

Retail Market Potential

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



Demographic Summary	2025	2030
Population	33,087	32,888
Population 18+	25,297	25,723
Households	10,925	11,027
Median Household Income	\$62,521	\$69,991


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	16,083	63.6%	100
Bought Women`s Clothing Last 12 Mo	13,428	53.1%	102
Bought Shoes Last 12 Mo	19,125	75.6%	100
Bought Fine Jewelry Last 12 Mo	6,029	23.8%	109
Bought Watch Last 12 Mo	3,592	14.2%	111

Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	9,434	86.3%	97
HH Bought or Leased New Vehicle Last 12 Mo	888	8.1%	96

Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	21,714	85.8%	96
Bought or Changed Motor Oil Last 12 Mo	13,698	54.1%	100
Had Vehicle Tune-Up Last 12 Mo	5,589	22.1%	96

Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	11,532	45.6%	120
Drank Beer or Ale Last 6 Mo	9,643	38.1%	102


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 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	1,509	6.0%	70
Own Digital SLR Camera or Camcorder	1,653	6.5%	67
Printed Digital Photos Last 12 Mo	5,183	20.5%	82
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	9,554	37.8%	109
Have a Smartphone	23,565	93.2%	99
Have Android Phone (Any Brand) Smartphone	10,382	41.0%	109
Have Apple iPhone Smartphone	13,878	54.9%	94
HH Owns 1 Cell Phone	3,022	27.7%	92
HH Owns 2 Cell Phones	3,746	34.3%	89
HH Owns 3+ Cell Phones	3,797	34.8%	121
HH Has Cell Phone Only (No Landline Telephone)	8,263	75.6%	100
Computers (Households)			
HH Owns Computer	8,035	73.5%	89
HH Owns Desktop Computer	3,582	32.8%	88
HH Owns Laptop or Notebook	6,668	61.0%	89
HH Owns Apple or Mac Brand Computer	2,386	21.8%	88
HH Owns PC or Non-Apple Brand Computer	6,742	61.7%	89
HH Purchased Most Recent Home Computer at Store	3,405	31.2%	89
HH Purchased Most Recent Home Computer Online	2,418	22.1%	82
HH Spent \$1-499 on Most Recent Home Computer	1,320	12.1%	93
HH Spent \$500-999 on Most Recent Home Computer	1,563	14.3%	81
HH Spent \$1K-1499 on Most Recent Home Computer	942	8.6%	78
HH Spent \$1500-1999 on Most Recent Home Computer	340	3.1%	76
HH Spent \$2000+ on Most Recent Home Computer	486	4.5%	71

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	16,377	64.7%	98
Bought Brewed Coffee at Convenience Store Last 30 Days	3,499	13.8%	110
Bought Cigarettes at Convenience Store Last 30 Days	1,420	5.6%	98
Bought Gas at Convenience Store Last 30 Days	9,803	38.8%	95
Spent \$1-19 at Convenience Store Last 30 Days	1,408	5.6%	88
Spent \$20-39 at Convenience Store Last 30 Days	2,070	8.2%	101
Spent \$40-50 at Convenience Store Last 30 Days	1,531	6.0%	96
Spent \$51-99 at Convenience Store Last 30 Days	1,315	5.2%	98
Spent \$100+ at Convenience Store Last 30 Days	6,519	25.8%	104
Entertainment (Adults)			
Attended Movie Last 6 Mo	13,616	53.8%	101
Went to Live Theater Last 12 Mo	2,123	8.4%	72
Went to Bar or Night Club Last 12 Mo	4,004	15.8%	82
Dined Out Last 12 Mo	12,059	47.7%	85
Gambled at Casino Last 12 Mo	3,135	12.4%	97
Visited Theme Park Last 12 Mo	5,672	22.4%	119
Viewed Movie (Video-on-Demand) Last 30 Days	1,632	6.5%	79
Viewed TV Show (Video-on-Demand) Last 30 Days	1,081	4.3%	78
Used Internet to Download Movie Last 30 Days	1,651	6.5%	97
Downloaded Individual Song Last 6 Mo	4,741	18.7%	103
Used Internet to Watch Movie Last 30 Days	9,137	36.1%	103
Used Internet to Watch TV Program Last 30 Days	4,911	19.4%	86
Played (Console) Video or Electronic Game Last 12 Mo	3,071	12.1%	95
Played (Portable) Video or Electronic Game Last 12 Mo	1,890	7.5%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	6,857	27.1%	77
Used ATM or Cash Machine Last 12 Mo	14,899	58.9%	97
Own Any Stock	2,196	8.7%	63
Own U.S. Savings Bonds	1,160	4.6%	61
Own Shares in Mutual Fund (Stocks)	1,864	7.4%	61
Own Shares in Mutual Fund (Bonds)	1,266	5.0%	65
Have Interest Checking Account	6,753	26.7%	71
Have Non-Interest Checking Account	8,447	33.4%	92
Have Savings Account	15,920	62.9%	88
Have 401(k) Retirement Savings Plan	4,406	17.4%	72
Own or Used Any Credit or Debit Card Last 12 Mo	22,536	89.1%	97
Avg \$1-110 Monthly Credit Card Expenditures	4,743	18.8%	96
Avg \$111-225 Monthly Credit Card Expenditures	2,917	11.5%	94
Avg \$226-450 Monthly Credit Card Expenditures	2,203	8.7%	103
Avg \$451-700 Monthly Credit Card Expenditures	2,123	8.4%	96
Avg \$701-1000 Monthly Credit Card Expenditures	1,764	7.0%	89
Avg \$1001-2000 Monthly Credit Card Expenditures	1,909	7.5%	65
Avg \$2001+ Monthly Credit Card Expenditures	2,211	8.7%	65
Did Online Banking Last 12 Mo	11,944	47.2%	85
Did Mobile Device Banking Last 12 Mo	11,318	44.7%	92
Grocery (Adults)			
HH Used Bread Last 6 Mo	10,329	94.5%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	8,416	77.0%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,934	17.7%	88
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	6,357	58.2%	102
HH Used Fresh Fruit or Vegetables Last 6 Mo	9,822	89.9%	99
HH Used Fresh Milk Last 6 Mo	9,186	84.1%	103
HH Used Organic Food Last 6 Mo	2,952	27.0%	109

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	10,916	43.1%	94
Exercise at Club 2+ Times Per Week	3,045	12.0%	91
Visited Doctor Last 12 Mo	18,711	74.0%	93
Used Vitamins or Dietary Supplements Last 6 Mo	15,798	62.5%	96
Home (Households)			
HH Did Home Improvement Last 12 Mo	3,357	30.7%	91
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	3,005	27.5%	81
HH Purchased Low Ticket HH Furnishing Last 12 Mo	2,076	19.0%	91
HH Purchased Big Ticket HH Furnishing Last 12 Mo	2,399	22.0%	92
HH Bought Small Kitchen Appliance Last 12 Mo	2,594	23.7%	104
HH Purchased Large Appliance/12 Mo	1,853	17.0%	95
Insurance (Adults/Households)			
Currently Carry Life Insurance	9,962	39.4%	78
Personally Carry Any Medical or Hospital or Accident Insurance	19,167	75.8%	89
Homeowner Carries Insurance on Home/Personal Property	11,341	44.8%	76
Renter Carries Insurance on Home/Personal Property	3,195	12.6%	95
HH Has 1 Vehicle Covered with Auto Insurance	3,571	32.7%	101
HH Has 2 Vehicles Covered with Auto Insurance	3,095	28.3%	92
HH Has 3+ Vehicles Covered with Auto Insurance	2,617	23.9%	94

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	5,353	49.0%	95
HH Owns 1+ Cats	2,444	22.4%	93
HH Owns 1+ Dogs	4,135	37.9%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	4,954	19.6%	122
Buying American Is Important: 4-Agr Cmpl	6,361	25.1%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	3,905	15.4%	109
Buy on Credit Rather Than Wait: 4-Agr Cmpl	3,285	13.0%	106
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,890	11.4%	115
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,262	12.9%	118
Buy Based on Price Not Brands: 4-Agr Cmpl	7,354	29.1%	106
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,442	5.7%	145
Reading (Adults)			
Bought Digital Book Last 12 Mo	3,648	14.4%	81
Bought Hardcover Book Last 12 Mo	5,503	21.8%	84
Bought Paperback Book Last 12 Mo	7,411	29.3%	87
Read Daily Newspaper (Paper Version)	1,381	5.5%	78
Read Digital Newspaper Last 30 Days	13,765	54.4%	100
Read Magazine (Paper or Electronic Version) Last 6 Mo	21,793	86.2%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	17,901	70.8%	97
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	6,300	24.9%	102
Went to Fast Food or Drive-In Restaurant Last 6 Mo	23,146	91.5%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	10,655	42.1%	106
Ordered Eat-In Fast Food Last 6 Mo	8,433	33.3%	100
Ordered Home Delivery Fast Food Last 6 Mo	3,727	14.7%	120
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	11,320	44.8%	92
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	5,106	20.2%	88
Television & Electronics (Adults/Households)			
Own Tablet	13,626	53.9%	96
Own E-Reader	2,984	11.8%	72
Own E-Reader or Tablet: Apple iPad	8,175	32.3%	89
HH Owns Internet Connectable TV	4,156	38.0%	92
Own Portable MP3 Player	1,630	6.4%	84
HH Owns 1 TV	2,115	19.4%	98
HH Owns 2 TVs	3,006	27.5%	99
HH Owns 3 TVs	2,614	23.9%	109
HH Owns 4+ TVs	2,108	19.3%	88
HH Subscribes to Cable TV	2,734	25.0%	89
HH Subscribes to Fiber Optic TV	266	2.4%	75
HH Owns Portable GPS Device	1,427	13.1%	79
HH Purchased Video Game System Last 12 Mo	1,080	9.9%	140
HH Owns Internet Video Device for TV	5,254	48.1%	92


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	12,994	51.4%	83
Took 3+ Domestic Non-Business Trips Last 12 Mo	3,296	13.0%	71
Spent \$1-999 on Domestic Vacations Last 12 Mo	2,459	9.7%	88
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,552	6.1%	89
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	959	3.8%	79
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,046	4.1%	74
Spent \$3K+ on Domestic Vacations Last 12 Mo	1,840	7.3%	61
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,435	5.7%	88
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	7,754	30.6%	101
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,250	4.9%	89
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,000	4.0%	93
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,309	5.2%	120
Spent \$3K+ on Foreign Vacations Last 12 Mo	2,159	8.5%	88
Used General Travel Site: Foreign Trip Last 3 Yrs	1,384	5.5%	102
Spent Night at Hotel or Motel Last 12 Mo	11,504	45.5%	83
Took Cruise of More Than One Day Last 3 Yrs	1,848	7.3%	83
Member of Frequent Flyer Program	4,750	18.8%	68
Member of Hotel Rewards Program	5,383	21.3%	72

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Retail Market Potential

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




Demographic Summary		2025	2030
Population		109,155	110,376
Population 18+		83,539	86,551
Households		33,843	34,695
Median Household Income		\$73,187	\$82,110
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	54,077	64.7%	102
Bought Women`s Clothing Last 12 Mo	43,720	52.3%	100
Bought Shoes Last 12 Mo	63,846	76.4%	101
Bought Fine Jewelry Last 12 Mo	20,131	24.1%	110
Bought Watch Last 12 Mo	11,776	14.1%	110
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	29,828	88.1%	99
HH Bought or Leased New Vehicle Last 12 Mo	3,023	8.9%	105
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	72,803	87.2%	98
Bought or Changed Motor Oil Last 12 Mo	45,710	54.7%	101
Had Vehicle Tune-Up Last 12 Mo	19,469	23.3%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	37,743	45.2%	118
Drank Beer or Ale Last 6 Mo	31,896	38.2%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	5,049	6.0%	71
Own Digital SLR Camera or Camcorder	5,642	6.8%	70
Printed Digital Photos Last 12 Mo	17,245	20.6%	83
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	31,270	37.4%	108
Have a Smartphone	77,849	93.2%	99
Have Android Phone (Any Brand) Smartphone	32,486	38.9%	104
Have Apple iPhone Smartphone	47,733	57.1%	97
HH Owns 1 Cell Phone	8,752	25.9%	86
HH Owns 2 Cell Phones	11,834	35.0%	90
HH Owns 3+ Cell Phones	12,207	36.1%	125
HH Has Cell Phone Only (No Landline Telephone)	24,955	73.7%	98
Computers (Households)			
HH Owns Computer	25,454	75.2%	91
HH Owns Desktop Computer	11,569	34.2%	92
HH Owns Laptop or Notebook	21,188	62.6%	91
HH Owns Apple or Mac Brand Computer	8,126	24.0%	96
HH Owns PC or Non-Apple Brand Computer	21,090	62.3%	90
HH Purchased Most Recent Home Computer at Store	11,098	32.8%	94
HH Purchased Most Recent Home Computer Online	7,549	22.3%	83
HH Spent \$1-499 on Most Recent Home Computer	3,786	11.2%	86
HH Spent \$500-999 on Most Recent Home Computer	5,020	14.8%	84
HH Spent \$1K-1499 on Most Recent Home Computer	3,208	9.5%	85
HH Spent \$1500-1999 on Most Recent Home Computer	1,180	3.5%	86
HH Spent \$2000+ on Most Recent Home Computer	1,685	5.0%	79

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	53,324	63.8%	97
Bought Brewed Coffee at Convenience Store Last 30 Days	11,606	13.9%	111
Bought Cigarettes at Convenience Store Last 30 Days	4,074	4.9%	85
Bought Gas at Convenience Store Last 30 Days	31,314	37.5%	92
Spent \$1-19 at Convenience Store Last 30 Days	4,709	5.6%	89
Spent \$20-39 at Convenience Store Last 30 Days	7,136	8.5%	106
Spent \$40-50 at Convenience Store Last 30 Days	5,010	6.0%	95
Spent \$51-99 at Convenience Store Last 30 Days	4,081	4.9%	92
Spent \$100+ at Convenience Store Last 30 Days	20,644	24.7%	100
Entertainment (Adults)			
Attended Movie Last 6 Mo	45,627	54.6%	103
Went to Live Theater Last 12 Mo	7,793	9.3%	80
Went to Bar or Night Club Last 12 Mo	13,574	16.3%	84
Dined Out Last 12 Mo	40,201	48.1%	86
Gambled at Casino Last 12 Mo	10,728	12.8%	100
Visited Theme Park Last 12 Mo	19,134	22.9%	121
Viewed Movie (Video-on-Demand) Last 30 Days	6,145	7.4%	90
Viewed TV Show (Video-on-Demand) Last 30 Days	4,045	4.8%	88
Used Internet to Download Movie Last 30 Days	5,745	6.9%	102
Downloaded Individual Song Last 6 Mo	15,682	18.8%	103
Used Internet to Watch Movie Last 30 Days	29,624	35.5%	101
Used Internet to Watch TV Program Last 30 Days	15,748	18.9%	83
Played (Console) Video or Electronic Game Last 12 Mo	9,769	11.7%	91
Played (Portable) Video or Electronic Game Last 12 Mo	6,113	7.3%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	23,345	27.9%	79
Used ATM or Cash Machine Last 12 Mo	48,778	58.4%	96
Own Any Stock	8,248	9.9%	72
Own U.S. Savings Bonds	4,165	5.0%	67
Own Shares in Mutual Fund (Stocks)	7,067	8.5%	70
Own Shares in Mutual Fund (Bonds)	4,706	5.6%	74
Have Interest Checking Account	23,688	28.4%	75
Have Non-Interest Checking Account	27,295	32.7%	90
Have Savings Account	53,015	63.5%	88
Have 401(k) Retirement Savings Plan	15,108	18.1%	75
Own or Used Any Credit or Debit Card Last 12 Mo	74,374	89.0%	97
Avg \$1-110 Monthly Credit Card Expenditures	15,407	18.4%	94
Avg \$111-225 Monthly Credit Card Expenditures	9,384	11.2%	92
Avg \$226-450 Monthly Credit Card Expenditures	6,725	8.1%	96
Avg \$451-700 Monthly Credit Card Expenditures	7,252	8.7%	99
Avg \$701-1000 Monthly Credit Card Expenditures	6,204	7.4%	95
Avg \$1001-2000 Monthly Credit Card Expenditures	6,917	8.3%	72
Avg \$2001+ Monthly Credit Card Expenditures	8,814	10.6%	79
Did Online Banking Last 12 Mo	39,881	47.7%	86
Did Mobile Device Banking Last 12 Mo	36,877	44.1%	90
Grocery (Adults)			
HH Used Bread Last 6 Mo	31,986	94.5%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	26,264	77.6%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	5,997	17.7%	88
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	20,174	59.6%	104
HH Used Fresh Fruit or Vegetables Last 6 Mo	30,657	90.6%	100
HH Used Fresh Milk Last 6 Mo	28,458	84.1%	103
HH Used Organic Food Last 6 Mo	9,263	27.4%	110


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	37,198	44.5%	97
Exercise at Club 2+ Times Per Week	10,351	12.4%	93
Visited Doctor Last 12 Mo	61,835	74.0%	93
Used Vitamins or Dietary Supplements Last 6 Mo	52,863	63.3%	97
Home (Households)			
HH Did Home Improvement Last 12 Mo	11,040	32.6%	96
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	10,312	30.5%	89
HH Purchased Low Ticket HH Furnishing Last 12 Mo	6,428	19.0%	91
HH Purchased Big Ticket HH Furnishing Last 12 Mo	7,640	22.6%	94
HH Bought Small Kitchen Appliance Last 12 Mo	8,219	24.3%	106
HH Purchased Large Appliance/12 Mo	5,949	17.6%	98
Insurance (Adults/Households)			
Currently Carry Life Insurance	32,276	38.6%	76
Personally Carry Any Medical or Hospital or Accident Insurance	62,924	75.3%	89
Homeowner Carries Insurance on Home/Personal Property	38,939	46.6%	79
Renter Carries Insurance on Home/Personal Property	9,709	11.6%	87
HH Has 1 Vehicle Covered with Auto Insurance	10,694	31.6%	98
HH Has 2 Vehicles Covered with Auto Insurance	10,056	29.7%	97
HH Has 3+ Vehicles Covered with Auto Insurance	8,482	25.1%	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 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	16,488	48.7%	95
HH Owns 1+ Cats	6,830	20.2%	84
HH Owns 1+ Dogs	12,908	38.1%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	16,254	19.5%	122
Buying American Is Important: 4-Agr Cmpl	20,290	24.3%	89
Buy Based on Quality Not Price: 4-Agr Cmpl	12,914	15.5%	109
Buy on Credit Rather Than Wait: 4-Agr Cmpl	10,277	12.3%	100
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	9,469	11.3%	114
Will Pay More for Environ Safe Products: 4-Agr Cmpl	10,602	12.7%	116
Buy Based on Price Not Brands: 4-Agr Cmpl	23,436	28.1%	103
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	4,841	5.8%	147
Reading (Adults)			
Bought Digital Book Last 12 Mo	12,617	15.1%	85
Bought Hardcover Book Last 12 Mo	18,418	22.1%	85
Bought Paperback Book Last 12 Mo	24,197	29.0%	86
Read Daily Newspaper (Paper Version)	5,162	6.2%	88
Read Digital Newspaper Last 30 Days	45,855	54.9%	101
Read Magazine (Paper or Electronic Version) Last 6 Mo	72,316	86.6%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	59,839	71.6%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	20,920	25.0%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	76,689	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	34,922	41.8%	105
Ordered Eat-In Fast Food Last 6 Mo	28,554	34.2%	103
Ordered Home Delivery Fast Food Last 6 Mo	11,549	13.8%	112
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	37,338	44.7%	92
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	16,929	20.3%	89
Television & Electronics (Adults/Households)			
Own Tablet	46,053	55.1%	98
Own E-Reader	10,513	12.6%	77
Own E-Reader or Tablet: Apple iPad	28,769	34.4%	95
HH Owns Internet Connectable TV	13,092	38.7%	93
Own Portable MP3 Player	5,444	6.5%	85
HH Owns 1 TV	6,221	18.4%	93
HH Owns 2 TVs	9,275	27.4%	99
HH Owns 3 TVs	8,131	24.0%	109
HH Owns 4+ TVs	7,033	20.8%	95
HH Subscribes to Cable TV	9,534	28.2%	100
HH Subscribes to Fiber Optic TV	892	2.6%	81
HH Owns Portable GPS Device	4,549	13.4%	81
HH Purchased Video Game System Last 12 Mo	3,385	10.0%	142
HH Owns Internet Video Device for TV	16,560	48.9%	93

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	43,769	52.4%	85
Took 3+ Domestic Non-Business Trips Last 12 Mo	11,579	13.9%	76
Spent \$1-999 on Domestic Vacations Last 12 Mo	7,790	9.3%	85
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	4,975	6.0%	86
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	3,404	4.1%	85
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	3,711	4.4%	79
Spent \$3K+ on Domestic Vacations Last 12 Mo	6,903	8.3%	69
Used Internet Travel Site for Domestic Trip Last 12 Mo	4,943	5.9%	92
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	26,919	32.2%	106
Took 3+ Foreign Trips by Plane Last 3 Yrs	4,537	5.4%	98
Spent \$1-999 on Foreign Vacations Last 12 Mo	3,565	4.3%	101
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	4,556	5.5%	127
Spent \$3K+ on Foreign Vacations Last 12 Mo	7,607	9.1%	94
Used General Travel Site: Foreign Trip Last 3 Yrs	4,879	5.8%	109
Spent Night at Hotel or Motel Last 12 Mo	38,324	45.9%	84
Took Cruise of More Than One Day Last 3 Yrs	6,427	7.7%	87
Member of Frequent Flyer Program	17,133	20.5%	74
Member of Hotel Rewards Program	18,233	21.8%	74

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Retail Market Potential


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



Demographic Summary	2025	2030
Population	186,328	190,362
Population 18+	144,481	150,998
Households	62,264	64,476
Median Household Income	\$78,407	\$87,423


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	93,352	64.6%	102
Bought Women`s Clothing Last 12 Mo	76,044	52.6%	101
Bought Shoes Last 12 Mo	110,961	76.8%	101
Bought Fine Jewelry Last 12 Mo	34,021	23.6%	107
Bought Watch Last 12 Mo	20,084	13.9%	108
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	55,666	89.4%	100
HH Bought or Leased New Vehicle Last 12 Mo	5,830	9.4%	110
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	127,575	88.3%	99
Bought or Changed Motor Oil Last 12 Mo	78,812	54.5%	101
Had Vehicle Tune-Up Last 12 Mo	34,055	23.6%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	61,019	42.2%	111
Drank Beer or Ale Last 6 Mo	55,075	38.1%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	10,183	7.0%	83
Own Digital SLR Camera or Camcorder	11,472	7.9%	82
Printed Digital Photos Last 12 Mo	31,888	22.1%	88
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	52,414	36.3%	105
Have a Smartphone	135,014	93.5%	99
Have Android Phone (Any Brand) Smartphone	54,202	37.5%	100
Have Apple iPhone Smartphone	84,508	58.5%	100
HH Owns 1 Cell Phone	16,658	26.8%	89
HH Owns 2 Cell Phones	23,280	37.4%	97
HH Owns 3+ Cell Phones	20,543	33.0%	115
HH Has Cell Phone Only (No Landline Telephone)	45,364	72.9%	97
Computers (Households)			
HH Owns Computer	49,192	79.0%	95
HH Owns Desktop Computer	22,833	36.7%	98
HH Owns Laptop or Notebook	40,686	65.3%	95
HH Owns Apple or Mac Brand Computer	15,949	25.6%	103
HH Owns PC or Non-Apple Brand Computer	40,536	65.1%	94
HH Purchased Most Recent Home Computer at Store	21,631	34.7%	99
HH Purchased Most Recent Home Computer Online	14,912	23.9%	89
HH Spent \$1-499 on Most Recent Home Computer	6,966	11.2%	86
HH Spent \$500-999 on Most Recent Home Computer	9,999	16.1%	91
HH Spent \$1K-1499 on Most Recent Home Computer	6,596	10.6%	95
HH Spent \$1500-1999 on Most Recent Home Computer	2,438	3.9%	96
HH Spent \$2000+ on Most Recent Home Computer	3,653	5.9%	93


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	91,790	63.5%	96
Bought Brewed Coffee at Convenience Store Last 30 Days	19,506	13.5%	108
Bought Cigarettes at Convenience Store Last 30 Days	6,570	4.5%	80
Bought Gas at Convenience Store Last 30 Days	54,131	37.5%	92
Spent \$1-19 at Convenience Store Last 30 Days	8,430	5.8%	92
Spent \$20-39 at Convenience Store Last 30 Days	12,337	8.5%	106
Spent \$40-50 at Convenience Store Last 30 Days	8,460	5.9%	93
Spent \$51-99 at Convenience Store Last 30 Days	7,287	5.0%	95
Spent \$100+ at Convenience Store Last 30 Days	34,387	23.8%	96
Entertainment (Adults)			
Attended Movie Last 6 Mo	78,817	54.5%	103
Went to Live Theater Last 12 Mo	15,004	10.4%	89
Went to Bar or Night Club Last 12 Mo	24,639	17.1%	88
Dined Out Last 12 Mo	74,289	51.4%	92
Gambled at Casino Last 12 Mo	19,198	13.3%	103
Visited Theme Park Last 12 Mo	31,495	21.8%	116
Viewed Movie (Video-on-Demand) Last 30 Days	12,210	8.4%	103
Viewed TV Show (Video-on-Demand) Last 30 Days	8,216	5.7%	104
Used Internet to Download Movie Last 30 Days	10,020	6.9%	103
Downloaded Individual Song Last 6 Mo	26,732	18.5%	102
Used Internet to Watch Movie Last 30 Days	50,436	34.9%	99
Used Internet to Watch TV Program Last 30 Days	27,964	19.4%	85
Played (Console) Video or Electronic Game Last 12 Mo	16,284	11.3%	88
Played (Portable) Video or Electronic Game Last 12 Mo	10,253	7.1%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	44,448	30.8%	87
Used ATM or Cash Machine Last 12 Mo	85,365	59.1%	97
Own Any Stock	17,206	11.9%	87
Own U.S. Savings Bonds	8,508	5.9%	79
Own Shares in Mutual Fund (Stocks)	14,894	10.3%	86
Own Shares in Mutual Fund (Bonds)	9,947	6.9%	90
Have Interest Checking Account	47,176	32.6%	87
Have Non-Interest Checking Account	48,313	33.4%	92
Have Savings Account	95,992	66.4%	93
Have 401(k) Retirement Savings Plan	28,524	19.7%	82
Own or Used Any Credit or Debit Card Last 12 Mo	130,548	90.4%	98
Avg \$1-110 Monthly Credit Card Expenditures	27,161	18.8%	96
Avg \$111-225 Monthly Credit Card Expenditures	16,814	11.6%	95
Avg \$226-450 Monthly Credit Card Expenditures	11,392	7.9%	94
Avg \$451-700 Monthly Credit Card Expenditures	12,917	8.9%	102
Avg \$701-1000 Monthly Credit Card Expenditures	11,479	7.9%	102
Avg \$1001-2000 Monthly Credit Card Expenditures	14,273	9.9%	86
Avg \$2001+ Monthly Credit Card Expenditures	18,661	12.9%	96
Did Online Banking Last 12 Mo	73,152	50.6%	91
Did Mobile Device Banking Last 12 Mo	65,210	45.1%	92
Grocery (Adults)			
HH Used Bread Last 6 Mo	58,827	94.5%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	48,185	77.4%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	11,588	18.6%	93
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	37,605	60.4%	106
HH Used Fresh Fruit or Vegetables Last 6 Mo	56,731	91.1%	101
HH Used Fresh Milk Last 6 Mo	51,898	83.3%	102
HH Used Organic Food Last 6 Mo	16,986	27.3%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	66,588	46.1%	100
Exercise at Club 2+ Times Per Week	18,830	13.0%	98
Visited Doctor Last 12 Mo	110,510	76.5%	96
Used Vitamins or Dietary Supplements Last 6 Mo	94,129	65.2%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	21,263	34.1%	101
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	21,508	34.5%	101
HH Purchased Low Ticket HH Furnishing Last 12 Mo	12,099	19.4%	93
HH Purchased Big Ticket HH Furnishing Last 12 Mo	14,384	23.1%	97
HH Bought Small Kitchen Appliance Last 12 Mo	14,703	23.6%	103
HH Purchased Large Appliance/12 Mo	11,075	17.8%	99
Insurance (Adults/Households)			
Currently Carry Life Insurance	60,280	41.7%	83
Personally Carry Any Medical or Hospital or Accident Insurance	113,343	78.5%	93
Homeowner Carries Insurance on Home/Personal Property	74,689	51.7%	88
Renter Carries Insurance on Home/Personal Property	16,471	11.4%	86
HH Has 1 Vehicle Covered with Auto Insurance	19,798	31.8%	98
HH Has 2 Vehicles Covered with Auto Insurance	18,989	30.5%	99
HH Has 3+ Vehicles Covered with Auto Insurance	15,825	25.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	30,308	48.7%	95
HH Owns 1+ Cats	12,395	19.9%	83
HH Owns 1+ Dogs	23,403	37.6%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	26,543	18.4%	115
Buying American Is Important: 4-Agr Cmpl	36,221	25.1%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	22,032	15.3%	107
Buy on Credit Rather Than Wait: 4-Agr Cmpl	17,985	12.4%	101
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	15,948	11.0%	111
Will Pay More for Environ Safe Products: 4-Agr Cmpl	17,379	12.0%	110
Buy Based on Price Not Brands: 4-Agr Cmpl	39,531	27.4%	100
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	7,500	5.2%	132
Reading (Adults)			
Bought Digital Book Last 12 Mo	24,104	16.7%	94
Bought Hardcover Book Last 12 Mo	33,385	23.1%	89
Bought Paperback Book Last 12 Mo	43,422	30.1%	89
Read Daily Newspaper (Paper Version)	9,800	6.8%	97
Read Digital Newspaper Last 30 Days	78,971	54.7%	100
Read Magazine (Paper or Electronic Version) Last 6 Mo	125,835	87.1%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	104,561	72.4%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	36,458	25.2%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	132,538	91.7%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	58,415	40.4%	102
Ordered Eat-In Fast Food Last 6 Mo	49,948	34.6%	104
Ordered Home Delivery Fast Food Last 6 Mo	18,459	12.8%	104
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	65,164	45.1%	93
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	29,981	20.8%	91
Television & Electronics (Adults/Households)			
Own Tablet	82,119	56.8%	101
Own E-Reader	20,881	14.4%	88
Own E-Reader or Tablet: Apple iPad	53,080	36.7%	101
HH Owns Internet Connectable TV	25,037	40.2%	97
Own Portable MP3 Player	9,798	6.8%	88
HH Owns 1 TV	11,336	18.2%	92
HH Owns 2 TVs	17,291	27.8%	100
HH Owns 3 TVs	14,747	23.7%	108
HH Owns 4+ TVs	13,460	21.6%	99
HH Subscribes to Cable TV	19,399	31.2%	110
HH Subscribes to Fiber Optic TV	1,802	2.9%	89
HH Owns Portable GPS Device	9,225	14.8%	89
HH Purchased Video Game System Last 12 Mo	5,458	8.8%	124
HH Owns Internet Video Device for TV	31,305	50.3%	96


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	80,972	56.0%	91
Took 3+ Domestic Non-Business Trips Last 12 Mo	22,993	15.9%	87
Spent \$1-999 on Domestic Vacations Last 12 Mo	13,732	9.5%	86
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	8,907	6.2%	89
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	6,514	4.5%	94
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	7,215	5.0%	89
Spent \$3K+ on Domestic Vacations Last 12 Mo	14,337	9.9%	83
Used Internet Travel Site for Domestic Trip Last 12 Mo	8,909	6.2%	96
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	48,119	33.3%	109
Took 3+ Foreign Trips by Plane Last 3 Yrs	8,436	5.8%	105
Spent \$1-999 on Foreign Vacations Last 12 Mo	6,258	4.3%	102
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	7,519	5.2%	121
Spent \$3K+ on Foreign Vacations Last 12 Mo	14,502	10.0%	104
Used General Travel Site: Foreign Trip Last 3 Yrs	8,457	5.8%	109
Spent Night at Hotel or Motel Last 12 Mo	70,709	48.9%	90
Took Cruise of More Than One Day Last 3 Yrs	12,625	8.7%	99
Member of Frequent Flyer Program	35,501	24.6%	89
Member of Hotel Rewards Program	36,242	25.1%	85

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