



Retail Demand Outlook

Bermuda Dunes CDP, CA (0606028)
 Bermuda Dunes CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	55.7%	Population	8,253	8,357
Exurbanites (1E)	23.5%	Households	3,365	3,408
In Style (5B)	20.8%	Families	2,225	2,255
	0.0%	Median Age	38.1	38.5
	0.0%	Median Household Income	\$79,553	\$88,873
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$7,543,920	\$8,801,756	\$1,257,836
Men's		\$1,421,105	\$1,657,931	\$236,826
Women's		\$2,575,814	\$3,004,604	\$428,790
Children's		\$1,156,665	\$1,350,768	\$194,103
Footwear		\$1,684,374	\$1,965,621	\$281,247
Watches & Jewelry		\$558,413	\$650,794	\$92,381
Apparel Products and Services (1)		\$147,549	\$172,038	\$24,489
Computer				
Computers and Hardware for Home Use		\$916,058	\$1,069,048	\$152,990
Portable Memory		\$15,913	\$18,563	\$2,650
Computer Software		\$51,468	\$60,069	\$8,601
Computer Accessories		\$88,633	\$103,392	\$14,759
Entertainment & Recreation		\$12,820,476	\$14,947,594	\$2,127,118
Fees and Admissions		\$2,501,860	\$2,915,136	\$413,276
Membership Fees for Clubs (2)		\$971,208	\$1,131,496	\$160,288
Fees for Participant Sports, excl. Trips		\$429,403	\$500,373	\$70,970
Tickets to Theatre/Operas/Concerts		\$189,777	\$221,108	\$31,331
Tickets to Movies		\$104,128	\$121,539	\$17,411
Tickets to Parks or Museums		\$102,779	\$119,951	\$17,172
Admission to Sporting Events, excl. Trips		\$200,480	\$233,493	\$33,013
Fees for Recreational Lessons		\$500,550	\$583,046	\$82,496
Dating Services		\$3,535	\$4,130	\$595
TV/Video/Audio		\$4,568,869	\$5,329,343	\$760,474
Cable and Satellite Television Services		\$2,777,905	\$3,238,679	\$460,774
Televisions		\$514,701	\$600,765	\$86,064
Satellite Dishes		\$6,015	\$7,023	\$1,008
VCRs, Video Cameras, and DVD Players		\$17,956	\$20,961	\$3,005
Miscellaneous Video Equipment		\$46,210	\$53,904	\$7,694
Video Cassettes and DVDs		\$25,393	\$29,649	\$4,256
Video Game Hardware/Accessories		\$146,949	\$171,757	\$24,808
Video Game Software		\$72,947	\$85,279	\$12,332
Rental/Streaming/Downloaded Video		\$460,719	\$537,981	\$77,262
Installation of Televisions		\$5,747	\$6,697	\$950
Audio (3)		\$485,423	\$566,251	\$80,828
Rental and Repair of TV/Radio/Sound Equipment		\$8,903	\$10,398	\$1,495
Pets		\$2,953,158	\$3,441,910	\$488,752
Toys/Games/Crafts/Hobbies (4)		\$560,051	\$653,646	\$93,595
Recreational Vehicles and Fees (5)		\$472,512	\$550,112	\$77,600
Sports/Recreation/Exercise Equipment (6)		\$1,045,315	\$1,219,582	\$174,267
Photo Equipment and Supplies (7)		\$165,974	\$193,620	\$27,646
Reading (8)		\$443,528	\$516,920	\$73,392
Catered Affairs (9)		\$109,209	\$127,326	\$18,117
Food		\$35,822,669	\$41,790,547	\$5,967,878
Food at Home		\$22,895,405	\$26,707,287	\$3,811,882
Bakery and Cereal Products		\$2,937,385	\$3,426,182	\$488,797
Meats, Poultry, Fish, and Eggs		\$4,918,244	\$5,737,379	\$819,135
Dairy Products		\$2,204,024	\$2,570,582	\$366,558
Fruits and Vegetables		\$4,514,237	\$5,265,181	\$750,944
Snacks and Other Food at Home (10)		\$8,321,515	\$9,707,962	\$1,386,447
Food Away from Home		\$12,927,264	\$15,083,261	\$2,155,997
Alcoholic Beverages		\$2,320,296	\$2,704,691	\$384,395

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	\$133,930,146	\$155,730,699	\$21,800,553
Value of Retirement Plans	\$482,146,087	\$560,966,647	\$78,820,560
Value of Other Financial Assets	\$28,242,038	\$32,843,349	\$4,601,311
Vehicle Loan Amount excluding Interest	\$12,907,502	\$15,069,492	\$2,161,990
Value of Credit Card Debt	\$10,626,806	\$12,391,432	\$1,764,626
Health			
Nonprescription Drugs	\$579,376	\$675,776	\$96,400
Prescription Drugs	\$1,208,649	\$1,409,002	\$200,353
Eyeglasses and Contact Lenses	\$370,939	\$432,397	\$61,458
Home			
Mortgage Payment and Basics (11)	\$43,326,528	\$50,451,640	\$7,125,112
Maintenance and Remodeling Services	\$12,850,524	\$14,958,924	\$2,108,400
Maintenance and Remodeling Materials (12)	\$2,552,766	\$2,974,232	\$421,466
Utilities, Fuel, and Public Services	\$19,394,187	\$22,622,740	\$3,228,553
Household Furnishings and Equipment			
Household Textiles (13)	\$425,929	\$496,842	\$70,913
Furniture	\$2,915,575	\$3,401,501	\$485,926
Rugs	\$138,552	\$161,418	\$22,866
Major Appliances (14)	\$1,769,236	\$2,062,390	\$293,154
Housewares (15)	\$380,415	\$443,694	\$63,279
Small Appliances	\$254,845	\$297,429	\$42,584
Luggage	\$51,599	\$60,213	\$8,614
Telephones and Accessories	\$373,477	\$435,405	\$61,928
Household Operations			
Child Care	\$1,818,693	\$2,121,687	\$302,994
Lawn and Garden (16)	\$2,173,002	\$2,529,914	\$356,912
Moving/Storage/Freight Express	\$327,855	\$382,533	\$54,678
Housekeeping Supplies (17)	\$3,146,569	\$3,669,855	\$523,286
Insurance			
Owners and Renters Insurance	\$2,568,646	\$2,992,910	\$424,264
Vehicle Insurance	\$7,478,337	\$8,728,324	\$1,249,987
Life/Other Insurance	\$2,294,237	\$2,672,515	\$378,278
Health Insurance	\$16,492,764	\$19,227,675	\$2,734,911
Personal Care Products (18)	\$1,915,053	\$2,234,067	\$319,014
School Books and Supplies (19)	\$475,899	\$555,484	\$79,585
Smoking Products	\$1,394,481	\$1,628,690	\$234,209
Transportation			
Payments on Vehicles excluding Leases	\$10,501,601	\$12,256,801	\$1,755,200
Gasoline and Motor Oil	\$8,566,129	\$9,997,653	\$1,431,524
Vehicle Maintenance and Repairs	\$4,553,001	\$5,311,739	\$758,738
Travel			
Airline Fares	\$1,658,622	\$1,933,460	\$274,838
Lodging on Trips	\$2,491,535	\$2,903,578	\$412,043
Auto/Truck Rental on Trips	\$284,490	\$331,750	\$47,260
Food and Drink on Trips	\$1,955,887	\$2,280,384	\$324,497

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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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