



Retail Demand Outlook

Coachella city, CA (0614260)
 Coachella city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Family Extensions (13B)	56.4%	Population	43,018	43,780
Forging Opportunity (7D)	15.0%	Households	10,102	10,292
Up and Coming Families (7A)	14.4%	Families	9,369	9,543
Southwestern Families (7F)	11.9%	Median Age	27.1	28.2
Exurbanites (1E)	1.4%	Median Household Income	\$43,171	\$50,876
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$13,866,158	\$16,558,909	\$2,692,751
Men's		\$2,647,940	\$3,162,319	\$514,379
Women's		\$4,727,248	\$5,644,619	\$917,371
Children's		\$2,114,942	\$2,526,414	\$411,472
Footwear		\$3,241,445	\$3,871,209	\$629,764
Watches & Jewelry		\$880,088	\$1,050,571	\$170,483
Apparel Products and Services (1)		\$254,495	\$303,777	\$49,282
Computer				
Computers and Hardware for Home Use		\$1,727,492	\$2,062,030	\$334,538
Portable Memory		\$28,656	\$34,208	\$5,552
Computer Software		\$92,011	\$109,762	\$17,751
Computer Accessories		\$150,292	\$179,415	\$29,123
Entertainment & Recreation		\$21,671,469	\$25,882,827	\$4,211,358
Fees and Admissions		\$4,027,107	\$4,808,647	\$781,540
Membership Fees for Clubs (2)		\$1,484,888	\$1,773,669	\$288,781
Fees for Participant Sports, excl. Trips		\$657,283	\$784,634	\$127,351
Tickets to Theatre/Operas/Concerts		\$287,987	\$343,832	\$55,845
Tickets to Movies		\$205,465	\$245,392	\$39,927
Tickets to Parks or Museums		\$186,214	\$222,271	\$36,057
Admission to Sporting Events, excl. Trips		\$279,345	\$333,570	\$54,225
Fees for Recreational Lessons		\$921,201	\$1,099,635	\$178,434
Dating Services		\$4,724	\$5,644	\$920
TV/Video/Audio		\$7,947,957	\$9,494,682	\$1,546,725
Cable and Satellite Television Services		\$4,766,514	\$5,695,171	\$928,657
Televisions		\$953,354	\$1,138,667	\$185,313
Satellite Dishes		\$12,161	\$14,535	\$2,374
VCRs, Video Cameras, and DVD Players		\$36,699	\$43,804	\$7,105
Miscellaneous Video Equipment		\$64,623	\$77,188	\$12,565
Video Cassettes and DVDs		\$41,491	\$49,566	\$8,075
Video Game Hardware/Accessories		\$258,571	\$308,805	\$50,234
Video Game Software		\$130,146	\$155,334	\$25,188
Rental/Streaming/Downloaded Video		\$835,354	\$997,869	\$162,515
Installation of Televisions		\$9,323	\$11,133	\$1,810
Audio (3)		\$824,713	\$984,688	\$159,975
Rental and Repair of TV/Radio/Sound Equipment		\$15,007	\$17,922	\$2,915
Pets		\$5,139,753	\$6,137,198	\$997,445
Toys/Games/Crafts/Hobbies (4)		\$948,701	\$1,132,960	\$184,259
Recreational Vehicles and Fees (5)		\$694,130	\$829,131	\$135,001
Sports/Recreation/Exercise Equipment (6)		\$1,686,797	\$2,015,341	\$328,544
Photo Equipment and Supplies (7)		\$274,974	\$328,311	\$53,337
Reading (8)		\$727,185	\$867,907	\$140,722
Catered Affairs (9)		\$224,866	\$268,650	\$43,784
Food		\$66,189,040	\$79,040,509	\$12,851,469
Food at Home		\$42,075,719	\$50,237,723	\$8,162,004
Bakery and Cereal Products		\$5,252,292	\$6,271,051	\$1,018,759
Meats, Poultry, Fish, and Eggs		\$9,353,395	\$11,167,922	\$1,814,527
Dairy Products		\$4,034,196	\$4,816,145	\$781,949
Fruits and Vegetables		\$8,505,097	\$10,152,379	\$1,647,282
Snacks and Other Food at Home (10)		\$14,930,739	\$17,830,225	\$2,899,486
Food Away from Home		\$24,113,321	\$28,802,786	\$4,689,465
Alcoholic Beverages		\$3,897,225	\$4,651,744	\$754,519

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$183,654,536	\$219,247,199	\$35,592,663
Value of Retirement Plans	\$648,353,223	\$774,282,940	\$125,929,717
Value of Other Financial Assets	\$50,788,141	\$60,594,508	\$9,806,367
Vehicle Loan Amount excluding Interest	\$22,816,622	\$27,276,282	\$4,459,660
Value of Credit Card Debt	\$18,909,685	\$22,575,601	\$3,665,916
Health			
Nonprescription Drugs	\$938,552	\$1,121,608	\$183,056
Prescription Drugs	\$1,818,717	\$2,174,500	\$355,783
Eyeglasses and Contact Lenses	\$586,911	\$701,146	\$114,235
Home			
Mortgage Payment and Basics (11)	\$74,524,294	\$89,033,740	\$14,509,446
Maintenance and Remodeling Services	\$20,604,871	\$24,619,275	\$4,014,404
Maintenance and Remodeling Materials (12)	\$4,126,764	\$4,934,510	\$807,746
Utilities, Fuel, and Public Services	\$34,973,689	\$41,792,464	\$6,818,775
Household Furnishings and Equipment			
Household Textiles (13)	\$745,215	\$889,932	\$144,717
Furniture	\$4,774,772	\$5,702,515	\$927,743
Rugs	\$209,045	\$249,541	\$40,496
Major Appliances (14)	\$3,102,775	\$3,708,193	\$605,418
Housewares (15)	\$661,910	\$790,369	\$128,459
Small Appliances	\$520,247	\$621,082	\$100,835
Luggage	\$88,657	\$105,856	\$17,199
Telephones and Accessories	\$682,093	\$814,703	\$132,610
Household Operations			
Child Care	\$3,020,987	\$3,605,393	\$584,406
Lawn and Garden (16)	\$3,427,108	\$4,095,920	\$668,812
Moving/Storage/Freight Express	\$596,310	\$712,005	\$115,695
Housekeeping Supplies (17)	\$5,470,238	\$6,534,247	\$1,064,009
Insurance			
Owners and Renters Insurance	\$4,066,139	\$4,862,185	\$796,046
Vehicle Insurance	\$13,986,876	\$16,715,375	\$2,728,499
Life/Other Insurance	\$3,455,914	\$4,129,864	\$673,950
Health Insurance	\$27,038,338	\$32,308,095	\$5,269,757
Personal Care Products (18)	\$3,604,379	\$4,303,972	\$699,593
School Books and Supplies (19)	\$825,736	\$986,135	\$160,399
Smoking Products	\$2,271,841	\$2,715,729	\$443,888
Transportation			
Payments on Vehicles excluding Leases	\$18,082,177	\$21,614,494	\$3,532,317
Gasoline and Motor Oil	\$17,236,206	\$20,589,514	\$3,353,308
Vehicle Maintenance and Repairs	\$8,066,635	\$9,637,351	\$1,570,716
Travel			
Airline Fares	\$2,957,010	\$3,529,665	\$572,655
Lodging on Trips	\$3,974,764	\$4,747,108	\$772,344
Auto/Truck Rental on Trips	\$457,012	\$545,595	\$88,583
Food and Drink on Trips	\$3,256,588	\$3,888,603	\$632,015

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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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