



# Retail Demand Outlook

Warm Springs CDP, CA (0683460)  
 Warm Springs CDP, CA (0683460)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Down the Road (10D)	100.0%	Population	1,572	1,570
	0.0%	Households	443	442
	0.0%	Families	331	330
	0.0%	Median Age	37.8	38.7
	0.0%	Median Household Income	\$59,288	\$68,176
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$867,795	\$1,076,105	\$208,310
Men's		\$168,495	\$208,942	\$40,447
Women's		\$302,499	\$375,112	\$72,613
Children's		\$132,683	\$164,533	\$31,850
Footwear		\$203,941	\$252,896	\$48,955
Watches & Jewelry		\$47,444	\$58,833	\$11,389
Apparel Products and Services (1)		\$19,484	\$24,161	\$4,677
<b>Computer</b>				
Computers and Hardware for Home Use		\$67,736	\$83,995	\$16,259
Portable Memory		\$1,688	\$2,093	\$405
Computer Software		\$3,706	\$4,596	\$890
Computer Accessories		\$7,742	\$9,601	\$1,859
<b>Entertainment &amp; Recreation</b>		\$1,302,317	\$1,614,930	\$312,613
Fees and Admissions		\$274,832	\$340,804	\$65,972
Membership Fees for Clubs (2)		\$90,302	\$111,979	\$21,677
Fees for Participant Sports, excl. Trips		\$47,518	\$58,924	\$11,406
Tickets to Theatre/Operas/Concerts		\$27,997	\$34,717	\$6,720
Tickets to Movies		\$24,107	\$29,894	\$5,787
Tickets to Parks or Museums		\$14,384	\$17,836	\$3,452
Admission to Sporting Events, excl. Trips		\$22,383	\$27,756	\$5,373
Fees for Recreational Lessons		\$47,775	\$59,243	\$11,468
Dating Services		\$367	\$455	\$88
TV/Video/Audio		\$501,046	\$621,320	\$120,274
Cable and Satellite Television Services		\$342,642	\$424,891	\$82,249
Televisions		\$49,206	\$61,017	\$11,811
Satellite Dishes		\$624	\$774	\$150
VCRs, Video Cameras, and DVD Players		\$2,055	\$2,548	\$493
Miscellaneous Video Equipment		\$5,944	\$7,371	\$1,427
Video Cassettes and DVDs		\$3,559	\$4,414	\$855
Video Game Hardware/Accessories		\$12,219	\$15,152	\$2,933
Video Game Software		\$7,192	\$8,918	\$1,726
Rental/Streaming/Downloaded Video		\$31,373	\$38,904	\$7,531
Installation of Televisions		\$294	\$364	\$70
Audio (3)		\$44,656	\$55,375	\$10,719
Rental and Repair of TV/Radio/Sound Equipment		\$1,284	\$1,593	\$309
Pets		\$294,353	\$365,011	\$70,658
Toys/Games/Crafts/Hobbies (4)		\$49,866	\$61,836	\$11,970
Recreational Vehicles and Fees (5)		\$39,849	\$49,414	\$9,565
Sports/Recreation/Exercise Equipment (6)		\$76,432	\$94,779	\$18,347
Photo Equipment and Supplies (7)		\$17,870	\$22,159	\$4,289
Reading (8)		\$38,748	\$48,049	\$9,301
Catered Affairs (9)		\$9,393	\$11,649	\$2,256
<b>Food</b>		\$3,905,886	\$4,843,471	\$937,585
Food at Home		\$2,308,923	\$2,863,166	\$554,243
Bakery and Cereal Products		\$293,399	\$363,828	\$70,429
Meats, Poultry, Fish, and Eggs		\$494,442	\$613,129	\$118,687
Dairy Products		\$227,168	\$281,698	\$54,530
Fruits and Vegetables		\$444,539	\$551,248	\$106,709
Snacks and Other Food at Home (10)		\$849,375	\$1,053,263	\$203,888
Food Away from Home		\$1,596,963	\$1,980,305	\$383,342
Alcoholic Beverages		\$242,873	\$301,173	\$58,300

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$9,776,255	\$12,122,989	\$2,346,734
Value of Retirement Plans	\$35,773,714	\$44,360,987	\$8,587,273
Value of Other Financial Assets	\$3,061,721	\$3,796,670	\$734,949
Vehicle Loan Amount excluding Interest	\$1,330,167	\$1,649,466	\$319,299
Value of Credit Card Debt	\$1,117,896	\$1,386,241	\$268,345
<b>Health</b>			
Nonprescription Drugs	\$66,158	\$82,039	\$15,881
Prescription Drugs	\$145,746	\$180,731	\$34,985
Eyeglasses and Contact Lenses	\$38,308	\$47,503	\$9,195
<b>Home</b>			
Mortgage Payment and Basics (11)	\$4,119,991	\$5,108,971	\$988,980
Maintenance and Remodeling Services	\$1,103,953	\$1,368,951	\$264,998
Maintenance and Remodeling Materials (12)	\$268,448	\$332,887	\$64,439
Utilities, Fuel, and Public Services	\$2,163,324	\$2,682,617	\$519,293
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$40,986	\$50,825	\$9,839
Furniture	\$265,586	\$329,338	\$63,752
Rugs	\$12,109	\$15,015	\$2,906
Major Appliances (14)	\$164,019	\$203,391	\$39,372
Housewares (15)	\$37,097	\$46,002	\$8,905
Small Appliances	\$22,273	\$27,619	\$5,346
Luggage	\$7,192	\$8,918	\$1,726
Telephones and Accessories	\$39,812	\$49,369	\$9,557
<b>Household Operations</b>			
Child Care	\$192,163	\$238,290	\$46,127
Lawn and Garden (16)	\$203,134	\$251,895	\$48,761
Moving/Storage/Freight Express	\$32,400	\$40,178	\$7,778
Housekeeping Supplies (17)	\$337,358	\$418,338	\$80,980
<b>Insurance</b>			
Owners and Renters Insurance	\$269,879	\$334,662	\$64,783
Vehicle Insurance	\$841,229	\$1,043,162	\$201,933
Life/Other Insurance	\$235,057	\$291,481	\$56,424
Health Insurance	\$1,728,142	\$2,142,972	\$414,830
Personal Care Products (18)	\$209,812	\$260,176	\$50,364
School Books and Supplies (19)	\$55,589	\$68,935	\$13,346
Smoking Products	\$176,751	\$219,180	\$42,429
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,185,632	\$1,470,236	\$284,604
Gasoline and Motor Oil	\$1,074,048	\$1,331,867	\$257,819
Vehicle Maintenance and Repairs	\$485,892	\$602,528	\$116,636
<b>Travel</b>			
Airline Fares	\$237,552	\$294,575	\$57,023
Lodging on Trips	\$269,805	\$334,571	\$64,766
Auto/Truck Rental on Trips	\$22,273	\$27,619	\$5,346
Food and Drink on Trips	\$234,286	\$290,525	\$56,239

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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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