



Retail Demand Outlook

Thermal CDP, CA (0678456)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Farm to Table (7E)	92.6%	Population	2,679	2,687
NeWest Residents (13C)	7.4%	Households	660	664
	0.0%	Families	577	581
	0.0%	Median Age	26.6	27.1
	0.0%	Median Household Income	\$25,347	\$26,931
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$853,924	\$940,059	\$86,135
Men's		\$171,255	\$188,480	\$17,225
Women's		\$286,404	\$314,993	\$28,589
Children's		\$134,463	\$148,231	\$13,768
Footwear		\$208,846	\$230,106	\$21,260
Watches & Jewelry		\$39,794	\$43,781	\$3,987
Apparel Products and Services (1)		\$19,920	\$21,905	\$1,985
Computer				
Computers and Hardware for Home Use		\$78,866	\$86,632	\$7,766
Portable Memory		\$1,876	\$2,062	\$186
Computer Software		\$4,661	\$5,124	\$463
Computer Accessories		\$6,091	\$6,705	\$614
Entertainment & Recreation		\$1,200,091	\$1,319,352	\$119,261
Fees and Admissions		\$308,798	\$339,051	\$30,253
Membership Fees for Clubs (2)		\$97,544	\$107,129	\$9,585
Fees for Participant Sports, excl. Trips		\$46,574	\$51,135	\$4,561
Tickets to Theatre/Operas/Concerts		\$29,843	\$32,777	\$2,934
Tickets to Movies		\$28,309	\$31,130	\$2,821
Tickets to Parks or Museums		\$17,567	\$19,286	\$1,719
Admission to Sporting Events, excl. Trips		\$25,379	\$27,830	\$2,451
Fees for Recreational Lessons		\$63,241	\$69,387	\$6,146
Dating Services		\$341	\$377	\$36
TV/Video/Audio		\$417,495	\$459,593	\$42,098
Cable and Satellite Television Services		\$267,576	\$294,553	\$26,977
Televisions		\$43,836	\$48,286	\$4,450
Satellite Dishes		\$533	\$589	\$56
VCRs, Video Cameras, and DVD Players		\$2,159	\$2,372	\$213
Miscellaneous Video Equipment		\$4,561	\$5,019	\$458
Video Cassettes and DVDs		\$3,173	\$3,495	\$322
Video Game Hardware/Accessories		\$11,290	\$12,456	\$1,166
Video Game Software		\$6,789	\$7,481	\$692
Rental/Streaming/Downloaded Video		\$29,874	\$32,900	\$3,026
Installation of Televisions		\$600	\$656	\$56
Audio (3)		\$46,290	\$50,886	\$4,596
Rental and Repair of TV/Radio/Sound Equipment		\$815	\$901	\$86
Pets		\$253,430	\$278,498	\$25,068
Toys/Games/Crafts/Hobbies (4)		\$44,411	\$48,893	\$4,482
Recreational Vehicles and Fees (5)		\$32,522	\$35,699	\$3,177
Sports/Recreation/Exercise Equipment (6)		\$71,493	\$78,597	\$7,104
Photo Equipment and Supplies (7)		\$18,897	\$20,771	\$1,874
Reading (8)		\$39,522	\$43,415	\$3,893
Catered Affairs (9)		\$13,673	\$15,000	\$1,327
Food		\$3,886,312	\$4,275,827	\$389,515
Food at Home		\$2,222,724	\$2,445,903	\$223,179
Bakery and Cereal Products		\$275,297	\$303,010	\$27,713
Meats, Poultry, Fish, and Eggs		\$475,203	\$523,025	\$47,822
Dairy Products		\$230,500	\$253,499	\$22,999
Fruits and Vegetables		\$453,461	\$498,778	\$45,317
Snacks and Other Food at Home (10)		\$788,262	\$867,591	\$79,329
Food Away from Home		\$1,663,588	\$1,829,925	\$166,337
Alcoholic Beverages		\$253,550	\$278,626	\$25,076

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	\$10,421,428	\$11,416,188	\$994,760
Value of Retirement Plans	\$31,719,140	\$34,785,515	\$3,066,375
Value of Other Financial Assets	\$2,419,790	\$2,652,351	\$232,561
Vehicle Loan Amount excluding Interest	\$990,717	\$1,092,535	\$101,818
Value of Credit Card Debt	\$1,124,655	\$1,235,703	\$111,048
Health			
Nonprescription Drugs	\$56,909	\$62,601	\$5,692
Prescription Drugs	\$86,006	\$94,796	\$8,790
Eyeglasses and Contact Lenses	\$32,259	\$35,489	\$3,230
Home			
Mortgage Payment and Basics (11)	\$4,149,507	\$4,548,198	\$398,691
Maintenance and Remodeling Services	\$1,076,759	\$1,179,971	\$103,212
Maintenance and Remodeling Materials (12)	\$215,133	\$235,977	\$20,844
Utilities, Fuel, and Public Services	\$1,833,138	\$2,018,228	\$185,090
Household Furnishings and Equipment			
Household Textiles (13)	\$40,585	\$44,640	\$4,055
Furniture	\$226,641	\$249,508	\$22,867
Rugs	\$10,292	\$11,302	\$1,010
Major Appliances (14)	\$139,232	\$152,987	\$13,755
Housewares (15)	\$30,277	\$33,366	\$3,089
Small Appliances	\$24,612	\$27,053	\$2,441
Luggage	\$6,665	\$7,334	\$669
Telephones and Accessories	\$35,802	\$39,512	\$3,710
Household Operations			
Child Care	\$228,931	\$251,531	\$22,600
Lawn and Garden (16)	\$149,060	\$163,720	\$14,660
Moving/Storage/Freight Express	\$40,353	\$44,365	\$4,012
Housekeeping Supplies (17)	\$283,749	\$312,489	\$28,740
Insurance			
Owners and Renters Insurance	\$172,024	\$189,175	\$17,151
Vehicle Insurance	\$733,316	\$807,748	\$74,432
Life/Other Insurance	\$182,735	\$200,785	\$18,050
Health Insurance	\$1,352,975	\$1,488,485	\$135,510
Personal Care Products (18)	\$196,251	\$216,065	\$19,814
School Books and Supplies (19)	\$60,084	\$66,108	\$6,024
Smoking Products	\$109,674	\$121,171	\$11,497
Transportation			
Payments on Vehicles excluding Leases	\$898,962	\$990,557	\$91,595
Gasoline and Motor Oil	\$1,103,182	\$1,213,173	\$109,991
Vehicle Maintenance and Repairs	\$412,984	\$454,574	\$41,590
Travel			
Airline Fares	\$284,833	\$312,590	\$27,757
Lodging on Trips	\$256,389	\$281,519	\$25,130
Auto/Truck Rental on Trips	\$23,397	\$25,698	\$2,301
Food and Drink on Trips	\$238,160	\$261,567	\$23,407

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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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