

Demographic Summary		2016	2021
Population		43,813	47,173
Population 18+		28,070	30,596
Households		9,576	10,276
Median Household Income		\$40,448	\$40,954

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,193	47.0%	99
Bought any women's clothing in last 12 months	11,608	41.4%	94
Bought clothing for child <13 years in last 6 months	10,945	39.0%	141
Bought any shoes in last 12 months	15,985	56.9%	106
Bought costume jewelry in last 12 months	5,064	18.0%	92
Bought any fine jewelry in last 12 months	4,821	17.2%	94
Bought a watch in last 12 months	2,964	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	7,725	80.7%	94
HH bought/leased new vehicle last 12 mo	535	5.6%	59
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,968	78.3%	92
Bought/changed motor oil in last 12 months	12,932	46.1%	94
Had tune-up in last 12 months	8,032	28.6%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	19,836	70.7%	108
Drank regular cola in last 6 months	14,868	53.0%	118
Drank beer/ale in last 6 months	10,816	38.5%	90
Cameras (Adults)			
Own digital point & shoot camera	5,403	19.2%	66
Own digital single-lens reflex (SLR) camera	1,753	6.2%	72
Bought any camera in last 12 months	1,299	4.6%	81
Printed digital photos in last 12 months	1,017	3.6%	124
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,735	34.7%	96
Have a smartphone	16,266	57.9%	98
Have a smartphone: Android phone (any brand)	9,614	34.3%	127
Have a smartphone: Apple iPhone	5,209	18.6%	72
Number of cell phones in household: 1	2,668	27.9%	87
Number of cell phones in household: 2	3,165	33.1%	88
Number of cell phones in household: 3+	3,164	33.0%	130
HH has cell phone only (no landline telephone)	5,271	55.0%	131
Computers (Households)			
HH owns a computer	5,878	61.4%	80
HH owns desktop computer	3,360	35.1%	77
HH owns laptop/notebook	4,319	45.1%	83
HH owns any Apple/Mac brand computer	1,033	10.8%	72
HH owns any PC/non-Apple brand computer	5,402	56.4%	83
HH purchased most recent computer in a store	2,744	28.7%	76
HH purchased most recent computer online	833	8.7%	67
Spent <\$500 on most recent home computer	1,140	11.9%	82
Spent \$500-\$999 on most recent home computer	1,374	14.3%	75
Spent \$1,000-\$1,499 on most recent home computer	507	5.3%	56
Spent \$1,500-\$1,999 on most recent home computer	293	3.1%	67
Spent \$2,000+ on most recent home computer	290	3.0%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	12,887	45.9%	90
Bought brewed coffee at convenience store in last 30 days	4,675	16.7%	106
Bought cigarettes at convenience store in last 30 days	2,559	9.1%	73
Bought gas at convenience store in last 30 days	6,996	24.9%	75
Spent at convenience store in last 30 days: <\$20	2,132	7.6%	94
Spent at convenience store in last 30 days: \$20-\$39	2,110	7.5%	83
Spent at convenience store in last 30 days: \$40-\$50	2,031	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	1,359	4.8%	109
Spent at convenience store in last 30 days: \$100+	5,298	18.9%	82
Entertainment (Adults)			
Attended a movie in last 6 months	15,743	56.1%	94
Went to live theater in last 12 months	2,156	7.7%	59
Went to a bar/night club in last 12 months	3,611	12.9%	77
Dined out in last 12 months	9,708	34.6%	77
Gambled at a casino in last 12 months	3,555	12.7%	92
Visited a theme park in last 12 months	6,313	22.5%	128
Viewed movie (video-on-demand) in last 30 days	2,714	9.7%	57
Viewed TV show (video-on-demand) in last 30 days	2,230	7.9%	62
Watched any pay-per-view TV in last 12 months	3,782	13.5%	102
Downloaded a movie over the Internet in last 30 days	1,700	6.1%	84
Downloaded any individual song in last 6 months	5,322	19.0%	93
Watched a movie online in the last 30 days	3,423	12.2%	76
Watched a TV program online in last 30 days	2,746	9.8%	65
Played a video/electronic game (console) in last 12 months	2,693	9.6%	92
Played a video/electronic game (portable) in last 12 months	1,340	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	5,450	19.4%	62
Used ATM/cash machine in last 12 months	11,450	40.8%	83
Own any stock	1,027	3.7%	48
Own U.S. savings bond	844	3.0%	57
Own shares in mutual fund (stock)	1,060	3.8%	52
Own shares in mutual fund (bonds)	858	3.1%	63
Have interest checking account	4,813	17.1%	61
Have non-interest checking account	6,358	22.7%	80
Have savings account	11,380	40.5%	75
Have 401K retirement savings plan	2,407	8.6%	59
Own/used any credit/debit card in last 12 months	16,982	60.5%	81
Avg monthly credit card expenditures: <\$111	2,446	8.7%	75
Avg monthly credit card expenditures: \$111-\$225	1,648	5.9%	85
Avg monthly credit card expenditures: \$226-\$450	1,794	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	1,031	3.7%	69
Avg monthly credit card expenditures: \$701-\$1,000	971	3.5%	80
Avg monthly credit card expenditures: \$1,001+	1,121	4.0%	44
Did banking online in last 12 months	6,610	23.5%	66
Did banking on mobile device in last 12 months	2,897	10.3%	74
Paid bills online in last 12 months	8,910	31.7%	74

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,522	68.1%	98
Used bread in last 6 months	8,879	92.7%	99
Used chicken (fresh or frozen) in last 6 months	6,873	71.8%	104
Used turkey (fresh or frozen) in last 6 months	1,119	11.7%	74
Used fish/seafood (fresh or frozen) in last 6 months	5,368	56.1%	103
Used fresh fruit/vegetables in last 6 months	8,007	83.6%	98
Used fresh milk in last 6 months	8,411	87.8%	100
Used organic food in last 6 months	2,087	21.8%	111
Health (Adults)			
Exercise at home 2+ times per week	8,359	29.8%	105
Exercise at club 2+ times per week	2,770	9.9%	76
Visited a doctor in last 12 months	17,931	63.9%	84
Used vitamin/dietary supplement in last 6 months	13,456	47.9%	91
Home (Households)			
Any home improvement in last 12 months	1,755	18.3%	68
Used housekeeper/maid/professional HH cleaning service in last 12	1,058	11.0%	84
Purchased low ticket HH furnishings in last 12 months	1,304	13.6%	85
Purchased big ticket HH furnishings in last 12 months	1,647	17.2%	82
Bought any small kitchen appliance in last 12 months	1,758	18.4%	83
Bought any large kitchen appliance in last 12 months	1,183	12.4%	97
Insurance (Adults/Households)			
Currently carry life insurance	7,138	25.4%	60
Carry medical/hospital/accident insurance	14,643	52.2%	80
Carry homeowner insurance	7,824	27.9%	59
Carry renter's insurance	1,900	6.8%	83
Have auto insurance: 1 vehicle in household covered	2,797	29.2%	95
Have auto insurance: 2 vehicles in household covered	2,468	25.8%	90
Have auto insurance: 3+ vehicles in household covered	1,809	18.9%	87
Pets (Households)			
Household owns any pet	4,648	48.5%	90
Household owns any cat	1,112	11.6%	52
Household owns any dog	3,984	41.6%	102
Psychographics (Adults)			
Buying American is important to me	8,528	30.4%	72
Usually buy items on credit rather than wait	3,289	11.7%	100
Usually buy based on quality - not price	5,004	17.8%	99
Price is usually more important than brand name	6,818	24.3%	93
Usually use coupons for brands I buy often	4,732	16.9%	89
Am interested in how to help the environment	6,621	23.6%	145
Usually pay more for environ safe product	4,462	15.9%	124
Usually value green products over convenience	4,424	15.8%	150
Likely to buy a brand that supports a charity	8,994	32.0%	92
Reading (Adults)			
Bought digital book in last 12 months	2,540	9.0%	68
Bought hardcover book in last 12 months	4,154	14.8%	71
Bought paperback book in last 12 month	6,418	22.9%	73
Read any daily newspaper (paper version)	3,930	14.0%	54
Read any digital newspaper in last 30 days	6,463	23.0%	69
Read any magazine (paper/electronic version) in last 6 months	23,196	82.6%	91

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	18,220	64.9%	87
Went to family restaurant/steak house: 4+ times a month	7,523	26.8%	98
Went to fast food/drive-in restaurant in last 6 months	25,203	89.8%	100
Went to fast food/drive-in restaurant 9+ times/mo	11,710	41.7%	106
Fast food/drive-in last 6 months: eat in	9,599	34.2%	94
Fast food/drive-in last 6 months: home delivery	2,894	10.3%	134
Fast food/drive-in last 6 months: take-out/drive-thru	10,765	38.4%	83
Fast food/drive-in last 6 months: take-out/walk-in	4,525	16.1%	83
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,324	22.5%	71
Own e-reader/tablet: iPad	3,797	13.5%	88
Own any portable MP3 player	7,899	28.1%	91
HH owns 1 TV	2,268	23.7%	116
HH owns 2 TVs	2,284	23.9%	92
HH owns 3 TVs	1,837	19.2%	90
HH owns 4+ TVs	1,431	14.9%	79
HH subscribes to cable TV	3,697	38.6%	78
HH subscribes to fiber optic	547	5.7%	75
HH has satellite dish	2,596	27.1%	107
HH owns DVD/Blu-ray player	4,965	51.8%	86
HH owns camcorder	1,056	11.0%	79
HH owns portable GPS navigation device	1,469	15.3%	56
HH purchased video game system in last 12 mos	1,172	12.2%	154
HH owns Internet video device for TV	660	6.9%	98
Travel (Adults)			
Domestic travel in last 12 months	9,511	33.9%	68
Took 3+ domestic non-business trips in last 12 months	1,904	6.8%	61
Spent on domestic vacations in last 12 months: <\$1,000	2,341	8.3%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,215	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	760	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	699	2.5%	64
Spent on domestic vacations in last 12 months: \$3,000+	853	3.0%	55
Domestic travel in the 12 months: used general travel website	1,474	5.3%	78
Foreign travel in last 3 years	5,490	19.6%	81
Took 3+ foreign trips by plane in last 3 years	753	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	1,104	3.9%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	820	2.9%	90
Spent on foreign vacations in last 12 months: \$3,000+	903	3.2%	65
Foreign travel in last 3 years: used general travel website	1,065	3.8%	68
Nights spent in hotel/motel in last 12 months: any	7,743	27.6%	68
Took cruise of more than one day in last 3 years	1,431	5.1%	61
Member of any frequent flyer program	2,875	10.2%	63
Member of any hotel rewards program	2,143	7.6%	54

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