

Retail Goods and Services Expenditures

Indio City, CA
Indio City, CA (0636448)
Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
American Dreamers (7C)	17.4%	Population	86,544	94,059
Up and Coming Families (7A)	15.5%	Households	26,333	28,627
Las Casas (13B)	12.2%	Families	20,473	22,158
Silver & Gold (9A)	9.7%	Median Age	33.2	34.0
Southwestern Families (7F)	8.8%	Median Household Income	\$53,183	\$55,507
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$1,928.75	\$50,789,854
Men's		95	\$380.96	\$10,031,856
Women's		95	\$650.62	\$17,132,718
Children's		101	\$325.74	\$8,577,695
Footwear		96	\$411.73	\$10,841,973
Watches & Jewelry		90	\$93.67	\$2,466,733
Apparel Products and Services (1)		92	\$66.03	\$1,738,878
Computer				
Computers and Hardware for Home Use		96	\$166.59	\$4,386,755
Portable Memory		95	\$4.46	\$117,521
Computer Software		91	\$11.80	\$310,766
Computer Accessories		94	\$16.76	\$441,381
Entertainment & Recreation		95	\$2,756.67	\$72,591,396
Fees and Admissions		93	\$538.55	\$14,181,677
Membership Fees for Clubs (2)		91	\$173.54	\$4,569,820
Fees for Participant Sports, excl. Trips		100	\$89.03	\$2,344,519
Tickets to Theatre/Operas/Concerts		88	\$46.24	\$1,217,623
Tickets to Movies/Museums/Parks		103	\$68.27	\$1,797,735
Admission to Sporting Events, excl. Trips		86	\$45.58	\$1,200,144
Fees for Recreational Lessons		94	\$115.26	\$3,035,229
Dating Services		91	\$0.63	\$16,604
TV/Video/Audio		96	\$1,149.64	\$30,273,474
Cable and Satellite Television Services		95	\$854.00	\$22,488,363
Televisions		96	\$105.76	\$2,785,044
Satellite Dishes		110	\$1.61	\$42,392
VCRs, Video Cameras, and DVD Players		98	\$7.93	\$208,768
Miscellaneous Video Equipment		99	\$7.64	\$201,139
Video Cassettes and DVDs		99	\$18.30	\$481,847
Video Game Hardware/Accessories		91	\$23.43	\$617,003
Video Game Software		98	\$13.44	\$353,888
Streaming/Downloaded Video		99	\$18.08	\$476,030
Rental of Video Cassettes and DVDs		103	\$16.86	\$443,977
Installation of Televisions		85	\$0.78	\$20,501
Audio (3)		95	\$78.06	\$2,055,619
Rental and Repair of TV/Radio/Sound Equipment		96	\$3.76	\$98,897
Pets		95	\$508.40	\$13,387,760
Toys/Games/Crafts/Hobbies (4)		95	\$108.40	\$2,854,623
Recreational Vehicles and Fees (5)		91	\$97.96	\$2,579,657
Sports/Recreation/Exercise Equipment (6)		97	\$160.37	\$4,223,012
Photo Equipment and Supplies (7)		92	\$50.68	\$1,334,573
Reading (8)		91	\$119.54	\$3,147,784
Catered Affairs (9)		89	\$23.12	\$608,833
Food		97	\$7,816.97	\$205,844,235
Food at Home		97	\$4,822.68	\$126,995,722
Bakery and Cereal Products		95	\$637.60	\$16,789,857
Meats, Poultry, Fish, and Eggs		98	\$1,090.77	\$28,723,170
Dairy Products		95	\$505.35	\$13,307,253
Fruits and Vegetables		98	\$935.31	\$24,629,590
Snacks and Other Food at Home (10)		97	\$1,653.66	\$43,545,850
Food Away from Home		97	\$2,994.29	\$78,848,513
Alcoholic Beverages		91	\$468.43	\$12,335,250

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	84	\$6,264.48	\$164,962,614
Value of Retirement Plans	83	\$21,818.73	\$574,552,644
Value of Other Financial Assets	85	\$957.02	\$25,201,276
Vehicle Loan Amount excluding Interest	100	\$2,441.09	\$64,281,205
Value of Credit Card Debt	91	\$520.91	\$13,717,155
Health			
Nonprescription Drugs	96	\$118.97	\$3,132,710
Prescription Drugs	95	\$397.58	\$10,469,516
Eyeglasses and Contact Lenses	91	\$81.11	\$2,135,846
Home			
Mortgage Payment and Basics (11)	94	\$8,059.02	\$212,218,223
Maintenance and Remodeling Services	89	\$1,564.26	\$41,191,546
Maintenance and Remodeling Materials (12)	91	\$329.83	\$8,685,286
Utilities, Fuel, and Public Services	96	\$4,657.49	\$122,645,693
Household Furnishings and Equipment			
Household Textiles (13)	93	\$80.79	\$2,127,371
Furniture	96	\$471.75	\$12,422,613
Rugs	86	\$21.11	\$555,986
Major Appliances (14)	98	\$277.50	\$7,307,526
Housewares (15)	98	\$81.94	\$2,157,795
Small Appliances	95	\$44.72	\$1,177,570
Luggage	93	\$8.55	\$225,185
Telephones and Accessories	92	\$65.17	\$1,716,217
Household Operations			
Child Care	92	\$391.07	\$10,298,060
Lawn and Garden (16)	94	\$383.68	\$10,103,398
Moving/Storage/Freight Express	107	\$67.58	\$1,779,656
Housekeeping Supplies (17)	96	\$676.05	\$17,802,403
Insurance			
Owners and Renters Insurance	92	\$423.50	\$11,151,922
Vehicle Insurance	97	\$1,085.25	\$28,577,917
Life/Other Insurance	89	\$369.54	\$9,731,076
Health Insurance	93	\$3,152.12	\$83,004,801
Personal Care Products (18)	99	\$428.99	\$11,296,476
School Books and Supplies (19)	98	\$160.64	\$4,230,156
Smoking Products	88	\$360.60	\$9,495,617
Transportation			
Payments on Vehicles excluding Leases	99	\$2,056.21	\$54,146,212
Gasoline and Motor Oil	99	\$3,037.48	\$79,985,876
Vehicle Maintenance and Repairs	96	\$994.79	\$26,195,858
Travel			
Airline Fares	92	\$419.24	\$11,039,852
Lodging on Trips	90	\$417.23	\$10,986,813
Auto/Truck Rental on Trips	99	\$23.72	\$624,498
Food and Drink on Trips	92	\$404.37	\$10,648,303

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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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