



Retail Demand Outlook

Thousand Palms CDP, CA (0678596)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	43.0%	Population	7,986	7,951
Senior Escapes (9D)	40.6%	Households	2,836	2,832
The Elders (9C)	12.4%	Families	1,849	1,846
Southern Satellites (10A)	4.0%	Median Age	44.6	44.3
Golden Years (9B)	0.1%	Median Household Income	\$55,116	\$66,984
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,030,008	\$6,692,940	\$1,662,932
Men's		\$1,016,221	\$1,352,202	\$335,981
Women's		\$1,796,086	\$2,389,790	\$593,704
Children's		\$691,452	\$920,060	\$228,608
Footwear		\$1,146,655	\$1,525,716	\$379,061
Watches & Jewelry		\$285,727	\$380,265	\$94,538
Apparel Products and Services (1)		\$130,628	\$173,820	\$43,192
Computer				
Computers and Hardware for Home Use		\$428,312	\$569,818	\$141,506
Portable Memory		\$10,292	\$13,695	\$3,403
Computer Software		\$23,019	\$30,618	\$7,599
Computer Accessories		\$46,286	\$61,582	\$15,296
Entertainment & Recreation		\$7,877,674	\$10,482,790	\$2,605,116
Fees and Admissions		\$1,742,311	\$2,318,007	\$575,696
Membership Fees for Clubs (2)		\$575,505	\$765,754	\$190,249
Fees for Participant Sports, excl. Trips		\$319,434	\$424,977	\$105,543
Tickets to Theatre/Operas/Concerts		\$179,225	\$238,464	\$59,239
Tickets to Movies		\$140,499	\$186,888	\$46,389
Tickets to Parks or Museums		\$88,178	\$117,307	\$29,129
Admission to Sporting Events, excl. Trips		\$137,502	\$182,999	\$45,497
Fees for Recreational Lessons		\$299,837	\$398,783	\$98,946
Dating Services		\$2,130	\$2,835	\$705
TV/Video/Audio		\$2,970,220	\$3,952,825	\$982,605
Cable and Satellite Television Services		\$2,079,229	\$2,767,324	\$688,095
Televisions		\$280,293	\$372,957	\$92,664
Satellite Dishes		\$3,359	\$4,471	\$1,112
VCRs, Video Cameras, and DVD Players		\$11,289	\$15,021	\$3,732
Miscellaneous Video Equipment		\$36,000	\$47,913	\$11,913
Video Cassettes and DVDs		\$18,820	\$25,039	\$6,219
Video Game Hardware/Accessories		\$63,750	\$84,822	\$21,072
Video Game Software		\$36,329	\$48,335	\$12,006
Rental/Streaming/Downloaded Video		\$169,222	\$225,145	\$55,923
Installation of Televisions		\$2,546	\$3,385	\$839
Audio (3)		\$263,216	\$350,196	\$86,980
Rental and Repair of TV/Radio/Sound Equipment		\$6,168	\$8,218	\$2,050
Pets		\$1,803,603	\$2,400,314	\$596,711
Toys/Games/Crafts/Hobbies (4)		\$265,588	\$353,405	\$87,817
Recreational Vehicles and Fees (5)		\$237,867	\$316,593	\$78,726
Sports/Recreation/Exercise Equipment (6)		\$439,392	\$584,585	\$145,193
Photo Equipment and Supplies (7)		\$102,775	\$136,734	\$33,959
Reading (8)		\$257,095	\$342,072	\$84,977
Catered Affairs (9)		\$59,265	\$78,840	\$19,575
Food		\$23,099,946	\$30,736,584	\$7,636,638
Food at Home		\$13,762,550	\$18,312,365	\$4,549,815
Bakery and Cereal Products		\$1,738,433	\$2,313,234	\$574,801
Meats, Poultry, Fish, and Eggs		\$2,941,744	\$3,914,556	\$972,812
Dairy Products		\$1,383,206	\$1,840,333	\$457,127
Fruits and Vegetables		\$2,710,642	\$3,606,446	\$895,804
Snacks and Other Food at Home (10)		\$4,988,524	\$6,637,795	\$1,649,271
Food Away from Home		\$9,337,397	\$12,424,219	\$3,086,822
Alcoholic Beverages		\$1,519,337	\$2,021,533	\$502,196

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	\$69,109,784	\$91,964,798	\$22,855,014
Value of Retirement Plans	\$233,476,945	\$310,709,668	\$77,232,723
Value of Other Financial Assets	\$24,576,961	\$32,703,975	\$8,127,014
Vehicle Loan Amount excluding Interest	\$7,375,324	\$9,815,491	\$2,440,167
Value of Credit Card Debt	\$6,651,899	\$8,851,030	\$2,199,131
Health			
Nonprescription Drugs	\$401,365	\$534,165	\$132,800
Prescription Drugs	\$873,370	\$1,162,700	\$289,330
Eyeglasses and Contact Lenses	\$231,110	\$307,544	\$76,434
Home			
Mortgage Payment and Basics (11)	\$26,149,769	\$34,792,543	\$8,642,774
Maintenance and Remodeling Services	\$7,615,303	\$10,133,342	\$2,518,039
Maintenance and Remodeling Materials (12)	\$1,642,022	\$2,184,824	\$542,802
Utilities, Fuel, and Public Services	\$12,666,910	\$16,857,241	\$4,190,331
Household Furnishings and Equipment			
Household Textiles (13)	\$244,711	\$325,625	\$80,914
Furniture	\$1,537,607	\$2,046,178	\$508,571
Rugs	\$74,680	\$99,406	\$24,726
Major Appliances (14)	\$979,166	\$1,303,065	\$323,899
Housewares (15)	\$229,726	\$305,650	\$75,924
Small Appliances	\$131,472	\$174,914	\$43,442
Luggage	\$43,393	\$57,736	\$14,343
Telephones and Accessories	\$227,894	\$303,180	\$75,286
Household Operations			
Child Care	\$1,066,793	\$1,419,381	\$352,588
Lawn and Garden (16)	\$1,318,213	\$1,754,540	\$436,327
Moving/Storage/Freight Express	\$195,889	\$260,556	\$64,667
Housekeeping Supplies (17)	\$2,056,365	\$2,736,368	\$680,003
Insurance			
Owners and Renters Insurance	\$1,635,162	\$2,176,566	\$541,404
Vehicle Insurance	\$4,851,472	\$6,456,053	\$1,604,581
Life/Other Insurance	\$1,418,978	\$1,888,921	\$469,943
Health Insurance	\$10,699,081	\$14,239,315	\$3,540,234
Personal Care Products (18)	\$1,257,390	\$1,673,128	\$415,738
School Books and Supplies (19)	\$322,969	\$429,685	\$106,716
Smoking Products	\$865,561	\$1,152,383	\$286,822
Transportation			
Payments on Vehicles excluding Leases	\$6,621,423	\$8,812,488	\$2,191,065
Gasoline and Motor Oil	\$6,176,753	\$8,219,155	\$2,042,402
Vehicle Maintenance and Repairs	\$2,854,835	\$3,798,658	\$943,823
Travel			
Airline Fares	\$1,597,898	\$2,125,631	\$527,733
Lodging on Trips	\$1,733,565	\$2,306,845	\$573,280
Auto/Truck Rental on Trips	\$145,550	\$193,621	\$48,071
Food and Drink on Trips	\$1,494,665	\$1,988,733	\$494,068

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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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