



# Retail Demand Outlook

Cathedral City, CA (0612048)  
 Cathedral City  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	12.9%	Population	52,228	53,037
Home Improvement (4B)	12.1%	Households	18,556	18,876
Urban Edge Families (7C)	11.7%	Families	11,731	11,913
The Elders (9C)	11.6%	Median Age	38.5	39.2
NeWest Residents (13C)	10.3%	Median Household Income	\$59,100	\$69,250
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$33,944,147	\$40,424,579	\$6,480,432
Men's		\$6,616,974	\$7,881,087	\$1,264,113
Women's		\$11,567,472	\$13,777,846	\$2,210,374
Children's		\$4,998,388	\$5,948,990	\$950,602
Footwear		\$7,742,558	\$9,218,506	\$1,475,948
Watches & Jewelry		\$2,330,138	\$2,777,539	\$447,401
Apparel Products and Services (1)		\$688,617	\$820,611	\$131,994
<b>Computer</b>				
Computers and Hardware for Home Use		\$4,082,639	\$4,861,112	\$778,473
Portable Memory		\$70,379	\$83,853	\$13,474
Computer Software		\$227,367	\$270,769	\$43,402
Computer Accessories		\$396,406	\$472,290	\$75,884
<b>Entertainment &amp; Recreation</b>		\$57,541,236	\$68,589,071	\$11,047,835
Fees and Admissions		\$10,781,039	\$12,860,363	\$2,079,324
Membership Fees for Clubs (2)		\$4,140,165	\$4,939,547	\$799,382
Fees for Participant Sports, excl. Trips		\$1,958,794	\$2,337,976	\$379,182
Tickets to Theatre/Operas/Concerts		\$827,304	\$987,226	\$159,922
Tickets to Movies		\$461,973	\$549,775	\$87,802
Tickets to Parks or Museums		\$418,759	\$498,487	\$79,728
Admission to Sporting Events, excl. Trips		\$762,063	\$909,809	\$147,746
Fees for Recreational Lessons		\$2,196,582	\$2,619,180	\$422,598
Dating Services		\$15,399	\$18,364	\$2,965
TV/Video/Audio		\$21,165,569	\$25,221,544	\$4,055,975
Cable and Satellite Television Services		\$13,492,283	\$16,085,610	\$2,593,327
Televisions		\$2,317,168	\$2,758,602	\$441,434
Satellite Dishes		\$26,634	\$31,671	\$5,037
VCRs, Video Cameras, and DVD Players		\$75,669	\$90,001	\$14,332
Miscellaneous Video Equipment		\$198,049	\$236,585	\$38,536
Video Cassettes and DVDs		\$106,298	\$126,589	\$20,291
Video Game Hardware/Accessories		\$602,104	\$716,133	\$114,029
Video Game Software		\$297,925	\$354,359	\$56,434
Rental/Streaming/Downloaded Video		\$1,937,747	\$2,306,271	\$368,524
Installation of Televisions		\$26,423	\$31,516	\$5,093
Audio (3)		\$2,046,609	\$2,438,207	\$391,598
Rental and Repair of TV/Radio/Sound Equipment		\$38,661	\$46,001	\$7,340
Pets		\$13,729,245	\$16,366,763	\$2,637,518
Toys/Games/Crafts/Hobbies (4)		\$2,405,671	\$2,865,595	\$459,924
Recreational Vehicles and Fees (5)		\$1,976,296	\$2,357,141	\$380,845
Sports/Recreation/Exercise Equipment (6)		\$4,304,368	\$5,128,350	\$823,982
Photo Equipment and Supplies (7)		\$708,823	\$844,854	\$136,031
Reading (8)		\$2,001,381	\$2,386,244	\$384,863
Catered Affairs (9)		\$468,845	\$558,218	\$89,373
<b>Food</b>		\$165,635,526	\$197,288,399	\$31,652,873
Food at Home		\$106,936,658	\$127,385,579	\$20,448,921
Bakery and Cereal Products		\$13,668,506	\$16,285,417	\$2,616,911
Meats, Poultry, Fish, and Eggs		\$23,404,669	\$27,877,053	\$4,472,384
Dairy Products		\$10,371,155	\$12,356,024	\$1,984,869
Fruits and Vegetables		\$21,314,239	\$25,389,840	\$4,075,601
Snacks and Other Food at Home (10)		\$38,178,088	\$45,477,245	\$7,299,157
Food Away from Home		\$58,698,868	\$69,902,820	\$11,203,952
Alcoholic Beverages		\$10,373,372	\$12,366,494	\$1,993,122

**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	\$577,612,126	\$690,003,789	\$112,391,663
Value of Retirement Plans	\$2,065,287,664	\$2,467,068,950	\$401,781,286
Value of Other Financial Assets	\$132,978,086	\$158,593,970	\$25,615,884
Vehicle Loan Amount excluding Interest	\$57,116,909	\$68,017,259	\$10,900,350
Value of Credit Card Debt	\$48,429,744	\$57,730,701	\$9,300,957
<b>Health</b>			
Nonprescription Drugs	\$2,638,821	\$3,144,766	\$505,945
Prescription Drugs	\$5,578,831	\$6,653,784	\$1,074,953
Eyeglasses and Contact Lenses	\$1,637,865	\$1,953,340	\$315,475
<b>Home</b>			
Mortgage Payment and Basics (11)	\$198,370,016	\$236,668,149	\$38,298,133
Maintenance and Remodeling Services	\$59,365,760	\$70,840,869	\$11,475,109
Maintenance and Remodeling Materials (12)	\$11,563,037	\$13,790,569	\$2,227,532
Utilities, Fuel, and Public Services	\$91,340,309	\$108,834,488	\$17,494,179
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,925,215	\$2,293,593	\$368,378
Furniture	\$12,734,821	\$15,173,981	\$2,439,160
Rugs	\$610,877	\$728,857	\$117,980
Major Appliances (14)	\$8,235,204	\$9,816,825	\$1,581,621
Housewares (15)	\$1,705,729	\$2,032,070	\$326,341
Small Appliances	\$1,174,144	\$1,397,271	\$223,127
Luggage	\$227,118	\$270,513	\$43,395
Telephones and Accessories	\$1,705,266	\$2,032,131	\$326,865
<b>Household Operations</b>			
Child Care	\$7,252,382	\$8,643,972	\$1,391,590
Lawn and Garden (16)	\$10,124,503	\$12,082,525	\$1,958,022
Moving/Storage/Freight Express	\$1,479,421	\$1,761,637	\$282,216
Housekeeping Supplies (17)	\$14,718,281	\$17,539,436	\$2,821,155
<b>Insurance</b>			
Owners and Renters Insurance	\$11,816,075	\$14,096,866	\$2,280,791
Vehicle Insurance	\$35,122,174	\$41,824,033	\$6,701,859
Life/Other Insurance	\$10,195,820	\$12,166,834	\$1,971,014
Health Insurance	\$76,671,280	\$91,428,231	\$14,756,951
Personal Care Products (18)	\$8,796,873	\$10,476,917	\$1,680,044
School Books and Supplies (19)	\$2,073,614	\$2,469,098	\$395,484
Smoking Products	\$6,251,247	\$7,444,972	\$1,193,725
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$46,380,543	\$55,247,389	\$8,866,846
Gasoline and Motor Oil	\$40,271,089	\$47,940,229	\$7,669,140
Vehicle Maintenance and Repairs	\$20,633,487	\$24,579,940	\$3,946,453
<b>Travel</b>			
Airline Fares	\$7,366,996	\$8,777,693	\$1,410,697
Lodging on Trips	\$10,759,252	\$12,829,617	\$2,070,365
Auto/Truck Rental on Trips	\$1,204,111	\$1,434,784	\$230,673
Food and Drink on Trips	\$8,542,672	\$10,181,696	\$1,639,024

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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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