



Retail Demand Outlook

Palm Springs city, CA (0655254)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Silver & Gold (9A)	17.9%	Population	45,935	47,957
Retirement Communities (9E)	16.7%	Households	24,711	25,901
Old and Newcomers (8F)	11.0%	Families	9,173	9,596
Golden Years (9B)	10.1%	Median Age	56.1	57.0
The Great Outdoors (6C)	8.6%	Median Household Income	\$65,530	\$82,754
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$61,960,786	\$80,596,569	\$18,635,783
Men's		\$12,265,314	\$15,935,182	\$3,669,868
Women's		\$22,239,580	\$28,942,808	\$6,703,228
Children's		\$8,070,281	\$10,500,713	\$2,430,432
Footwear		\$14,502,131	\$18,864,336	\$4,362,205
Watches & Jewelry		\$3,678,866	\$4,789,598	\$1,110,732
Apparel Products and Services (1)		\$1,668,364	\$2,167,722	\$499,358
Computer				
Computers and Hardware for Home Use		\$5,034,046	\$6,547,270	\$1,513,224
Portable Memory		\$130,807	\$170,509	\$39,702
Computer Software		\$293,191	\$381,450	\$88,259
Computer Accessories		\$558,614	\$726,347	\$167,733
Entertainment & Recreation		\$96,681,140	\$125,927,753	\$29,246,613
Fees and Admissions		\$21,603,470	\$28,098,453	\$6,494,983
Membership Fees for Clubs (2)		\$7,365,537	\$9,579,132	\$2,213,595
Fees for Participant Sports, excl. Trips		\$3,610,436	\$4,690,703	\$1,080,267
Tickets to Theatre/Operas/Concerts		\$2,420,974	\$3,148,397	\$727,423
Tickets to Movies		\$1,604,819	\$2,084,891	\$480,072
Tickets to Parks or Museums		\$972,743	\$1,265,840	\$293,097
Admission to Sporting Events, excl. Trips		\$1,800,458	\$2,342,989	\$542,531
Fees for Recreational Lessons		\$3,794,428	\$4,942,283	\$1,147,855
Dating Services		\$34,075	\$44,217	\$10,142
TV/Video/Audio		\$35,743,694	\$46,534,949	\$10,791,255
Cable and Satellite Television Services		\$25,126,475	\$32,729,872	\$7,603,397
Televisions		\$3,221,424	\$4,185,399	\$963,975
Satellite Dishes		\$42,912	\$55,791	\$12,879
VCRs, Video Cameras, and DVD Players		\$139,037	\$180,754	\$41,717
Miscellaneous Video Equipment		\$485,018	\$632,092	\$147,074
Video Cassettes and DVDs		\$227,219	\$295,324	\$68,105
Video Game Hardware/Accessories		\$795,311	\$1,034,934	\$239,623
Video Game Software		\$459,132	\$596,557	\$137,425
Rental/Streaming/Downloaded Video		\$2,034,650	\$2,645,681	\$611,031
Installation of Televisions		\$26,181	\$33,986	\$7,805
Audio (3)		\$3,108,616	\$4,043,601	\$934,985
Rental and Repair of TV/Radio/Sound Equipment		\$77,718	\$100,957	\$23,239
Pets		\$22,202,337	\$28,969,972	\$6,767,635
Toys/Games/Crafts/Hobbies (4)		\$3,281,167	\$4,272,009	\$990,842
Recreational Vehicles and Fees (5)		\$3,075,784	\$4,017,766	\$941,982
Sports/Recreation/Exercise Equipment (6)		\$5,290,628	\$6,898,305	\$1,607,677
Photo Equipment and Supplies (7)		\$1,277,362	\$1,660,394	\$383,032
Reading (8)		\$3,365,737	\$4,381,230	\$1,015,493
Catered Affairs (9)		\$848,602	\$1,104,571	\$255,969
Food		\$276,905,601	\$360,408,286	\$83,502,685
Food at Home		\$165,299,227	\$215,216,765	\$49,917,538
Bakery and Cereal Products		\$21,186,245	\$27,589,351	\$6,403,106
Meats, Poultry, Fish, and Eggs		\$35,378,034	\$46,056,373	\$10,678,339
Dairy Products		\$16,790,621	\$21,871,814	\$5,081,193
Fruits and Vegetables		\$32,410,594	\$42,188,343	\$9,777,749
Snacks and Other Food at Home (10)		\$59,533,733	\$77,510,884	\$17,977,151
Food Away from Home		\$111,606,374	\$145,191,521	\$33,585,147
Alcoholic Beverages		\$18,989,135	\$24,703,229	\$5,714,094

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	\$865,856,620	\$1,125,314,175	\$259,457,555
Value of Retirement Plans	\$3,023,172,909	\$3,936,400,874	\$913,227,965
Value of Other Financial Assets	\$311,887,826	\$405,636,774	\$93,748,948
Vehicle Loan Amount excluding Interest	\$83,355,618	\$108,462,782	\$25,107,164
Value of Credit Card Debt	\$81,927,443	\$106,665,368	\$24,737,925
Health			
Nonprescription Drugs	\$4,882,456	\$6,369,634	\$1,487,178
Prescription Drugs	\$10,726,733	\$13,984,972	\$3,258,239
Eyeglasses and Contact Lenses	\$2,911,356	\$3,794,461	\$883,105
Home			
Mortgage Payment and Basics (11)	\$304,718,184	\$397,201,926	\$92,483,742
Maintenance and Remodeling Services	\$89,233,565	\$116,351,951	\$27,118,386
Maintenance and Remodeling Materials (12)	\$18,229,093	\$23,828,974	\$5,599,881
Utilities, Fuel, and Public Services	\$149,725,600	\$194,990,037	\$45,264,437
Household Furnishings and Equipment			
Household Textiles (13)	\$2,986,947	\$3,885,466	\$898,519
Furniture	\$18,538,744	\$24,124,202	\$5,585,458
Rugs	\$928,521	\$1,208,150	\$279,629
Major Appliances (14)	\$11,211,439	\$14,602,580	\$3,391,141
Housewares (15)	\$2,730,819	\$3,555,059	\$824,240
Small Appliances	\$1,580,022	\$2,056,885	\$476,863
Luggage	\$505,528	\$656,556	\$151,028
Telephones and Accessories	\$2,947,560	\$3,832,220	\$884,660
Household Operations			
Child Care	\$13,242,642	\$17,231,762	\$3,989,120
Lawn and Garden (16)	\$15,732,534	\$20,527,900	\$4,795,366
Moving/Storage/Freight Express	\$2,214,852	\$2,880,107	\$665,255
Housekeeping Supplies (17)	\$24,074,774	\$31,349,907	\$7,275,133
Insurance			
Owners and Renters Insurance	\$18,807,336	\$24,530,459	\$5,723,123
Vehicle Insurance	\$55,615,786	\$72,382,474	\$16,766,688
Life/Other Insurance	\$17,739,215	\$23,112,891	\$5,373,676
Health Insurance	\$128,719,769	\$167,665,237	\$38,945,468
Personal Care Products (18)	\$14,980,228	\$19,490,238	\$4,510,010
School Books and Supplies (19)	\$3,755,880	\$4,887,050	\$1,131,170
Smoking Products	\$11,451,050	\$14,928,409	\$3,477,359
Transportation			
Payments on Vehicles excluding Leases	\$74,876,123	\$97,539,940	\$22,663,817
Gasoline and Motor Oil	\$70,540,779	\$91,878,897	\$21,338,118
Vehicle Maintenance and Repairs	\$33,942,530	\$44,211,792	\$10,269,262
Travel			
Airline Fares	\$19,175,513	\$24,938,860	\$5,763,347
Lodging on Trips	\$21,248,900	\$27,665,167	\$6,416,267
Auto/Truck Rental on Trips	\$1,701,715	\$2,213,773	\$512,058
Food and Drink on Trips	\$18,025,154	\$23,459,908	\$5,434,754

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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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