

Retail Goods and Services Expenditures

Coachella City, CA
 Coachella City, CA (0614260)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Las Casas (13B)	47.2%	Population	43,813	47,173
Up and Coming Families (7A)	15.1%	Households	9,576	10,276
Barrios Urbanos (7D)	14.4%	Families	8,858	9,496
Valley Growers (7E)	11.1%	Median Age	25.5	26.6
Southwestern Families (7F)	10.9%	Median Household Income	\$40,448	\$40,954
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,444.94	\$13,836,757
Men's		72	\$288.94	\$2,766,916
Women's		67	\$458.13	\$4,387,026
Children's		85	\$272.79	\$2,612,276
Footwear		74	\$315.50	\$3,021,248
Watches & Jewelry		62	\$64.71	\$619,689
Apparel Products and Services (1)		62	\$44.86	\$429,599
Computer				
Computers and Hardware for Home Use		72	\$125.30	\$1,199,843
Portable Memory		72	\$3.38	\$32,396
Computer Software		63	\$8.16	\$78,130
Computer Accessories		66	\$11.80	\$113,022
Entertainment & Recreation		66	\$1,923.04	\$18,414,983
Fees and Admissions		69	\$397.68	\$3,808,162
Membership Fees for Clubs (2)		63	\$120.49	\$1,153,811
Fees for Participant Sports, excl. Trips		71	\$63.14	\$604,586
Tickets to Theatre/Operas/Concerts		62	\$32.85	\$314,583
Tickets to Movies/Museums/Parks		84	\$55.94	\$535,654
Admission to Sporting Events, excl. Trips		63	\$33.65	\$322,207
Fees for Recreational Lessons		74	\$91.08	\$872,179
Dating Services		78	\$0.54	\$5,139
TV/Video/Audio		66	\$795.72	\$7,619,823
Cable and Satellite Television Services		64	\$574.14	\$5,497,979
Televisions		70	\$77.01	\$737,420
Satellite Dishes		70	\$1.02	\$9,733
VCRs, Video Cameras, and DVD Players		72	\$5.85	\$56,029
Miscellaneous Video Equipment		80	\$6.16	\$58,985
Video Cassettes and DVDs		75	\$13.85	\$132,637
Video Game Hardware/Accessories		70	\$18.01	\$172,421
Video Game Software		78	\$10.71	\$102,577
Streaming/Downloaded Video		80	\$14.54	\$139,265
Rental of Video Cassettes and DVDs		83	\$13.62	\$130,457
Installation of Televisions		42	\$0.39	\$3,740
Audio (3)		70	\$57.48	\$550,468
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.94	\$28,106
Pets		62	\$332.20	\$3,181,158
Toys/Games/Crafts/Hobbies (4)		71	\$81.57	\$781,124
Recreational Vehicles and Fees (5)		60	\$64.77	\$620,255
Sports/Recreation/Exercise Equipment (6)		72	\$119.66	\$1,145,858
Photo Equipment and Supplies (7)		65	\$35.66	\$341,456
Reading (8)		61	\$80.40	\$769,908
Catered Affairs (9)		59	\$15.38	\$147,236
Food		71	\$5,709.60	\$54,675,127
Food at Home		71	\$3,539.51	\$33,894,379
Bakery and Cereal Products		68	\$458.24	\$4,388,110
Meats, Poultry, Fish, and Eggs		72	\$802.97	\$7,689,234
Dairy Products		70	\$369.70	\$3,540,294
Fruits and Vegetables		74	\$703.24	\$6,734,196
Snacks and Other Food at Home (10)		70	\$1,205.36	\$11,542,544
Food Away from Home		70	\$2,170.09	\$20,780,747
Alcoholic Beverages		65	\$335.05	\$3,208,471

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. 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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	38	\$2,873.62	\$27,517,809
Value of Retirement Plans	47	\$12,366.25	\$118,419,164
Value of Other Financial Assets	42	\$480.35	\$4,599,865
Vehicle Loan Amount excluding Interest	69	\$1,692.85	\$16,210,729
Value of Credit Card Debt	64	\$365.20	\$3,497,155
Health			
Nonprescription Drugs	65	\$80.21	\$768,125
Prescription Drugs	58	\$243.84	\$2,335,055
Eyeglasses and Contact Lenses	61	\$54.10	\$518,107
Home			
Mortgage Payment and Basics (11)	63	\$5,384.40	\$51,560,999
Maintenance and Remodeling Services	53	\$927.76	\$8,884,245
Maintenance and Remodeling Materials (12)	55	\$198.06	\$1,896,574
Utilities, Fuel, and Public Services	65	\$3,172.89	\$30,383,620
Household Furnishings and Equipment			
Household Textiles (13)	66	\$57.55	\$551,138
Furniture	70	\$342.44	\$3,279,174
Rugs	60	\$14.71	\$140,819
Major Appliances (14)	66	\$186.28	\$1,783,841
Housewares (15)	69	\$58.08	\$556,186
Small Appliances	71	\$33.23	\$318,228
Luggage	64	\$5.89	\$56,401
Telephones and Accessories	67	\$47.63	\$456,107
Household Operations			
Child Care	70	\$296.47	\$2,839,030
Lawn and Garden (16)	58	\$234.73	\$2,247,779
Moving/Storage/Freight Express	87	\$54.97	\$526,430
Housekeeping Supplies (17)	68	\$475.75	\$4,555,820
Insurance			
Owners and Renters Insurance	52	\$240.83	\$2,306,219
Vehicle Insurance	67	\$754.88	\$7,228,719
Life/Other Insurance	56	\$231.52	\$2,217,063
Health Insurance	61	\$2,053.97	\$19,668,791
Personal Care Products (18)	73	\$318.85	\$3,053,288
School Books and Supplies (19)	75	\$122.73	\$1,175,266
Smoking Products	56	\$229.51	\$2,197,740
Transportation			
Payments on Vehicles excluding Leases	67	\$1,400.49	\$13,411,095
Gasoline and Motor Oil	70	\$2,160.68	\$20,690,656
Vehicle Maintenance and Repairs	68	\$701.24	\$6,715,038
Travel			
Airline Fares	67	\$305.83	\$2,928,595
Lodging on Trips	60	\$276.13	\$2,644,212
Auto/Truck Rental on Trips	70	\$16.87	\$161,529
Food and Drink on Trips	64	\$278.74	\$2,669,185

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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