

Household Budget Expenditures

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 5 minutes



Demographic Summary		2025	2030
Population		33,087	32,888
Households		10,925	11,027
Average Household Size		2.96	2.91
Families		7,895	7,952
Median Age		35.5	36.8
Median Household Income		\$62,521	\$69,991

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	73	\$72,977.25	\$797,276,473	100.0%
Food	75	\$8,722.70	\$95,295,541	12.0%
Food at Home	75	\$5,584.71	\$61,012,942	7.7%
Food Away from Home	76	\$3,138.00	\$34,282,599	4.3%
Alcoholic Beverages	70	\$476.55	\$5,206,322	0.7%
Housing	75	\$24,340.26	\$265,917,371	33.4%
Shelter	75	\$19,851.05	\$216,872,734	27.2%
Utilities, Fuel and Public Services	76	\$4,489.21	\$49,044,637	6.2%
Household Operations	71	\$2,030.44	\$22,182,512	2.8%
Housekeeping Supplies	75	\$647.54	\$7,074,348	0.9%
Household Furnishings and Equipment	72	\$2,093.31	\$22,869,383	2.9%
Apparel and Services	74	\$1,808.09	\$19,753,346	2.5%
Transportation	76	\$8,457.89	\$92,402,472	11.6%
Travel	69	\$2,479.23	\$27,085,545	3.4%
Health Care	72	\$5,532.20	\$60,439,234	7.6%
Entertainment and Recreation	71	\$2,909.05	\$31,781,396	4.0%
Personal Care Products & Services	73	\$768.78	\$8,398,962	1.1%
Education	64	\$1,135.73	\$12,407,813	1.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	73	\$72,977.25	\$797,276,473	100.0%
Smoking Products	75	\$348.12	\$3,803,198	0.5%
Lotteries & Parimutuel Losses	71	\$53.55	\$585,074	0.1%
Legal Fees	73	\$210.38	\$2,298,447	0.3%
Funeral Expenses	71	\$80.49	\$879,391	0.1%
Safe Deposit Box Rentals	72	\$3.94	\$43,030	0.0%
Checking Account/Banking Service Charges	83	\$31.10	\$339,803	0.0%
Cemetery Lots/Vaults/Maintenance Fees	57	\$13.36	\$146,003	0.0%
Accounting Fees	68	\$100.53	\$1,098,245	0.1%
Misc Personal Services/Advertising/Fines	79	\$40.93	\$447,195	0.1%
Occupational Expenses	74	\$58.74	\$641,712	0.1%
Expenses for Other Properties	71	\$78.71	\$859,950	0.1%
Credit Card Membership Fees	68	\$13.18	\$143,992	0.0%
Shopping Club Membership Fees	72	\$64.48	\$704,415	0.1%
Support Payments/Cash Contrib/Gifts in Kind	71	\$2,339.63	\$25,560,414	3.2%
Life/Other Insurance	68	\$468.06	\$5,113,563	0.6%
Pensions/Social Security	69	\$7,684.89	\$83,957,399	10.5%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Household Budget Expenditures

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 10 minutes



Demographic Summary		2025	2030
Population		109,155	110,376
Households		33,843	34,695
Average Household Size		3.18	3.14
Families		25,799	26,430
Median Age		36.3	37.3
Median Household Income		\$73,187	\$82,110

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	91	\$91,043.58	\$3,081,187,799	100.0%
Food	93	\$10,751.40	\$363,859,651	11.8%
Food at Home	92	\$6,819.69	\$230,798,840	7.5%
Food Away from Home	95	\$3,931.71	\$133,060,812	4.3%
Alcoholic Beverages	89	\$603.35	\$20,419,109	0.7%
Housing	94	\$30,524.11	\$1,033,027,385	33.5%
Shelter	94	\$25,046.96	\$847,664,186	27.5%
Utilities, Fuel and Public Services	92	\$5,477.15	\$185,363,198	6.0%
Household Operations	89	\$2,543.69	\$86,086,163	2.8%
Housekeeping Supplies	91	\$789.90	\$26,732,463	0.9%
Household Furnishings and Equipment	90	\$2,616.47	\$88,549,188	2.9%
Apparel and Services	91	\$2,238.43	\$75,755,193	2.5%
Transportation	93	\$10,376.89	\$351,185,128	11.4%
Travel	88	\$3,175.39	\$107,464,805	3.5%
Health Care	88	\$6,805.76	\$230,327,169	7.5%
Entertainment and Recreation	88	\$3,622.04	\$122,580,581	4.0%
Personal Care Products & Services	92	\$965.34	\$32,669,968	1.1%
Education	80	\$1,420.10	\$48,060,479	1.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	91	\$91,043.58	\$3,081,187,799	100.0%
Smoking Products	85	\$394.56	\$13,353,096	0.4%
Lotteries & Parimutuel Losses	87	\$65.67	\$2,222,626	0.1%
Legal Fees	92	\$264.98	\$8,967,887	0.3%
Funeral Expenses	87	\$99.61	\$3,371,066	0.1%
Safe Deposit Box Rentals	87	\$4.77	\$161,403	0.0%
Checking Account/Banking Service Charges	97	\$36.65	\$1,240,265	0.0%
Cemetery Lots/Vaults/Maintenance Fees	73	\$17.07	\$577,809	0.0%
Accounting Fees	90	\$132.91	\$4,498,241	0.1%
Misc Personal Services/Advertising/Fines	102	\$53.23	\$1,801,355	0.1%
Occupational Expenses	95	\$75.23	\$2,545,927	0.1%
Expenses for Other Properties	85	\$93.65	\$3,169,546	0.1%
Credit Card Membership Fees	88	\$17.10	\$578,593	0.0%
Shopping Club Membership Fees	89	\$79.52	\$2,691,191	0.1%
Support Payments/Cash Contrib/Gifts in Kind	90	\$2,959.27	\$100,150,628	3.3%
Life/Other Insurance	86	\$592.71	\$20,059,060	0.7%
Pensions/Social Security	87	\$9,738.71	\$329,587,137	10.7%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Household Budget Expenditures

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 15 minutes



Demographic Summary		2025	2030
Population		186,328	190,362
Households		62,264	64,476
Average Household Size		2.97	2.93
Families		45,671	47,175
Median Age		38.4	39.3
Median Household Income		\$78,407	\$87,423

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	97	\$97,245.33	\$6,054,883,501	100.0%
Food	98	\$11,288.79	\$702,884,960	11.6%
Food at Home	96	\$7,162.68	\$445,977,339	7.4%
Food Away from Home	100	\$4,126.10	\$256,907,621	4.2%
Alcoholic Beverages	97	\$652.90	\$40,652,340	0.7%
Housing	100	\$32,535.64	\$2,025,799,052	33.5%
Shelter	101	\$26,791.07	\$1,668,119,309	27.5%
Utilities, Fuel and Public Services	97	\$5,744.57	\$357,679,743	5.9%
Household Operations	96	\$2,742.32	\$170,747,580	2.8%
Housekeeping Supplies	96	\$832.62	\$51,842,283	0.9%
Household Furnishings and Equipment	97	\$2,808.06	\$174,841,300	2.9%
Apparel and Services	97	\$2,366.95	\$147,375,934	2.4%
Transportation	98	\$10,849.06	\$675,505,992	11.2%
Travel	97	\$3,492.72	\$217,470,981	3.6%
Health Care	95	\$7,339.51	\$456,986,962	7.5%
Entertainment and Recreation	95	\$3,899.57	\$242,803,064	4.0%
Personal Care Products & Services	99	\$1,034.21	\$64,394,280	1.1%
Education	87	\$1,546.58	\$96,296,419	1.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Budget Expenditures	97	\$97,245.33	\$6,054,883,501	100.0%
Smoking Products	87	\$400.77	\$24,953,343	0.4%
Lotteries & Parimutuel Losses	95	\$71.57	\$4,456,490	0.1%
Legal Fees	102	\$294.10	\$18,312,003	0.3%
Funeral Expenses	93	\$106.51	\$6,631,748	0.1%
Safe Deposit Box Rentals	94	\$5.12	\$318,580	0.0%
Checking Account/Banking Service Charges	99	\$37.42	\$2,329,742	0.0%
Cemetery Lots/Vaults/Maintenance Fees	80	\$18.63	\$1,159,977	0.0%
Accounting Fees	103	\$151.89	\$9,457,148	0.2%
Misc Personal Services/Advertising/Fines	108	\$56.18	\$3,498,110	0.1%
Occupational Expenses	100	\$79.01	\$4,919,494	0.1%
Expenses for Other Properties	91	\$100.91	\$6,283,119	0.1%
Credit Card Membership Fees	99	\$19.23	\$1,197,397	0.0%
Shopping Club Membership Fees	95	\$84.73	\$5,275,733	0.1%
Support Payments/Cash Contrib/Gifts in Kind	101	\$3,325.28	\$207,045,015	3.4%
Life/Other Insurance	94	\$650.05	\$40,474,530	0.7%
Pensions/Social Security	94	\$10,473.96	\$652,150,549	10.8%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.