



# Retail Demand Outlook

Coachella city, CA (0614260)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Extensions (13B)	56.3%	Population	42,482	42,932
Up and Coming Families (7A)	14.8%	Households	9,977	10,113
Forging Opportunity (7D)	14.3%	Families	9,188	9,305
Southwestern Families (7F)	12.2%	Median Age	26.9	28.0
Exurbanites (1E)	1.4%	Median Household Income	\$44,796	\$53,954
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$14,905,307	\$18,198,918	\$3,293,611
Men's		\$2,912,354	\$3,555,299	\$642,945
Women's		\$4,961,762	\$6,057,152	\$1,095,390
Children's		\$2,426,488	\$2,964,052	\$537,564
Footwear		\$3,669,926	\$4,480,335	\$810,409
Watches & Jewelry		\$722,686	\$883,204	\$160,518
Apparel Products and Services (1)		\$335,498	\$409,453	\$73,955
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,236,199	\$1,508,293	\$272,094
Portable Memory		\$31,826	\$38,831	\$7,005
Computer Software		\$71,573	\$87,270	\$15,697
Computer Accessories		\$108,588	\$132,704	\$24,116
<b>Entertainment &amp; Recreation</b>		\$20,659,920	\$25,234,468	\$4,574,548
Fees and Admissions		\$4,976,631	\$6,072,076	\$1,095,445
Membership Fees for Clubs (2)		\$1,588,132	\$1,938,075	\$349,943
Fees for Participant Sports, excl. Trips		\$777,826	\$949,237	\$171,411
Tickets to Theatre/Operas/Concerts		\$494,820	\$603,692	\$108,872
Tickets to Movies		\$456,825	\$557,601	\$100,776
Tickets to Parks or Museums		\$266,033	\$324,479	\$58,446
Admission to Sporting Events, excl. Trips		\$406,899	\$496,441	\$89,542
Fees for Recreational Lessons		\$980,393	\$1,195,596	\$215,203
Dating Services		\$5,703	\$6,955	\$1,252
TV/Video/Audio		\$7,612,987	\$9,305,717	\$1,692,730
Cable and Satellite Television Services		\$4,974,585	\$6,082,714	\$1,108,129
Televisions		\$810,531	\$990,969	\$180,438
Satellite Dishes		\$9,548	\$11,678	\$2,130
VCRs, Video Cameras, and DVD Players		\$36,568	\$44,613	\$8,045
Miscellaneous Video Equipment		\$88,263	\$107,826	\$19,563
Video Cassettes and DVDs		\$57,268	\$69,959	\$12,691
Video Game Hardware/Accessories		\$206,547	\$252,264	\$45,717
Video Game Software		\$117,636	\$143,578	\$25,942
Rental/Streaming/Downloaded Video		\$525,335	\$641,583	\$116,248
Installation of Televisions		\$7,299	\$8,890	\$1,591
Audio (3)		\$763,236	\$931,834	\$168,598
Rental and Repair of TV/Radio/Sound Equipment		\$16,174	\$19,810	\$3,636
Pets		\$4,308,760	\$5,263,655	\$954,895
Toys/Games/Crafts/Hobbies (4)		\$800,234	\$977,130	\$176,896
Recreational Vehicles and Fees (5)		\$583,926	\$713,264	\$129,338
Sports/Recreation/Exercise Equipment (6)		\$1,219,927	\$1,490,605	\$270,678
Photo Equipment and Supplies (7)		\$321,869	\$392,735	\$70,866
Reading (8)		\$635,309	\$775,332	\$140,023
Catered Affairs (9)		\$202,240	\$246,341	\$44,101
<b>Food</b>		\$66,116,659	\$80,730,653	\$14,613,994
Food at Home		\$38,096,279	\$46,521,287	\$8,425,008
Bakery and Cereal Products		\$4,772,607	\$5,828,311	\$1,055,704
Meats, Poultry, Fish, and Eggs		\$8,273,994	\$10,105,378	\$1,831,384
Dairy Products		\$3,823,938	\$4,667,807	\$843,869
Fruits and Vegetables		\$7,599,852	\$9,277,918	\$1,678,066
Snacks and Other Food at Home (10)		\$13,625,889	\$16,641,872	\$3,015,983
Food Away from Home		\$28,020,380	\$34,209,366	\$6,188,986
Alcoholic Beverages		\$4,180,211	\$5,101,367	\$921,156

**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	\$158,765,016	\$193,890,250	\$35,125,234
Value of Retirement Plans	\$540,098,534	\$659,746,339	\$119,647,805
Value of Other Financial Assets	\$40,212,991	\$49,023,633	\$8,810,642
Vehicle Loan Amount excluding Interest	\$19,581,473	\$23,958,866	\$4,377,393
Value of Credit Card Debt	\$18,708,074	\$22,827,751	\$4,119,677
<b>Health</b>			
Nonprescription Drugs	\$993,513	\$1,213,857	\$220,344
Prescription Drugs	\$1,804,372	\$2,209,334	\$404,962
Eyeglasses and Contact Lenses	\$586,654	\$716,914	\$130,260
<b>Home</b>			
Mortgage Payment and Basics (11)	\$69,766,449	\$85,226,852	\$15,460,403
Maintenance and Remodeling Services	\$17,612,258	\$21,522,543	\$3,910,285
Maintenance and Remodeling Materials (12)	\$3,710,594	\$4,537,032	\$826,438
Utilities, Fuel, and Public Services	\$33,624,457	\$41,108,958	\$7,484,501
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$696,091	\$850,213	\$154,122
Furniture	\$4,150,037	\$5,072,933	\$922,896
Rugs	\$176,714	\$215,937	\$39,223
Major Appliances (14)	\$2,506,892	\$3,064,823	\$557,931
Housewares (15)	\$545,992	\$667,579	\$121,587
Small Appliances	\$401,348	\$489,814	\$88,466
Luggage	\$112,365	\$137,233	\$24,868
Telephones and Accessories	\$661,828	\$807,882	\$146,054
<b>Household Operations</b>			
Child Care	\$3,778,324	\$4,609,288	\$830,964
Lawn and Garden (16)	\$2,800,682	\$3,427,249	\$626,567
Moving/Storage/Freight Express	\$607,818	\$741,879	\$134,061
Housekeeping Supplies (17)	\$5,190,898	\$6,345,272	\$1,154,374
<b>Insurance</b>			
Owners and Renters Insurance	\$3,632,738	\$4,449,752	\$817,014
Vehicle Insurance	\$13,297,999	\$16,260,450	\$2,962,451
Life/Other Insurance	\$3,442,220	\$4,209,088	\$766,868
Health Insurance	\$25,467,064	\$31,140,407	\$5,673,343
Personal Care Products (18)	\$3,514,304	\$4,293,239	\$778,935
School Books and Supplies (19)	\$970,816	\$1,185,239	\$214,423
Smoking Products	\$2,201,198	\$2,692,101	\$490,903
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$17,811,863	\$21,795,925	\$3,984,062
Gasoline and Motor Oil	\$18,436,282	\$22,517,177	\$4,080,895
Vehicle Maintenance and Repairs	\$7,344,687	\$8,976,173	\$1,631,486
<b>Travel</b>			
Airline Fares	\$4,428,262	\$5,403,790	\$975,528
Lodging on Trips	\$4,326,399	\$5,284,311	\$957,912
Auto/Truck Rental on Trips	\$369,275	\$450,750	\$81,475
Food and Drink on Trips	\$3,918,320	\$4,784,543	\$866,223

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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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