



Retail Demand Outlook

Thermal CDP, CA (0678456)
 Thermal CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Farm to Table (7E)	92.8%	Population	2,681	2,730
NeWest Residents (13C)	7.2%	Households	665	673
	0.0%	Families	607	615
	0.0%	Median Age	26.3	26.8
	0.0%	Median Household Income	\$25,036	\$28,388
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$644,161	\$785,422	\$141,261
Men's		\$124,766	\$152,101	\$27,335
Women's		\$222,673	\$271,272	\$48,599
Children's		\$93,177	\$113,814	\$20,637
Footwear		\$149,950	\$182,934	\$32,984
Watches & Jewelry		\$41,481	\$50,533	\$9,052
Apparel Products and Services (1)		\$12,115	\$14,768	\$2,653
Computer				
Computers and Hardware for Home Use		\$87,674	\$106,773	\$19,099
Portable Memory		\$1,397	\$1,701	\$304
Computer Software		\$4,961	\$6,040	\$1,079
Computer Accessories		\$7,512	\$9,147	\$1,635
Entertainment & Recreation		\$1,028,688	\$1,252,529	\$223,841
Fees and Admissions		\$190,184	\$231,445	\$41,261
Membership Fees for Clubs (2)		\$67,204	\$81,819	\$14,615
Fees for Participant Sports, excl. Trips		\$31,466	\$38,281	\$6,815
Tickets to Theatre/Operas/Concerts		\$13,860	\$16,867	\$3,007
Tickets to Movies		\$10,213	\$12,445	\$2,232
Tickets to Parks or Museums		\$8,922	\$10,866	\$1,944
Admission to Sporting Events, excl. Trips		\$11,146	\$13,581	\$2,435
Fees for Recreational Lessons		\$47,180	\$57,349	\$10,169
Dating Services		\$193	\$236	\$43
TV/Video/Audio		\$360,447	\$439,364	\$78,917
Cable and Satellite Television Services		\$208,639	\$254,302	\$45,663
Televisions		\$45,208	\$55,124	\$9,916
Satellite Dishes		\$554	\$676	\$122
VCRs, Video Cameras, and DVD Players		\$2,085	\$2,534	\$449
Miscellaneous Video Equipment		\$2,595	\$3,166	\$571
Video Cassettes and DVDs		\$2,023	\$2,466	\$443
Video Game Hardware/Accessories		\$12,091	\$14,769	\$2,678
Video Game Software		\$6,742	\$8,225	\$1,483
Rental/Streaming/Downloaded Video		\$38,767	\$47,275	\$8,508
Installation of Televisions		\$481	\$585	\$104
Audio (3)		\$40,528	\$49,346	\$8,818
Rental and Repair of TV/Radio/Sound Equipment		\$735	\$895	\$160
Pets		\$261,385	\$317,880	\$56,495
Toys/Games/Crafts/Hobbies (4)		\$44,410	\$54,139	\$9,729
Recreational Vehicles and Fees (5)		\$32,835	\$39,924	\$7,089
Sports/Recreation/Exercise Equipment (6)		\$75,988	\$92,590	\$16,602
Photo Equipment and Supplies (7)		\$13,558	\$16,516	\$2,958
Reading (8)		\$39,137	\$47,602	\$8,465
Catered Affairs (9)		\$10,743	\$13,069	\$2,326
Food		\$3,155,972	\$3,846,122	\$690,150
Food at Home		\$2,033,631	\$2,477,994	\$444,363
Bakery and Cereal Products		\$251,232	\$306,195	\$54,963
Meats, Poultry, Fish, and Eggs		\$449,196	\$547,402	\$98,206
Dairy Products		\$199,570	\$243,093	\$43,523
Fruits and Vegetables		\$422,954	\$515,116	\$92,162
Snacks and Other Food at Home (10)		\$710,679	\$866,188	\$155,509
Food Away from Home		\$1,122,341	\$1,368,128	\$245,787
Alcoholic Beverages		\$197,694	\$240,531	\$42,837

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	\$9,983,887	\$12,114,907	\$2,131,020
Value of Retirement Plans	\$30,888,037	\$37,529,135	\$6,641,098
Value of Other Financial Assets	\$3,076,558	\$3,729,723	\$653,165
Vehicle Loan Amount excluding Interest	\$919,557	\$1,122,491	\$202,934
Value of Credit Card Debt	\$890,695	\$1,084,359	\$193,664
Health			
Nonprescription Drugs	\$40,189	\$49,023	\$8,834
Prescription Drugs	\$70,096	\$85,552	\$15,456
Eyeglasses and Contact Lenses	\$26,260	\$31,992	\$5,732
Home			
Mortgage Payment and Basics (11)	\$3,533,921	\$4,293,266	\$759,345
Maintenance and Remodeling Services	\$960,354	\$1,166,423	\$206,069
Maintenance and Remodeling Materials (12)	\$175,148	\$212,982	\$37,834
Utilities, Fuel, and Public Services	\$1,555,562	\$1,896,559	\$340,997
Household Furnishings and Equipment			
Household Textiles (13)	\$35,661	\$43,453	\$7,792
Furniture	\$222,493	\$271,223	\$48,730
Rugs	\$10,307	\$12,539	\$2,232
Major Appliances (14)	\$139,449	\$169,778	\$30,329
Housewares (15)	\$32,036	\$39,017	\$6,981
Small Appliances	\$26,932	\$32,790	\$5,858
Luggage	\$4,284	\$5,222	\$938
Telephones and Accessories	\$32,111	\$39,126	\$7,015
Household Operations			
Child Care	\$144,251	\$175,640	\$31,389
Lawn and Garden (16)	\$157,020	\$190,922	\$33,902
Moving/Storage/Freight Express	\$31,982	\$38,952	\$6,970
Housekeeping Supplies (17)	\$251,997	\$307,203	\$55,206
Insurance			
Owners and Renters Insurance	\$162,455	\$197,794	\$35,339
Vehicle Insurance	\$624,802	\$762,253	\$137,451
Life/Other Insurance	\$144,566	\$176,066	\$31,500
Health Insurance	\$1,171,410	\$1,427,323	\$255,913
Personal Care Products (18)	\$174,101	\$212,092	\$37,991
School Books and Supplies (19)	\$39,556	\$48,224	\$8,668
Smoking Products	\$93,026	\$113,787	\$20,761
Transportation			
Payments on Vehicles excluding Leases	\$745,985	\$910,624	\$164,639
Gasoline and Motor Oil	\$828,137	\$1,009,011	\$180,874
Vehicle Maintenance and Repairs	\$376,925	\$459,350	\$82,425
Travel			
Airline Fares	\$151,261	\$183,979	\$32,718
Lodging on Trips	\$185,779	\$226,137	\$40,358
Auto/Truck Rental on Trips	\$21,584	\$26,288	\$4,704
Food and Drink on Trips	\$157,978	\$192,326	\$34,348

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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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