



Retail Demand Outlook

Thousand Palms CDP, CA (0678596)
 Thousand Palms CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Edge Families (7C)	43.1%	Population	7,955	7,907
Senior Escapes (9D)	40.7%	Households	2,827	2,813
The Elders (9C)	12.3%	Families	1,840	1,831
Southern Satellites (10A)	3.7%	Median Age	44.7	44.4
Golden Years (9B)	0.1%	Median Household Income	\$58,937	\$67,089
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$4,454,139	\$5,225,773	\$771,634
Men's		\$893,765	\$1,048,573	\$154,808
Women's		\$1,556,916	\$1,826,610	\$269,694
Children's		\$649,652	\$762,239	\$112,587
Footwear		\$971,555	\$1,139,877	\$168,322
Watches & Jewelry		\$292,176	\$342,799	\$50,623
Apparel Products and Services (1)		\$90,075	\$105,676	\$15,601
Computer				
Computers and Hardware for Home Use		\$543,163	\$637,245	\$94,082
Portable Memory		\$9,140	\$10,723	\$1,583
Computer Software		\$29,982	\$35,175	\$5,193
Computer Accessories		\$56,016	\$65,716	\$9,700
Entertainment & Recreation		\$8,076,060	\$9,475,024	\$1,398,964
Fees and Admissions		\$1,433,409	\$1,681,683	\$248,274
Membership Fees for Clubs (2)		\$544,167	\$638,426	\$94,259
Fees for Participant Sports, excl. Trips		\$288,248	\$338,157	\$49,909
Tickets to Theatre/Operas/Concerts		\$111,153	\$130,402	\$19,249
Tickets to Movies		\$61,365	\$71,993	\$10,628
Tickets to Parks or Museums		\$58,616	\$68,772	\$10,156
Admission to Sporting Events, excl. Trips		\$93,581	\$109,797	\$16,216
Fees for Recreational Lessons		\$274,474	\$322,017	\$47,543
Dating Services		\$1,806	\$2,119	\$313
TV/Video/Audio		\$2,977,593	\$3,493,402	\$515,809
Cable and Satellite Television Services		\$1,940,726	\$2,276,910	\$336,184
Televisions		\$318,859	\$374,096	\$55,237
Satellite Dishes		\$3,410	\$4,001	\$591
VCRs, Video Cameras, and DVD Players		\$10,449	\$12,259	\$1,810
Miscellaneous Video Equipment		\$24,833	\$29,134	\$4,301
Video Cassettes and DVDs		\$15,315	\$17,968	\$2,653
Video Game Hardware/Accessories		\$77,484	\$90,910	\$13,426
Video Game Software		\$38,275	\$44,907	\$6,632
Rental/Streaming/Downloaded Video		\$259,875	\$304,898	\$45,023
Installation of Televisions		\$3,333	\$3,910	\$577
Audio (3)		\$279,411	\$327,812	\$48,401
Rental and Repair of TV/Radio/Sound Equipment		\$5,623	\$6,597	\$974
Pets		\$1,996,831	\$2,342,723	\$345,892
Toys/Games/Crafts/Hobbies (4)		\$328,833	\$385,801	\$56,968
Recreational Vehicles and Fees (5)		\$289,665	\$339,851	\$50,186
Sports/Recreation/Exercise Equipment (6)		\$626,254	\$734,743	\$108,489
Photo Equipment and Supplies (7)		\$92,748	\$108,814	\$16,066
Reading (8)		\$279,037	\$327,356	\$48,319
Catered Affairs (9)		\$51,691	\$60,650	\$8,959
Food		\$22,575,134	\$26,485,816	\$3,910,682
Food at Home		\$14,682,423	\$17,225,798	\$2,543,375
Bakery and Cereal Products		\$1,863,666	\$2,186,508	\$322,842
Meats, Poultry, Fish, and Eggs		\$3,185,507	\$3,737,338	\$551,831
Dairy Products		\$1,434,806	\$1,683,335	\$248,529
Fruits and Vegetables		\$2,901,487	\$3,404,071	\$502,584
Snacks and Other Food at Home (10)		\$5,296,956	\$6,214,547	\$917,591
Food Away from Home		\$7,892,711	\$9,260,019	\$1,367,308
Alcoholic Beverages		\$1,421,318	\$1,667,475	\$246,157

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	\$75,504,786	\$88,580,384	\$13,075,598
Value of Retirement Plans	\$282,981,962	\$331,995,104	\$49,013,142
Value of Other Financial Assets	\$18,535,422	\$21,744,668	\$3,209,246
Vehicle Loan Amount excluding Interest	\$8,186,649	\$9,605,303	\$1,418,654
Value of Credit Card Debt	\$6,505,269	\$7,632,251	\$1,126,982
Health			
Nonprescription Drugs	\$393,005	\$461,090	\$68,085
Prescription Drugs	\$829,411	\$973,101	\$143,690
Eyeglasses and Contact Lenses	\$227,176	\$266,529	\$39,353
Home			
Mortgage Payment and Basics (11)	\$28,056,349	\$32,916,443	\$4,860,094
Maintenance and Remodeling Services	\$8,895,191	\$10,435,804	\$1,540,613
Maintenance and Remodeling Materials (12)	\$1,839,885	\$2,158,666	\$318,781
Utilities, Fuel, and Public Services	\$12,777,105	\$14,990,685	\$2,213,580
Household Furnishings and Equipment			
Household Textiles (13)	\$262,058	\$307,452	\$45,394
Furniture	\$1,794,150	\$2,104,957	\$310,807
Rugs	\$86,167	\$101,092	\$14,925
Major Appliances (14)	\$1,207,631	\$1,416,837	\$209,206
Housewares (15)	\$239,896	\$281,446	\$41,550
Small Appliances	\$156,918	\$184,098	\$27,180
Luggage	\$31,646	\$37,128	\$5,482
Telephones and Accessories	\$218,718	\$256,605	\$37,887
Household Operations			
Child Care	\$892,377	\$1,047,026	\$154,649
Lawn and Garden (16)	\$1,488,531	\$1,746,389	\$257,858
Moving/Storage/Freight Express	\$214,002	\$251,064	\$37,062
Housekeeping Supplies (17)	\$2,088,176	\$2,449,889	\$361,713
Insurance			
Owners and Renters Insurance	\$1,759,824	\$2,064,717	\$304,893
Vehicle Insurance	\$4,939,725	\$5,795,532	\$855,807
Life/Other Insurance	\$1,428,255	\$1,675,706	\$247,451
Health Insurance	\$11,084,240	\$13,004,316	\$1,920,076
Personal Care Products (18)	\$1,195,847	\$1,402,985	\$207,138
School Books and Supplies (19)	\$287,448	\$337,247	\$49,799
Smoking Products	\$884,590	\$1,037,904	\$153,314
Transportation			
Payments on Vehicles excluding Leases	\$6,583,665	\$7,724,506	\$1,140,841
Gasoline and Motor Oil	\$5,667,073	\$6,648,953	\$981,880
Vehicle Maintenance and Repairs	\$2,927,215	\$3,434,280	\$507,065
Travel			
Airline Fares	\$1,000,572	\$1,173,866	\$173,294
Lodging on Trips	\$1,490,088	\$1,748,234	\$258,146
Auto/Truck Rental on Trips	\$165,303	\$193,935	\$28,632
Food and Drink on Trips	\$1,178,923	\$1,383,142	\$204,219

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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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