

## Retail Demand Outlook

Desert Hot Springs city, CA (0618996) Desert Hot Springs city

Geography: Place

Prepared by Esri

Fresh Ambitions (130)   35.3%   Population   33.017   33.019	Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Edge Families (7C) 21.69% Households 10,743 10,7962 Forging Opportunity (7D) 15.19% Families 7,143 7,290 Down the Road (10D) 13.59% Median Age 33.5 34.69 The Great Outdoors (6C) 7.69% Median Age 33.5 34.69 The Great Outdoors (6C) 7.69% Median Household Income 444,244 \$15.139  Apparel and Services 514,320,680 \$10,520,947 92,600,267 Mer's \$2,677,226 \$1,520,939 \$2,600,267 Mer's \$2,677,226 \$3,164,393 \$447,702 Women's \$2,677,226 \$3,164,393 \$447,702 Women's \$2,607,726 \$3,164,393 \$447,702 Women's \$2,607,72 \$4,500,267 Children's \$2,607,72 \$4,500,267 Watches's Levelry \$3,267,73 \$4,500,267 Watches's Levelry \$4,500,73 \$4,500,267 Watches's Levelry \$4,500,73 \$4,500,267 Computer Computer and Hardware for Home Use \$1,679,036 \$1,940,096 \$305,060 Portable Memory \$2,91,81 \$3,45,20 \$5,339 Computer Software \$96,673 \$11,41,17 \$17,444 Computer Software \$96,673 \$11,41,17 \$17,444 Computer Software \$98,673 \$11,95,30 \$4,805,207 Fees and Admissions \$4,139,530 \$4,805,845 \$7,837,789 Fees for Participant Sports, excl. Trips \$704,559 \$833,888 \$139,529 Fees for Participant Sports, excl. Trips \$704,559 \$833,888 \$139,529 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer Software) \$4,139,530 \$4,805,845 \$5,519 Tickets to Theatry Openas (Computer			2 .		
Forging Opportunity (7D)	` ′		•		
Down the Road (10D)	. ,			,	,
The Great Outdoors (6C)         7.6%         Median Household Income         \$44,244         \$51,290           Apparel and Services         Consumer Spending         Forecasted Demand         Spending Growth           Men's         \$2,267,236         \$3,164,938         \$487,702           Women's         \$4,7758,260         \$5,657,729         \$687,469           Children's         \$2,266,737         \$2,677,118         \$410,881           Footwear         \$3,387,231         \$3,991,54         \$611,923           Walches & Jewelry         \$948,034         \$1,119,638         \$171,604           Apparel Products and Services (1)         \$228,183         \$33,37,21         \$51,188           Computer         Computer         \$27,818         \$34,520         \$5,339           Computer Software         \$15,836         \$1,194,409         \$305,060           Pertable Memory         \$29,181         \$34,520         \$5,339           Computer Software         \$96,673         \$114,117         \$11,444           Computer Software         \$158,367         \$187,304         \$28,937           Entertainment & Recreation         \$21,75,066         \$27,437,789         \$4,262,703           Entertainment & Recreation         \$22,175,066         \$22,715,066 <td></td> <td></td> <td></td> <td></td> <td></td>					
Apparel and Services   14,320,680   516,920,947   47,600,267     Men's   \$2,677,236   \$3,164,938   \$487,702     Women's   \$4,785,260   \$5,625,729   \$80,760,267     Children's   \$2,266,737   \$2,677,118   \$410,381     Footwear   \$3,387,231   \$3,399,154   \$611,923     Watches & Jewelry   \$948,034   \$1,119,638   \$111,603     Apparel Products and Services (1)   \$283,183   \$333,371   \$51,188     Computer   \$1,679,036   \$1,984,094   \$1,119,638   \$117,604     Apparel Products and Services (1)   \$283,183   \$334,371   \$51,188     Computer   \$2,218   \$34,502   \$3,387,201     Computer sont Hardware for Home Use   \$1,679,036   \$1,984,095   \$305,060     Portable Memory   \$2,9181   \$34,520   \$55,339     Computer Accessories   \$158,367   \$187,304   \$25,2937     Computer Accessories   \$158,367   \$187,304   \$25,2937     Entertainment & Recreation   \$22,117,066   \$27,437,789   \$4,262,703     Fees for Participant Sports, excl. Trips   \$794,353   \$433,885   \$125,222     Frecets to Theatre Operas/Concerts   \$188,800   \$422,273   \$54,451,281     Tickets to Phatre Opteras/Concerts   \$188,800   \$422,273   \$54,413     Tickets to Phatre Opteras/Concerts   \$1990,098   \$1,003,399   \$15,03,291     Television   \$94,875   \$1,591,291     Television   \$10,891   \$1,591,291   \$1,591,291     Television   \$1,992   \$1,591,291   \$1,591,291     Television   \$1,992   \$1,591,291   \$1,591,291   \$1,591,291     Television   \$1,992   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291   \$1,591,291	` ,		2		
Apparel and Services         Consumer Spending         Forces (\$14,320,680)         \$16,920,947         \$2,600,267           Men's         \$2,677,236         \$3,164,938         \$487,702           Women's         \$2,767,236         \$3,164,938         \$487,702           Children's         \$2,266,737         \$2,677,118         \$410,381           Footwear         \$3,387,231         \$3,999,154         \$511,923           Watches & Jewelry         \$948,034         \$1,119,638         \$71,604           Apparel Products and Services (1)         \$283,183         \$334,331         \$51,188           Computer         Computer         Computer         \$36,603         \$1,984,096         \$305,060           Portable Memory         \$29,181         \$34,520         \$53,399           Computer Software         \$96,673         \$118,117         \$17,444           Computer Software         \$96,673         \$118,117         \$17,442           Computer Accessories         \$158,567         \$187,304         \$22,375           Etertariament & Recreation         \$23,175,066         \$27,477,789         \$4,262,703           Fees and Admissions         \$41,395,339         \$4,895,845         \$756,315           Membership Fees for Clubs (2)         \$1,581,231	5. 54. 54.455.5 (55)	7.070			
Apparel and Services         \$14,320,680         \$16,920,947         \$2,000,067           Men's         \$2,677,285         \$3,164,938         \$487,702           Women's         \$4,755,260         \$5,625,729         \$867,469           Children's         \$2,266,737         \$2,771,118         \$410,381           Footwear         \$3,387,231         \$3,999,154         \$611,923           Watches & Jewelry         \$948,034         \$1,116,83         \$171,604           Apparel Products and Services (1)         \$283,183         \$334,371         \$51,188           Computer         Computers and Hardware for Home Use         \$1,679,036         \$1,984,096         \$305,060           Portable Memory         \$29,181         \$34,520         \$5339           Computer Software         \$96,673         \$114,117         \$17,444           Computer Accessories         \$158,367         \$187,304         \$28,973           Enes and Admissions         \$41,395,303         \$4,898,9845         \$756,915           Fes for Farticipant Sports, excl. Tirps         \$1,581,231         \$1,870,273         \$289,042           Fes for Participant Sports, excl. Tirps         \$1,581,231         \$1,570,273         \$289,042           Fes for Participant Sports, excl. Tirps         \$1,581,608 </td <td></td> <td></td> <td></td> <td></td> <td></td>					
Men's         \$2,677,256         \$3,164,938         \$487,702           Children's         \$2,266,737         \$2,677,118         \$410,81           Footwear         \$3,387,231         \$3,999,154         \$611,923           Watches & Jewelry         \$948,034         \$1,119,638         \$171,604           Apparel Products and Services (1)         \$283,183         \$334,371         \$51,185           Computer         \$29,181         \$34,520         \$305,060           Portable Memony         \$29,181         \$34,520         \$53,39           Computer Software         \$56,673         \$114,117         \$17,444           Computer Accessories         \$188,367         \$187,304         \$23,89,37           Etertafilment & Recreation         \$22,175,006         \$27,437,799         \$4,262,703           Fees and Admissions         \$41,39,530         \$4,872,89         \$76,6315           Fees for Participant Sports, excl. Trips         \$1,581,231         \$1,870,273         \$229,042           Fees for Participant Sports, excl. Trips         \$1,591,231         \$1,870,273         \$249,042           Fees for Participant Sports, excl. Trips         \$1,591,231         \$1,870,273         \$249,042           Fees for Participant Sports, excl. Trips         \$1,591,231         \$	Apparel and Services			\$16,920,947	
Women's					
Children's   \$2,266,737   \$2,677,118   \$410,181   Footwer   \$3,387,231   \$3,399,154   \$611,923   \$33,872,18   \$3,387,231   \$3,399,154   \$611,923   \$3,387,271   \$51,188   \$3,387,271   \$51,188   \$3,387,271   \$51,188   \$3,387,271   \$51,188   \$34,520   \$53,380   \$60,000   \$60,0	Women's				\$867,469
Footwear	Children's			\$2,677,118	\$410,381
Watches & Iswelry   \$948,034   \$1,119,638   \$171,604   Apparel Products and Services (1)   \$283,133   \$334,371   \$51,188   \$Computer   \$1,679,036   \$1,984,096   \$305,060   Portable Memory   \$29,181   \$34,520   \$5,339   \$20,000   \$30,0	Footwear				
Apparel Products and Services (1) \$283,183 \$334,371 \$51,188 \$Computer \$  Computers and Hardware for Home Use \$1,679,036 \$1,984.096 \$305,060 \$7,000 \$2,9181 \$34,520 \$5,339 \$1,000 \$2,9181 \$34,520 \$5,339 \$1,000 \$2,9181 \$34,520 \$5,339 \$1,000 \$2,9181 \$34,520 \$3,339 \$2,000 \$	Watches & Jewelry		\$948,034	\$1,119,638	
Computers         Computers and Hardware for Home Use         \$1,679,036         \$1,984,096         \$305,060           Portable Memory         \$29,181         \$34,520         \$5,339           Computer Software         \$96,673         \$114,117         \$17,444           Computer Accessories         \$158,367         \$189,304         \$28,937           Entertainment & Recreation         \$23,175,086         \$27,437,789         \$4,262,703           Fees and Admissions         \$41,39,530         \$4,895,845         \$756,315           Membership Fees for Clubs (2)         \$1,581,231         \$1,807,273         \$289,042           Fees for Participant Sports, excl. Trips         \$704,559         \$833,888         \$1225,529           Tickets to Theatre/Operas/Concerts         \$308,948         \$355,467         \$555,519           Tickets to Dearks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,290           Dating Services         \$7,386         \$8,668         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$15,879,873           Cable an			\$283,183	\$334,371	
Computers and Hardware for Home Use         \$1,679,036         \$1,984,096         \$305,060           Portable Memory         \$29,181         \$34,520         \$5,339           Computer Software         \$96,673         \$114,117         \$17,444           Computer Accessories         \$158,367         \$187,014         \$28,937           Entertainment & Recreation         \$23,175,086         \$27,437,789         \$4,262,703           Fees and Admissions         \$4,139,530         \$4,895,845         \$755,315           Membership Fees for Clubs (2)         \$1,581,221         \$1,870,273         \$288,942           Fees for Participant Sports, excl. Trips         \$704,359         \$833,888         \$129,529           Tickets to Movies         \$188,860         \$223,273         \$34,131           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$31,134         \$51,309           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Turkiels to Parks or Museums         \$1,868,815         \$199,735         \$30,920           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Turkiels to Movies			· · ·		
Portable Memory	•	e Use	\$1,679,036	\$1,984,096	\$305,060
Computer Software         \$96,673         \$114,117         \$17,444           Computer Accessories         \$158,367         \$187,304         \$28,937           Entertaliment & Recreation         \$23,175,086         \$27,437,789         \$4,267,703           Fees and Admissions         \$4,139,530         \$4,895,894         \$756,315           Membership Fees for Clubs (2)         \$1,581,231         \$1,870,273         \$289,042           Fees and Participant Sports, excl. Trips         \$704,359         \$833,088         \$129,529           Tickets to Movies         \$188,860         \$223,273         \$34,413           Tickets to Movies         \$188,860         \$223,273         \$34,413           Tickets to Movies         \$188,860         \$223,273         \$34,413           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,020           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,098         \$1,033,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/video/Audio         \$8,648,260         \$10,226,133         \$1,587,873           Cable and Satellite Television Services         \$5,43,828	·				
Computer Accessories	•				
Entertainment & Recreation         \$23,175,086         \$27,437,789         \$4,62,703           Fees and Admissions         \$4,139,530         \$4,889,845         \$755,315           Membership Fees for Clubs (2)         \$1,581,231         \$1,870,273         \$289,042           Fees for Participant Sports, excl. Trips         \$704,359         \$833,888         \$129,529           Tickets to Theatre/Operas/Concerts         \$308,948         \$305,467         \$56,519           Tickets to Movies         \$188,860         \$223,273         \$34,413           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,402           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,666         \$1,300           TV/Video/Audio         \$8,648,200         \$10,236,133         \$1,578,73           Cable and Satellite Television Services         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,833         \$173,508           Satellite Dishes         \$10,589         \$25,571         \$1,021,249         \$1,254         \$1,955			\$158,367		
Membership Fees for Clubs (2)         \$1,581,231         \$1,870,273         \$289,042           Fees for Participant Sports, excl. Trips         \$704,359         \$833,888         \$129,529           Tickets to Theatre/Operas/Concerts         \$308,948         \$365,467         \$56,519           Tickets to Parks or Museums         \$188,860         \$223,273         \$34,413           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,309           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,282         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Game Software	Entertainment & Recreation		\$23,175,086		
Membership Fees for Clubs (2)         \$1,581,231         \$1,870,273         \$289,042           Fees for Participant Sports, excl. Trips         \$704,359         \$833,888         \$129,529           Tickets to Theatre/Operas/Concerts         \$308,948         \$365,467         \$56,519           Tickets to Parks or Museums         \$188,860         \$223,273         \$34,413           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,309           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,282         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Game Software	Fees and Admissions		\$4,139,530	\$4,895,845	\$756,315
Fees for Participant Sports, excl. Trips         \$704,359         \$833,888         \$129,529           Tickets to Theatre/Operas/Concerts         \$308,948         \$365,467         \$56,519           Tickets to Movies         \$188,860         \$223,273         \$34,413           Tickets to Darks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,12,183         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,088           Video Game Hardware/Accessories         <	Membership Fees for Clubs (2)				
Tickets to Theatre/Operas/Concerts         \$308,948         \$365,467         \$56,519           Tickets to Movies         \$118,860         \$223,273         \$34,413           Tickets to Parks or Museums         \$168,615         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$279,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,998         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/Vide/Audio         \$6,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Garse Steas         \$2,265,127         \$313,195         \$48,068           Video Game Hardware/Accessories         \$2,265,127         \$313,195         \$48,068           Video Game Software         \$131,15,752	Fees for Participant Sports, excl.	Trips			
Tickets to Movies         \$188,860         \$222,273         \$34,413           Tickets to Parks or Museums         \$168,815         \$199,735         \$30,920           Admission to Sporting Events, excl. Trips         \$27,834         \$331,134         \$51,300           Fees for Recreational Lessons         \$900,098         \$1,063,389         \$163,291           Dating Services         \$7,386         \$8,686         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Hardware/Accessories         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$8	Tickets to Theatre/Operas/Conce	erts			
Tickets to Parks or Museums Admission to Sporting Events, excl. Trips \$279,834 \$331,134 \$51,300 Fees for Recreational Lessons \$900,098 \$1,063,389 \$163,291 Dating Services \$7,386 \$8,686 \$1,300 TV/video/Audio \$8,648,260 \$1,0236,133 \$1,587,873 Cable and Satellite Television Services \$5,493,828 \$6,505,057 \$1,011,229 Televisions \$10,585 \$11,1283 \$173,508 Satellite Dishes \$10,585 \$11,2540 \$1,595 VCRs, Video Cameras, and DVD Players \$30,299 \$35,870 \$5,571 Miscellaneous Video Equipment \$81,127 \$95,746 \$14,619 Video Gassettes and DVDs \$43,439 \$51,418 \$7,979 Video Game Hardware/Accessories \$113,157 \$154,830 \$23,673 Rental/Streaming/Downloaded Video \$800,572 \$811,573 \$11,385 \$14,619 Audio (3) \$10,493 \$12,385 \$14,634 Audio (3) \$10,493 \$12,385 \$14,694 Rental and Repair of TV/Radio/Sound Equipment \$117,349 \$20,517 \$31,688 Pets \$5,541,094 \$6,567,163 \$1,026,669 Toys/Games/Crafts/Hobbies (4) \$1,102,074 \$1,107,249 \$186,575 Recreational Vehicles and Fees (5) \$1,11,463 \$10,067 \$1,173,399 \$2,056,449 \$11,205 Photo Equipment and Supplies (7) \$291,673 \$344,851 \$53,178 Reading (8) \$10,069 \$44,672,641 \$52,825,570 \$81,52,929 Bakery and Cereal Products \$44,367,244 \$41,507,621 \$45,282,55,570 \$81,52,929 Bakery and Cereal Products \$48,980,600 \$10,542,231 \$4,431,714 \$1,623,325 Snacks and Other Food at Home (10) \$15,853,602 \$18,754,363 \$28,682,102 \$4,431,714	Tickets to Movies		\$188,860		
Admission to Sporting Events, excl. Trips Fees for Recreational Lessons Fees for Recreational Lessons \$900,098 \$1,063,399 \$163,291 Dating Services \$7,386 \$8,686 \$1,300 TV/Video/Audio \$8,648,260 \$10,236,133 \$1,587,873 Cable and Satellite Television Services \$5,493,828 \$6,505,057 \$1,011,229 Televisions \$948,375 \$1,121,883 \$173,508 Satellite Dishes \$10,585 \$110,585 \$110,585 \$110,585 \$112,540 \$1,955 VCRs, Video Cameras, and DVD Players \$30,299 \$35,870 \$5,571 Miscellaneous Video Equipment \$81,127 \$95,746 \$14,619 Video Cassettes and DVDS \$434,349 \$51,418 \$7,979 Video Game Hardware/Accessories \$265,127 \$313,195 \$488,068 Video Game Software \$131,157 \$154,830 \$23,673 Rental/Streaming/Downloaded Video \$800,572 \$947,356 \$146,784 Installation of Televisions \$10,493 \$12,385 \$1,892 Audio (3) \$815,909 \$955,335 \$149,426 Rental and Repair of TV/Radio/Sound Equipment \$17,349 \$20,517 \$3,168 Pets Recreational Vehicles and Fees (5) \$811,466 \$950,609 Toys/Games/Crafts/Hobbies (4) \$1,020,674 \$1,020,674 \$1,207,249 \$186,575 Recreational Vehicles and Fees (5) \$811,146 \$962,641 \$151,495 Sports/Recreation/Exercise Equipment (6) \$1,735,399 \$2,056,449 \$321,050 Photo Equipment and Supplies (7) \$291,673 \$344,851 \$33,178 Reading (8) \$766,853 \$907,379 \$140,526 Catered Affairs (9) \$220,458 \$260,078 \$315,909 Bakery and Cereal Products \$44,672,641 \$55,825,575 \$8,152,929 Bakery and Cereal Products \$44,675,674 \$4,336,754 \$5,128,803 \$792,049 Fruits and Vegetables \$44,675,645 \$43,367,754 \$5,128,803 \$792,049 Fruits and Vegetables \$44,636,754 \$4,336,754 \$5,128,803 \$792,049 Fruits and Vegetables \$44,637,543 \$428,682 \$44,336,754 \$4,336,754 \$4,331,714	Tickets to Parks or Museums		\$168,815	\$199,735	
Fees for Recreational Lessons   \$900,098   \$1,063,389   \$163,291     Dating Services   \$7,386   \$8,686   \$1,300     TV/Video/Audio   \$8,648,260   \$10,236,133   \$1,587,873     Cable and Satellite Television Services   \$5,493,828   \$6,505,057   \$1,011,229     Televisions   \$948,375   \$1,121,883   \$173,508     Satellite Dishes   \$10,585   \$12,540   \$1,955     VCRs, Video Cameras, and DVD Players   \$30,299   \$35,870   \$5,571     Miscellaneous Video Equipment   \$81,127   \$95,746   \$14,619     Video Cassettes and DVDs   \$43,439   \$51,418   \$7,799     Video Game Hardware/Accessories   \$265,127   \$313,195   \$48,068     Video Game Software   \$131,157   \$154,830   \$23,673     Rental/Streaming/Downloaded Video   \$800,572   \$947,356   \$146,784     Installation of Televisions   \$10,493   \$12,385   \$1,992     Audio (3)   \$815,909   \$955,335   \$149,426     Rental and Repair of TV/Radio/Sound Equipment   \$17,349   \$20,517   \$3,168     Pets   \$5,410,94   \$6,567,163   \$1,026,069     Toys/Games/Crafts/Hobbies (4)   \$1,020,674   \$1,207,249   \$186,575     Recreational Vehicles and Fees (5)   \$811,146   \$962,641   \$151,495     Sports/Recreation/Exercise Equipment (6)   \$1,733,99   \$2,056,449   \$321,050     Photo Equipment and Supplies (7)   \$291,673   \$344,851   \$53,178     Reading (8)   \$766,853   \$907,379   \$140,526     Catered Affairs (9)   \$220,458   \$260,078   \$39,620     Food   \$68,923,028   \$81,507,671   \$12,584,643     Food at Home   \$44,672,641   \$52,825,570   \$8,152,929     Bakery and Cereal Products   \$4,336,754   \$5,857,671   \$12,584,643     Dairy Products   \$4,336,754   \$5,182,031   \$1,282,930     Fruits and Vegetables   \$8,918,906   \$10,542,231   \$1,623,325     Food Away from Home   \$24,250,388   \$28,682,102   \$4,431,714   \$1,004,800     Food Away from Home   \$24,250,388   \$28,682,102   \$4,431,714   \$1,004,800     Food Away from Home   \$24,250,388   \$28,682,102   \$4,431,714   \$1,004,800     Sports and Cereal Products   \$4,336,754   \$5,128,803   \$2,900,761     Food Away from Home   \$24,250,388   \$28,682,102   \$4,431,7	Admission to Sporting Events, excl. Trips		\$279,834	\$331,134	
Dating Services         \$7,386         \$8,686         \$1,300           TV/Video/Audio         \$8,648,260         \$10,236,133         \$1,587,873           Cable and Satellite Television Services         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,799           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$11,043         \$12,285         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,	Fees for Recreational Lessons		\$900,098	\$1,063,389	\$163,291
Cable and Satellite Televisions         \$5,493,828         \$6,505,057         \$1,011,229           Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,630         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,099           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146 <t< td=""><td>Dating Services</td><td></td><td>\$7,386</td><td>\$8,686</td><td></td></t<>	Dating Services		\$7,386	\$8,686	
Televisions         \$948,375         \$1,121,883         \$173,508           Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,609           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399	TV/Video/Audio		\$8,648,260	\$10,236,133	\$1,587,873
Satellite Dishes         \$10,585         \$12,540         \$1,955           VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,069           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7) <t< td=""><td>Cable and Satellite Television Se</td><td>rvices</td><td>\$5,493,828</td><td>\$6,505,057</td><td>\$1,011,229</td></t<>	Cable and Satellite Television Se	rvices	\$5,493,828	\$6,505,057	\$1,011,229
VCRs, Video Cameras, and DVD Players         \$30,299         \$35,870         \$5,571           Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$80,0572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,069           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)	Televisions		\$948,375	\$1,121,883	\$173,508
Miscellaneous Video Equipment         \$81,127         \$95,746         \$14,619           Video Cassettes and DVDs         \$43,439         \$51,418         \$7,799           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,669           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458	Satellite Dishes		\$10,585	\$12,540	\$1,955
Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$149,426           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Rental and Repair of TV/Radio/Sound Equipment         \$1,020,674         \$6,567,163         \$1,026,669           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food at Home <td>VCRs, Video Cameras, and DVD</td> <td>Players</td> <td>\$30,299</td> <td>\$35,870</td> <td>\$5,571</td>	VCRs, Video Cameras, and DVD	Players	\$30,299	\$35,870	\$5,571
Video Cassettes and DVDs         \$43,439         \$51,418         \$7,979           Video Game Hardware/Accessories         \$265,127         \$313,195         \$48,068           Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$149,426           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Rental and Repair of TV/Radio/Sound Equipment         \$1,020,674         \$6,567,163         \$1,026,669           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food at Home <td>Miscellaneous Video Equipment</td> <td>•</td> <td>\$81,127</td> <td></td> <td>\$14,619</td>	Miscellaneous Video Equipment	•	\$81,127		\$14,619
Video Game Software         \$131,157         \$154,830         \$23,673           Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,069           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food         \$68,923,028         \$81,507,671         \$12,584,643           Food at Home         \$44,672,641         \$52,825,570         \$8,152,929           Bakery and Cereal Products         \$5,752,914         \$6,	Video Cassettes and DVDs		\$43,439		
Rental/Streaming/Downloaded Video         \$800,572         \$947,356         \$146,784           Installation of Televisions         \$10,493         \$12,385         \$1,892           Audio (3)         \$815,909         \$965,335         \$149,426           Rental and Repair of TV/Radio/Sound Equipment         \$17,349         \$20,517         \$3,168           Pets         \$5,541,094         \$6,567,163         \$1,026,069           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food         \$68,923,028         \$81,507,671         \$12,584,643           Food at Home         \$44,672,641         \$52,825,570         \$8,152,929           Bakery and Cereal Products         \$5,752,914         \$6,801,414         \$1,048,500           Meats, Poultry, Fish, and Eggs         \$9,810,465 <td>Video Game Hardware/Accessori</td> <td>es</td> <td>\$265,127</td> <td>\$313,195</td> <td>\$48,068</td>	Video Game Hardware/Accessori	es	\$265,127	\$313,195	\$48,068
Installation of Televisions       \$10,493       \$12,385       \$1,892         Audio (3)       \$815,909       \$965,335       \$149,426         Rental and Repair of TV/Radio/Sound Equipment       \$17,349       \$20,517       \$3,168         Pets       \$5,541,094       \$6,567,163       \$1,026,069         Toys/Games/Crafts/Hobbies (4)       \$1,020,674       \$1,207,249       \$186,575         Recreational Vehicles and Fees (5)       \$811,146       \$962,641       \$151,495         Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables <td< td=""><td>Video Game Software</td><td></td><td>\$131,157</td><td>\$154,830</td><td>\$23,673</td></td<>	Video Game Software		\$131,157	\$154,830	\$23,673
Audio (3)       \$815,909       \$965,335       \$144,426         Rental and Repair of TV/Radio/Sound Equipment       \$17,349       \$20,517       \$3,168         Pets       \$5,541,094       \$6,567,163       \$1,026,069         Toys/Games/Crafts/Hobbies (4)       \$1,020,674       \$1,207,249       \$186,575         Recreational Vehicles and Fees (5)       \$811,146       \$962,641       \$151,495         Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (	Rental/Streaming/Downloaded V	'ideo	\$800,572	\$947,356	\$146,784
Rental and Repair of TV/Radio/Sound Equipment       \$17,349       \$20,517       \$3,168         Pets       \$5,541,094       \$6,567,163       \$1,026,069         Toys/Games/Crafts/Hobbies (4)       \$1,020,674       \$1,207,249       \$186,575         Recreational Vehicles and Fees (5)       \$811,146       \$962,641       \$151,495         Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761 <t< td=""><td>Installation of Televisions</td><td></td><td>\$10,493</td><td>\$12,385</td><td>\$1,892</td></t<>	Installation of Televisions		\$10,493	\$12,385	\$1,892
Pets         \$5,541,094         \$6,567,163         \$1,026,069           Toys/Games/Crafts/Hobbies (4)         \$1,020,674         \$1,207,249         \$186,575           Recreational Vehicles and Fees (5)         \$811,146         \$962,641         \$151,495           Sports/Recreation/Exercise Equipment (6)         \$1,735,399         \$2,056,449         \$321,050           Photo Equipment and Supplies (7)         \$291,673         \$344,851         \$53,178           Reading (8)         \$766,853         \$907,379         \$140,526           Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food         \$68,923,028         \$81,507,671         \$12,584,643           Food at Home         \$44,672,641         \$52,825,570         \$8,152,929           Bakery and Cereal Products         \$5,752,914         \$6,801,414         \$1,048,500           Meats, Poultry, Fish, and Eggs         \$9,810,465         \$11,598,758         \$1,788,293           Dairy Products         \$4,336,754         \$5,128,803         \$792,049           Fruits and Vegetables         \$8,918,906         \$10,542,231         \$1,623,325           Snacks and Other Food at Home (10)         \$15,853,602         \$18,754,363         \$2,900,761           Food Away from Home         \$24,2	Audio (3)		\$815,909	\$965,335	\$149,426
Toys/Games/Crafts/Hobbies (4)       \$1,020,674       \$1,207,249       \$186,575         Recreational Vehicles and Fees (5)       \$811,146       \$962,641       \$151,495         Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Rental and Repair of TV/Radio/S	ound Equipment	\$17,349	\$20,517	\$3,168
Recreational Vehicles and Fees (5)       \$811,146       \$962,641       \$151,495         Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Pets		\$5,541,094	\$6,567,163	\$1,026,069
Sports/Recreation/Exercise Equipment (6)       \$1,735,399       \$2,056,449       \$321,050         Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Toys/Games/Crafts/Hobbies (4)		\$1,020,674	\$1,207,249	\$186,575
Photo Equipment and Supplies (7)       \$291,673       \$344,851       \$53,178         Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Recreational Vehicles and Fees (5)		\$811,146	\$962,641	\$151,495
Reading (8)       \$766,853       \$907,379       \$140,526         Catered Affairs (9)       \$220,458       \$260,078       \$39,620         Food       \$68,923,028       \$81,507,671       \$12,584,643         Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Sports/Recreation/Exercise Equipm	ent (6)	\$1,735,399	\$2,056,449	\$321,050
Catered Affairs (9)         \$220,458         \$260,078         \$39,620           Food         \$68,923,028         \$81,507,671         \$12,584,643           Food at Home         \$44,672,641         \$52,825,570         \$8,152,929           Bakery and Cereal Products         \$5,752,914         \$6,801,414         \$1,048,500           Meats, Poultry, Fish, and Eggs         \$9,810,465         \$11,598,758         \$1,788,293           Dairy Products         \$4,336,754         \$5,128,803         \$792,049           Fruits and Vegetables         \$8,918,906         \$10,542,231         \$1,623,325           Snacks and Other Food at Home (10)         \$15,853,602         \$18,754,363         \$2,900,761           Food Away from Home         \$24,250,388         \$28,682,102         \$4,431,714	Photo Equipment and Supplies (7)		\$291,673	\$344,851	\$53,178
Food         \$68,923,028         \$81,507,671         \$12,584,643           Food at Home         \$44,672,641         \$52,825,570         \$8,152,929           Bakery and Cereal Products         \$5,752,914         \$6,801,414         \$1,048,500           Meats, Poultry, Fish, and Eggs         \$9,810,465         \$11,598,758         \$1,788,293           Dairy Products         \$4,336,754         \$5,128,803         \$792,049           Fruits and Vegetables         \$8,918,906         \$10,542,231         \$1,623,325           Snacks and Other Food at Home (10)         \$15,853,602         \$18,754,363         \$2,900,761           Food Away from Home         \$24,250,388         \$28,682,102         \$4,431,714	Reading (8)		\$766,853	\$907,379	\$140,526
Food at Home       \$44,672,641       \$52,825,570       \$8,152,929         Bakery and Cereal Products       \$5,752,914       \$6,801,414       \$1,048,500         Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Catered Affairs (9)		\$220,458	\$260,078	\$39,620
Bakery and Cereal Products\$5,752,914\$6,801,414\$1,048,500Meats, Poultry, Fish, and Eggs\$9,810,465\$11,598,758\$1,788,293Dairy Products\$4,336,754\$5,128,803\$792,049Fruits and Vegetables\$8,918,906\$10,542,231\$1,623,325Snacks and Other Food at Home (10)\$15,853,602\$18,754,363\$2,900,761Food Away from Home\$24,250,388\$28,682,102\$4,431,714	Food		\$68,923,028	\$81,507,671	
Meats, Poultry, Fish, and Eggs       \$9,810,465       \$11,598,758       \$1,788,293         Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714					
Dairy Products       \$4,336,754       \$5,128,803       \$792,049         Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714					
Fruits and Vegetables       \$8,918,906       \$10,542,231       \$1,623,325         Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	Meats, Poultry, Fish, and Eggs				
Snacks and Other Food at Home (10)       \$15,853,602       \$18,754,363       \$2,900,761         Food Away from Home       \$24,250,388       \$28,682,102       \$4,431,714	,				
Food Away from Home \$24,250,388 \$28,682,102 \$4,431,714	<del>-</del>				
		(10)			
Alcoholic Beverages \$4,011,923 \$4,746,482 \$734,559	·				
	Alcoholic Beverages		\$4,011,923	\$4,746,482	\$734,559

**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.

February 01, 2024



## Retail Demand Outlook

Desert Hot Springs city, CA (0618996) Desert Hot Springs city Geography: Place Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial	consumer Spending	Torceasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$203,713,717	\$241,072,967	\$37,359,250
Value of Retirement Plans	\$737,493,857	\$873,845,630	\$136,351,773
Value of Other Financial Assets	\$48,544,964	\$57,496,406	\$8,951,442
Vehicle Loan Amount excluding Interest	\$23,634,593	\$28,010,485	\$4,375,892
Value of Credit Card Debt	\$20,003,774	\$23,653,966	\$3,650,192
Health			
Nonprescription Drugs	\$1,045,241	\$1,239,152	\$193,911
Prescription Drugs	\$2,175,413	\$2,580,837	\$405,424
Eyeglasses and Contact Lenses	\$665,710	\$788,290	\$122,580
Home			
Mortgage Payment and Basics (11)	\$75,978,440	\$90,038,877	\$14,060,437
Maintenance and Remodeling Services	\$21,887,442	\$25,977,509	\$4,090,067
Maintenance and Remodeling Materials (12)	\$4,589,075	\$5,454,117	\$865,042
Utilities, Fuel, and Public Services	\$37,779,822	\$44,726,750	\$6,946,928
Household Furnishings and Equipment			
Household Textiles (13)	\$798,189	\$943,626	\$145,437
Furniture	\$5,121,565	\$6,059,737	\$938,172
Rugs	\$237,406	\$280,896	\$43,490
Major Appliances (14)	\$3,314,358	\$3,929,127	\$614,769
Housewares (15)	\$676,555	\$800,582	\$124,027
Small Appliances	\$501,262	\$592,574	\$91,312
Luggage	\$91,516	\$108,217	\$16,701
Telephones and Accessories	\$686,307	\$811,874	\$125,567
Household Operations			
Child Care	\$3,005,989	\$3,550,219	\$544,230
Lawn and Garden (16)	\$3,849,726	\$4,567,690	\$717,964
Moving/Storage/Freight Express	\$598,262	\$708,724	\$110,462
Housekeeping Supplies (17)	\$5,941,398	\$7,033,308	\$1,091,910
Insurance			
Owners and Renters Insurance	\$4,538,231	\$5,386,581	\$848,350
Vehicle Insurance	\$14,686,089	\$17,383,859	\$2,697,770
Life/Other Insurance	\$3,934,531	\$4,663,256	\$728,725
Health Insurance	\$30,048,996	\$35,606,789	\$5,557,793
Personal Care Products (18)	\$3,582,182	\$4,236,260	\$654,078
School Books and Supplies (19)	\$862,771	\$1,020,684	\$157,913
Smoking Products	\$2,886,697	\$3,416,811	\$530,114
Transportation			
Payments on Vehicles excluding Leases	\$19,141,178	\$22,683,145	\$3,541,967
Gasoline and Motor Oil	\$17,023,901	\$20,154,554	\$3,130,653
Vehicle Maintenance and Repairs	\$8,476,466	\$10,037,442	\$1,560,976
Travel			
Airline Fares	\$2,903,117	\$3,433,273	\$530,156
Lodging on Trips	\$4,165,269	\$4,932,134	\$766,865
Auto/Truck Rental on Trips	\$477,264	\$564,566	\$87,302
Food and Drink on Trips	\$3,389,727	\$4,011,483	\$621,756

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## Retail Demand Outlook

Desert Hot Springs city, CA (0618996) Desert Hot Springs city Geography: Place Prepared by Esri

- (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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