

Demographic Summary		2016	2021
Population		39,434	41,499
Population 18+		31,896	34,159
Households		15,517	16,261
Median Household Income		\$76,979	\$86,137

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,693	46.1%	97
Bought any women's clothing in last 12 months	14,357	45.0%	102
Bought clothing for child <13 years in last 6 months	8,228	25.8%	94
Bought any shoes in last 12 months	17,719	55.6%	103
Bought costume jewelry in last 12 months	7,066	22.2%	113
Bought any fine jewelry in last 12 months	6,309	19.8%	108
Bought a watch in last 12 months	3,845	12.1%	109
Automobiles (Households)			
HH owns/leases any vehicle	14,299	92.2%	108
HH bought/leased new vehicle last 12 mo	1,881	12.1%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,842	90.4%	106
Bought/changed motor oil in last 12 months	16,110	50.5%	103
Had tune-up in last 12 months	9,767	30.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,310	66.8%	102
Drank regular cola in last 6 months	12,768	40.0%	89
Drank beer/ale in last 6 months	14,298	44.8%	105
Cameras (Adults)			
Own digital point & shoot camera	10,362	32.5%	111
Own digital single-lens reflex (SLR) camera	3,064	9.6%	111
Bought any camera in last 12 months	1,847	5.8%	102
Printed digital photos in last 12 months	869	2.7%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,848	37.1%	103
Have a smartphone	19,398	60.8%	103
Have a smartphone: Android phone (any brand)	8,629	27.1%	100
Have a smartphone: Apple iPhone	9,167	28.7%	111
Number of cell phones in household: 1	4,391	28.3%	88
Number of cell phones in household: 2	6,565	42.3%	113
Number of cell phones in household: 3+	4,137	26.7%	105
HH has cell phone only (no landline telephone)	5,258	33.9%	81
Computers (Households)			
HH owns a computer	13,071	84.2%	110
HH owns desktop computer	7,916	51.0%	113
HH owns laptop/notebook	9,306	60.0%	111
HH owns any Apple/Mac brand computer	2,481	16.0%	106
HH owns any PC/non-Apple brand computer	11,769	75.8%	112
HH purchased most recent computer in a store	6,544	42.2%	112
HH purchased most recent computer online	2,429	15.7%	120
Spent <\$500 on most recent home computer	2,154	13.9%	96
Spent \$500-\$999 on most recent home computer	3,604	23.2%	122
Spent \$1,000-\$1,499 on most recent home computer	1,655	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	930	6.0%	132
Spent \$2,000+ on most recent home computer	649	4.2%	107

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.

La Quinta City, CA
 La Quinta City, CA (0640354)
 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	16,116	50.5%	100
Bought brewed coffee at convenience store in last 30 days	4,800	15.0%	96
Bought cigarettes at convenience store in last 30 days	3,407	10.7%	85
Bought gas at convenience store in last 30 days	10,708	33.6%	102
Spent at convenience store in last 30 days: <\$20	2,214	6.9%	86
Spent at convenience store in last 30 days: \$20-\$39	2,738	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	2,679	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	1,483	4.6%	105
Spent at convenience store in last 30 days: \$100+	6,940	21.8%	95
Entertainment (Adults)			
Attended a movie in last 6 months	20,408	64.0%	108
Went to live theater in last 12 months	5,569	17.5%	134
Went to a bar/night club in last 12 months	5,154	16.2%	97
Dined out in last 12 months	16,551	51.9%	116
Gambled at a casino in last 12 months	5,092	16.0%	116
Visited a theme park in last 12 months	5,964	18.7%	106
Viewed movie (video-on-demand) in last 30 days	6,238	19.6%	115
Viewed TV show (video-on-demand) in last 30 days	4,512	14.1%	110
Watched any pay-per-view TV in last 12 months	4,927	15.4%	117
Downloaded a movie over the Internet in last 30 days	2,150	6.7%	94
Downloaded any individual song in last 6 months	6,111	19.2%	94
Watched a movie online in the last 30 days	4,908	15.4%	96
Watched a TV program online in last 30 days	4,705	14.8%	99
Played a video/electronic game (console) in last 12 months	2,989	9.4%	90
Played a video/electronic game (portable) in last 12 months	1,556	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	11,677	36.6%	118
Used ATM/cash machine in last 12 months	16,962	53.2%	108
Own any stock	3,843	12.0%	157
Own U.S. savings bond	1,874	5.9%	111
Own shares in mutual fund (stock)	3,420	10.7%	148
Own shares in mutual fund (bonds)	2,220	7.0%	143
Have interest checking account	11,076	34.7%	123
Have non-interest checking account	9,253	29.0%	103
Have savings account	18,609	58.3%	108
Have 401K retirement savings plan	5,235	16.4%	113
Own/used any credit/debit card in last 12 months	25,679	80.5%	108
Avg monthly credit card expenditures: <\$111	3,598	11.3%	97
Avg monthly credit card expenditures: \$111-\$225	2,558	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	2,477	7.8%	123
Avg monthly credit card expenditures: \$451-\$700	1,919	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	1,680	5.3%	122
Avg monthly credit card expenditures: \$1,001+	4,189	13.1%	145
Did banking online in last 12 months	13,209	41.4%	116
Did banking on mobile device in last 12 months	4,783	15.0%	107
Paid bills online in last 12 months	15,584	48.9%	114

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,330	73.0%	105
Used bread in last 6 months	14,684	94.6%	101
Used chicken (fresh or frozen) in last 6 months	11,097	71.5%	104
Used turkey (fresh or frozen) in last 6 months	2,630	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	9,134	58.9%	108
Used fresh fruit/vegetables in last 6 months	13,748	88.6%	103
Used fresh milk in last 6 months	13,929	89.8%	102
Used organic food in last 6 months	2,872	18.5%	94
Health (Adults)			
Exercise at home 2+ times per week	9,030	28.3%	100
Exercise at club 2+ times per week	5,155	16.2%	124
Visited a doctor in last 12 months	25,805	80.9%	107
Used vitamin/dietary supplement in last 6 months	18,967	59.5%	113
Home (Households)			
Any home improvement in last 12 months	5,098	32.9%	122
Used housekeeper/maid/professional HH cleaning service in last 12	3,091	19.9%	151
Purchased low ticket HH furnishings in last 12 months	2,651	17.1%	106
Purchased big ticket HH furnishings in last 12 months	3,525	22.7%	109
Bought any small kitchen appliance in last 12 months	3,554	22.9%	103
Bought any large kitchen appliance in last 12 months	2,390	15.4%	121
Insurance (Adults/Households)			
Currently carry life insurance	14,279	44.8%	105
Carry medical/hospital/accident insurance	22,458	70.4%	107
Carry homeowner insurance	18,022	56.5%	120
Carry renter's insurance	2,265	7.1%	87
Have auto insurance: 1 vehicle in household covered	4,388	28.3%	92
Have auto insurance: 2 vehicles in household covered	5,192	33.5%	117
Have auto insurance: 3+ vehicles in household covered	4,102	26.4%	121
Pets (Households)			
Household owns any pet	8,598	55.4%	103
Household owns any cat	3,163	20.4%	91
Household owns any dog	6,852	44.2%	108
Psychographics (Adults)			
Buying American is important to me	13,660	42.8%	101
Usually buy items on credit rather than wait	3,883	12.2%	104
Usually buy based on quality - not price	5,656	17.7%	99
Price is usually more important than brand name	8,074	25.3%	96
Usually use coupons for brands I buy often	6,653	20.9%	110
Am interested in how to help the environment	4,727	14.8%	91
Usually pay more for environ safe product	3,432	10.8%	84
Usually value green products over convenience	3,019	9.5%	90
Likely to buy a brand that supports a charity	10,482	32.9%	94
Reading (Adults)			
Bought digital book in last 12 months	5,186	16.3%	123
Bought hardcover book in last 12 months	6,658	20.9%	100
Bought paperback book in last 12 month	10,271	32.2%	103
Read any daily newspaper (paper version)	10,023	31.4%	120
Read any digital newspaper in last 30 days	11,203	35.1%	105
Read any magazine (paper/electronic version) in last 6 months	29,598	92.8%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	25,334	79.4%	107
Went to family restaurant/steak house: 4+ times a month	10,312	32.3%	118
Went to fast food/drive-in restaurant in last 6 months	28,923	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	12,970	40.7%	103
Fast food/drive-in last 6 months: eat in	12,138	38.1%	105
Fast food/drive-in last 6 months: home delivery	2,021	6.3%	83
Fast food/drive-in last 6 months: take-out/drive-thru	14,682	46.0%	99
Fast food/drive-in last 6 months: take-out/walk-in	6,370	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,010	37.7%	119
Own e-reader/tablet: iPad	5,262	16.5%	108
Own any portable MP3 player	10,253	32.1%	104
HH owns 1 TV	2,381	15.3%	75
HH owns 2 TVs	3,691	23.8%	92
HH owns 3 TVs	3,747	24.1%	113
HH owns 4+ TVs	3,853	24.8%	131
HH subscribes to cable TV	8,421	54.3%	109
HH subscribes to fiber optic	1,626	10.5%	138
HH has satellite dish	4,001	25.8%	102
HH owns DVD/Blu-ray player	10,006	64.5%	107
HH owns camcorder	2,451	15.8%	113
HH owns portable GPS navigation device	5,015	32.3%	118
HH purchased video game system in last 12 mos	960	6.2%	78
HH owns Internet video device for TV	1,287	8.3%	118
Travel (Adults)			
Domestic travel in last 12 months	18,565	58.2%	116
Took 3+ domestic non-business trips in last 12 months	4,950	15.5%	140
Spent on domestic vacations in last 12 months: <\$1,000	3,460	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,188	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,388	4.4%	122
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,355	4.2%	109
Spent on domestic vacations in last 12 months: \$3,000+	2,744	8.6%	156
Domestic travel in the 12 months: used general travel website	2,302	7.2%	107
Foreign travel in last 3 years	9,472	29.7%	123
Took 3+ foreign trips by plane in last 3 years	1,854	5.8%	129
Spent on foreign vacations in last 12 months: <\$1,000	1,870	5.9%	141
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,069	3.4%	103
Spent on foreign vacations in last 12 months: \$3,000+	2,124	6.7%	134
Foreign travel in last 3 years: used general travel website	2,154	6.8%	121
Nights spent in hotel/motel in last 12 months: any	14,968	46.9%	116
Took cruise of more than one day in last 3 years	4,275	13.4%	160
Member of any frequent flyer program	7,188	22.5%	138
Member of any hotel rewards program	6,376	20.0%	142

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