



Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Down the Road (10D)	100.0%	Population	1,585	1,583
	0.0%	Households	443	441
	0.0%	Families	329	327
	0.0%	Median Age	38.1	39.3
	0.0%	Median Household Income	\$57,664	\$61,742
			2023	2028
		Consumer Spending	Forecasted Demand	Projected Spending Growth
Apparel and Services		\$719,410	\$821,275	\$101,865
Men's		\$137,921	\$157,450	\$19,529
Women's		\$245,799	\$280,602	\$34,803
Children's		\$116,202	\$132,655	\$16,453
Footwear		\$160,634	\$183,379	\$22,745
Watches & Jewelry		\$45,494	\$51,936	\$6,442
Apparel Products and Services (1)		\$13,360	\$15,252	\$1,892
Computer				
Computers and Hardware for Home Use		\$82,150	\$93,782	\$11,632
Portable Memory		\$1,439	\$1,643	\$204
Computer Software		\$4,419	\$5,045	\$626
Computer Accessories		\$8,256	\$9,425	\$1,169
Entertainment & Recreation		\$1,230,945	\$1,405,240	\$174,295
Fees and Admissions		\$212,637	\$242,745	\$30,108
Membership Fees for Clubs (2)		\$81,259	\$92,765	\$11,506
Fees for Participant Sports, excl. Trips		\$39,294	\$44,857	\$5,563
Tickets to Theatre/Operas/Concerts		\$16,135	\$18,420	\$2,285
Tickets to Movies		\$9,763	\$11,146	\$1,383
Tickets to Parks or Museums		\$9,900	\$11,302	\$1,402
Admission to Sporting Events, excl. Trips		\$15,656	\$17,873	\$2,217
Fees for Recreational Lessons		\$40,355	\$46,070	\$5,715
Dating Services		\$274	\$313	\$39
TV/Video/Audio		\$462,855	\$528,393	\$65,538
Cable and Satellite Television Services		\$293,999	\$335,628	\$41,629
Televisions		\$50,838	\$58,037	\$7,199
Satellite Dishes		\$582	\$665	\$83
VCRs, Video Cameras, and DVD Players		\$1,747	\$1,995	\$248
Miscellaneous Video Equipment		\$3,940	\$4,497	\$557
Video Cassettes and DVDs		\$2,467	\$2,816	\$349
Video Game Hardware/Accessories		\$13,703	\$15,643	\$1,940
Video Game Software		\$6,714	\$7,665	\$951
Rental/Streaming/Downloaded Video		\$43,370	\$49,511	\$6,141
Installation of Televisions		\$445	\$508	\$63
Audio (3)		\$43,987	\$50,215	\$6,228
Rental and Repair of TV/Radio/Sound Equipment		\$1,062	\$1,212	\$150
Pets		\$293,417	\$334,963	\$41,546
Toys/Games/Crafts/Hobbies (4)		\$54,264	\$61,948	\$7,684
Recreational Vehicles and Fees (5)		\$44,569	\$50,880	\$6,311
Sports/Recreation/Exercise Equipment (6)		\$100,820	\$115,096	\$14,276
Photo Equipment and Supplies (7)		\$14,731	\$16,817	\$2,086
Reading (8)		\$38,848	\$44,349	\$5,501
Catered Affairs (9)		\$8,805	\$10,050	\$1,245
Food		\$3,546,453	\$4,048,611	\$502,158
Food at Home		\$2,284,881	\$2,608,408	\$323,527
Bakery and Cereal Products		\$292,081	\$333,438	\$41,357
Meats, Poultry, Fish, and Eggs		\$496,359	\$566,640	\$70,281
Dairy Products		\$218,324	\$249,237	\$30,913
Fruits and Vegetables		\$443,362	\$506,140	\$62,778
Snacks and Other Food at Home (10)		\$834,756	\$952,952	\$118,196
Food Away from Home		\$1,261,572	\$1,440,203	\$178,631
Alcoholic Beverages		\$208,560	\$238,091	\$29,531

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	\$9,983,085	\$11,396,634	\$1,413,549
Value of Retirement Plans	\$39,824,259	\$45,463,149	\$5,638,890
Value of Other Financial Assets	\$2,275,769	\$2,598,005	\$322,236
Vehicle Loan Amount excluding Interest	\$1,373,286	\$1,567,735	\$194,449
Value of Credit Card Debt	\$1,019,336	\$1,163,668	\$144,332
Health			
Nonprescription Drugs	\$61,390	\$70,082	\$8,692
Prescription Drugs	\$129,973	\$148,377	\$18,404
Eyeglasses and Contact Lenses	\$35,148	\$40,125	\$4,977
Home			
Mortgage Payment and Basics (11)	\$4,130,888	\$4,715,799	\$584,911
Maintenance and Remodeling Services	\$1,227,006	\$1,400,743	\$173,737
Maintenance and Remodeling Materials (12)	\$290,642	\$331,795	\$41,153
Utilities, Fuel, and Public Services	\$2,028,634	\$2,315,877	\$287,243
Household Furnishings and Equipment			
Household Textiles (13)	\$40,767	\$46,539	\$5,772
Furniture	\$282,386	\$322,370	\$39,984
Rugs	\$12,333	\$14,079	\$1,746
Major Appliances (14)	\$186,464	\$212,867	\$26,403
Housewares (15)	\$36,039	\$41,142	\$5,103
Small Appliances	\$24,837	\$28,354	\$3,517
Luggage	\$4,933	\$5,632	\$699
Telephones and Accessories	\$34,669	\$39,578	\$4,909
Household Operations			
Child Care	\$151,042	\$172,429	\$21,387
Lawn and Garden (16)	\$215,206	\$245,678	\$30,472
Moving/Storage/Freight Express	\$32,442	\$37,036	\$4,594
Housekeeping Supplies (17)	\$321,063	\$366,523	\$45,460
Insurance			
Owners and Renters Insurance	\$270,019	\$308,252	\$38,233
Vehicle Insurance	\$795,291	\$907,900	\$112,609
Life/Other Insurance	\$219,763	\$250,880	\$31,117
Health Insurance	\$1,668,621	\$1,904,888	\$236,267
Personal Care Products (18)	\$185,539	\$211,811	\$26,272
School Books and Supplies (19)	\$46,009	\$52,522	\$6,513
Smoking Products	\$165,088	\$188,463	\$23,375
Transportation			
Payments on Vehicles excluding Leases	\$1,101,040	\$1,256,941	\$155,901
Gasoline and Motor Oil	\$922,524	\$1,053,148	\$130,624
Vehicle Maintenance and Repairs	\$462,410	\$527,884	\$65,474
Travel			
Airline Fares	\$142,272	\$162,417	\$20,145
Lodging on Trips	\$224,627	\$256,433	\$31,806
Auto/Truck Rental on Trips	\$25,042	\$28,588	\$3,546
Food and Drink on Trips	\$176,872	\$201,916	\$25,044

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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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