



# Retail Demand Outlook

Rancho Mirage city, CA (0659500)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Silver & Gold (9A)	50.8%	Population	17,029	17,220
The Elders (9C)	23.3%	Households	8,889	9,022
In Style (5B)	8.5%	Families	4,870	4,948
Golden Years (9B)	7.5%	Median Age	65.7	67.3
Senior Escapes (9D)	5.6%	Median Household Income	\$102,335	\$118,558
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$30,658,284	\$36,127,260	\$5,468,976
Men's		\$6,574,156	\$7,749,344	\$1,175,188
Women's		\$11,293,753	\$13,311,283	\$2,017,530
Children's		\$3,437,008	\$4,046,210	\$609,202
Footwear		\$6,748,213	\$7,948,596	\$1,200,383
Watches & Jewelry		\$1,863,738	\$2,196,816	\$333,078
Apparel Products and Services (1)		\$946,917	\$1,116,852	\$169,935
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,660,522	\$3,136,266	\$475,744
Portable Memory		\$64,725	\$76,260	\$11,535
Computer Software		\$139,462	\$164,167	\$24,705
Computer Accessories		\$302,487	\$356,481	\$53,994
<b>Entertainment &amp; Recreation</b>		\$49,925,656	\$58,839,334	\$8,913,678
Fees and Admissions		\$11,537,151	\$13,596,381	\$2,059,230
Membership Fees for Clubs (2)		\$3,955,373	\$4,662,185	\$706,812
Fees for Participant Sports, excl. Trips		\$2,200,795	\$2,595,010	\$394,215
Tickets to Theatre/Operas/Concerts		\$1,288,777	\$1,518,558	\$229,781
Tickets to Movies		\$800,425	\$942,890	\$142,465
Tickets to Parks or Museums		\$508,696	\$599,347	\$90,651
Admission to Sporting Events, excl. Trips		\$951,005	\$1,120,801	\$169,796
Fees for Recreational Lessons		\$1,818,916	\$2,142,122	\$323,206
Dating Services		\$13,164	\$15,469	\$2,305
TV/Video/Audio		\$18,402,960	\$21,686,882	\$3,283,922
Cable and Satellite Television Services		\$13,271,227	\$15,641,748	\$2,370,521
Televisions		\$1,609,714	\$1,896,432	\$286,718
Satellite Dishes		\$20,497	\$24,129	\$3,632
VCRs, Video Cameras, and DVD Players		\$64,587	\$76,058	\$11,471
Miscellaneous Video Equipment		\$254,669	\$300,361	\$45,692
Video Cassettes and DVDs		\$104,958	\$123,556	\$18,598
Video Game Hardware/Accessories		\$328,294	\$386,491	\$58,197
Video Game Software		\$192,571	\$226,587	\$34,016
Rental/Streaming/Downloaded Video		\$937,719	\$1,104,167	\$166,448
Installation of Televisions		\$17,506	\$20,633	\$3,127
Audio (3)		\$1,567,716	\$1,847,286	\$279,570
Rental and Repair of TV/Radio/Sound Equipment		\$33,502	\$39,435	\$5,933
Pets		\$11,543,443	\$13,609,375	\$2,065,932
Toys/Games/Crafts/Hobbies (4)		\$1,515,130	\$1,784,080	\$268,950
Recreational Vehicles and Fees (5)		\$1,560,356	\$1,839,458	\$279,102
Sports/Recreation/Exercise Equipment (6)		\$2,558,392	\$3,015,245	\$456,853
Photo Equipment and Supplies (7)		\$607,461	\$715,117	\$107,656
Reading (8)		\$1,822,191	\$2,147,110	\$324,919
Catered Affairs (9)		\$381,019	\$448,546	\$67,527
<b>Food</b>		\$139,548,631	\$164,441,994	\$24,893,363
Food at Home		\$83,628,835	\$98,547,838	\$14,919,003
Bakery and Cereal Products		\$10,643,446	\$12,541,234	\$1,897,788
Meats, Poultry, Fish, and Eggs		\$17,893,346	\$21,086,118	\$3,192,772
Dairy Products		\$8,504,450	\$10,021,503	\$1,517,053
Fruits and Vegetables		\$16,614,217	\$19,578,587	\$2,964,370
Snacks and Other Food at Home (10)		\$29,973,376	\$35,320,397	\$5,347,021
Food Away from Home		\$55,919,795	\$65,894,155	\$9,974,360
Alcoholic Beverages		\$10,053,220	\$11,849,223	\$1,796,003

**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	\$520,724,110	\$614,047,886	\$93,323,776
Value of Retirement Plans	\$1,738,602,930	\$2,049,907,556	\$311,304,626
Value of Other Financial Assets	\$218,324,106	\$257,972,436	\$39,648,330
Vehicle Loan Amount excluding Interest	\$41,627,037	\$49,078,180	\$7,451,143
Value of Credit Card Debt	\$41,007,210	\$48,317,224	\$7,310,014
<b>Health</b>			
Nonprescription Drugs	\$2,514,965	\$2,964,770	\$449,805
Prescription Drugs	\$5,848,195	\$6,894,547	\$1,046,352
Eyeglasses and Contact Lenses	\$1,514,049	\$1,784,640	\$270,591
<b>Home</b>			
Mortgage Payment and Basics (11)	\$166,214,616	\$195,912,495	\$29,697,879
Maintenance and Remodeling Services	\$53,477,553	\$63,073,679	\$9,596,126
Maintenance and Remodeling Materials (12)	\$9,921,370	\$11,699,885	\$1,778,515
Utilities, Fuel, and Public Services	\$76,312,526	\$89,930,782	\$13,618,256
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,506,709	\$1,775,362	\$268,653
Furniture	\$9,380,210	\$11,054,826	\$1,674,616
Rugs	\$520,293	\$613,483	\$93,190
Major Appliances (14)	\$6,164,476	\$7,268,482	\$1,104,006
Housewares (15)	\$1,487,842	\$1,753,863	\$266,021
Small Appliances	\$775,615	\$913,732	\$138,117
Luggage	\$273,593	\$322,512	\$48,919
Telephones and Accessories	\$1,497,541	\$1,762,718	\$265,177
<b>Household Operations</b>			
Child Care	\$5,722,638	\$6,733,408	\$1,010,770
Lawn and Garden (16)	\$9,178,517	\$10,828,805	\$1,650,288
Moving/Storage/Freight Express	\$1,085,090	\$1,278,676	\$193,586
Housekeeping Supplies (17)	\$12,846,927	\$15,145,083	\$2,298,156
<b>Insurance</b>			
Owners and Renters Insurance	\$10,525,456	\$12,411,212	\$1,885,756
Vehicle Insurance	\$28,018,920	\$33,021,031	\$5,002,111
Life/Other Insurance	\$9,648,190	\$11,374,397	\$1,726,207
Health Insurance	\$69,764,525	\$82,234,900	\$12,470,375
Personal Care Products (18)	\$7,726,680	\$9,105,364	\$1,378,684
School Books and Supplies (19)	\$1,817,841	\$2,141,941	\$324,100
Smoking Products	\$4,818,910	\$5,674,556	\$855,646
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$37,721,222	\$44,473,584	\$6,752,362
Gasoline and Motor Oil	\$34,750,134	\$40,952,382	\$6,202,248
Vehicle Maintenance and Repairs	\$17,545,185	\$20,680,454	\$3,135,269
<b>Travel</b>			
Airline Fares	\$10,645,767	\$12,550,828	\$1,905,061
Lodging on Trips	\$11,911,321	\$14,046,717	\$2,135,396
Auto/Truck Rental on Trips	\$950,179	\$1,120,300	\$170,121
Food and Drink on Trips	\$9,868,588	\$11,635,314	\$1,766,726

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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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