



# Retail Demand Outlook

Indio city, CA (0636448)  
 Indio city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Up and Coming Families (7A)	19.4%	Population	90,974	92,334
Urban Edge Families (7C)	16.6%	Households	29,506	29,970
Family Extensions (13B)	11.6%	Families	22,575	22,832
Southwestern Families (7F)	9.7%	Median Age	34.2	34.8
Silver & Gold (9A)	7.1%	Median Household Income	\$60,734	\$70,487
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$53,860,137	\$64,316,769	\$10,456,632
Men's		\$10,456,189	\$12,483,154	\$2,026,965
Women's		\$18,241,270	\$21,777,988	\$3,536,718
Children's		\$8,421,192	\$10,069,706	\$1,648,514
Footwear		\$12,224,519	\$14,594,359	\$2,369,840
Watches & Jewelry		\$3,501,735	\$4,180,701	\$678,966
Apparel Products and Services (1)		\$1,015,231	\$1,210,860	\$195,629
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,500,199	\$7,760,173	\$1,259,974
Portable Memory		\$111,678	\$133,349	\$21,671
Computer Software		\$347,026	\$413,976	\$66,950
Computer Accessories		\$623,267	\$744,336	\$121,069
<b>Entertainment &amp; Recreation</b>		\$91,845,178	\$109,699,886	\$17,854,708
Fees and Admissions		\$16,725,755	\$19,990,487	\$3,264,732
Membership Fees for Clubs (2)		\$6,315,788	\$7,546,262	\$1,230,474
Fees for Participant Sports, excl. Trips		\$2,978,352	\$3,558,794	\$580,442
Tickets to Theatre/Operas/Concerts		\$1,228,109	\$1,466,890	\$238,781
Tickets to Movies		\$770,434	\$920,942	\$150,508
Tickets to Parks or Museums		\$734,265	\$878,838	\$144,573
Admission to Sporting Events, excl. Trips		\$1,153,430	\$1,378,753	\$225,323
Fees for Recreational Lessons		\$3,524,571	\$4,215,166	\$690,595
Dating Services		\$20,807	\$24,843	\$4,036
TV/Video/Audio		\$33,486,504	\$39,980,079	\$6,493,575
Cable and Satellite Television Services		\$20,924,615	\$24,971,822	\$4,047,207
Televisions		\$3,784,195	\$4,519,410	\$735,215
Satellite Dishes		\$45,826	\$54,740	\$8,914
VCRs, Video Cameras, and DVD Players		\$126,541	\$151,119	\$24,578
Miscellaneous Video Equipment		\$282,097	\$336,916	\$54,819
Video Cassettes and DVDs		\$176,385	\$210,966	\$34,581
Video Game Hardware/Accessories		\$997,434	\$1,191,873	\$194,439
Video Game Software		\$484,349	\$578,542	\$94,193
Rental/Streaming/Downloaded Video		\$3,268,077	\$3,906,052	\$637,975
Installation of Televisions		\$38,004	\$45,350	\$7,346
Audio (3)		\$3,299,651	\$3,942,532	\$642,881
Rental and Repair of TV/Radio/Sound Equipment		\$59,332	\$70,758	\$11,426
Pets		\$22,021,300	\$26,280,566	\$4,259,266
Toys/Games/Crafts/Hobbies (4)		\$3,951,418	\$4,723,002	\$771,584
Recreational Vehicles and Fees (5)		\$3,259,976	\$3,895,898	\$635,922
Sports/Recreation/Exercise Equipment (6)		\$7,532,805	\$9,019,176	\$1,486,371
Photo Equipment and Supplies (7)		\$1,117,303	\$1,335,175	\$217,872
Reading (8)		\$2,989,025	\$3,566,245	\$577,220
Catered Affairs (9)		\$761,090	\$909,260	\$148,170
<b>Food</b>		\$263,056,804	\$314,039,373	\$50,982,569
Food at Home		\$168,171,876	\$200,719,042	\$32,547,166
Bakery and Cereal Products		\$21,290,575	\$25,412,505	\$4,121,930
Meats, Poultry, Fish, and Eggs		\$36,798,853	\$43,910,830	\$7,111,977
Dairy Products		\$16,254,054	\$19,398,061	\$3,144,007
Fruits and Vegetables		\$33,145,540	\$39,549,433	\$6,403,893
Snacks and Other Food at Home (10)		\$60,682,855	\$72,448,212	\$11,765,357
Food Away from Home		\$94,884,929	\$113,320,331	\$18,435,402
Alcoholic Beverages		\$15,668,438	\$18,695,156	\$3,026,718

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$787,271,977	\$939,002,377	\$151,730,400
Value of Retirement Plans	\$3,004,594,472	\$3,587,197,600	\$582,603,128
Value of Other Financial Assets	\$190,932,263	\$227,442,405	\$36,510,142
Vehicle Loan Amount excluding Interest	\$99,580,976	\$119,069,864	\$19,488,888
Value of Credit Card Debt	\$75,331,237	\$89,921,637	\$14,590,400
<b>Health</b>			
Nonprescription Drugs	\$4,290,393	\$5,124,922	\$834,529
Prescription Drugs	\$8,799,346	\$10,508,096	\$1,708,750
Eyeglasses and Contact Lenses	\$2,559,628	\$3,056,604	\$496,976
<b>Home</b>			
Mortgage Payment and Basics (11)	\$316,534,211	\$378,271,351	\$61,737,140
Maintenance and Remodeling Services	\$94,969,543	\$113,469,474	\$18,499,931
Maintenance and Remodeling Materials (12)	\$20,026,229	\$23,954,119	\$3,927,890
Utilities, Fuel, and Public Services	\$146,618,805	\$175,074,097	\$28,455,292
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,025,837	\$3,613,393	\$587,556
Furniture	\$20,495,321	\$24,488,257	\$3,992,936
Rugs	\$925,627	\$1,105,385	\$179,758
Major Appliances (14)	\$13,530,362	\$16,165,155	\$2,634,793
Housewares (15)	\$2,716,858	\$3,244,643	\$527,785
Small Appliances	\$1,903,960	\$2,272,328	\$368,368
Luggage	\$364,979	\$436,083	\$71,104
Telephones and Accessories	\$2,607,688	\$3,112,134	\$504,446
<b>Household Operations</b>			
Child Care	\$11,841,418	\$14,163,808	\$2,322,390
Lawn and Garden (16)	\$15,994,253	\$19,099,668	\$3,105,415
Moving/Storage/Freight Express	\$2,373,435	\$2,832,224	\$458,789
Housekeeping Supplies (17)	\$23,283,872	\$27,798,316	\$4,514,444
<b>Insurance</b>			
Owners and Renters Insurance	\$19,171,198	\$22,907,722	\$3,736,524
Vehicle Insurance	\$57,830,602	\$69,072,514	\$11,241,912
Life/Other Insurance	\$15,949,063	\$19,052,775	\$3,103,712
Health Insurance	\$120,741,080	\$144,171,818	\$23,430,738
Personal Care Products (18)	\$13,960,164	\$16,666,277	\$2,706,113
School Books and Supplies (19)	\$3,403,376	\$4,066,152	\$662,776
Smoking Products	\$10,050,568	\$11,999,515	\$1,948,947
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$78,984,604	\$94,413,674	\$15,429,070
Gasoline and Motor Oil	\$67,463,981	\$80,553,433	\$13,089,452
Vehicle Maintenance and Repairs	\$33,581,698	\$40,110,345	\$6,528,647
<b>Travel</b>			
Airline Fares	\$11,619,403	\$13,874,096	\$2,254,693
Lodging on Trips	\$17,056,936	\$20,376,945	\$3,320,009
Auto/Truck Rental on Trips	\$1,894,075	\$2,262,397	\$368,322
Food and Drink on Trips	\$13,557,475	\$16,192,257	\$2,634,782

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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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