



Retail Demand Outlook

Indian Wells city, CA (0636434)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Silver & Gold (9A)	73.4%	Population	4,828	4,860
Golden Years (9B)	20.5%	Households	2,621	2,642
Old and Newcomers (8F)	6.1%	Families	1,535	1,547
	0.0%	Median Age	66.4	68.3
	0.0%	Median Household Income	\$121,106	\$139,746
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$10,775,886	\$12,107,042	\$1,331,156
Men's		\$2,272,015	\$2,552,622	\$280,607
Women's		\$3,950,071	\$4,437,933	\$487,862
Children's		\$1,237,021	\$1,390,001	\$152,980
Footwear		\$2,394,822	\$2,690,710	\$295,888
Watches & Jewelry		\$662,530	\$744,356	\$81,826
Apparel Products and Services (1)		\$332,259	\$373,252	\$40,993
Computer				
Computers and Hardware for Home Use		\$917,350	\$1,030,652	\$113,302
Portable Memory		\$22,317	\$25,074	\$2,757
Computer Software		\$47,598	\$53,479	\$5,881
Computer Accessories		\$102,213	\$114,845	\$12,632
Entertainment & Recreation		\$17,222,761	\$19,349,979	\$2,127,218
Fees and Admissions		\$4,028,071	\$4,525,248	\$497,177
Membership Fees for Clubs (2)		\$1,393,220	\$1,565,175	\$171,955
Fees for Participant Sports, excl. Trips		\$736,823	\$827,767	\$90,944
Tickets to Theatre/Operas/Concerts		\$453,030	\$508,929	\$55,899
Tickets to Movies		\$275,157	\$309,165	\$34,008
Tickets to Parks or Museums		\$171,560	\$192,756	\$21,196
Admission to Sporting Events, excl. Trips		\$338,289	\$380,040	\$41,751
Fees for Recreational Lessons		\$654,956	\$735,758	\$80,802
Dating Services		\$5,036	\$5,658	\$622
TV/Video/Audio		\$6,283,883	\$7,060,195	\$776,312
Cable and Satellite Television Services		\$4,508,866	\$5,065,694	\$556,828
Televisions		\$554,739	\$623,321	\$68,582
Satellite Dishes		\$7,086	\$7,963	\$877
VCRs, Video Cameras, and DVD Players		\$22,428	\$25,201	\$2,773
Miscellaneous Video Equipment		\$90,940	\$102,163	\$11,223
Video Cassettes and DVDs		\$35,573	\$39,975	\$4,402
Video Game Hardware/Accessories		\$116,902	\$131,377	\$14,475
Video Game Software		\$66,689	\$74,951	\$8,262
Rental/Streaming/Downloaded Video		\$322,304	\$362,191	\$39,887
Installation of Televisions		\$5,596	\$6,287	\$691
Audio (3)		\$540,910	\$607,756	\$66,846
Rental and Repair of TV/Radio/Sound Equipment		\$11,849	\$13,316	\$1,467
Pets		\$3,972,101	\$4,462,732	\$490,631
Toys/Games/Crafts/Hobbies (4)		\$523,570	\$588,331	\$64,761
Recreational Vehicles and Fees (5)		\$560,490	\$629,654	\$69,164
Sports/Recreation/Exercise Equipment (6)		\$890,379	\$1,000,462	\$110,083
Photo Equipment and Supplies (7)		\$211,010	\$237,099	\$26,089
Reading (8)		\$616,656	\$692,794	\$76,138
Catered Affairs (9)		\$137,458	\$154,427	\$16,969
Food		\$48,149,874	\$54,097,590	\$5,947,716
Food at Home		\$28,733,729	\$32,282,938	\$3,549,209
Bakery and Cereal Products		\$3,665,119	\$4,117,792	\$452,673
Meats, Poultry, Fish, and Eggs		\$6,171,099	\$6,933,301	\$762,202
Dairy Products		\$2,916,709	\$3,276,935	\$360,226
Fruits and Vegetables		\$5,698,231	\$6,401,931	\$703,700
Snacks and Other Food at Home (10)		\$10,282,571	\$11,552,978	\$1,270,407
Food Away from Home		\$19,416,145	\$21,814,653	\$2,398,508
Alcoholic Beverages		\$3,497,235	\$3,928,958	\$431,723

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	\$178,937,956	\$201,018,990	\$22,081,034
Value of Retirement Plans	\$605,717,791	\$680,449,737	\$74,731,946
Value of Other Financial Assets	\$75,568,212	\$84,888,425	\$9,320,213
Vehicle Loan Amount excluding Interest	\$14,504,748	\$16,298,026	\$1,793,278
Value of Credit Card Debt	\$14,219,422	\$15,975,723	\$1,756,301
Health			
Nonprescription Drugs	\$855,943	\$961,707	\$105,764
Prescription Drugs	\$1,967,369	\$2,210,405	\$243,036
Eyeglasses and Contact Lenses	\$525,004	\$589,842	\$64,838
Home			
Mortgage Payment and Basics (11)	\$57,458,830	\$64,548,474	\$7,089,644
Maintenance and Remodeling Services	\$18,198,220	\$20,443,238	\$2,245,018
Maintenance and Remodeling Materials (12)	\$3,366,419	\$3,782,052	\$415,633
Utilities, Fuel, and Public Services	\$26,087,576	\$29,310,571	\$3,222,995
Household Furnishings and Equipment			
Household Textiles (13)	\$523,179	\$587,809	\$64,630
Furniture	\$3,280,919	\$3,686,238	\$405,319
Rugs	\$181,641	\$204,062	\$22,421
Major Appliances (14)	\$2,114,534	\$2,375,641	\$261,107
Housewares (15)	\$506,806	\$569,396	\$62,590
Small Appliances	\$264,997	\$297,750	\$32,753
Luggage	\$94,115	\$105,740	\$11,625
Telephones and Accessories	\$504,299	\$566,582	\$62,283
Household Operations			
Child Care	\$2,074,576	\$2,330,923	\$256,347
Lawn and Garden (16)	\$3,155,390	\$3,544,776	\$389,386
Moving/Storage/Freight Express	\$369,458	\$415,144	\$45,686
Housekeeping Supplies (17)	\$4,382,287	\$4,923,526	\$541,239
Insurance			
Owners and Renters Insurance	\$3,574,968	\$4,016,386	\$441,418
Vehicle Insurance	\$9,610,956	\$10,798,684	\$1,187,728
Life/Other Insurance	\$3,357,097	\$3,771,500	\$414,403
Health Insurance	\$23,671,500	\$26,594,691	\$2,923,191
Personal Care Products (18)	\$2,650,057	\$2,977,432	\$327,375
School Books and Supplies (19)	\$632,778	\$710,988	\$78,210
Smoking Products	\$1,682,294	\$1,890,488	\$208,194
Transportation			
Payments on Vehicles excluding Leases	\$13,137,177	\$14,760,875	\$1,623,698
Gasoline and Motor Oil	\$11,943,163	\$13,419,219	\$1,476,056
Vehicle Maintenance and Repairs	\$5,989,267	\$6,729,359	\$740,092
Travel			
Airline Fares	\$3,681,628	\$4,136,026	\$454,398
Lodging on Trips	\$4,155,079	\$4,667,890	\$512,811
Auto/Truck Rental on Trips	\$325,887	\$366,120	\$40,233
Food and Drink on Trips	\$3,418,024	\$3,840,004	\$421,980

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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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