



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Demographic Summary	2023	2028
Population	14,968	15,450
Population 18+	13,431	13,888
Households	8,302	8,586
Median Household Income	\$61,646	\$76,300

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	7,831	58.3%	95
Bought Women`s Clothing/12 Mo	6,974	51.9%	100
Bought Shoes/12 Mo	9,826	73.2%	98
Bought Fine Jewelry/12 Mo	2,532	18.9%	92
Bought Watch/12 Mo	1,728	12.9%	93
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	7,607	91.6%	100
HH Bought or Leased New Vehicle/12 Mo	820	9.9%	98
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	12,272	91.4%	101
Bought or Changed Motor Oil/12 Mo	6,613	49.2%	96
Had Vehicle Tune-Up/12 Mo	3,112	23.2%	94
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	4,353	32.4%	88
Drank Beer or Ale/6 Mo	5,410	40.3%	102
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,546	11.5%	105
Own Digital SLR Camera or Camcorder	1,250	9.3%	86
Printed Digital Photos/12 Mo	3,684	27.4%	101
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	4,592	34.2%	98
Have a Smartphone	12,509	93.1%	99
Have Android Phone (Any Brand) Smartphone	5,180	38.6%	100
Have Apple iPhone Smartphone	7,378	54.9%	97
HH Owns 1 Cell Phone	3,568	43.0%	141
HH Owns 2 Cell Phones	3,184	38.4%	98
HH Owns 3+ Cell Phones	1,396	16.8%	58
HH Has Cell Phone Only (No Landline Telephone)	5,653	68.1%	99
<b>Computers (Households)</b>			
HH Owns Computer	7,151	86.1%	101
HH Owns Desktop Computer	3,469	41.8%	104
HH Owns Laptop or Notebook	5,650	68.1%	97
HH Owns Apple/Mac Brand Computer	1,869	22.5%	93
HH Owns PC/Non-Apple Brand Computer	6,006	72.3%	102
HH Purchased Most Recent Home Computer at Store	3,353	40.4%	104
HH Purchased Most Recent Home Computer Online	2,195	26.4%	96
HH Spent \$1-499 on Most Recent Home Computer	1,394	16.8%	106
HH Spent \$500-999 on Most Recent Home Computer	1,868	22.5%	111
HH Spent \$1K-1499 on Most Recent Home Computer	944	11.4%	94
HH Spent \$1500-1999 on Most Recent Home Computer	362	4.4%	95
HH Spent \$2K+ on Most Recent Home Computer	436	5.3%	97

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	8,239	61.3%	96
Bought Brewed Coffee at C-Store/30 Days	1,625	12.1%	100
Bought Cigarettes at C-Store/30 Days	868	6.5%	106
Bought Gas at C-Store/30 Days	5,052	37.6%	95
Spent \$1-19 at C-Store/30 Days	917	6.8%	93
Spent \$20-39 at C-Store/30 Days	1,270	9.5%	96
Spent \$40-50 at C-Store/30 Days	1,021	7.6%	98
Spent \$51-99 at C-Store/30 Days	896	6.7%	109
Spent \$100+ at C-Store/30 Days	2,489	18.5%	89
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	4,762	35.5%	96
Went to Live Theater/12 Mo	1,078	8.0%	118
Went to Bar or Night Club/12 Mo	2,293	17.1%	105
Dined Out/12 Mo	7,137	53.1%	102
Gambled at Casino/12 Mo	1,469	10.9%	102
Visited Theme Park/12 Mo	1,234	9.2%	79
Viewed Movie (Video-on-Demand)/30 Days	1,583	11.8%	106
Viewed TV Show (Video-on-Demand)/30 Days	1,098	8.2%	108
Used Internet to Download Movie/30 Days	769	5.7%	95
Downloaded Individual Song/6 Mo	2,458	18.3%	91
Used Internet to Watch Movie/30 Days	4,138	30.8%	90
Used Internet to Watch TV Program/30 Days	2,835	21.1%	95
Played (Console) Video or Electronic Game/12 Mo	1,473	11.0%	85
Played (Portable) Video or Electronic Game/12 Mo	739	5.5%	83
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	4,496	33.5%	88
Used ATM or Cash Machine/12 Mo	8,511	63.4%	100
Own Any Stock	2,379	17.7%	118
Own U.S. Savings Bonds	1,047	7.8%	110
Own Shares in Mutual Fund (Stocks)	2,214	16.5%	120
Own Shares in Mutual Fund (Bonds)	1,440	10.7%	125
Have Interest Checking Account	5,911	44.0%	112
Have Non-Interest Checking Account	5,208	38.8%	102
Have Savings Account	9,913	73.8%	100
Have 401(k) Retirement Savings Plan	3,033	22.6%	93
Own or Used Any Credit/Debit Card/12 Mo	12,656	94.2%	102
Avg \$1-110 Monthly Credit Card Expenditures	1,466	10.9%	95
Avg \$111-225 Monthly Credit Card Expenditures	1,011	7.5%	98
Avg \$226-450 Monthly Credit Card Expenditures	1,228	9.1%	99
Avg \$451-700 Monthly Credit Card Expenditures	1,333	9.9%	108
Avg \$701-1000 Monthly Credit Card Expenditures	1,277	9.5%	116
Avg \$1001-2000 Monthly Credit Card Expenditures	1,679	12.5%	106
Avg \$2001+ Monthly Credit Card Expenditures	1,604	11.9%	108
Did Banking Online/12 Mo	7,972	59.4%	101
Did Banking by Mobile Device/12 Mo	6,024	44.9%	93

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	7,856	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	5,563	67.0%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	1,195	14.4%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,986	60.1%	100
HH Used Fresh Fruit or Vegetables/6 Mo	7,278	87.7%	99
HH Used Fresh Milk/6 Mo	6,675	80.4%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,986	60.1%	98
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	6,742	50.2%	102
Exercise at Club 2+ Times/Wk	1,706	12.7%	108
Visited Doctor/12 Mo	11,165	83.1%	104
Used Vitamins or Dietary Supplements/6 Mo	9,269	69.0%	104
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	3,142	37.8%	96
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,761	33.3%	109
HH Purchased Low Ticket HH Furnishing/12 Mo	1,980	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	2,407	29.0%	102
HH Bought Small Kitchen Appliance/12 Mo	2,087	25.1%	96
HH Bought Large Kitchen Appliance/12 Mo	1,281	15.4%	95
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	6,658	49.6%	97
Personally Carry Any Med/Hosp/Accident Insur	11,674	86.9%	102
Homeowner Carries Home/Personal Property Insurance	8,011	59.6%	97
Renter Carries Home/Pers Property Insurance	1,986	14.8%	124
HH Has 1 Vehicle Covered w/Auto Insurance	3,085	37.2%	121
HH Has 2 Vehicles Covered w/Auto Insurance	2,677	32.2%	98
HH Has 3+ Vehicles Covered w/Auto Insurance	1,732	20.9%	79
<b>Pets (Households)</b>			
HH Owns Cat	1,823	22.0%	95
HH Owns Dog	2,677	32.2%	82
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	2,563	19.1%	103
Buying American Is Important: 4-Agr Cmpl	4,749	35.4%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	2,047	15.2%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,855	13.8%	108
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,631	12.1%	110
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,684	12.5%	103
Buy Based on Price Not Brands: 4-Agr Cmpl	3,681	27.4%	101
Am Interested in How to Help Env: 4-Agr Cmpl	2,563	19.1%	103
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	2,526	18.8%	100
Bought Hardcover Book/12 Mo	3,650	27.2%	100
Bought Paperback Book/12 Mo	4,547	33.9%	100
Read Daily Newspaper (Paper Version)	2,483	18.5%	120
Read Digital Newspaper/30 Days	6,741	50.2%	99
Read Magazine (Paper/Electronic Vers)/6 Mo	11,812	87.9%	101

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrn/SteakHse/6 Mo	8,929	66.5%	101
Went to Family Restrn/SteakHse 4+ Times/30 Days	2,748	20.5%	100
Went to Fast Food/Drive-In Restaurant/6 Mo	12,160	90.5%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,521	33.7%	86
Ordered Eat-In Fast Food/6 Mo	2,588	19.3%	94
Ordered Home Delivery Fast Food/6 Mo	1,690	12.6%	94
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	7,625	56.8%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,750	20.5%	92
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	7,982	59.4%	101
Own E-Reader	2,331	17.4%	121
Own E-Reader/Tablet: Apple iPad	5,165	38.5%	103
HH Owns Internet Connectable TV	3,508	42.3%	98
Own Portable MP3 Player	1,459	10.9%	97
HH Owns 1 TV	1,770	21.3%	117
HH Owns 2 TVs	2,524	30.4%	107
HH Owns 3 TVs	1,886	22.7%	99
HH Owns 4+ TVs	1,426	17.2%	76
HH Subscribes to Cable TV	3,698	44.5%	131
HH Subscribes to Fiber Optic TV	349	4.2%	80
HH Owns Portable GPS Device	1,845	22.2%	107
HH Purchased Video Game System/12 Mo	427	5.1%	64
HH Owns Internet Video Device for TV	3,966	47.8%	91
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	7,141	53.2%	99
Took 3+ Domestic Non-Business Trips/12 Mo	1,758	13.1%	94
Spent \$1-999 on Domestic Vacations/12 Mo	1,871	13.9%	102
Spent \$1K-1499 on Domestic Vacations/12 Mo	845	6.3%	99
Spent \$1500-1999 on Domestic Vacations/12 Mo	470	3.5%	92
Spent \$2K-2999 on Domestic Vacations/12 Mo	418	3.1%	78
Spent \$3K+ on Domestic Vacations/12 Mo	923	6.9%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	696	5.2%	93
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	4,314	32.1%	97
Took 3+ Foreign Trips by Plane/3 Yrs	967	7.2%	99
Spent \$1-999 on Foreign Vacations/12 Mo	1,042	7.8%	100
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	307	2.3%	75
Spent \$3K+ on Foreign Vacations/12 Mo	482	3.6%	85
Used General Travel Site: Foreign Trip/3 Yrs	837	6.2%	98
Spent Night at Hotel or Motel/12 Mo	5,782	43.0%	95
Took Cruise of More Than One Day/3 Yrs	1,556	11.6%	115
Member of Frequent Flyer Program	4,011	29.9%	108
Member of Hotel Rewards Program	3,837	28.6%	99

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Demographic Summary	2023	2028
Population	40,781	42,632
Population 18+	35,748	37,345
Households	21,606	22,617
Median Household Income	\$67,873	\$83,344

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	21,174	59.2%	97
Bought Women`s Clothing/12 Mo	18,508	51.8%	100
Bought Shoes/12 Mo	26,034	72.8%	98
Bought Fine Jewelry/12 Mo	6,907	19.3%	94
Bought Watch/12 Mo	4,749	13.3%	96
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	19,968	92.4%	101
HH Bought or Leased New Vehicle/12 Mo	2,251	10.4%	103
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	32,777	91.7%	101
Bought or Changed Motor Oil/12 Mo	18,043	50.5%	98
Had Vehicle Tune-Up/12 Mo	8,403	23.5%	95
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	11,865	33.2%	90
Drank Beer or Ale/6 Mo	14,380	40.2%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	4,110	11.5%	105
Own Digital SLR Camera or Camcorder	3,556	9.9%	92
Printed Digital Photos/12 Mo	9,655	27.0%	100
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	12,205	34.1%	98
Have a Smartphone	33,261	93.0%	99
Have Android Phone (Any Brand) Smartphone	14,181	39.7%	103
Have Apple iPhone Smartphone	19,377	54.2%	96
HH Owns 1 Cell Phone	8,380	38.8%	127
HH Owns 2 Cell Phones	8,644	40.0%	102
HH Owns 3+ Cell Phones	4,215	19.5%	68
HH Has Cell Phone Only (No Landline Telephone)	14,600	67.6%	99
<b>Computers (Households)</b>			
HH Owns Computer	18,679	86.5%	101
HH Owns Desktop Computer	9,069	42.0%	105
HH Owns Laptop or Notebook	14,856	68.8%	98
HH Owns Apple/Mac Brand Computer	4,845	22.4%	93
HH Owns PC/Non-Apple Brand Computer	15,709	72.7%	102
HH Purchased Most Recent Home Computer at Store	8,852	41.0%	105
HH Purchased Most Recent Home Computer Online	5,701	26.4%	96
HH Spent \$1-499 on Most Recent Home Computer	3,625	16.8%	106
HH Spent \$500-999 on Most Recent Home Computer	4,795	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	2,407	11.1%	92
HH Spent \$1500-1999 on Most Recent Home Computer	899	4.2%	90
HH Spent \$2K+ on Most Recent Home Computer	1,175	5.4%	101

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	22,083	61.8%	97
Bought Brewed Coffee at C-Store/30 Days	4,367	12.2%	101
Bought Cigarettes at C-Store/30 Days	2,304	6.4%	106
Bought Gas at C-Store/30 Days	13,930	39.0%	99
Spent \$1-19 at C-Store/30 Days	2,417	6.8%	92
Spent \$20-39 at C-Store/30 Days	3,332	9.3%	95
Spent \$40-50 at C-Store/30 Days	2,803	7.8%	101
Spent \$51-99 at C-Store/30 Days	2,176	6.1%	99
Spent \$100+ at C-Store/30 Days	7,000	19.6%	94
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	12,647	35.4%	96
Went to Live Theater/12 Mo	2,635	7.4%	108
Went to Bar or Night Club/12 Mo	5,940	16.6%	102
Dined Out/12 Mo	18,971	53.1%	102
Gambled at Casino/12 Mo	3,814	10.7%	100
Visited Theme Park/12 Mo	3,333	9.3%	80
Viewed Movie (Video-on-Demand)/30 Days	4,083	11.4%	103
Viewed TV Show (Video-on-Demand)/30 Days	2,911	8.1%	107
Used Internet to Download Movie/30 Days	2,063	5.8%	96
Downloaded Individual Song/6 Mo	6,756	18.9%	94
Used Internet to Watch Movie/30 Days	10,973	30.7%	90
Used Internet to Watch TV Program/30 Days	7,227	20.2%	91
Played (Console) Video or Electronic Game/12 Mo	3,798	10.6%	83
Played (Portable) Video or Electronic Game/12 Mo	1,970	5.5%	83
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	12,513	35.0%	92
Used ATM or Cash Machine/12 Mo	22,769	63.7%	101
Own Any Stock	6,011	16.8%	112
Own U.S. Savings Bonds	2,742	7.7%	108
Own Shares in Mutual Fund (Stocks)	5,764	16.1%	118
Own Shares in Mutual Fund (Bonds)	3,708	10.4%	121
Have Interest Checking Account	15,575	43.6%	111
Have Non-Interest Checking Account	13,706	38.3%	101
Have Savings Account	26,802	75.0%	101
Have 401(k) Retirement Savings Plan	8,062	22.6%	92
Own or Used Any Credit/Debit Card/12 Mo	33,529	93.8%	101
Avg \$1-110 Monthly Credit Card Expenditures	4,062	11.4%	99
Avg \$111-225 Monthly Credit Card Expenditures	2,666	7.5%	97
Avg \$226-450 Monthly Credit Card Expenditures	3,223	9.0%	98
Avg \$451-700 Monthly Credit Card Expenditures	3,566	10.0%	108
Avg \$701-1000 Monthly Credit Card Expenditures	3,276	9.2%	112
Avg \$1001-2000 Monthly Credit Card Expenditures	4,375	12.2%	104
Avg \$2001+ Monthly Credit Card Expenditures	4,427	12.4%	112
Did Banking Online/12 Mo	21,368	59.8%	102
Did Banking by Mobile Device/12 Mo	16,229	45.4%	95

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	20,491	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	14,702	68.0%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	3,255	15.1%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	13,055	60.4%	100
HH Used Fresh Fruit or Vegetables/6 Mo	19,080	88.3%	100
HH Used Fresh Milk/6 Mo	17,557	81.3%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	13,055	60.4%	98
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	17,710	49.5%	101
Exercise at Club 2+ Times/Wk	4,242	11.9%	101
Visited Doctor/12 Mo	29,512	82.6%	103
Used Vitamins or Dietary Supplements/6 Mo	24,655	69.0%	104
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	8,683	40.2%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	7,200	33.3%	109
HH Purchased Low Ticket HH Furnishing/12 Mo	5,143	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	6,156	28.5%	100
HH Bought Small Kitchen Appliance/12 Mo	5,549	25.7%	98
HH Bought Large Kitchen Appliance/12 Mo	3,434	15.9%	98
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	17,781	49.7%	97
Personally Carry Any Med/Hosp/Accident Insur	31,008	86.7%	102
Homeowner Carries Home/Personal Property Insurance	22,225	62.2%	101
Renter Carries Home/Pers Property Insurance	4,682	13.1%	110
HH Has 1 Vehicle Covered w/Auto Insurance	7,620	35.3%	115
HH Has 2 Vehicles Covered w/Auto Insurance	7,193	33.3%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	4,852	22.5%	85
<b>Pets (Households)</b>			
HH Owns Cat	5,043	23.3%	101
HH Owns Dog	7,862	36.4%	92
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	6,718	18.8%	101
Buying American Is Important: 4-Agr Cmpl	12,847	35.9%	112
Buy Based on Quality Not Price: 4-Agr Cmpl	5,496	15.4%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,910	13.7%	108
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	4,392	12.3%	111
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,441	12.4%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	9,790	27.4%	101
Am Interested in How to Help Env: 4-Agr Cmpl	6,718	18.8%	101
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	6,694	18.7%	99
Bought Hardcover Book/12 Mo	9,769	27.3%	101
Bought Paperback Book/12 Mo	11,868	33.2%	98
Read Daily Newspaper (Paper Version)	6,543	18.3%	119
Read Digital Newspaper/30 Days	17,955	50.2%	99
Read Magazine (Paper/Electronic Vers)/6 Mo	31,249	87.4%	100

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrn/SteakHse/6 Mo	23,479	65.7%	99
Went to Family Restrn/SteakHse 4+ Times/30 Days	7,244	20.3%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	32,218	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	12,187	34.1%	88
Ordered Eat-In Fast Food/6 Mo	6,925	19.4%	95
Ordered Home Delivery Fast Food/6 Mo	4,411	12.3%	92
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	20,200	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,387	20.7%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	21,116	59.1%	100
Own E-Reader	5,893	16.5%	115
Own E-Reader/Tablet: Apple iPad	13,392	37.5%	100
HH Owns Internet Connectable TV	9,256	42.8%	99
Own Portable MP3 Player	4,013	11.2%	100
HH Owns 1 TV	4,285	19.8%	109
HH Owns 2 TVs	6,509	30.1%	106
HH Owns 3 TVs	4,948	22.9%	100
HH Owns 4+ TVs	4,175	19.3%	86
HH Subscribes to Cable TV	9,154	42.4%	125
HH Subscribes to Fiber Optic TV	906	4.2%	80
HH Owns Portable GPS Device	4,936	22.8%	110
HH Purchased Video Game System/12 Mo	1,168	5.4%	67
HH Owns Internet Video Device for TV	10,472	48.5%	92
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	18,944	53.0%	99
Took 3+ Domestic Non-Business Trips/12 Mo	4,664	13.0%	94
Spent \$1-999 on Domestic Vacations/12 Mo	4,745	13.3%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,212	6.2%	97
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,209	3.4%	89
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,245	3.5%	88
Spent \$3K+ on Domestic Vacations/12 Mo	2,495	7.0%	105
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,839	5.1%	92
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	11,622	32.5%	98
Took 3+ Foreign Trips by Plane/3 Yrs	2,591	7.2%	99
Spent \$1-999 on Foreign Vacations/12 Mo	2,788	7.8%	100
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	969	2.7%	89
Spent \$3K+ on Foreign Vacations/12 Mo	1,288	3.6%	85
Used General Travel Site: Foreign Trip/3 Yrs	2,213	6.2%	98
Spent Night at Hotel or Motel/12 Mo	15,569	43.6%	96
Took Cruise of More Than One Day/3 Yrs	4,141	11.6%	115
Member of Frequent Flyer Program	10,511	29.4%	107
Member of Hotel Rewards Program	10,389	29.1%	101

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.





# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 20 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Demographic Summary	2023	2028
Population	131,061	134,707
Population 18+	106,431	109,667
Households	55,221	56,961
Median Household Income	\$62,017	\$75,532

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	64,332	60.4%	99
Bought Women`s Clothing/12 Mo	56,076	52.7%	102
Bought Shoes/12 Mo	78,333	73.6%	99
Bought Fine Jewelry/12 Mo	21,666	20.4%	99
Bought Watch/12 Mo	15,562	14.6%	106
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	51,002	92.4%	101
HH Bought or Leased New Vehicle/12 Mo	5,697	10.3%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	97,093	91.2%	101
Bought or Changed Motor Oil/12 Mo	55,453	52.1%	101
Had Vehicle Tune-Up/12 Mo	25,884	24.3%	98
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	39,899	37.5%	101
Drank Beer or Ale/6 Mo	42,465	39.9%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	11,234	10.6%	96
Own Digital SLR Camera or Camcorder	9,846	9.3%	86
Printed Digital Photos/12 Mo	27,695	26.0%	96
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	37,331	35.1%	100
Have a Smartphone	99,223	93.2%	100
Have Android Phone (Any Brand) Smartphone	43,481	40.9%	106
Have Apple iPhone Smartphone	57,116	53.7%	95
HH Owns 1 Cell Phone	18,694	33.9%	111
HH Owns 2 Cell Phones	21,980	39.8%	102
HH Owns 3+ Cell Phones	13,713	24.8%	86
HH Has Cell Phone Only (No Landline Telephone)	37,042	67.1%	98
<b>Computers (Households)</b>			
HH Owns Computer	46,868	84.9%	99
HH Owns Desktop Computer	22,569	40.9%	102
HH Owns Laptop or Notebook	37,745	68.4%	97
HH Owns Apple/Mac Brand Computer	12,064	21.8%	90
HH Owns PC/Non-Apple Brand Computer	39,501	71.5%	101
HH Purchased Most Recent Home Computer at Store	22,053	39.9%	102
HH Purchased Most Recent Home Computer Online	14,105	25.5%	93
HH Spent \$1-499 on Most Recent Home Computer	8,988	16.3%	103
HH Spent \$500-999 on Most Recent Home Computer	11,525	20.9%	103
HH Spent \$1K-1499 on Most Recent Home Computer	5,757	10.4%	86
HH Spent \$1500-1999 on Most Recent Home Computer	2,217	4.0%	87
HH Spent \$2K+ on Most Recent Home Computer	2,894	5.2%	97

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 20 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	66,978	62.9%	98
Bought Brewed Coffee at C-Store/30 Days	13,753	12.9%	107
Bought Cigarettes at C-Store/30 Days	6,650	6.2%	102
Bought Gas at C-Store/30 Days	42,352	39.8%	101
Spent \$1-19 at C-Store/30 Days	7,304	6.9%	93
Spent \$20-39 at C-Store/30 Days	10,177	9.6%	97
Spent \$40-50 at C-Store/30 Days	7,858	7.4%	95
Spent \$51-99 at C-Store/30 Days	6,343	6.0%	97
Spent \$100+ at C-Store/30 Days	22,258	20.9%	100
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	38,814	36.5%	99
Went to Live Theater/12 Mo	6,983	6.6%	96
Went to Bar or Night Club/12 Mo	16,806	15.8%	97
Dined Out/12 Mo	53,707	50.5%	97
Gambled at Casino/12 Mo	11,312	10.6%	99
Visited Theme Park/12 Mo	12,068	11.3%	98
Viewed Movie (Video-on-Demand)/30 Days	11,446	10.8%	97
Viewed TV Show (Video-on-Demand)/30 Days	8,291	7.8%	103
Used Internet to Download Movie/30 Days	6,131	5.8%	96
Downloaded Individual Song/6 Mo	20,591	19.3%	96
Used Internet to Watch Movie/30 Days	33,807	31.8%	93
Used Internet to Watch TV Program/30 Days	20,012	18.8%	85
Played (Console) Video or Electronic Game/12 Mo	11,586	10.9%	85
Played (Portable) Video or Electronic Game/12 Mo	6,109	5.7%	86
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	36,384	34.2%	90
Used ATM or Cash Machine/12 Mo	67,498	63.4%	100
Own Any Stock	15,615	14.7%	98
Own U.S. Savings Bonds	7,113	6.7%	94
Own Shares in Mutual Fund (Stocks)	14,294	13.4%	98
Own Shares in Mutual Fund (Bonds)	9,010	8.5%	99
Have Interest Checking Account	41,610	39.1%	99
Have Non-Interest Checking Account	39,968	37.6%	99
Have Savings Account	77,287	72.6%	98
Have 401(k) Retirement Savings Plan	22,003	20.7%	85
Own or Used Any Credit/Debit Card/12 Mo	98,686	92.7%	100
Avg \$1-110 Monthly Credit Card Expenditures	12,308	11.6%	101
Avg \$111-225 Monthly Credit Card Expenditures	8,235	7.7%	101
Avg \$226-450 Monthly Credit Card Expenditures	10,131	9.5%	103
Avg \$451-700 Monthly Credit Card Expenditures	10,082	9.5%	103
Avg \$701-1000 Monthly Credit Card Expenditures	9,160	8.6%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	11,846	11.1%	95
Avg \$2001+ Monthly Credit Card Expenditures	11,312	10.6%	96
Did Banking Online/12 Mo	60,991	57.3%	98
Did Banking by Mobile Device/12 Mo	48,027	45.1%	94

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 20 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	52,397	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	38,188	69.2%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	7,915	14.3%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	33,714	61.1%	101
HH Used Fresh Fruit or Vegetables/6 Mo	48,582	88.0%	100
HH Used Fresh Milk/6 Mo	45,363	82.1%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	33,714	61.1%	97
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	51,343	48.2%	98
Exercise at Club 2+ Times/Wk	11,510	10.8%	92
Visited Doctor/12 Mo	84,564	79.5%	99
Used Vitamins or Dietary Supplements/6 Mo	72,546	68.2%	103
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	22,098	40.0%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	17,504	31.7%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	12,945	23.4%	95
HH Purchased Big Ticket HH Furnishing/12 Mo	15,430	27.9%	98
HH Bought Small Kitchen Appliance/12 Mo	14,371	26.0%	100
HH Bought Large Kitchen Appliance/12 Mo	8,821	16.0%	98
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	49,653	46.7%	91
Personally Carry Any Med/Hosp/Accident Insur	88,319	83.0%	97
Homeowner Carries Home/Personal Property Insurance	63,459	59.6%	97
Renter Carries Home/Pers Property Insurance	12,565	11.8%	99
HH Has 1 Vehicle Covered w/Auto Insurance	18,440	33.4%	109
HH Has 2 Vehicles Covered w/Auto Insurance	18,647	33.8%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	13,086	23.7%	90
<b>Pets (Households)</b>			
HH Owns Cat	12,080	21.9%	95
HH Owns Dog	21,092	38.2%	97
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	20,317	19.1%	103
Buying American Is Important: 4-Agr Cmpl	36,239	34.0%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	17,168	16.1%	107
Buy on Credit Rather Than Wait: 4-Agr Cmpl	14,802	13.9%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	13,108	12.3%	112
Will Pay More for Env Safe Prods: 4-Agr Cmpl	13,162	12.4%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	29,162	27.4%	101
Am Interested in How to Help Env: 4-Agr Cmpl	20,317	19.1%	103
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	18,851	17.7%	94
Bought Hardcover Book/12 Mo	27,092	25.5%	94
Bought Paperback Book/12 Mo	33,575	31.5%	93
Read Daily Newspaper (Paper Version)	18,215	17.1%	111
Read Digital Newspaper/30 Days	51,852	48.7%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	92,799	87.2%	100

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

Indian Canyon Dr  
 Indian Canyon Dr, Palm Springs, California, 92262  
 Drive time: 20 minute radius

Prepared by Esri  
 Latitude: 33.82309  
 Longitude: -116.54557

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrn/SteakHse/6 Mo	69,669	65.5%	99
Went to Family Restrn/SteakHse 4+ Times/30 Days	22,004	20.7%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	96,420	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	39,937	37.5%	96
Ordered Eat-In Fast Food/6 Mo	21,939	20.6%	101
Ordered Home Delivery Fast Food/6 Mo	14,390	13.5%	101
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	60,197	56.6%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	21,903	20.6%	92
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	61,630	57.9%	98
Own E-Reader	15,077	14.2%	99
Own E-Reader/Tablet: Apple iPad	37,882	35.6%	95
HH Owns Internet Connectable TV	23,286	42.2%	98
Own Portable MP3 Player	11,644	10.9%	98
HH Owns 1 TV	10,256	18.6%	102
HH Owns 2 TVs	16,173	29.3%	104
HH Owns 3 TVs	12,922	23.4%	102
HH Owns 4+ TVs	11,492	20.8%	92
HH Subscribes to Cable TV	21,638	39.2%	116
HH Subscribes to Fiber Optic TV	2,399	4.3%	83
HH Owns Portable GPS Device	11,819	21.4%	103
HH Purchased Video Game System/12 Mo	3,634	6.6%	82
HH Owns Internet Video Device for TV	26,838	48.6%	92
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	53,244	50.0%	93
Took 3+ Domestic Non-Business Trips/12 Mo	13,248	12.4%	89
Spent \$1-999 on Domestic Vacations/12 Mo	13,079	12.3%	90
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,285	5.9%	93
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,355	3.2%	83
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,501	3.3%	83
Spent \$3K+ on Domestic Vacations/12 Mo	6,876	6.5%	97
Used Intrnt Travel Site for Domestic Trip/12 Mo	5,478	5.1%	92
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	35,055	32.9%	100
Took 3+ Foreign Trips by Plane/3 Yrs	7,508	7.1%	97
Spent \$1-999 on Foreign Vacations/12 Mo	7,702	7.2%	93
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	3,704	3.5%	114
Spent \$3K+ on Foreign Vacations/12 Mo	4,337	4.1%	96
Used General Travel Site: Foreign Trip/3 Yrs	6,335	6.0%	94
Spent Night at Hotel or Motel/12 Mo	44,808	42.1%	93
Took Cruise of More Than One Day/3 Yrs	11,591	10.9%	108
Member of Frequent Flyer Program	27,905	26.2%	95
Member of Hotel Rewards Program	28,529	26.8%	93

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.