



Retail Demand Outlook

Bermuda Dunes CDP, CA (0606028)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Bright Young Professionals (8C)	54.4%	Population	8,211	8,298
Exurbanites (1E)	23.6%	Households	3,349	3,399
In Style (5B)	22.0%	Families	2,232	2,265
	0.0%	Median Age	38.0	38.6
	0.0%	Median Household Income	\$83,935	\$96,799
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$8,904,515	\$11,250,640	\$2,346,125
Men's		\$1,747,338	\$2,207,194	\$459,856
Women's		\$3,098,159	\$3,915,669	\$817,510
Children's		\$1,309,784	\$1,653,561	\$343,777
Footwear		\$2,078,562	\$2,626,187	\$547,625
Watches & Jewelry		\$528,525	\$668,187	\$139,662
Apparel Products and Services (1)		\$213,470	\$269,964	\$56,494
Computer				
Computers and Hardware for Home Use		\$726,636	\$917,469	\$190,833
Portable Memory		\$17,994	\$22,738	\$4,744
Computer Software		\$41,437	\$52,322	\$10,885
Computer Accessories		\$81,163	\$102,564	\$21,401
Entertainment & Recreation		\$13,352,555	\$16,883,117	\$3,530,562
Fees and Admissions		\$3,179,278	\$4,021,136	\$841,858
Membership Fees for Clubs (2)		\$1,075,103	\$1,360,175	\$285,072
Fees for Participant Sports, excl. Trips		\$511,552	\$646,785	\$135,233
Tickets to Theatre/Operas/Concerts		\$338,078	\$427,853	\$89,775
Tickets to Movies		\$252,158	\$318,306	\$66,148
Tickets to Parks or Museums		\$145,978	\$184,356	\$38,378
Admission to Sporting Events, excl. Trips		\$272,581	\$345,100	\$72,519
Fees for Recreational Lessons		\$579,259	\$732,787	\$153,528
Dating Services		\$4,569	\$5,774	\$1,205
TV/Video/Audio		\$4,825,479	\$6,098,596	\$1,273,117
Cable and Satellite Television Services		\$3,196,150	\$4,041,268	\$845,118
Televisions		\$497,585	\$628,354	\$130,769
Satellite Dishes		\$7,474	\$9,450	\$1,976
VCRs, Video Cameras, and DVD Players		\$20,961	\$26,478	\$5,517
Miscellaneous Video Equipment		\$63,038	\$79,763	\$16,725
Video Cassettes and DVDs		\$34,833	\$43,978	\$9,145
Video Game Hardware/Accessories		\$124,571	\$157,125	\$32,554
Video Game Software		\$72,791	\$91,809	\$19,018
Rental/Streaming/Downloaded Video		\$323,266	\$408,050	\$84,784
Installation of Televisions		\$3,544	\$4,473	\$929
Audio (3)		\$470,845	\$594,691	\$123,846
Rental and Repair of TV/Radio/Sound Equipment		\$10,420	\$13,158	\$2,738
Pets		\$2,890,694	\$3,656,127	\$765,433
Toys/Games/Crafts/Hobbies (4)		\$498,803	\$630,131	\$131,328
Recreational Vehicles and Fees (5)		\$426,360	\$540,161	\$113,801
Sports/Recreation/Exercise Equipment (6)		\$768,208	\$971,229	\$203,021
Photo Equipment and Supplies (7)		\$205,801	\$259,987	\$54,186
Reading (8)		\$438,410	\$554,618	\$116,208
Catered Affairs (9)		\$120,589	\$152,483	\$31,894
Food		\$38,293,692	\$48,376,078	\$10,082,386
Food at Home		\$22,343,884	\$28,230,192	\$5,886,308
Bakery and Cereal Products		\$2,838,982	\$3,587,533	\$748,551
Meats, Poultry, Fish, and Eggs		\$4,765,147	\$6,020,605	\$1,255,458
Dairy Products		\$2,229,129	\$2,816,855	\$587,726
Fruits and Vegetables		\$4,352,299	\$5,498,643	\$1,146,344
Snacks and Other Food at Home (10)		\$8,158,326	\$10,306,556	\$2,148,230
Food Away from Home		\$15,949,808	\$20,145,886	\$4,196,078
Alcoholic Beverages		\$2,628,435	\$3,322,649	\$694,214

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.

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$121,211,308	\$153,506,048	\$32,294,740
Value of Retirement Plans	\$423,053,031	\$536,105,024	\$113,051,993
Value of Other Financial Assets	\$34,530,405	\$43,718,358	\$9,187,953
Vehicle Loan Amount excluding Interest	\$12,484,747	\$15,760,847	\$3,276,100
Value of Credit Card Debt	\$11,542,837	\$14,590,771	\$3,047,934
Health			
Nonprescription Drugs	\$625,875	\$791,227	\$165,352
Prescription Drugs	\$1,326,079	\$1,677,778	\$351,699
Eyeglasses and Contact Lenses	\$395,122	\$499,854	\$104,732
Home			
Mortgage Payment and Basics (11)	\$43,032,461	\$54,481,649	\$11,449,188
Maintenance and Remodeling Services	\$11,827,459	\$14,979,207	\$3,151,748
Maintenance and Remodeling Materials (12)	\$2,414,816	\$3,056,282	\$641,466
Utilities, Fuel, and Public Services	\$20,341,685	\$25,704,742	\$5,363,057
Household Furnishings and Equipment			
Household Textiles (13)	\$430,207	\$543,593	\$113,386
Furniture	\$2,723,512	\$3,442,089	\$718,577
Rugs	\$131,824	\$166,815	\$34,991
Major Appliances (14)	\$1,572,704	\$1,989,262	\$416,558
Housewares (15)	\$376,155	\$475,364	\$99,209
Small Appliances	\$224,026	\$282,934	\$58,908
Luggage	\$74,679	\$94,300	\$19,621
Telephones and Accessories	\$404,573	\$511,957	\$107,384
Household Operations			
Child Care	\$2,275,501	\$2,875,234	\$599,733
Lawn and Garden (16)	\$1,991,235	\$2,521,101	\$529,866
Moving/Storage/Freight Express	\$327,608	\$413,184	\$85,576
Housekeeping Supplies (17)	\$3,186,078	\$4,026,405	\$840,327
Insurance			
Owners and Renters Insurance	\$2,483,777	\$3,143,854	\$660,077
Vehicle Insurance	\$7,860,069	\$9,925,083	\$2,065,014
Life/Other Insurance	\$2,436,132	\$3,084,277	\$648,145
Health Insurance	\$16,848,473	\$21,306,529	\$4,458,056
Personal Care Products (18)	\$2,083,942	\$2,632,642	\$548,700
School Books and Supplies (19)	\$559,218	\$705,846	\$146,628
Smoking Products	\$1,500,069	\$1,894,938	\$394,869
Transportation			
Payments on Vehicles excluding Leases	\$10,957,167	\$13,841,561	\$2,884,394
Gasoline and Motor Oil	\$9,973,663	\$12,594,023	\$2,620,360
Vehicle Maintenance and Repairs	\$4,691,451	\$5,928,385	\$1,236,934
Travel			
Airline Fares	\$2,722,243	\$3,441,492	\$719,249
Lodging on Trips	\$2,991,762	\$3,784,812	\$793,050
Auto/Truck Rental on Trips	\$242,351	\$306,262	\$63,911
Food and Drink on Trips	\$2,547,552	\$3,220,909	\$673,357

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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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