



Retail Demand Outlook

La Quinta city, CA (0640354)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Silver & Gold (9A)	33.4%	Population	38,272	38,973
Workday Drive (4A)	17.7%	Households	15,753	16,088
Urban Edge Families (7C)	16.4%	Families	11,319	11,563
Home Improvement (4B)	8.8%	Median Age	50.2	51.0
Retirement Communities (9E)	7.9%	Median Household Income	\$100,802	\$115,120
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$51,302,975	\$61,603,136	\$10,300,161
Men's		\$10,356,242	\$12,443,170	\$2,086,928
Women's		\$18,313,387	\$22,001,887	\$3,688,500
Children's		\$6,968,189	\$8,343,107	\$1,374,918
Footwear		\$11,610,053	\$13,939,393	\$2,329,340
Watches & Jewelry		\$3,059,033	\$3,675,426	\$616,393
Apparel Products and Services (1)		\$1,386,422	\$1,668,349	\$281,927
Computer				
Computers and Hardware for Home Use		\$4,303,141	\$5,167,109	\$863,968
Portable Memory		\$105,867	\$127,118	\$21,251
Computer Software		\$227,853	\$273,742	\$45,889
Computer Accessories		\$473,906	\$569,180	\$95,274
Entertainment & Recreation		\$79,959,981	\$96,045,307	\$16,085,326
Fees and Admissions		\$18,990,270	\$22,796,858	\$3,806,588
Membership Fees for Clubs (2)		\$6,394,706	\$7,680,721	\$1,286,015
Fees for Participant Sports, excl. Trips		\$3,311,267	\$3,976,659	\$665,392
Tickets to Theatre/Operas/Concerts		\$2,020,563	\$2,428,943	\$408,380
Tickets to Movies		\$1,407,270	\$1,687,500	\$280,230
Tickets to Parks or Museums		\$857,655	\$1,028,356	\$170,701
Admission to Sporting Events, excl. Trips		\$1,618,225	\$1,942,340	\$324,115
Fees for Recreational Lessons		\$3,356,976	\$4,023,912	\$666,936
Dating Services		\$23,607	\$28,427	\$4,820
TV/Video/Audio		\$28,984,497	\$34,827,332	\$5,842,835
Cable and Satellite Television Services		\$20,027,665	\$24,081,174	\$4,053,509
Televisions		\$2,795,195	\$3,353,262	\$558,067
Satellite Dishes		\$37,783	\$45,301	\$7,518
VCRs, Video Cameras, and DVD Players		\$115,793	\$138,944	\$23,151
Miscellaneous Video Equipment		\$387,927	\$466,433	\$78,506
Video Cassettes and DVDs		\$184,386	\$221,230	\$36,844
Video Game Hardware/Accessories		\$629,693	\$755,100	\$125,407
Video Game Software		\$353,819	\$424,480	\$70,661
Rental/Streaming/Downloaded Video		\$1,697,370	\$2,035,371	\$338,001
Installation of Televisions		\$23,531	\$28,317	\$4,786
Audio (3)		\$2,676,308	\$3,211,504	\$535,196
Rental and Repair of TV/Radio/Sound Equipment		\$55,028	\$66,215	\$11,187
Pets		\$17,846,930	\$21,447,970	\$3,601,040
Toys/Games/Crafts/Hobbies (4)		\$2,710,809	\$3,251,108	\$540,299
Recreational Vehicles and Fees (5)		\$2,628,936	\$3,155,405	\$526,469
Sports/Recreation/Exercise Equipment (6)		\$4,388,088	\$5,264,198	\$876,110
Photo Equipment and Supplies (7)		\$1,095,913	\$1,314,551	\$218,638
Reading (8)		\$2,671,268	\$3,214,777	\$543,509
Catered Affairs (9)		\$647,671	\$778,417	\$130,746
Food		\$226,274,251	\$271,771,061	\$45,496,810
Food at Home		\$133,443,084	\$160,313,433	\$26,870,349
Bakery and Cereal Products		\$16,968,221	\$20,386,747	\$3,418,526
Meats, Poultry, Fish, and Eggs		\$28,595,792	\$34,354,399	\$5,758,607
Dairy Products		\$13,426,289	\$16,132,658	\$2,706,369
Fruits and Vegetables		\$26,248,844	\$31,538,577	\$5,289,733
Snacks and Other Food at Home (10)		\$48,203,938	\$57,901,052	\$9,697,114
Food Away from Home		\$92,831,167	\$111,457,628	\$18,626,461
Alcoholic Beverages		\$15,781,054	\$18,966,330	\$3,185,276

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	\$785,402,857	\$944,615,757	\$159,212,900
Value of Retirement Plans	\$2,700,620,652	\$3,245,039,620	\$544,418,968
Value of Other Financial Assets	\$274,246,352	\$330,703,163	\$56,456,811
Vehicle Loan Amount excluding Interest	\$71,757,563	\$86,061,494	\$14,303,931
Value of Credit Card Debt	\$67,653,100	\$81,230,506	\$13,577,406
Health			
Nonprescription Drugs	\$3,839,562	\$4,617,128	\$777,566
Prescription Drugs	\$8,494,394	\$10,220,779	\$1,726,385
Eyeglasses and Contact Lenses	\$2,402,812	\$2,887,043	\$484,231
Home			
Mortgage Payment and Basics (11)	\$276,185,144	\$331,283,067	\$55,097,923
Maintenance and Remodeling Services	\$79,830,240	\$95,891,938	\$16,061,698
Maintenance and Remodeling Materials (12)	\$15,851,283	\$19,015,585	\$3,164,302
Utilities, Fuel, and Public Services	\$122,238,688	\$146,809,895	\$24,571,207
Household Furnishings and Equipment			
Household Textiles (13)	\$2,490,608	\$2,990,676	\$500,068
Furniture	\$15,835,106	\$19,004,780	\$3,169,674
Rugs	\$818,210	\$982,841	\$164,631
Major Appliances (14)	\$9,906,692	\$11,888,427	\$1,981,735
Housewares (15)	\$2,280,142	\$2,739,917	\$459,775
Small Appliances	\$1,280,448	\$1,537,595	\$257,147
Luggage	\$438,807	\$526,959	\$88,152
Telephones and Accessories	\$2,367,439	\$2,845,539	\$478,100
Household Operations			
Child Care	\$11,950,293	\$14,301,723	\$2,351,430
Lawn and Garden (16)	\$13,520,015	\$16,250,726	\$2,730,711
Moving/Storage/Freight Express	\$1,807,219	\$2,169,994	\$362,775
Housekeeping Supplies (17)	\$19,855,524	\$23,857,678	\$4,002,154
Insurance			
Owners and Renters Insurance	\$16,314,337	\$19,589,536	\$3,275,199
Vehicle Insurance	\$46,089,664	\$55,324,375	\$9,234,711
Life/Other Insurance	\$15,316,609	\$18,397,194	\$3,080,585
Health Insurance	\$106,052,316	\$127,476,945	\$21,424,629
Personal Care Products (18)	\$12,383,642	\$14,875,011	\$2,491,369
School Books and Supplies (19)	\$3,140,865	\$3,768,441	\$627,576
Smoking Products	\$8,022,116	\$9,643,361	\$1,621,245
Transportation			
Payments on Vehicles excluding Leases	\$64,729,638	\$77,623,775	\$12,894,137
Gasoline and Motor Oil	\$58,268,880	\$69,923,514	\$11,654,634
Vehicle Maintenance and Repairs	\$27,956,232	\$33,573,629	\$5,617,397
Travel			
Airline Fares	\$16,753,588	\$20,124,034	\$3,370,446
Lodging on Trips	\$18,687,062	\$22,446,098	\$3,759,036
Auto/Truck Rental on Trips	\$1,485,074	\$1,783,432	\$298,358
Food and Drink on Trips	\$15,587,672	\$18,721,554	\$3,133,882

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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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