

Retail Goods and Services Expenditures

La Quinta City, CA
La Quinta City, CA (0640354)
Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Silver & Gold (9A)	33.6%	Population	39,434	41,499
Soccer Moms (4A)	18.5%	Households	15,517	16,261
American Dreamers (7C)	16.4%	Families	11,278	11,857
Home Improvement (4B)	9.0%	Median Age	47.5	49.3
Exurbanites (1E)	8.2%	Median Household Income	\$76,979	\$86,137
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		143	\$2,869.86	\$44,531,690
Men's		142	\$569.69	\$8,839,803
Women's		148	\$1,014.75	\$15,745,925
Children's		133	\$428.02	\$6,641,584
Footwear		139	\$595.15	\$9,234,960
Watches & Jewelry		148	\$153.22	\$2,377,531
Apparel Products and Services (1)		151	\$109.03	\$1,691,884
Computer				
Computers and Hardware for Home Use		147	\$254.09	\$3,942,652
Portable Memory		145	\$6.82	\$105,842
Computer Software		144	\$18.61	\$288,764
Computer Accessories		153	\$27.17	\$421,523
Entertainment & Recreation		148	\$4,303.39	\$66,775,711
Fees and Admissions		154	\$886.57	\$13,756,863
Membership Fees for Clubs (2)		156	\$297.88	\$4,622,133
Fees for Participant Sports, excl. Trips		166	\$148.10	\$2,298,054
Tickets to Theatre/Operas/Concerts		152	\$80.34	\$1,246,690
Tickets to Movies/Museums/Parks		149	\$99.01	\$1,536,361
Admission to Sporting Events, excl. Trips		146	\$77.86	\$1,208,219
Fees for Recreational Lessons		148	\$182.41	\$2,830,517
Dating Services		139	\$0.96	\$14,885
TV/Video/Audio		145	\$1,742.52	\$27,038,686
Cable and Satellite Television Services		146	\$1,304.97	\$20,249,143
Televisions		145	\$159.40	\$2,473,409
Satellite Dishes		158	\$2.31	\$35,796
VCRs, Video Cameras, and DVD Players		144	\$11.68	\$181,301
Miscellaneous Video Equipment		142	\$10.91	\$169,245
Video Cassettes and DVDs		141	\$25.99	\$403,295
Video Game Hardware/Accessories		128	\$32.92	\$510,773
Video Game Software		132	\$18.21	\$282,617
Streaming/Downloaded Video		142	\$25.71	\$399,015
Rental of Video Cassettes and DVDs		141	\$23.00	\$356,834
Installation of Televisions		168	\$1.54	\$23,917
Audio (3)		147	\$120.73	\$1,873,319
Rental and Repair of TV/Radio/Sound Equipment		131	\$5.16	\$80,015
Pets		150	\$802.65	\$12,454,753
Toys/Games/Crafts/Hobbies (4)		138	\$157.96	\$2,451,123
Recreational Vehicles and Fees (5)		149	\$160.67	\$2,493,050
Sports/Recreation/Exercise Equipment (6)		142	\$234.85	\$3,644,209
Photo Equipment and Supplies (7)		147	\$81.12	\$1,258,714
Reading (8)		150	\$196.78	\$3,053,385
Catered Affairs (9)		156	\$40.27	\$624,926
Food		143	\$11,567.98	\$179,500,366
Food at Home		142	\$7,079.60	\$109,854,117
Bakery and Cereal Products		141	\$948.70	\$14,720,941
Meats, Poultry, Fish, and Eggs		142	\$1,574.22	\$24,427,162
Dairy Products		140	\$740.70	\$11,493,405
Fruits and Vegetables		144	\$1,375.09	\$21,337,281
Snacks and Other Food at Home (10)		143	\$2,440.89	\$37,875,326
Food Away from Home		145	\$4,488.38	\$69,646,249
Alcoholic Beverages		144	\$738.72	\$11,462,743

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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May 01, 2017

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	175	\$13,128.10	\$203,708,670
Value of Retirement Plans	158	\$41,388.69	\$642,228,291
Value of Other Financial Assets	154	\$1,744.86	\$27,075,063
Vehicle Loan Amount excluding Interest	147	\$3,594.28	\$55,772,489
Value of Credit Card Debt	143	\$819.16	\$12,710,850
Health			
Nonprescription Drugs	149	\$185.42	\$2,877,184
Prescription Drugs	154	\$646.24	\$10,027,765
Eyeglasses and Contact Lenses	147	\$131.40	\$2,038,915
Home			
Mortgage Payment and Basics (11)	157	\$13,451.39	\$208,725,250
Maintenance and Remodeling Services	159	\$2,790.00	\$43,292,410
Maintenance and Remodeling Materials (12)	152	\$550.90	\$8,548,253
Utilities, Fuel, and Public Services	145	\$7,071.02	\$109,721,039
Household Furnishings and Equipment			
Household Textiles (13)	145	\$126.18	\$1,957,881
Furniture	148	\$729.17	\$11,314,512
Rugs	148	\$36.15	\$560,995
Major Appliances (14)	156	\$441.82	\$6,855,745
Housewares (15)	153	\$128.06	\$1,987,164
Small Appliances	144	\$67.73	\$1,050,957
Luggage	153	\$14.16	\$219,776
Telephones and Accessories	137	\$97.56	\$1,513,912
Household Operations			
Child Care	135	\$572.85	\$8,888,959
Lawn and Garden (16)	160	\$652.24	\$10,120,870
Moving/Storage/Freight Express	152	\$96.51	\$1,497,546
Housekeeping Supplies (17)	147	\$1,034.75	\$16,056,191
Insurance			
Owners and Renters Insurance	156	\$722.13	\$11,205,309
Vehicle Insurance	147	\$1,641.54	\$25,471,787
Life/Other Insurance	153	\$632.34	\$9,812,022
Health Insurance	151	\$5,087.72	\$78,946,148
Personal Care Products (18)	147	\$639.05	\$9,916,200
School Books and Supplies (19)	142	\$233.10	\$3,617,088
Smoking Products	127	\$520.28	\$8,073,255
Transportation			
Payments on Vehicles excluding Leases	146	\$3,044.22	\$47,237,194
Gasoline and Motor Oil	144	\$4,421.09	\$68,601,976
Vehicle Maintenance and Repairs	147	\$1,526.45	\$23,685,931
Travel			
Airline Fares	152	\$695.54	\$10,792,726
Lodging on Trips	155	\$719.12	\$11,158,517
Auto/Truck Rental on Trips	163	\$39.19	\$608,070
Food and Drink on Trips	153	\$669.04	\$10,381,425

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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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