



# Retail Demand Outlook

Rancho Mirage city, CA (0659500)  
 Rancho Mirage city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Silver & Gold (9A)	51.5%	Population	17,285	17,371
The Elders (9C)	23.0%	Households	9,030	9,080
In Style (5B)	8.4%	Families	4,831	4,855
Golden Years (9B)	7.4%	Median Age	66.4	68.4
Senior Escapes (9D)	5.5%	Median Household Income	\$98,496	\$114,342
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$26,388,815	\$30,503,196	\$4,114,381
Men's		\$5,551,207	\$6,418,972	\$867,765
Women's		\$9,434,430	\$10,905,727	\$1,471,297
Children's		\$3,262,560	\$3,769,989	\$507,429
Footwear		\$5,553,525	\$6,417,891	\$864,366
Watches & Jewelry		\$1,982,342	\$2,291,461	\$309,119
Apparel Products and Services (1)		\$604,750	\$699,156	\$94,406
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,220,303	\$3,722,834	\$502,531
Portable Memory		\$56,556	\$65,373	\$8,817
Computer Software		\$184,091	\$212,790	\$28,699
Computer Accessories		\$355,210	\$410,719	\$55,509
<b>Entertainment &amp; Recreation</b>		\$51,152,503	\$59,146,799	\$7,994,296
Fees and Admissions		\$9,578,012	\$11,073,842	\$1,495,830
Membership Fees for Clubs (2)		\$3,812,129	\$4,407,864	\$595,735
Fees for Participant Sports, excl. Trips		\$2,006,215	\$2,320,375	\$314,160
Tickets to Theatre/Operas/Concerts		\$782,155	\$904,407	\$122,252
Tickets to Movies		\$347,053	\$401,160	\$54,107
Tickets to Parks or Museums		\$329,203	\$380,548	\$51,345
Admission to Sporting Events, excl. Trips		\$651,266	\$752,524	\$101,258
Fees for Recreational Lessons		\$1,638,997	\$1,894,266	\$255,269
Dating Services		\$10,994	\$12,698	\$1,704
TV/Video/Audio		\$18,412,772	\$21,289,055	\$2,876,283
Cable and Satellite Television Services		\$12,430,467	\$14,373,709	\$1,943,242
Televisions		\$1,857,214	\$2,147,297	\$290,083
Satellite Dishes		\$17,674	\$20,422	\$2,748
VCRs, Video Cameras, and DVD Players		\$55,779	\$64,449	\$8,670
Miscellaneous Video Equipment		\$165,799	\$191,667	\$25,868
Video Cassettes and DVDs		\$86,967	\$100,516	\$13,549
Video Game Hardware/Accessories		\$401,941	\$464,423	\$62,482
Video Game Software		\$200,983	\$232,205	\$31,222
Rental/Streaming/Downloaded Video		\$1,438,985	\$1,663,136	\$224,151
Installation of Televisions		\$22,291	\$25,763	\$3,472
Audio (3)		\$1,704,416	\$1,970,524	\$266,108
Rental and Repair of TV/Radio/Sound Equipment		\$30,257	\$34,945	\$4,688
Pets		\$12,926,354	\$14,949,983	\$2,023,629
Toys/Games/Crafts/Hobbies (4)		\$1,923,656	\$2,223,554	\$299,898
Recreational Vehicles and Fees (5)		\$1,871,278	\$2,163,898	\$292,620
Sports/Recreation/Exercise Equipment (6)		\$3,671,990	\$4,246,227	\$574,237
Photo Equipment and Supplies (7)		\$572,892	\$662,158	\$89,266
Reading (8)		\$1,909,892	\$2,208,181	\$298,289
Catered Affairs (9)		\$285,656	\$329,902	\$44,246
<b>Food</b>		\$135,977,209	\$157,204,282	\$21,227,073
Food at Home		\$89,091,200	\$102,999,195	\$13,907,995
Bakery and Cereal Products		\$11,445,812	\$13,232,173	\$1,786,361
Meats, Poultry, Fish, and Eggs		\$19,211,105	\$22,210,967	\$2,999,862
Dairy Products		\$8,812,105	\$10,187,969	\$1,375,864
Fruits and Vegetables		\$17,739,985	\$20,508,936	\$2,768,951
Snacks and Other Food at Home (10)		\$31,882,193	\$36,859,150	\$4,976,957
Food Away from Home		\$46,886,009	\$54,205,087	\$7,319,078
Alcoholic Beverages		\$9,441,907	\$10,916,819	\$1,474,912

**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	\$598,809,498	\$692,341,439	\$93,531,941
Value of Retirement Plans	\$2,156,049,671	\$2,493,724,293	\$337,674,622
Value of Other Financial Assets	\$135,010,402	\$156,127,596	\$21,117,194
Vehicle Loan Amount excluding Interest	\$45,563,735	\$52,693,342	\$7,129,607
Value of Credit Card Debt	\$40,789,771	\$47,160,492	\$6,370,721
<b>Health</b>			
Nonprescription Drugs	\$2,489,406	\$2,878,853	\$389,447
Prescription Drugs	\$5,512,096	\$6,373,995	\$861,899
Eyeglasses and Contact Lenses	\$1,483,516	\$1,715,235	\$231,719
<b>Home</b>			
Mortgage Payment and Basics (11)	\$178,039,987	\$205,881,021	\$27,841,034
Maintenance and Remodeling Services	\$60,525,692	\$70,014,420	\$9,488,728
Maintenance and Remodeling Materials (12)	\$11,239,097	\$13,000,807	\$1,761,710
Utilities, Fuel, and Public Services	\$76,679,670	\$88,657,079	\$11,977,409
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,621,407	\$1,874,668	\$253,261
Furniture	\$11,024,460	\$12,748,262	\$1,723,802
Rugs	\$591,861	\$684,439	\$92,578
Major Appliances (14)	\$7,445,390	\$8,610,891	\$1,165,501
Housewares (15)	\$1,491,789	\$1,724,846	\$233,057
Small Appliances	\$904,409	\$1,045,373	\$140,964
Luggage	\$190,437	\$220,203	\$29,766
Telephones and Accessories	\$1,436,642	\$1,660,782	\$224,140
<b>Household Operations</b>			
Child Care	\$4,982,301	\$5,756,258	\$773,957
Lawn and Garden (16)	\$10,091,224	\$11,672,479	\$1,581,255
Moving/Storage/Freight Express	\$1,254,114	\$1,449,880	\$195,766
Housekeeping Supplies (17)	\$13,128,859	\$15,182,237	\$2,053,378
<b>Insurance</b>			
Owners and Renters Insurance	\$11,299,372	\$13,068,138	\$1,768,766
Vehicle Insurance	\$28,319,030	\$32,743,918	\$4,424,888
Life/Other Insurance	\$9,672,885	\$11,186,499	\$1,513,614
Health Insurance	\$71,815,984	\$83,047,284	\$11,231,300
Personal Care Products (18)	\$7,212,315	\$8,337,252	\$1,124,937
School Books and Supplies (19)	\$1,671,308	\$1,932,324	\$261,016
Smoking Products	\$4,926,346	\$5,694,338	\$767,992
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$37,501,060	\$43,364,348	\$5,863,288
Gasoline and Motor Oil	\$31,618,757	\$36,558,728	\$4,939,971
Vehicle Maintenance and Repairs	\$17,525,804	\$20,263,554	\$2,737,750
<b>Travel</b>			
Airline Fares	\$6,388,784	\$7,387,686	\$998,902
Lodging on Trips	\$9,776,316	\$11,306,509	\$1,530,193
Auto/Truck Rental on Trips	\$1,061,906	\$1,227,831	\$165,925
Food and Drink on Trips	\$7,467,137	\$8,634,479	\$1,167,342

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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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