

Retail Demand by Industry

Cathedral City city, CA (0612048)

Cathedral City city

Geography: Place



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	85	\$25,955.10	\$487,955,831
44-45	Retail Trade	84	\$21,787.03	\$409,596,156
722	Food Services & Drinking Places	89	\$4,168.07	\$78,359,675

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	82	\$2,640.53	\$49,641,996
4411	Automobile Dealers	84	\$2,315.11	\$43,524,069
4412	Other Motor Vehicle Dealers	58	\$127.07	\$2,388,946
4413	Auto Parts, Accessories & Tire Stores	84	\$198.35	\$3,728,981
442	Furniture and Home Furnishings Stores	85	\$845.48	\$15,895,008
4421	Furniture Stores	84	\$541.26	\$10,175,676
4422	Home Furnishings Stores	87	\$304.22	\$5,719,332
443, 4431	Electronics and Appliance Stores	85	\$242.61	\$4,561,067
444	Bldg Material & Garden Equipment & Supplies Dealers	81	\$1,126.51	\$21,178,365
4441	Building Material and Supplies Dealers	81	\$1,019.01	\$19,157,467
4442	Lawn and Garden Equipment and Supplies Stores	79	\$107.49	\$2,020,898
445	Food and Beverage Stores	86	\$4,895.90	\$92,042,855
4451	Grocery Stores	86	\$4,577.94	\$86,065,304
4452	Specialty Food Stores	88	\$156.98	\$2,951,222
4453	Beer, Wine, and Liquor Stores	89	\$160.97	\$3,026,329
446, 4461	Health and Personal Care Stores	82	\$682.21	\$12,825,509
447, 4471	Gasoline Stations	86	\$3,278.00	\$61,626,321
448	Clothing and Clothing Accessories Stores	86	\$1,095.27	\$20,591,120
4481	Clothing Stores	86	\$862.14	\$16,208,262
4482	Shoe Stores	87	\$215.26	\$4,046,978
4483	Jewelry, Luggage, and Leather Goods Stores	88	\$17.87	\$335,880
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	85	\$392.00	\$7,369,546
4511	Sporting Goods, Hobby, and Musical Inst Stores	84	\$311.09	\$5,848,499
4512	Book Stores and News Dealers	85	\$80.91	\$1,521,047
452	General Merchandise Stores	85	\$3,747.65	\$70,455,746
4522	Department Stores	87	\$344.70	\$6,480,442
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	84	\$3,402.94	\$63,975,304



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	82	\$517.40	\$9,727,139
4531	Florists	79	\$22.83	\$429,215
4532	Office Supplies, Stationery, and Gift Stores	86	\$86.03	\$1,617,305
4533	Used Merchandise Stores	85	\$74.47	\$1,399,964
4539	Other Miscellaneous Store Retailers	81	\$334.08	\$6,280,655
454	Nonstore Retailers	83	\$2,323.48	\$43,681,484
4541	Electronic Shopping and Mail-Order Houses	85	\$2,012.29	\$37,831,117
4542	Vending Machine Operators	84	\$38.93	\$731,805
4543	Direct Selling Establishments	76	\$272.26	\$5,118,562
722	Food Services & Drinking Places	89	\$4,168.07	\$78,359,675
7223	Special Food Services	89	\$15.05	\$282,931
7224	Drinking Places (Alcoholic Beverages)	88	\$107.30	\$2,017,168
7225	Restaurants and Other Eating Places	89	\$4,045.72	\$76,059,576

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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