



Retail Demand Outlook

Indian Wells city, CA (0636434)
 Indian Wells city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Silver & Gold (9A)	73.9%	Population	4,947	5,111
Golden Years (9B)	20.2%	Households	2,683	2,767
Old and Newcomers (8F)	5.9%	Families	1,459	1,513
	0.0%	Median Age	66.7	68.7
	0.0%	Median Household Income	\$113,678	\$128,674
		2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$9,324,986	\$11,011,136	\$1,686,150
Men's		\$1,935,939	\$2,286,672	\$350,733
Women's		\$3,292,938	\$3,888,659	\$595,721
Children's		\$1,178,097	\$1,390,897	\$212,800
Footwear		\$1,982,402	\$2,340,346	\$357,944
Watches & Jewelry		\$723,501	\$854,097	\$130,596
Apparel Products and Services (1)		\$212,109	\$250,465	\$38,356
Computer				
Computers and Hardware for Home Use		\$1,125,659	\$1,329,414	\$203,755
Portable Memory		\$19,723	\$23,293	\$3,570
Computer Software		\$64,502	\$76,164	\$11,662
Computer Accessories		\$121,905	\$144,000	\$22,095
Entertainment & Recreation		\$17,721,411	\$20,932,900	\$3,211,489
Fees and Admissions		\$3,359,513	\$3,967,588	\$608,075
Membership Fees for Clubs (2)		\$1,344,579	\$1,587,987	\$243,408
Fees for Participant Sports, excl. Trips		\$676,698	\$799,531	\$122,833
Tickets to Theatre/Operas/Concerts		\$274,929	\$324,694	\$49,765
Tickets to Movies		\$119,327	\$140,939	\$21,612
Tickets to Parks or Museums		\$113,924	\$134,570	\$20,646
Admission to Sporting Events, excl. Trips		\$235,970	\$278,539	\$42,569
Fees for Recreational Lessons		\$590,002	\$696,509	\$106,507
Dating Services		\$4,085	\$4,818	\$733
TV/Video/Audio		\$6,331,140	\$7,478,472	\$1,147,332
Cable and Satellite Television Services		\$4,245,096	\$5,014,634	\$769,538
Televisions		\$643,265	\$759,856	\$116,591
Satellite Dishes		\$6,090	\$7,192	\$1,102
VCRs, Video Cameras, and DVD Players		\$18,835	\$22,245	\$3,410
Miscellaneous Video Equipment		\$59,258	\$69,971	\$10,713
Video Cassettes and DVDs		\$29,333	\$34,649	\$5,316
Video Game Hardware/Accessories		\$144,139	\$170,186	\$26,047
Video Game Software		\$71,122	\$83,974	\$12,852
Rental/Streaming/Downloaded Video		\$498,730	\$589,061	\$90,331
Installation of Televisions		\$7,531	\$8,894	\$1,363
Audio (3)		\$597,479	\$705,696	\$108,217
Rental and Repair of TV/Radio/Sound Equipment		\$10,262	\$12,114	\$1,852
Pets		\$4,469,718	\$5,280,495	\$810,777
Toys/Games/Crafts/Hobbies (4)		\$665,871	\$786,456	\$120,585
Recreational Vehicles and Fees (5)		\$662,269	\$782,263	\$119,994
Sports/Recreation/Exercise Equipment (6)		\$1,276,294	\$1,507,911	\$231,617
Photo Equipment and Supplies (7)		\$200,572	\$236,848	\$36,276
Reading (8)		\$651,553	\$769,571	\$118,018
Catered Affairs (9)		\$104,482	\$123,297	\$18,815
Food		\$47,282,486	\$55,842,951	\$8,560,465
Food at Home		\$30,885,593	\$36,477,550	\$5,591,957
Bakery and Cereal Products		\$3,978,083	\$4,698,098	\$720,015
Meats, Poultry, Fish, and Eggs		\$6,675,241	\$7,883,829	\$1,208,588
Dairy Products		\$3,044,557	\$3,595,857	\$551,300
Fruits and Vegetables		\$6,146,880	\$7,259,492	\$1,112,612
Snacks and Other Food at Home (10)		\$11,040,831	\$13,040,275	\$1,999,444
Food Away from Home		\$16,396,893	\$19,365,401	\$2,968,508
Alcoholic Beverages		\$3,283,702	\$3,878,147	\$594,445

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	\$210,736,815	\$248,836,269	\$38,099,454
Value of Retirement Plans	\$759,976,005	\$897,700,426	\$137,724,421
Value of Other Financial Assets	\$46,434,516	\$54,844,072	\$8,409,556
Vehicle Loan Amount excluding Interest	\$15,900,876	\$18,787,035	\$2,886,159
Value of Credit Card Debt	\$14,346,508	\$16,943,588	\$2,597,080
Health			
Nonprescription Drugs	\$847,167	\$1,000,918	\$153,751
Prescription Drugs	\$1,863,607	\$2,201,765	\$338,158
Eyeglasses and Contact Lenses	\$517,614	\$611,362	\$93,748
Home			
Mortgage Payment and Basics (11)	\$61,808,273	\$73,009,194	\$11,200,921
Maintenance and Remodeling Services	\$20,689,556	\$24,446,960	\$3,757,404
Maintenance and Remodeling Materials (12)	\$3,824,490	\$4,519,850	\$695,360
Utilities, Fuel, and Public Services	\$26,416,282	\$31,203,362	\$4,787,080
Household Furnishings and Equipment			
Household Textiles (13)	\$564,391	\$666,617	\$102,226
Furniture	\$3,834,004	\$4,529,126	\$695,122
Rugs	\$206,758	\$244,211	\$37,453
Major Appliances (14)	\$2,564,425	\$3,029,793	\$465,368
Housewares (15)	\$513,731	\$606,819	\$93,088
Small Appliances	\$312,333	\$368,861	\$56,528
Luggage	\$66,592	\$78,656	\$12,064
Telephones and Accessories	\$494,078	\$583,565	\$89,487
Household Operations			
Child Care	\$1,824,023	\$2,153,042	\$329,019
Lawn and Garden (16)	\$3,485,327	\$4,117,758	\$632,431
Moving/Storage/Freight Express	\$428,000	\$505,572	\$77,572
Housekeeping Supplies (17)	\$4,532,035	\$5,353,686	\$821,651
Insurance			
Owners and Renters Insurance	\$3,868,695	\$4,570,903	\$702,208
Vehicle Insurance	\$9,760,582	\$11,530,142	\$1,769,560
Life/Other Insurance	\$3,386,554	\$4,000,365	\$613,811
Health Insurance	\$24,539,726	\$28,990,443	\$4,450,717
Personal Care Products (18)	\$2,484,421	\$2,934,160	\$449,739
School Books and Supplies (19)	\$584,248	\$690,100	\$105,852
Smoking Products	\$1,727,316	\$2,040,074	\$312,758
Transportation			
Payments on Vehicles excluding Leases	\$13,107,737	\$15,485,297	\$2,377,560
Gasoline and Motor Oil	\$10,942,098	\$12,925,823	\$1,983,725
Vehicle Maintenance and Repairs	\$6,016,579	\$7,107,460	\$1,090,881
Travel			
Airline Fares	\$2,235,273	\$2,640,222	\$404,949
Lodging on Trips	\$3,455,778	\$4,082,087	\$626,309
Auto/Truck Rental on Trips	\$371,971	\$439,352	\$67,381
Food and Drink on Trips	\$2,617,248	\$3,091,425	\$474,177

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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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