintenance and Remodeling Services	\$30,988,255	\$36,093,555	\$5,105,300
Maintenance and Remodeling Materials (12)	\$5,563,379	\$6,481,488	\$918,109
Utilities, Fuel, and Public Services	\$38,580,095	\$44,943,266	\$6,363,171
Household Furnishings and Equipment			
Household Textiles (13)	\$847,380	\$987,052	\$139,672
Furniture	\$5,644,300	\$6,575,288	\$930,988
Rugs	\$325,718	\$379,466	\$53,748
Major Appliances (14)	\$3,743,500	\$4,360,744	\$617,244
Housewares (15)	\$764,870	\$890,897	\$126,027
Small Appliances	\$465,880	\$542,500	\$76,620
Luggage	\$99,718	\$116,156	\$16,438
Telephones and Accessories	\$748,045	\$871,161	\$123,116
Household Operations			
Child Care	\$4,030,938	\$4,698,699	\$667,761
Lawn and Garden (16)	\$5,144,463	\$5,992,142	\$847,679
Moving/Storage/Freight Express	\$580,976	\$676,357	\$95,381
Housekeeping Supplies (17)	\$6,389,021	\$7,442,999	\$1,053,978
Insurance			
Owners and Renters Insurance	\$5,592,155	\$6,515,096	\$922,941
Vehicle Insurance	\$13,825,146	\$16,104,653	\$2,279,507
Life/Other Insurance	\$5,316,335	\$6,194,635	\$878,300
Health Insurance	\$33,964,361	\$39,565,981	\$5,601,620
Personal Care Products (18)	\$3,801,207	\$4,427,678	\$626,471
School Books and Supplies (19)	\$893,360	\$1,040,766	\$147,406
Smoking Products	\$2,245,189	\$2,616,081	\$370,892
Transportation			
Payments on Vehicles excluding Leases	\$19,457,681	\$22,672,784	\$3,215,103
Gasoline and Motor Oil	\$15,997,895	\$18,634,615	\$2,636,720
Vehicle Maintenance and Repairs	\$8,668,227	\$10,096,948	\$1,428,721
Travel			
Airline Fares	\$3,529,335	\$4,110,222	\$580,887
Lodging on Trips	\$5,477,196	\$6,380,543	\$903,347
Auto/Truck Rental on Trips	\$578,536	\$673,928	\$95,392
Food and Drink on Trips	\$4,084,337	\$4,757,602	\$673,265

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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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