



Retail Demand Outlook

La Quinta city, CA (0640354)
 La Quinta city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Silver & Gold (9A)	33.9%	Population	38,882	40,319
Workday Drive (4A)	17.3%	Households	16,043	16,696
Urban Edge Families (7C)	16.2%	Families	11,414	11,883
Home Improvement (4B)	8.6%	Median Age	50.6	51.6
Retirement Communities (9E)	7.7%	Median Household Income	\$91,765	\$105,485
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$44,499,937	\$53,248,143	\$8,748,206
Men's		\$8,828,476	\$10,575,614	\$1,747,138
Women's		\$15,435,452	\$18,483,147	\$3,047,695
Children's		\$6,367,423	\$7,591,147	\$1,223,724
Footwear		\$9,675,206	\$11,571,488	\$1,896,282
Watches & Jewelry		\$3,273,019	\$3,922,055	\$649,036
Apparel Products and Services (1)		\$920,362	\$1,104,693	\$184,331
Computer				
Computers and Hardware for Home Use		\$5,361,857	\$6,415,790	\$1,053,933
Portable Memory		\$93,550	\$111,986	\$18,436
Computer Software		\$293,348	\$351,612	\$58,264
Computer Accessories		\$546,789	\$655,430	\$108,641
Entertainment & Recreation		\$80,443,667	\$96,381,085	\$15,937,418
Fees and Admissions		\$15,584,329	\$18,648,068	\$3,063,739
Membership Fees for Clubs (2)		\$6,079,549	\$7,281,911	\$1,202,362
Fees for Participant Sports, excl. Trips		\$2,921,240	\$3,501,992	\$580,752
Tickets to Theatre/Operas/Concerts		\$1,203,435	\$1,443,110	\$239,675
Tickets to Movies		\$598,609	\$715,123	\$116,514
Tickets to Parks or Museums		\$595,025	\$709,888	\$114,863
Admission to Sporting Events, excl. Trips		\$1,151,176	\$1,377,116	\$225,940
Fees for Recreational Lessons		\$3,016,559	\$3,596,461	\$579,902
Dating Services		\$18,738	\$22,466	\$3,728
TV/Video/Audio		\$28,549,603	\$34,229,019	\$5,679,416
Cable and Satellite Television Services		\$18,323,081	\$21,996,320	\$3,673,239
Televisions		\$3,053,589	\$3,655,125	\$601,536
Satellite Dishes		\$33,294	\$39,732	\$6,438
VCRs, Video Cameras, and DVD Players		\$98,327	\$117,465	\$19,138
Miscellaneous Video Equipment		\$267,628	\$320,840	\$53,212
Video Cassettes and DVDs		\$142,459	\$170,509	\$28,050
Video Game Hardware/Accessories		\$756,934	\$904,500	\$147,566
Video Game Software		\$366,296	\$438,037	\$71,741
Rental/Streaming/Downloaded Video		\$2,560,344	\$3,059,271	\$498,927
Installation of Televisions		\$35,126	\$42,040	\$6,914
Audio (3)		\$2,864,627	\$3,427,664	\$563,037
Rental and Repair of TV/Radio/Sound Equipment		\$47,897	\$57,516	\$9,619
Pets		\$19,429,227	\$23,306,913	\$3,877,686
Toys/Games/Crafts/Hobbies (4)		\$3,249,557	\$3,886,627	\$637,070
Recreational Vehicles and Fees (5)		\$3,029,570	\$3,626,873	\$597,303
Sports/Recreation/Exercise Equipment (6)		\$6,269,371	\$7,491,062	\$1,221,691
Photo Equipment and Supplies (7)		\$962,362	\$1,151,285	\$188,923
Reading (8)		\$2,792,490	\$3,353,181	\$560,691
Catered Affairs (9)		\$577,159	\$688,058	\$110,899
Food		\$218,470,854	\$261,649,671	\$43,178,817
Food at Home		\$140,888,920	\$168,810,303	\$27,921,383
Bakery and Cereal Products		\$18,062,648	\$21,646,383	\$3,583,735
Meats, Poultry, Fish, and Eggs		\$30,390,850	\$36,411,824	\$6,020,974
Dairy Products		\$13,721,638	\$16,446,244	\$2,724,606
Fruits and Vegetables		\$27,896,494	\$33,427,971	\$5,531,477
Snacks and Other Food at Home (10)		\$50,817,290	\$60,877,881	\$10,060,591
Food Away from Home		\$77,581,934	\$92,839,367	\$15,257,433
Alcoholic Beverages		\$14,492,261	\$17,378,047	\$2,885,786

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	\$878,551,584	\$1,055,414,385	\$176,862,801
Value of Retirement Plans	\$3,239,792,074	\$3,886,862,651	\$647,070,577
Value of Other Financial Assets	\$192,227,442	\$230,946,237	\$38,718,795
Vehicle Loan Amount excluding Interest	\$78,382,715	\$93,666,876	\$15,284,161
Value of Credit Card Debt	\$65,863,986	\$78,885,561	\$13,021,575
Health			
Nonprescription Drugs	\$3,740,224	\$4,487,816	\$747,592
Prescription Drugs	\$7,967,029	\$9,572,309	\$1,605,280
Eyeglasses and Contact Lenses	\$2,313,950	\$2,775,092	\$461,142
Home			
Mortgage Payment and Basics (11)	\$288,992,337	\$345,523,150	\$56,530,813
Maintenance and Remodeling Services	\$90,766,051	\$108,729,676	\$17,963,625
Maintenance and Remodeling Materials (12)	\$17,611,252	\$21,072,936	\$3,461,684
Utilities, Fuel, and Public Services	\$121,255,498	\$145,259,018	\$24,003,520
Household Furnishings and Equipment			
Household Textiles (13)	\$2,592,407	\$3,105,419	\$513,012
Furniture	\$17,818,161	\$21,331,810	\$3,513,649
Rugs	\$894,337	\$1,072,565	\$178,228
Major Appliances (14)	\$11,641,385	\$13,939,905	\$2,298,520
Housewares (15)	\$2,360,947	\$2,827,714	\$466,767
Small Appliances	\$1,485,781	\$1,778,954	\$293,173
Luggage	\$309,951	\$370,989	\$61,038
Telephones and Accessories	\$2,244,266	\$2,690,718	\$446,452
Household Operations			
Child Care	\$10,055,691	\$11,976,531	\$1,920,840
Lawn and Garden (16)	\$15,005,317	\$17,994,649	\$2,989,332
Moving/Storage/Freight Express	\$1,944,355	\$2,331,194	\$386,839
Housekeeping Supplies (17)	\$20,126,059	\$24,131,718	\$4,005,659
Insurance			
Owners and Renters Insurance	\$17,375,383	\$20,817,346	\$3,441,963
Vehicle Insurance	\$45,803,929	\$54,829,759	\$9,025,830
Life/Other Insurance	\$15,054,334	\$18,041,186	\$2,986,852
Health Insurance	\$107,942,537	\$129,485,364	\$21,542,827
Personal Care Products (18)	\$11,575,950	\$13,863,086	\$2,287,136
School Books and Supplies (19)	\$2,799,812	\$3,349,268	\$549,456
Smoking Products	\$7,924,004	\$9,511,145	\$1,587,141
Transportation			
Payments on Vehicles excluding Leases	\$63,603,093	\$76,051,083	\$12,447,990
Gasoline and Motor Oil	\$52,121,018	\$62,363,678	\$10,242,660
Vehicle Maintenance and Repairs	\$27,906,237	\$33,424,682	\$5,518,445
Travel			
Airline Fares	\$10,306,434	\$12,337,265	\$2,030,831
Lodging on Trips	\$15,717,785	\$18,820,838	\$3,103,053
Auto/Truck Rental on Trips	\$1,728,156	\$2,069,130	\$340,974
Food and Drink on Trips	\$12,055,446	\$14,434,197	\$2,378,751

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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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