

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

Prepared by Esri

Demographic Summary	2016	2021
Population	86,544	94,059
Population 18+	62,290	68,338
Households	26,333	28,627
Median Household Income	\$53,183	\$55,507

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	28,628	46.0%	97
Bought any women's clothing in last 12 months	26,528	42.6%	97
Bought clothing for child <13 years in last 6 months	20,002	32.1%	117
Bought any shoes in last 12 months	34,061	54.7%	101
Bought costume jewelry in last 12 months	12,008	19.3%	99
Bought any fine jewelry in last 12 months	11,469	18.4%	100
Bought a watch in last 12 months	7,006	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	22,761	86.4%	101
HH bought/leased new vehicle last 12 mo	2,268	8.6%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	52,018	83.5%	98
Bought/changed motor oil in last 12 months	31,189	50.1%	102
Had tune-up in last 12 months	18,701	30.0%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	42,395	68.1%	104
Drank regular cola in last 6 months	30,024	48.2%	107
Drank beer/ale in last 6 months	25,310	40.6%	95
Cameras (Adults)			
Own digital point & shoot camera	15,448	24.8%	85
Own digital single-lens reflex (SLR) camera	4,500	7.2%	84
Bought any camera in last 12 months	3,330	5.3%	94
Printed digital photos in last 12 months	2,088	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,034	35.4%	98
Have a smartphone	36,324	58.3%	99
Have a smartphone: Android phone (any brand)	19,069	30.6%	114
Have a smartphone: Apple iPhone	13,607	21.8%	85
Number of cell phones in household: 1	7,736	29.4%	91
Number of cell phones in household: 2	10,027	38.1%	102
Number of cell phones in household: 3+	7,391	28.1%	110
HH has cell phone only (no landline telephone)	12,009	45.6%	109
Computers (Households)			
HH owns a computer	18,972	72.0%	94
HH owns desktop computer	11,292	42.9%	95
HH owns laptop/notebook	13,604	51.7%	95
HH owns any Apple/Mac brand computer	3,170	12.0%	80
HH owns any PC/non-Apple brand computer	17,382	66.0%	97
HH purchased most recent computer in a store	9,258	35.2%	93
HH purchased most recent computer online	3,141	11.9%	91
Spent <\$500 on most recent home computer	3,512	13.3%	92
Spent \$500-\$999 on most recent home computer	4,905	18.6%	98
Spent \$1,000-\$1,499 on most recent home computer	1,965	7.5%	79
Spent \$1,500-\$1,999 on most recent home computer	1,076	4.1%	90
Spent \$2,000+ on most recent home computer	866	3.3%	84

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.

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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	30,137	48.4%	95
Bought brewed coffee at convenience store in last 30 days	9,357	15.0%	96
Bought cigarettes at convenience store in last 30 days	6,807	10.9%	87
Bought gas at convenience store in last 30 days	19,213	30.8%	93
Spent at convenience store in last 30 days: <\$20	4,232	6.8%	84
Spent at convenience store in last 30 days: \$20-\$39	5,124	8.2%	91
Spent at convenience store in last 30 days: \$40-\$50	4,552	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	2,864	4.6%	104
Spent at convenience store in last 30 days: \$100+	13,612	21.9%	95
Entertainment (Adults)			
Attended a movie in last 6 months	36,243	58.2%	98
Went to live theater in last 12 months	6,546	10.5%	81
Went to a bar/night club in last 12 months	8,444	13.6%	81
Dined out in last 12 months	24,841	39.9%	89
Gambled at a casino in last 12 months	8,748	14.0%	102
Visited a theme park in last 12 months	12,116	19.5%	110
Viewed movie (video-on-demand) in last 30 days	8,588	13.8%	81
Viewed TV show (video-on-demand) in last 30 days	6,188	9.9%	77
Watched any pay-per-view TV in last 12 months	8,791	14.1%	107
Downloaded a movie over the Internet in last 30 days	4,061	6.5%	91
Downloaded any individual song in last 6 months	11,487	18.4%	90
Watched a movie online in the last 30 days	8,799	14.1%	88
Watched a TV program online in last 30 days	7,485	12.0%	80
Played a video/electronic game (console) in last 12 months	6,271	10.1%	96
Played a video/electronic game (portable) in last 12 months	2,871	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	17,167	27.6%	89
Used ATM/cash machine in last 12 months	27,893	44.8%	91
Own any stock	3,598	5.8%	75
Own U.S. savings bond	2,660	4.3%	81
Own shares in mutual fund (stock)	3,510	5.6%	78
Own shares in mutual fund (bonds)	2,577	4.1%	85
Have interest checking account	14,264	22.9%	81
Have non-interest checking account	15,978	25.7%	91
Have savings account	29,721	47.7%	88
Have 401K retirement savings plan	7,090	11.4%	78
Own/used any credit/debit card in last 12 months	42,912	68.9%	92
Avg monthly credit card expenditures: <\$111	6,584	10.6%	91
Avg monthly credit card expenditures: \$111-\$225	4,246	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	4,137	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	2,589	4.2%	78
Avg monthly credit card expenditures: \$701-\$1,000	2,316	3.7%	86
Avg monthly credit card expenditures: \$1,001+	4,529	7.3%	80
Did banking online in last 12 months	19,355	31.1%	87
Did banking on mobile device in last 12 months	8,008	12.9%	92
Paid bills online in last 12 months	24,556	39.4%	92

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,490	70.2%	101
Used bread in last 6 months	24,747	94.0%	100
Used chicken (fresh or frozen) in last 6 months	18,653	70.8%	103
Used turkey (fresh or frozen) in last 6 months	3,771	14.3%	90
Used fish/seafood (fresh or frozen) in last 6 months	14,694	55.8%	102
Used fresh fruit/vegetables in last 6 months	22,649	86.0%	100
Used fresh milk in last 6 months	23,380	88.8%	101
Used organic food in last 6 months	4,803	18.2%	93
Health (Adults)			
Exercise at home 2+ times per week	16,535	26.5%	94
Exercise at club 2+ times per week	6,528	10.5%	81
Visited a doctor in last 12 months	44,008	70.7%	93
Used vitamin/dietary supplement in last 6 months	31,900	51.2%	97
Home (Households)			
Any home improvement in last 12 months	6,879	26.1%	97
Used housekeeper/maid/professional HH cleaning service in last 12	3,654	13.9%	105
Purchased low ticket HH furnishings in last 12 months	3,939	15.0%	93
Purchased big ticket HH furnishings in last 12 months	5,342	20.3%	97
Bought any small kitchen appliance in last 12 months	5,425	20.6%	93
Bought any large kitchen appliance in last 12 months	3,275	12.4%	98
Insurance (Adults/Households)			
Currently carry life insurance	21,708	34.8%	82
Carry medical/hospital/accident insurance	37,240	59.8%	91
Carry homeowner insurance	25,136	40.4%	86
Carry renter's insurance	4,281	6.9%	84
Have auto insurance: 1 vehicle in household covered	7,949	30.2%	98
Have auto insurance: 2 vehicles in household covered	7,653	29.1%	102
Have auto insurance: 3+ vehicles in household covered	5,677	21.6%	99
Pets (Households)			
Household owns any pet	13,982	53.1%	99
Household owns any cat	4,651	17.7%	79
Household owns any dog	11,518	43.7%	107
Psychographics (Adults)			
Buying American is important to me	24,060	38.6%	91
Usually buy items on credit rather than wait	7,308	11.7%	100
Usually buy based on quality - not price	11,269	18.1%	101
Price is usually more important than brand name	16,069	25.8%	98
Usually use coupons for brands I buy often	11,596	18.6%	98
Am interested in how to help the environment	11,924	19.1%	118
Usually pay more for environ safe product	8,630	13.9%	109
Usually value green products over convenience	7,821	12.6%	119
Likely to buy a brand that supports a charity	21,393	34.3%	98
Reading (Adults)			
Bought digital book in last 12 months	7,011	11.3%	85
Bought hardcover book in last 12 months	10,536	16.9%	81
Bought paperback book in last 12 month	16,169	26.0%	83
Read any daily newspaper (paper version)	12,521	20.1%	77
Read any digital newspaper in last 30 days	17,152	27.5%	83
Read any magazine (paper/electronic version) in last 6 months	54,176	87.0%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	44,530	71.5%	96
Went to family restaurant/steak house: 4+ times a month	17,133	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	55,872	89.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	25,416	40.8%	103
Fast food/drive-in last 6 months: eat in	23,028	37.0%	102
Fast food/drive-in last 6 months: home delivery	5,180	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	26,925	43.2%	93
Fast food/drive-in last 6 months: take-out/walk-in	10,794	17.3%	89
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,595	28.2%	89
Own e-reader/tablet: iPad	8,576	13.8%	90
Own any portable MP3 player	17,774	28.5%	93
HH owns 1 TV	5,033	19.1%	93
HH owns 2 TVs	6,316	24.0%	92
HH owns 3 TVs	5,829	22.1%	103
HH owns 4+ TVs	5,195	19.7%	104
HH subscribes to cable TV	11,626	44.1%	89
HH subscribes to fiber optic	1,973	7.5%	98
HH has satellite dish	7,618	28.9%	114
HH owns DVD/Blu-ray player	15,466	58.7%	97
HH owns camcorder	3,648	13.9%	99
HH owns portable GPS navigation device	6,517	24.7%	90
HH purchased video game system in last 12 mos	2,101	8.0%	101
HH owns Internet video device for TV	1,879	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	27,311	43.8%	88
Took 3+ domestic non-business trips in last 12 months	6,158	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	5,766	9.3%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,408	5.5%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,996	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,046	3.3%	84
Spent on domestic vacations in last 12 months: \$3,000+	3,049	4.9%	89
Domestic travel in the 12 months: used general travel website	3,702	5.9%	88
Foreign travel in last 3 years	13,996	22.5%	93
Took 3+ foreign trips by plane in last 3 years	2,207	3.5%	79
Spent on foreign vacations in last 12 months: <\$1,000	2,744	4.4%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,840	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	2,617	4.2%	85
Foreign travel in last 3 years: used general travel website	3,166	5.1%	91
Nights spent in hotel/motel in last 12 months: any	22,038	35.4%	87
Took cruise of more than one day in last 3 years	5,163	8.3%	99
Member of any frequent flyer program	8,684	13.9%	85
Member of any hotel rewards program	7,431	11.9%	84

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