

Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Down the Road (10D)	100.0%	Population	1,655	1,741
	0.0%	Households	465	491
	0.0%	Families	361	380
	0.0%	Median Age	38.7	39.8
	0.0%	Median Household Income	\$64,157	\$74,290
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$864,408	\$1,138,966	\$274,558
Men's		\$152,510	\$200,951	\$48,441
Women's		\$301,646	\$397,456	\$95,810
Children's		\$120,522	\$158,802	\$38,280
Footwear		\$185,352	\$244,225	\$58,873
Watches & Jewelry		\$87,978	\$115,922	\$27,944
Apparel Products and Services (1)		\$16,400	\$21,609	\$5,209
Computer				
Computers and Hardware for Home Use		\$106,385	\$140,176	\$33,791
Portable Memory		\$1,452	\$1,913	\$461
Computer Software		\$5,894	\$7,766	\$1,872
Computer Accessories		\$9,908	\$13,055	\$3,147
Entertainment & Recreation		\$1,478,378	\$1,947,947	\$469,569
Fees and Admissions		\$296,863	\$391,154	\$94,291
Membership Fees for Clubs (2)		\$97,161	\$128,021	\$30,860
Fees for Participant Sports, excl. Trips		\$46,722	\$61,563	\$14,841
Tickets to Theatre/Operas/Concerts		\$29,597	\$38,997	\$9,400
Tickets to Movies		\$10,164	\$13,393	\$3,229
Tickets to Parks or Museums		\$16,186	\$21,327	\$5,141
Admission to Sporting Events, excl. Trips		\$19,005	\$25,041	\$6,036
Fees for Recreational Lessons		\$77,771	\$102,473	\$24,702
Dating Services		\$256	\$338	\$82
TV/Video/Audio		\$456,078	\$600,940	\$144,862
Cable and Satellite Television Services		\$256,418	\$337,863	\$81,445
Televisions		\$51,762	\$68,203	\$16,441
Satellite Dishes		\$470	\$619	\$149
VCRs, Video Cameras, and DVD Players		\$2,477	\$3,264	\$787
Miscellaneous Video Equipment		\$4,997	\$6,584	\$1,587
Video Cassettes and DVDs		\$2,392	\$3,151	\$759
Video Game Hardware/Accessories		\$15,460	\$20,371	\$4,911
Video Game Software		\$5,552	\$7,315	\$1,763
Rental/Streaming/Downloaded Video		\$62,097	\$81,821	\$19,724
Installation of Televisions		\$470	\$619	\$149
Audio (3)		\$53,257	\$70,172	\$16,915
Rental and Repair of TV/Radio/Sound Equipment		\$726	\$956	\$230
Pets		\$392,571	\$517,262	\$124,691
Toys/Games/Crafts/Hobbies (4)		\$60,517	\$79,739	\$19,222
Recreational Vehicles and Fees (5)		\$71,365	\$94,032	\$22,667
Sports/Recreation/Exercise Equipment (6)		\$107,368	\$141,470	\$34,102
Photo Equipment and Supplies (7)		\$22,721	\$29,937	\$7,216
Reading (8)		\$57,399	\$75,631	\$18,232
Catered Affairs (9)		\$13,496	\$17,782	\$4,286
Food		\$4,206,389	\$5,542,442	\$1,336,053
Food at Home		\$2,698,927	\$3,556,173	\$857,246
Bakery and Cereal Products		\$340,937	\$449,228	\$108,291
Meats, Poultry, Fish, and Eggs		\$588,771	\$775,780	\$187,009
Dairy Products		\$255,436	\$336,569	\$81,133
Fruits and Vegetables		\$572,073	\$753,777	\$181,704
Snacks and Other Food at Home (10)		\$941,710	\$1,240,820	\$299,110
Food Away from Home		\$1,507,462	\$1,986,269	\$478,807
Alcoholic Beverages		\$259,237	\$341,577	\$82,340

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$18,046,234	\$23,778,164	\$5,731,930
Value of Retirement Plans	\$56,823,108	\$74,871,533	\$18,048,425
Value of Other Financial Assets	\$3,836,880	\$5,055,568	\$1,218,688
Vehicle Loan Amount excluding Interest	\$1,153,541	\$1,519,934	\$366,393
Value of Credit Card Debt	\$1,074,702	\$1,416,054	\$341,352
Health			
Nonprescription Drugs	\$54,922	\$72,367	\$17,445
Prescription Drugs	\$103,695	\$136,631	\$32,936
Eyeglasses and Contact Lenses	\$42,409	\$55,879	\$13,470
Home			
Mortgage Payment and Basics (11)	\$5,738,749	\$7,561,518	\$1,822,769
Maintenance and Remodeling Services	\$1,898,624	\$2,501,673	\$603,049
Maintenance and Remodeling Materials (12)	\$283,751	\$373,878	\$90,127
Utilities, Fuel, and Public Services	\$2,054,422	\$2,706,957	\$652,535
Household Furnishings and Equipment			
Household Textiles (13)	\$47,876	\$63,082	\$15,206
Furniture	\$349,991	\$461,157	\$111,166
Rugs	\$18,236	\$24,029	\$5,793
Major Appliances (14)	\$216,401	\$285,135	\$68,734
Housewares (15)	\$42,409	\$55,879	\$13,470
Small Appliances	\$33,013	\$43,499	\$10,486
Luggage	\$8,200	\$10,804	\$2,604
Telephones and Accessories	\$29,896	\$39,391	\$9,495
Household Operations			
Child Care	\$214,565	\$282,716	\$68,151
Lawn and Garden (16)	\$248,902	\$327,959	\$79,057
Moving/Storage/Freight Express	\$50,395	\$66,402	\$16,007
Housekeeping Supplies (17)	\$324,409	\$427,450	\$103,041
Insurance			
Owners and Renters Insurance	\$273,502	\$360,372	\$86,870
Vehicle Insurance	\$748,841	\$986,691	\$237,850
Life/Other Insurance	\$221,270	\$291,551	\$70,281
Health Insurance	\$1,677,439	\$2,210,235	\$532,796
Personal Care Products (18)	\$214,052	\$282,040	\$67,988
School Books (19)	\$15,076	\$19,864	4,788
Smoking Products	\$117,361	\$154,638	\$37,277
Transportation			
Payments on Vehicles excluding Leases	\$977,670	\$1,288,202	\$310,532
Gasoline and Motor Oil	\$1,239,598	\$1,633,324	\$393,726
Vehicle Maintenance and Repairs	\$538,974	\$710,165	\$171,191
Travel			
Airline Fares	\$276,918	\$364,874	\$87,956
Lodging on Trips	\$378,093	\$498,185	\$120,092
Auto/Truck Rental on Trips	\$42,067	\$55,429	\$13,362
Food and Drink on Trips	\$282,470	\$372,190	\$89,720

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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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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