

Retail Demand Outlook

Bermuda Dunes CDP, CA (0606028)
 Bermuda Dunes CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Bright Young Professionals (8C)	55.5%	Population	8,423	8,717
Exurbanites (1E)	23.1%	Households	3,445	3,588
In Style (5B)	21.4%	Families	2,223	2,313
	0.0%	Median Age	41.1	42.4
	0.0%	Median Household Income	\$85,786	\$97,274
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$8,197,497	\$9,841,206	\$1,643,709
Men's		\$1,507,542	\$1,809,309	\$301,767
Women's		\$2,817,290	\$3,380,700	\$563,410
Children's		\$1,110,861	\$1,334,000	\$223,139
Footwear		\$1,720,784	\$2,066,010	\$345,226
Watches & Jewelry		\$873,524	\$1,050,107	\$176,583
Apparel Products and Services (1)		\$167,497	\$201,079	\$33,582
Computer				
Computers and Hardware for Home Use		\$1,004,491	\$1,206,013	\$201,522
Portable Memory		\$15,407	\$18,499	\$3,092
Computer Software		\$60,190	\$72,304	\$12,114
Computer Accessories		\$92,774	\$111,362	\$18,588
Entertainment & Recreation		\$14,588,257	\$17,497,916	\$2,909,659
Fees and Admissions		\$3,004,716	\$3,605,467	\$600,751
Membership Fees for Clubs (2)		\$1,048,109	\$1,257,146	\$209,037
Fees for Participant Sports, excl. Trips		\$485,667	\$582,024	\$96,357
Tickets to Theatre/Operas/Concerts		\$299,923	\$359,784	\$59,861
Tickets to Movies		\$93,137	\$111,817	\$18,680
Tickets to Parks or Museums		\$142,213	\$170,756	\$28,543
Admission to Sporting Events, excl. Trips		\$228,321	\$273,911	\$45,590
Fees for Recreational Lessons		\$704,337	\$846,412	\$142,075
Dating Services		\$3,009	\$3,616	\$607
TV/Video/Audio		\$4,522,547	\$5,423,606	\$901,059
Cable and Satellite Television Services		\$2,599,459	\$3,115,702	\$516,243
Televisions		\$514,500	\$617,135	\$102,635
Satellite Dishes		\$3,781	\$4,541	\$760
VCRs, Video Cameras, and DVD Players		\$19,649	\$23,609	\$3,960
Miscellaneous Video Equipment		\$46,928	\$56,317	\$9,389
Video Cassettes and DVDs		\$22,750	\$27,315	\$4,565
Video Game Hardware/Accessories		\$144,711	\$173,805	\$29,094
Video Game Software		\$62,846	\$75,521	\$12,675
Rental/Streaming/Downloaded Video		\$582,109	\$698,673	\$116,564
Installation of Televisions		\$6,049	\$7,246	\$1,197
Audio (3)		\$513,052	\$615,687	\$102,635
Rental and Repair of TV/Radio/Sound Equipment		\$6,713	\$8,056	\$1,343
Pets		\$3,735,931	\$4,480,910	\$744,979
Toys/Games/Crafts/Hobbies (4)		\$612,660	\$735,252	\$122,592
Recreational Vehicles and Fees (5)		\$706,633	\$847,083	\$140,450
Sports/Recreation/Exercise Equipment (6)		\$1,073,842	\$1,286,708	\$212,866
Photo Equipment and Supplies (7)		\$227,834	\$273,693	\$45,859
Reading (8)		\$565,743	\$678,951	\$113,208
Catered Affairs (9)		\$138,351	\$166,248	\$27,897
Food		\$40,196,628	\$48,242,768	\$8,046,140
Food at Home		\$26,029,767	\$31,238,647	\$5,208,880
Bakery and Cereal Products		\$3,331,475	\$3,998,211	\$666,736
Meats, Poultry, Fish, and Eggs		\$5,589,864	\$6,708,314	\$1,118,450
Dairy Products		\$2,499,048	\$2,998,695	\$499,647
Fruits and Vegetables		\$5,366,014	\$6,442,502	\$1,076,488
Snacks and Other Food at Home (10)		\$9,243,366	\$11,090,924	\$1,847,558
Food Away from Home		\$14,166,861	\$17,004,122	\$2,837,261
Alcoholic Beverages		\$2,464,062	\$2,957,321	\$493,259

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$181,261,855	\$217,343,729	\$36,081,874
Value of Retirement Plans	\$595,218,967	\$713,237,692	\$118,018,725
Value of Other Financial Assets	\$34,523,680	\$41,386,051	\$6,862,371
Vehicle Loan Amount excluding Interest	\$11,113,748	\$13,322,585	\$2,208,837
Value of Credit Card Debt	\$10,357,577	\$12,430,832	\$2,073,255
Health			
Nonprescription Drugs	\$591,725	\$708,460	\$116,735
Prescription Drugs	\$1,209,503	\$1,448,037	\$238,534
Eyeglasses and Contact Lenses	\$439,638	\$527,388	\$87,750
Home			
Mortgage Payment and Basics (11)	\$49,575,419	\$59,453,615	\$9,878,196
Maintenance and Remodeling Services	\$17,246,157	\$20,665,624	\$3,419,467
Maintenance and Remodeling Materials (12)	\$2,723,095	\$3,261,176	\$538,081
Utilities, Fuel, and Public Services	\$19,858,184	\$23,816,665	\$3,958,481
Household Furnishings and Equipment			
Household Textiles (13)	\$462,966	\$555,748	\$92,782
Furniture	\$3,356,671	\$4,026,342	\$669,671
Rugs	\$175,827	\$211,081	\$35,254
Major Appliances (14)	\$2,029,541	\$2,433,149	\$403,608
Housewares (15)	\$397,505	\$476,879	\$79,374
Small Appliances	\$298,062	\$358,074	\$60,012
Luggage	\$76,121	\$91,317	\$15,196
Telephones and Accessories	\$348,429	\$417,356	\$68,927
Household Operations			
Child Care	\$1,955,826	\$2,349,899	\$394,073
Lawn and Garden (16)	\$2,429,915	\$2,911,328	\$481,413
Moving/Storage/Freight Express	\$489,078	\$587,497	\$98,419
Housekeeping Supplies (17)	\$3,183,872	\$3,817,754	\$633,882
Insurance			
Owners and Renters Insurance	\$2,644,471	\$3,167,415	\$522,944
Vehicle Insurance	\$7,138,255	\$8,562,100	\$1,423,845
Life/Other Insurance	\$2,312,933	\$2,772,117	\$459,184
Health Insurance	\$16,947,074	\$20,309,475	\$3,362,401
Personal Care Products (18)	\$2,022,275	\$2,427,023	\$404,748
School Books (19)	\$144,934	\$173,976	29,042
Smoking Products	\$1,322,662	\$1,585,545	\$262,883
Transportation			
Payments on Vehicles excluding Leases	\$9,519,049	\$11,412,559	\$1,893,510
Gasoline and Motor Oil	\$11,214,655	\$13,453,244	\$2,238,589
Vehicle Maintenance and Repairs	\$5,129,687	\$6,152,208	\$1,022,521
Travel			
Airline Fares	\$2,544,963	\$3,054,621	\$509,658
Lodging on Trips	\$3,635,336	\$4,360,298	\$724,962
Auto/Truck Rental on Trips	\$413,157	\$495,737	\$82,580
Food and Drink on Trips	\$2,732,441	\$3,277,747	\$545,306

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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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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