



Retail Demand Outlook

Desert Hot Springs city, CA (0618996)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Fresh Ambitions (13D)	35.6%	Population	32,539	32,850
Urban Edge Families (7C)	21.8%	Households	10,615	10,727
Forging Opportunity (7D)	15.0%	Families	7,070	7,144
Down the Road (10D)	13.2%	Median Age	33.1	34.2
The Great Outdoors (6C)	7.7%	Median Household Income	\$42,134	\$52,009
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$14,703,978	\$18,363,421	\$3,659,443
Men's		\$2,795,052	\$3,490,093	\$695,041
Women's		\$4,978,595	\$6,220,825	\$1,242,230
Children's		\$2,274,268	\$2,838,894	\$564,626
Footwear		\$3,638,355	\$4,541,742	\$903,387
Watches & Jewelry		\$771,116	\$964,188	\$193,072
Apparel Products and Services (1)		\$359,457	\$448,651	\$89,194
Computer				
Computers and Hardware for Home Use		\$1,150,325	\$1,436,931	\$286,606
Portable Memory		\$30,822	\$38,523	\$7,701
Computer Software		\$70,147	\$87,569	\$17,422
Computer Accessories		\$114,134	\$142,688	\$28,554
Entertainment & Recreation		\$21,114,571	\$26,399,801	\$5,285,230
Fees and Admissions		\$4,744,345	\$5,924,377	\$1,180,032
Membership Fees for Clubs (2)		\$1,570,520	\$1,961,270	\$390,750
Fees for Participant Sports, excl. Trips		\$733,457	\$916,284	\$182,827
Tickets to Theatre/Operas/Concerts		\$501,628	\$626,304	\$124,676
Tickets to Movies		\$401,905	\$501,725	\$99,820
Tickets to Parks or Museums		\$236,189	\$295,055	\$58,866
Admission to Sporting Events, excl. Trips		\$372,459	\$465,300	\$92,841
Fees for Recreational Lessons		\$920,156	\$1,148,440	\$228,284
Dating Services		\$8,031	\$9,999	\$1,968
TV/Video/Audio		\$7,969,104	\$9,963,061	\$1,993,957
Cable and Satellite Television Services		\$5,483,394	\$6,857,450	\$1,374,056
Televisions		\$764,348	\$954,729	\$190,381
Satellite Dishes		\$9,292	\$11,617	\$2,325
VCRs, Video Cameras, and DVD Players		\$31,600	\$39,478	\$7,878
Miscellaneous Video Equipment		\$98,603	\$123,291	\$24,688
Video Cassettes and DVDs		\$54,614	\$68,225	\$13,611
Video Game Hardware/Accessories		\$205,372	\$256,531	\$51,159
Video Game Software		\$111,219	\$138,894	\$27,675
Rental/Streaming/Downloaded Video		\$482,081	\$602,362	\$120,281
Installation of Televisions		\$5,364	\$6,700	\$1,336
Audio (3)		\$705,346	\$881,449	\$176,103
Rental and Repair of TV/Radio/Sound Equipment		\$17,869	\$22,334	\$4,465
Pets		\$4,585,154	\$5,740,964	\$1,155,810
Toys/Games/Crafts/Hobbies (4)		\$776,723	\$970,749	\$194,026
Recreational Vehicles and Fees (5)		\$637,846	\$798,497	\$160,651
Sports/Recreation/Exercise Equipment (6)		\$1,230,841	\$1,539,722	\$308,881
Photo Equipment and Supplies (7)		\$288,281	\$360,040	\$71,759
Reading (8)		\$673,947	\$842,505	\$168,558
Catered Affairs (9)		\$210,193	\$262,208	\$52,015
Food		\$64,859,591	\$81,041,707	\$16,182,116
Food at Home		\$38,238,643	\$47,788,568	\$9,549,925
Bakery and Cereal Products		\$4,905,915	\$6,130,958	\$1,225,043
Meats, Poultry, Fish, and Eggs		\$8,331,585	\$10,410,426	\$2,078,841
Dairy Products		\$3,852,221	\$4,814,904	\$962,683
Fruits and Vegetables		\$7,517,343	\$9,392,712	\$1,875,369
Snacks and Other Food at Home (10)		\$13,631,580	\$17,039,568	\$3,407,988
Food Away from Home		\$26,620,948	\$33,253,139	\$6,632,191
Alcoholic Beverages		\$4,039,141	\$5,046,767	\$1,007,626

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
Financial			
Value of Stocks/Bonds/Mutual Funds	\$154,830,918	\$193,570,052	\$38,739,134
Value of Retirement Plans	\$567,001,576	\$709,069,349	\$142,067,773
Value of Other Financial Assets	\$46,330,853	\$58,021,583	\$11,690,730
Vehicle Loan Amount excluding Interest	\$19,629,874	\$24,540,313	\$4,910,439
Value of Credit Card Debt	\$18,359,001	\$22,940,481	\$4,581,480
Health			
Nonprescription Drugs	\$1,024,594	\$1,283,093	\$258,499
Prescription Drugs	\$2,091,194	\$2,619,781	\$528,587
Eyeglasses and Contact Lenses	\$616,767	\$771,563	\$154,796
Home			
Mortgage Payment and Basics (11)	\$66,988,018	\$83,756,349	\$16,768,331
Maintenance and Remodeling Services	\$17,700,739	\$22,155,464	\$4,454,725
Maintenance and Remodeling Materials (12)	\$3,896,770	\$4,883,885	\$987,115
Utilities, Fuel, and Public Services	\$34,573,227	\$43,224,017	\$8,650,790
Household Furnishings and Equipment			
Household Textiles (13)	\$694,467	\$867,441	\$172,974
Furniture	\$4,270,284	\$5,335,742	\$1,065,458
Rugs	\$186,926	\$233,655	\$46,729
Major Appliances (14)	\$2,478,537	\$3,099,785	\$621,248
Housewares (15)	\$576,271	\$720,772	\$144,501
Small Appliances	\$369,566	\$461,891	\$92,325
Luggage	\$111,043	\$138,673	\$27,630
Telephones and Accessories	\$673,571	\$841,024	\$167,453
Household Operations			
Child Care	\$3,433,341	\$4,283,824	\$850,483
Lawn and Garden (16)	\$3,058,813	\$3,831,965	\$773,152
Moving/Storage/Freight Express	\$529,450	\$661,683	\$132,233
Housekeeping Supplies (17)	\$5,378,013	\$6,724,838	\$1,346,825
Insurance			
Owners and Renters Insurance	\$3,906,209	\$4,892,094	\$985,885
Vehicle Insurance	\$13,399,788	\$16,747,107	\$3,347,319
Life/Other Insurance	\$3,654,826	\$4,571,608	\$916,782
Health Insurance	\$26,903,496	\$33,656,384	\$6,752,888
Personal Care Products (18)	\$3,462,954	\$4,327,126	\$864,172
School Books and Supplies (19)	\$910,994	\$1,138,173	\$227,179
Smoking Products	\$2,665,278	\$3,333,689	\$668,411
Transportation			
Payments on Vehicles excluding Leases	\$17,711,039	\$22,151,686	\$4,440,647
Gasoline and Motor Oil	\$17,124,643	\$21,407,985	\$4,283,342
Vehicle Maintenance and Repairs	\$7,550,314	\$9,443,167	\$1,892,853
Travel			
Airline Fares	\$4,172,970	\$5,212,284	\$1,039,314
Lodging on Trips	\$4,327,710	\$5,410,999	\$1,083,289
Auto/Truck Rental on Trips	\$361,723	\$452,036	\$90,313
Food and Drink on Trips	\$3,838,866	\$4,798,216	\$959,350

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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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