

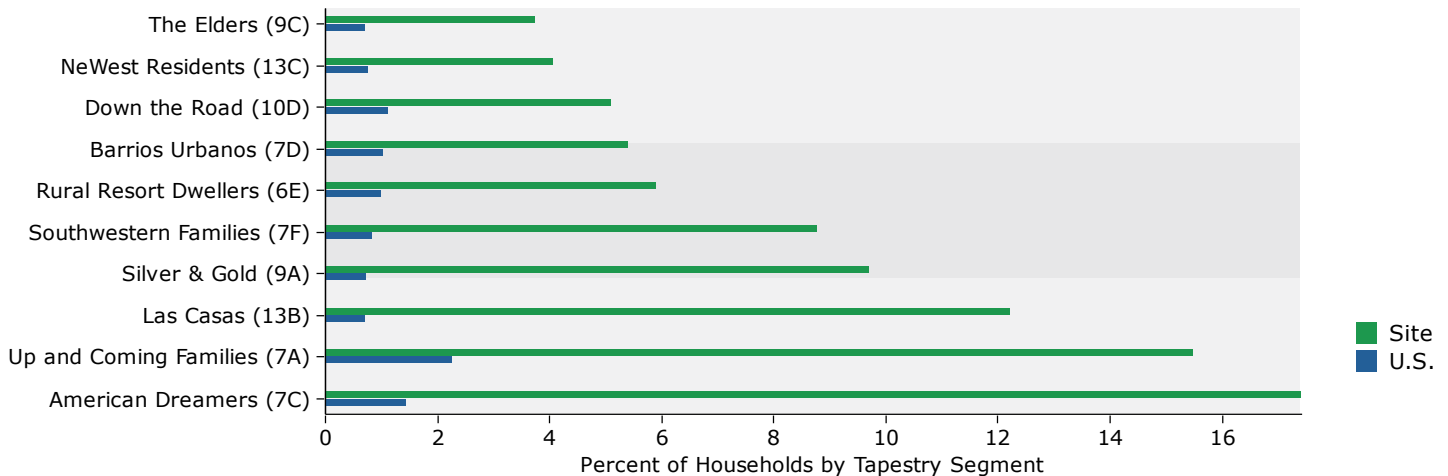
Indio City, CA
Indio City, CA (0636448)
Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	American Dreamers (7C)	17.4%	17.4%	1.5%	1.5%	1183
2	Up and Coming Families (7A)	15.5%	32.9%	2.3%	3.8%	679
3	Las Casas (13B)	12.2%	45.1%	0.7%	4.5%	1,652
4	Silver & Gold (9A)	9.7%	54.8%	0.8%	5.3%	1,281
5	Southwestern Families (7F)	8.8%	63.6%	0.8%	6.1%	1,054
Subtotal		63.6%		6.1%		
6	Rural Resort Dwellers (6E)	5.9%	69.5%	1.0%	7.1%	583
7	Barrios Urbanos (7D)	5.4%	74.9%	1.0%	8.1%	519
8	Down the Road (10D)	5.1%	80.0%	1.1%	9.2%	449
9	NeWest Residents (13C)	4.1%	84.1%	0.8%	10.0%	527
10	The Elders (9C)	3.8%	87.9%	0.7%	10.7%	519
Subtotal		24.3%		4.6%		
11	Soccer Moms (4A)	3.5%	91.4%	2.8%	13.5%	123
12	Front Porches (8E)	3.4%	94.8%	1.6%	15.1%	210
13	The Great Outdoors (6C)	2.1%	96.9%	1.6%	16.7%	138
14	Exurbanites (1E)	1.2%	98.1%	1.9%	18.6%	60
15	Senior Escapes (9D)	1.0%	99.1%	0.9%	19.5%	106
Subtotal		11.2%		8.8%		
16	Urban Chic (2A)	0.9%	100.0%	1.3%	20.8%	65
Subtotal		0.9%		1.3%		
Total		100.0%		21.0%		477

Top Ten Tapestry Segments Site vs. U.S.



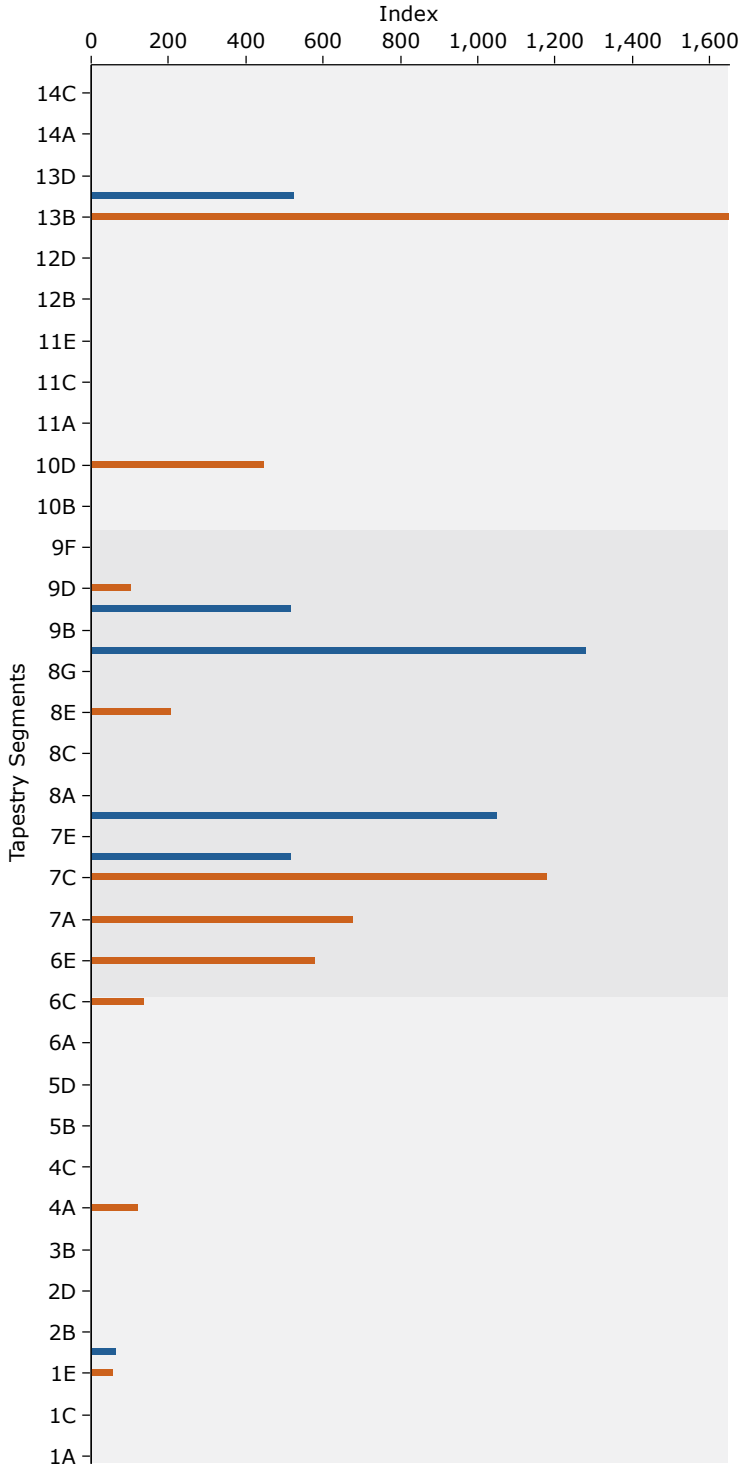
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

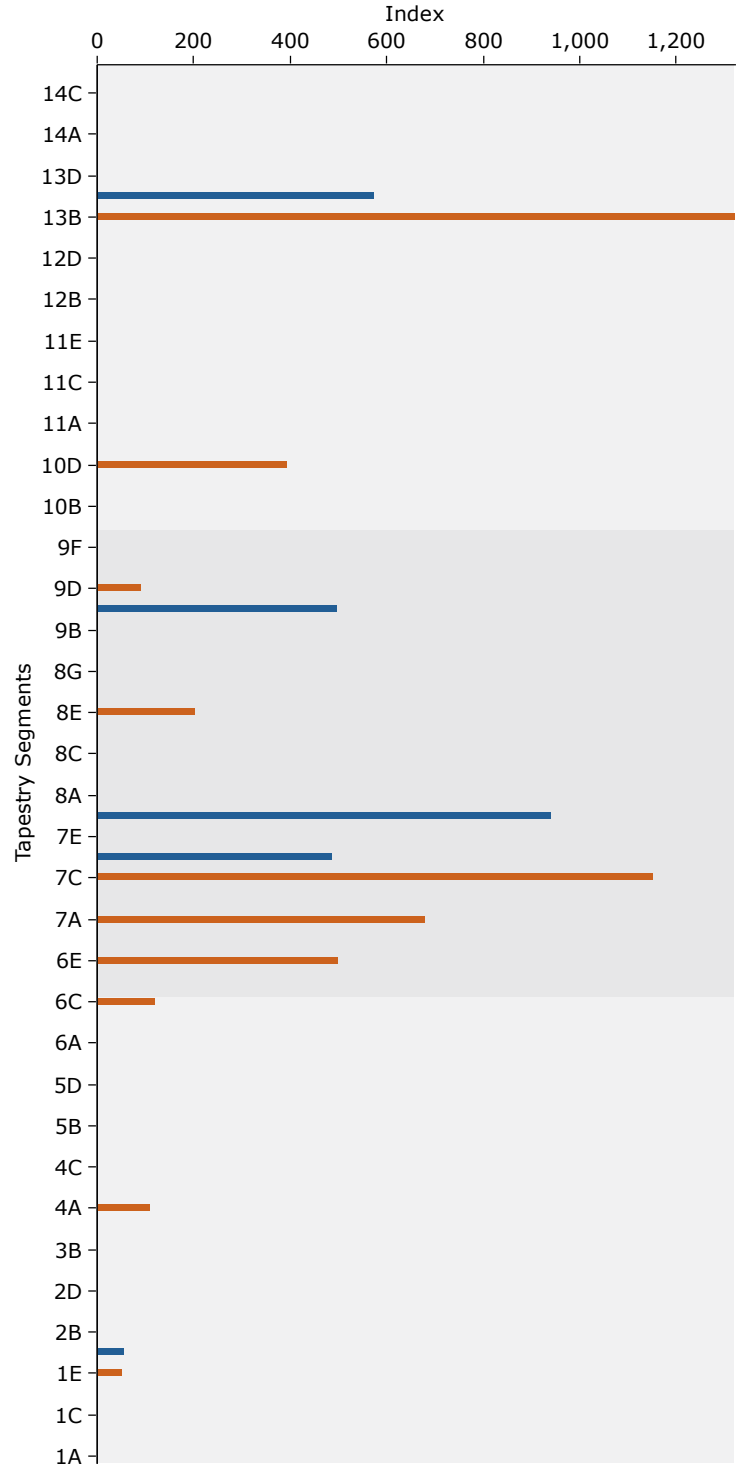
Indio City, CA
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 Geography: Place

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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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Source: Esri

Indio City, CA
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Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,333	100.0%		62,290	100.0%	
1. Affluent Estates	307	1.2%	12	651	1.0%	10
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	307	1.2%	60	651	1.0%	54
2. Upscale Avenues	225	0.9%	15	448	0.7%	12
Urban Chic (2A)	225	0.9%	65	448	0.7%	58
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	919	3.5%	47	2,116	3.4%	44
Soccer Moms (4A)	919	3.5%	123	2,116	3.4%	112
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	2,123	8.1%	66	4,121	6.6%	55
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	564	2.1%	138	1,171	1.9%	123
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,559	5.9%	583	2,950	4.7%	502
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	12,411	47.1%	678	31,591	50.7%	628
Up and Coming Families (7A)	4,081	15.5%	679	10,221	16.4%	681
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	4,589	17.4%	1,183	11,930	19.2%	1,153
Barrios Urbanos (7D)	1,425	5.4%	519	3,796	6.1%	489
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	2,316	8.8%	1,054	5,644	9.1%	942

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Tapestry Segmentation Area Profile

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

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,333	100.0%		62,290	100.0%	
8. Middle Ground	888	3.4%	31	1,955	3.1%	31
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	888	3.4%	210	1,955	3.1%	204
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	3,809	14.5%	251	7,066	11.3%	227
Silver & Gold (9A)	2,560	9.7%	1,281	4,746	7.6%	1,106
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	995	3.8%	519	1,837	2.9%	500
Senior Escapes (9D)	254	1.0%	106	483	0.8%	92
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1,349	5.1%	61	2,850	4.6%	54
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,349	5.1%	449	2,850	4.6%	396
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	4,302	16.3%	419	11,492	18.4%	412
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	3,223	12.2%	1,652	8,408	13.5%	1,324
NeWest Residents (13C)	1,079	4.1%	527	3,084	5.0%	575
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,333	100.0%		62,290	100.0%	
1. Principal Urban Center	1,079	4.1%	59	3,084	5.0%	75
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,079	4.1%	527	3,084	5.0%	575
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	11,553	43.9%	260	29,778	47.8%	267
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	4,589	17.4%	1,183	11,930	19.2%	1,153
Barrios Urbanos (7D)	1,425	5.4%	519	3,796	6.1%	489
Southwestern Families (7F)	2,316	8.8%	1,054	5,644	9.1%	942
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	3,223	12.2%	1,652	8,408	13.5%	1,324
3. Metro Cities	888	3.4%	18	1,955	3.1%	19
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	888	3.4%	210	1,955	3.1%	204
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	26,333	100.0%		62,290	100.0%	
4. Suburban Periphery	9,087	34.5%	109	20,019	32.1%	100
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	307	1.2%	60	651	1.0%	54
Urban Chic (2A)	225	0.9%	65	448	0.7%	58
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	919	3.5%	123	2,116	3.4%	112
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	4,081	15.5%	679	10,221	16.4%	681
Silver & Gold (9A)	2,560	9.7%	1,281	4,746	7.6%	1,106
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	995	3.8%	519	1,837	2.9%	500
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,603	6.1%	65	3,333	5.4%	59
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	254	1.0%	106	483	0.8%	92
Down the Road (10D)	1,349	5.1%	449	2,850	4.6%	396
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,123	8.1%	47	4,121	6.6%	39
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	564	2.1%	138	1,171	1.9%	123
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,559	5.9%	583	2,950	4.7%	502
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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