



# Retail Demand Outlook

Cathedral City, CA (0612048)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	12.7%	Population	51,880	52,589
Home Improvement (4B)	12.2%	Households	18,395	18,727
Urban Edge Families (7C)	11.6%	Families	11,671	11,855
The Elders (9C)	11.6%	Median Age	38.2	38.9
NeWest Residents (13C)	10.3%	Median Household Income	\$61,161	\$76,330
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$38,855,618	\$47,796,520	\$8,940,902
Men's		\$7,717,452	\$9,493,332	\$1,775,880
Women's		\$13,392,402	\$16,481,089	\$3,088,687
Children's		\$5,635,890	\$6,922,632	\$1,286,742
Footwear		\$9,294,140	\$11,432,625	\$2,138,485
Watches & Jewelry		\$2,112,288	\$2,599,993	\$487,705
Apparel Products and Services (1)		\$1,001,130	\$1,232,968	\$231,838
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,176,611	\$3,906,042	\$729,431
Portable Memory		\$79,986	\$98,316	\$18,330
Computer Software		\$182,238	\$224,098	\$41,860
Computer Accessories		\$330,880	\$407,426	\$76,546
<b>Entertainment &amp; Recreation</b>		\$57,869,276	\$71,243,780	\$13,374,504
Fees and Admissions		\$13,485,163	\$16,607,005	\$3,121,842
Membership Fees for Clubs (2)		\$4,477,327	\$5,515,041	\$1,037,714
Fees for Participant Sports, excl. Trips		\$2,246,423	\$2,766,954	\$520,531
Tickets to Theatre/Operas/Concerts		\$1,444,048	\$1,780,199	\$336,151
Tickets to Movies		\$1,082,915	\$1,330,701	\$247,786
Tickets to Parks or Museums		\$637,434	\$783,363	\$145,929
Admission to Sporting Events, excl. Trips		\$1,099,272	\$1,354,805	\$255,533
Fees for Recreational Lessons		\$2,478,573	\$3,052,320	\$573,747
Dating Services		\$19,170	\$23,622	\$4,452
TV/Video/Audio		\$21,611,436	\$26,604,103	\$4,992,667
Cable and Satellite Television Services		\$14,882,069	\$18,329,612	\$3,447,543
Televisions		\$2,106,892	\$2,591,129	\$484,237
Satellite Dishes		\$26,887	\$33,052	\$6,165
VCRs, Video Cameras, and DVD Players		\$86,334	\$106,161	\$19,827
Miscellaneous Video Equipment		\$275,599	\$340,357	\$64,758
Video Cassettes and DVDs		\$142,889	\$175,699	\$32,810
Video Game Hardware/Accessories		\$502,077	\$616,531	\$114,454
Video Game Software		\$282,757	\$347,464	\$64,707
Rental/Streaming/Downloaded Video		\$1,290,976	\$1,586,578	\$295,602
Installation of Televisions		\$17,288	\$21,263	\$3,975
Audio (3)		\$1,952,128	\$2,400,274	\$448,146
Rental and Repair of TV/Radio/Sound Equipment		\$45,540	\$55,984	\$10,444
Pets		\$12,618,353	\$15,535,706	\$2,917,353
Toys/Games/Crafts/Hobbies (4)		\$2,027,228	\$2,493,044	\$465,816
Recreational Vehicles and Fees (5)		\$1,749,754	\$2,156,539	\$406,785
Sports/Recreation/Exercise Equipment (6)		\$3,159,495	\$3,885,106	\$725,611
Photo Equipment and Supplies (7)		\$798,552	\$981,936	\$183,384
Reading (8)		\$1,919,165	\$2,364,880	\$445,715
Catered Affairs (9)		\$504,683	\$621,055	\$116,372
<b>Food</b>		\$172,839,609	\$212,609,604	\$39,769,995
Food at Home		\$101,905,137	\$125,380,435	\$23,475,298
Bakery and Cereal Products		\$12,965,901	\$15,956,199	\$2,990,298
Meats, Poultry, Fish, and Eggs		\$22,071,890	\$27,156,993	\$5,085,103
Dairy Products		\$10,230,454	\$12,588,271	\$2,357,817
Fruits and Vegetables		\$20,143,682	\$24,784,706	\$4,641,024
Snacks and Other Food at Home (10)		\$36,493,210	\$44,894,266	\$8,401,056
Food Away from Home		\$70,934,471	\$87,229,169	\$16,294,698
Alcoholic Beverages		\$11,464,470	\$14,114,443	\$2,649,973

**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	\$499,149,548	\$614,957,842	\$115,808,294
Value of Retirement Plans	\$1,746,688,943	\$2,154,428,908	\$407,739,965
Value of Other Financial Assets	\$160,839,989	\$198,372,424	\$37,532,435
Vehicle Loan Amount excluding Interest	\$53,096,829	\$65,299,626	\$12,202,797
Value of Credit Card Debt	\$49,911,926	\$61,438,818	\$11,526,892
<b>Health</b>			
Nonprescription Drugs	\$2,777,487	\$3,417,986	\$640,499
Prescription Drugs	\$5,931,417	\$7,309,553	\$1,378,136
Eyeglasses and Contact Lenses	\$1,708,641	\$2,104,551	\$395,910
<b>Home</b>			
Mortgage Payment and Basics (11)	\$192,330,777	\$236,990,777	\$44,660,000
Maintenance and Remodeling Services	\$53,391,523	\$65,811,591	\$12,420,068
Maintenance and Remodeling Materials (12)	\$10,712,872	\$13,188,884	\$2,476,012
Utilities, Fuel, and Public Services	\$92,829,712	\$114,249,854	\$21,420,142
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,871,132	\$2,302,241	\$431,109
Furniture	\$11,580,357	\$14,253,031	\$2,672,674
Rugs	\$549,290	\$676,745	\$127,455
Major Appliances (14)	\$6,981,787	\$8,596,728	\$1,614,941
Housewares (15)	\$1,640,000	\$2,018,588	\$378,588
Small Appliances	\$985,064	\$1,210,943	\$225,879
Luggage	\$316,253	\$389,047	\$72,794
Telephones and Accessories	\$1,847,493	\$2,275,945	\$428,452
<b>Household Operations</b>			
Child Care	\$8,993,079	\$11,061,880	\$2,068,801
Lawn and Garden (16)	\$9,050,686	\$11,157,994	\$2,107,308
Moving/Storage/Freight Express	\$1,423,280	\$1,746,668	\$323,388
Housekeeping Supplies (17)	\$14,726,708	\$18,126,383	\$3,399,675
<b>Insurance</b>			
Owners and Renters Insurance	\$11,212,055	\$13,817,382	\$2,605,327
Vehicle Insurance	\$35,525,800	\$43,694,526	\$8,168,726
Life/Other Insurance	\$10,464,199	\$12,896,631	\$2,432,432
Health Insurance	\$76,138,226	\$93,792,762	\$17,654,536
Personal Care Products (18)	\$9,379,486	\$11,538,826	\$2,159,340
School Books and Supplies (19)	\$2,419,963	\$2,973,490	\$553,527
Smoking Products	\$6,391,025	\$7,864,723	\$1,473,698
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$47,655,471	\$58,622,553	\$10,967,082
Gasoline and Motor Oil	\$45,296,038	\$55,683,725	\$10,387,687
Vehicle Maintenance and Repairs	\$20,506,307	\$25,234,201	\$4,727,894
<b>Travel</b>			
Airline Fares	\$11,967,965	\$14,730,691	\$2,762,726
Lodging on Trips	\$12,742,079	\$15,697,918	\$2,955,839
Auto/Truck Rental on Trips	\$1,044,380	\$1,285,175	\$240,795
Food and Drink on Trips	\$10,997,239	\$13,539,582	\$2,542,343

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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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