



Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Fresh Ambitions (13D)	35.3%	Population	33,017	33,719
Urban Edge Families (7C)	21.6%	Households	10,743	10,962
Forging Opportunity (7D)	15.1%	Families	7,143	7,290
Down the Road (10D)	13.5%	Median Age	33.5	34.6
The Great Outdoors (6C)	7.6%	Median Household Income	\$44,244	\$51,399
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$14,320,680	\$16,920,947	\$2,600,267
Men's		\$2,677,236	\$3,164,938	\$487,702
Women's		\$4,758,260	\$5,625,729	\$867,469
Children's		\$2,266,737	\$2,677,118	\$410,381
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	\$51,188
Computer				
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	\$187,304	\$28,937
Entertainment & Recreation		\$23,175,086	\$27,437,789	\$4,262,703
Fees and Admissions		\$4,139,530	\$4,895,845	\$756,315
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	\$365,467	\$56,519
Tickets to Movies		\$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	\$51,300
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 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)		\$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
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.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
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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- (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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