

Non-Primary Residences by Location of Owner

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*Lauren Schlau
Consulting*

 **GREATER**
palm springs
convention & visitors bureau



OVERVIEW

- The analysis was originally based on 69,600 Coachella Valley property data entries compiled by the Greater Palm Springs CVB. The entries represented non-primary properties, identified as those with different mailing and property addresses in the Riverside County property database. The database included 39,800 (57%) single family and 29,800 (43%) condo properties. (Although owners may retain a post office box locally, there is no data to support that percentage.)
- The data was then converted into a SPSS statistical format to calculate and develop tables. After reviewing the entries, 3,000 were eliminated that lacked classification data or with the same property and mailing address. The result is a net sample of 66, 578 Coachella Valley properties, identified as both single family and condo properties (many in both categories with multiple owners).
- Approximately 60,400 properties are owned by individuals and 6,175 are corporate owned. To categorize, listings with both first and last name field completed were counted as individual; those with only the first name field completed were classified as corporate owned. Though not exact, the numbers fall within a reasonable margin of error.

DATA INCLUDES:

- >> The total number, percentage and actual ownership for the properties in the Coachella Valley, as well as for each of the nine cities: Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, Rancho Mirage and areas not included in cities, called "Other Coachella Valley."
- >> The number of properties and percentage for each of the affiliated cities by owner location: by country, state, city, and by ownership type - individual or corporation.

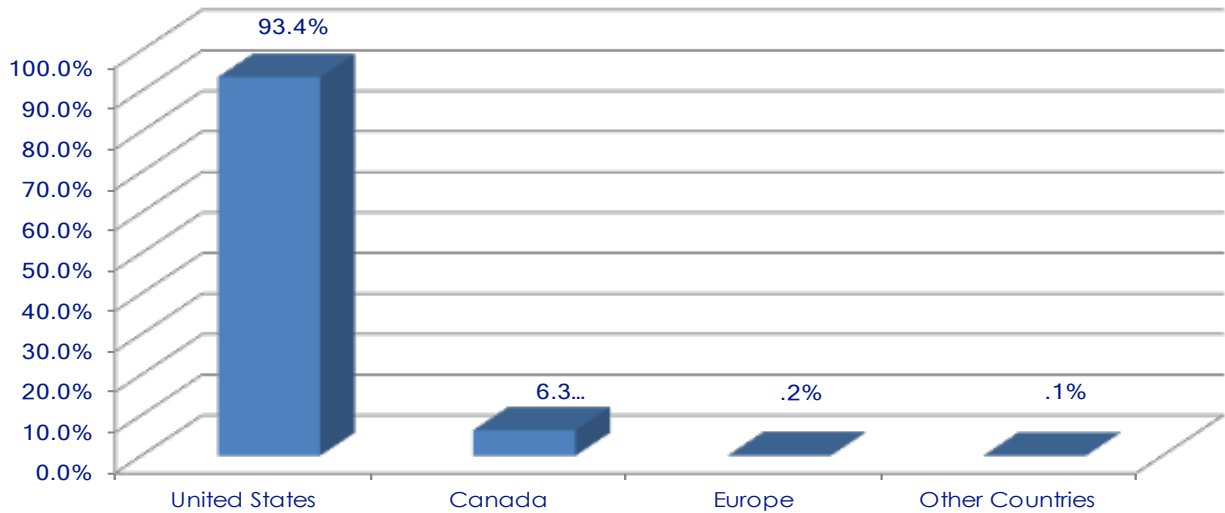


KEY FINDINGS

- A review of non-primary residential ownership in the nine cities of Greater Palm Springs found a total 66,578 properties, of which:
- 91% (60,400) are individually owned; 9% (6,175) are corporate owned
- 57% are single family and 43% are multi-family (condos)
- 93.4% of properties are owned by U.S. residents; 6% owned by Canadians; and 2% owned by residents of other countries
- Top regions: Ownership by region shows that the Coachella Valley has the most owners, followed by Greater Southern California (excluding Los Angeles), then the Greater Los Angeles area. Greater Los Angeles represents 28% of ownership of properties, of which 10% is in Central/West Los Angeles and 8% in southern LA County areas.
- Other Southern California (excluding Los Angeles) is next with 32.6%, 14% who reside in Orange County and 7% in San Diego.
- Non-primary residences by city shows that nearly 60% of properties are in Palm Desert, Palm Springs and La Quinta, combined

EXHIBIT 1

PROPERTY OWNER BY PRIMARY RESIDENCE COUNTRY



CONCLUSION: Over 93% of non-primary properties are owned by US residents, while 6% are owned by Canadians, with less than 1% owners European or from other countries.

EXHIBIT 2

PROPERTY OWNER BY PRIMARY RESIDENCE COUNTRY

OWNER RESIDENCE DETAIL BY CITY: PERCENTAGE

Owner's Country	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties</i>	66,578	14,955	13,954	9,946	6,607	6,265	4,627	4,161	2,825	1,311	1,927
United States	93.4%	91.4%	95.4%	93.2%	91.1%	90.9%	94.2%	98.6%	92.8%	100.0%	96.0%
Canada	6.3%	8.4%	4.2%	6.6%	8.8%	8.7%	5.4%	1.2%	7.0%	0.0%	3.9%
Europe	.2%	.1%	.3%	.1%	.0%	.3%	.3%	.1%	.2%	0.0%	.1%
Other Countries	.1%	.1%	.1%	.1%	.0%	.1%	.1%	.1%	.0%	0.0%	.1%

OWNER RESIDENCE DETAIL BY CITY: NUMBER OF PROPERTIES

Owner's Country	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties</i>	66,578	14,955	13,954	9,946	6,607	6,265	4,627	4,161	2,825	1,311	1,927
United States	62,209	13,670	13,313	9,269	6,020	5,696	4,357	4,101	2,622	1,311	1,850
Canada	4,208	1,253	593	659	581	547	252	51	197	0	75
Europe	116	18	40	11	3	18	14	6	5	0	1
Other	45	14	8	7	3	4	4	3	1	0	1

US PROPERTY OWNER RESIDENCE LOCATIONS

Density of Ownership by ZIP Code (US only)

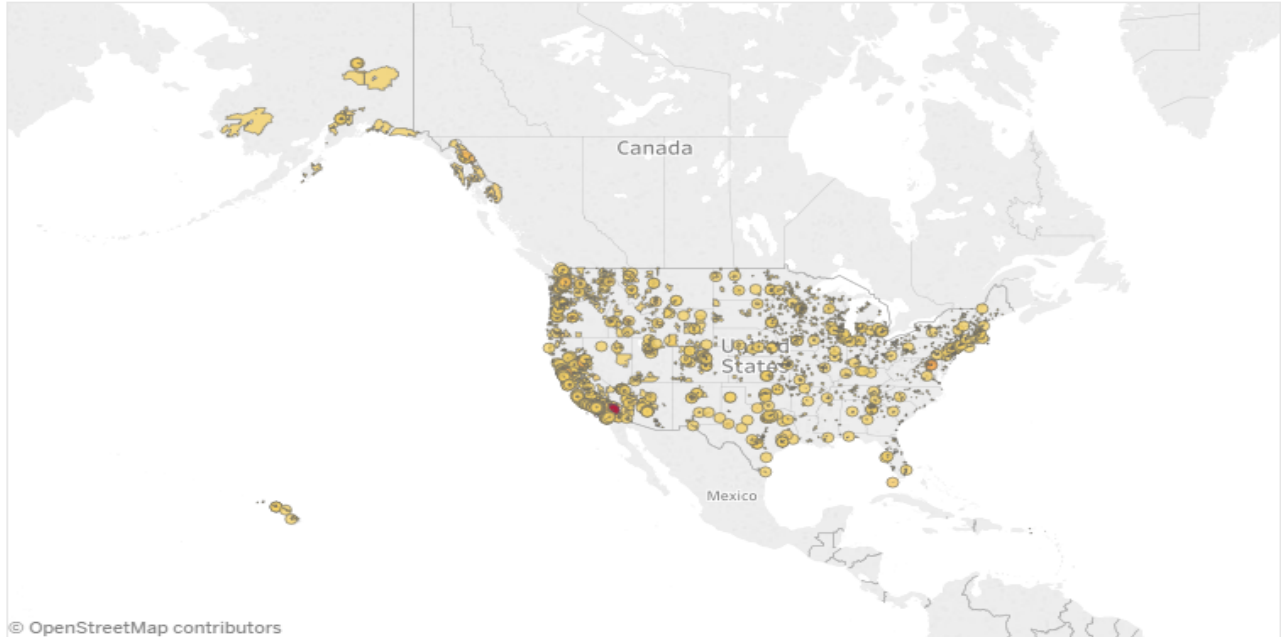
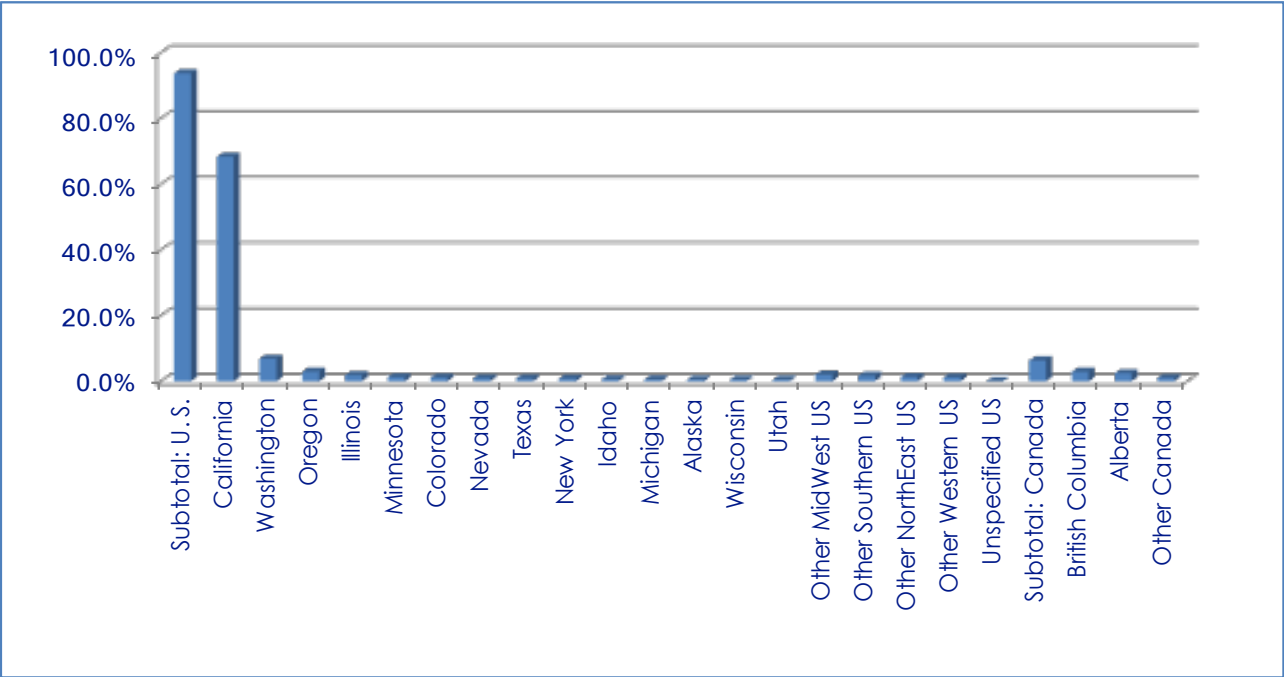


EXHIBIT 3

TOTAL OWNERSHIP BY STATE/PROVINCE



CONCLUSION: While California owners comprise 68% of total ownership, another 7% live in Washington state and 3% in Oregon. Of the 6% of Canadian owners, 2.9% are from British Columbia and 2.5% from Alberta, the top Canadian areas.

EXHIBIT 4

OWNERSHIP BY US STATE & CANADIAN PROVINCE PERCENTAGE

Owner's State/Province	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties (US&Can)</i>	66,417	14,923	13,906	9,928	6,601	6,243	4,609	4,152	2,819	1,311	1,925
Subtotal: U. S.	93.7%	91.6%	95.7%	93.4%	91.2%	91.2%	94.5%	98.8%	93.0%	100.0%	96.1%
California	68.3%	62.7%	68.5%	62.9%	74.4%	59.6%	77.5%	88.9%	50.9%	98.2%	83.8%
Washington	6.8%	9.0%	6.8%	8.1%	5.2%	7.0%	4.3%	2.1%	9.8%	.2%	4.7%
Oregon	2.9%	4.1%	2.7%	3.9%	2.2%	3.0%	1.4%	1.1%	3.9%	.1%	.9%
Illinois	1.8%	2.1%	2.1%	2.2%	.4%	3.7%	.9%	.2%	3.1%	.1%	.5%
Minnesota	1.2%	1.3%	1.5%	1.5%	.8%	2.1%	.7%	.2%	1.6%	0.0%	0.0%
Colorado	1.1%	1.3%	.9%	1.6%	.6%	1.6%	.4%	.7%	3.2%	0.0%	.5%
Nevada	.9%	1.0%	.8%	1.3%	.7%	1.0%	.5%	.6%	1.8%	.2%	.8%
Texas	.9%	.7%	.8%	1.0%	.4%	.9%	.6%	.4%	4.6%	.2%	.4%
New York	.8%	.7%	1.7%	.6%	.3%	1.0%	.6%	.2%	1.0%	.1%	.2%
Idaho	.6%	.7%	.4%	.9%	.5%	.6%	.3%	.2%	1.0%	0.0%	.6%
Michigan	.5%	.5%	.8%	.6%	.3%	.7%	.3%	.1%	.7%	0.0%	.1%
Alaska	.5%	.4%	.4%	.3%	.8%	.6%	.9%	.4%	.5%	0.0%	.8%
Wisconsin	.5%	.6%	.5%	.6%	.2%	.9%	.3%	.1%	.5%	0.0%	0.0%
Utah	.4%	.6%	.5%	.5%	.2%	.8%	.1%	.2%	.5%	0.0%	.2%
Other MidWest US	2.0%	2.0%	1.6%	2.9%	1.4%	3.3%	1.6%	.6%	4.4%	0.0%	.9%
Other Southern US	1.7%	1.3%	2.6%	1.7%	.8%	1.9%	1.9%	1.0%	2.3%	.4%	.3%
Other NorthEast US	1.4%	1.3%	2.0%	1.7%	.5%	1.6%	1.3%	.5%	1.7%	0.0%	.6%
Other Western US	1.2%	1.2%	1.2%	1.1%	1.4%	1.1%	1.1%	.9%	1.9%	.5%	.9%
Subtotal: Canada	6.3%	8.4%	4.3%	6.6%	8.8%	8.8%	5.5%	1.2%	7.0%	0.0%	3.9%
British Columbia	2.9%	4.1%	2.1%	3.1%	3.8%	3.8%	1.8%	.6%	3.1%	0.0%	2.2%
Alberta	2.4%	3.1%	1.2%	2.6%	3.8%	3.8%	2.4%	.6%	2.9%	0.0%	1.2%
Other Canada	1.0%	1.1%	1.0%	1.0%	1.2%	1.2%	1.3%	.1%	1.0%	0.0%	.5%

CONCLUSION: While California owners comprise 68% of total ownership, another 7% live in Washington state and 3% in Oregon. Of the 6% of Canadian owners, 2.9% are from British Columbia and 2.5% from Alberta, the top Canadian areas.

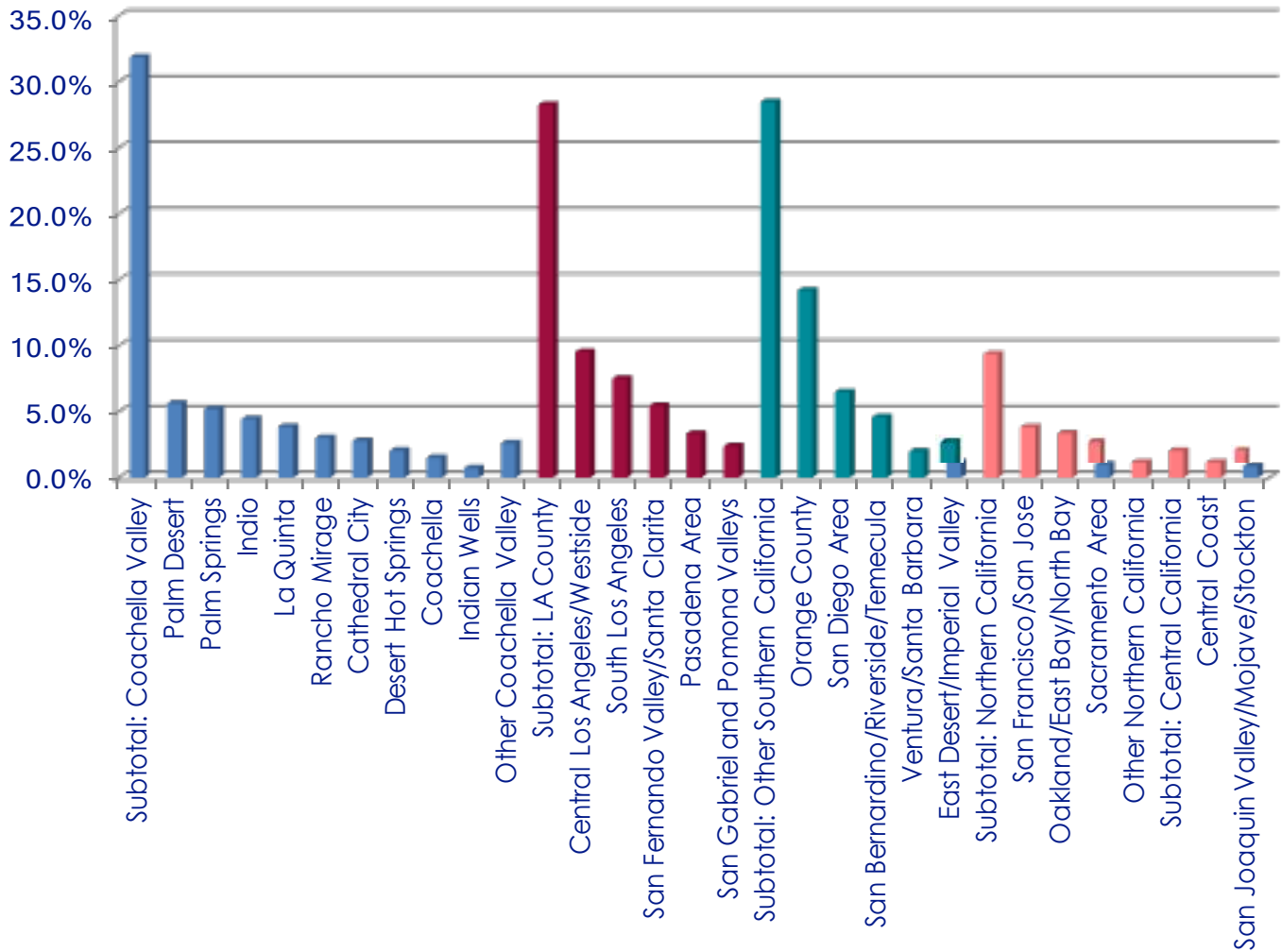
EXHIBIT 5

OWNERSHIP BY US STATE/CANADIAN PROVINCE: NUMBER OF PROPERTIES

Owner's State/Province	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties (US&Can)</i>	66,417	14,923	13,906	9,928	6,601	6,243	4,609	4,152	2,819	1,311	1,925
Subtotal: United States	62,209	13,670	13,313	9,269	6,020	5,696	4,357	4,101	2,622	1,311	1,850
California	45,363	9,360	9,527	6,248	4,909	3,718	3,572	3,693	1,434	1,288	1,614
Washington	4,532	1,349	943	804	345	437	196	89	275	3	91
Oregon	1,942	610	373	389	147	186	64	46	109	1	17
Illinois	1,228	307	295	217	29	232	41	10	87	1	9
Minnesota	829	198	214	146	56	129	34	8	44	0	0
Colorado	761	193	124	158	39	98	19	30	90	0	10
Nevada	616	151	113	131	45	63	22	23	50	3	15
Texas	587	109	111	101	25	59	27	17	129	2	7
New York	558	104	235	63	22	64	28	10	28	1	3
Idaho	368	98	53	86	32	39	12	9	27	0	12
Michigan	348	79	105	59	23	42	13	6	20	0	1
Alaska	323	60	61	28	52	35	41	17	13	0	16
Wisconsin	308	84	74	55	11	54	12	3	15	0	0
Utah	297	89	65	50	13	50	4	10	13	0	3
Other MidWest US	1,339	304	219	284	91	203	73	25	123	0	17
Other Southern US	1,108	198	358	173	56	119	86	43	64	5	6
Other NorthEast US	908	197	272	167	31	98	61	22	48	0	12
Other Western US	776	179	165	108	92	70	50	36	53	6	17
Unspecified US	18	1	6	2	2	0	2	4	0	1	0
Subtotal: Canada	4,208	1,253	593	659	581	547	252	51	197	0	75
British Columbia	1,932	613	289	305	250	237	84	25	87	0	42
Alberta	1,613	469	164	257	250	236	109	23	81	0	24
Other Canada	663	171	140	97	81	74	59	3	29	0	9

CONCLUSION: While California owners comprise 68% of total ownership, another 7% live in Washington state and 3% in Oregon. Of the 6% of Canadian owners, 2.9% are from British Columbia and 2.5% from Alberta, the top Canadian areas.

OWNERSHIP BY CITY, CALIFORNIA



CONCLUSION:

- Beyond local ownership, ownership by city is statewide, mainly Southern California.
- Coachella Valley leads with 32% of properties owned, 6% in Palm Desert and 5% in Palm Springs, with less than 5% in other area cities.
- Other Southern California (excluding Los Angeles) is next with 32.6%, 14% who reside in Orange County and 7% in San Diego.
- Greater Los Angeles represents 28% of ownership of properties, of which 10% is in Central/West Los Angeles and 8% in southern LA County areas.

EXHIBIT 7

OWNERSHIP BY CALIFORNIA CITY: PERCENTAGE

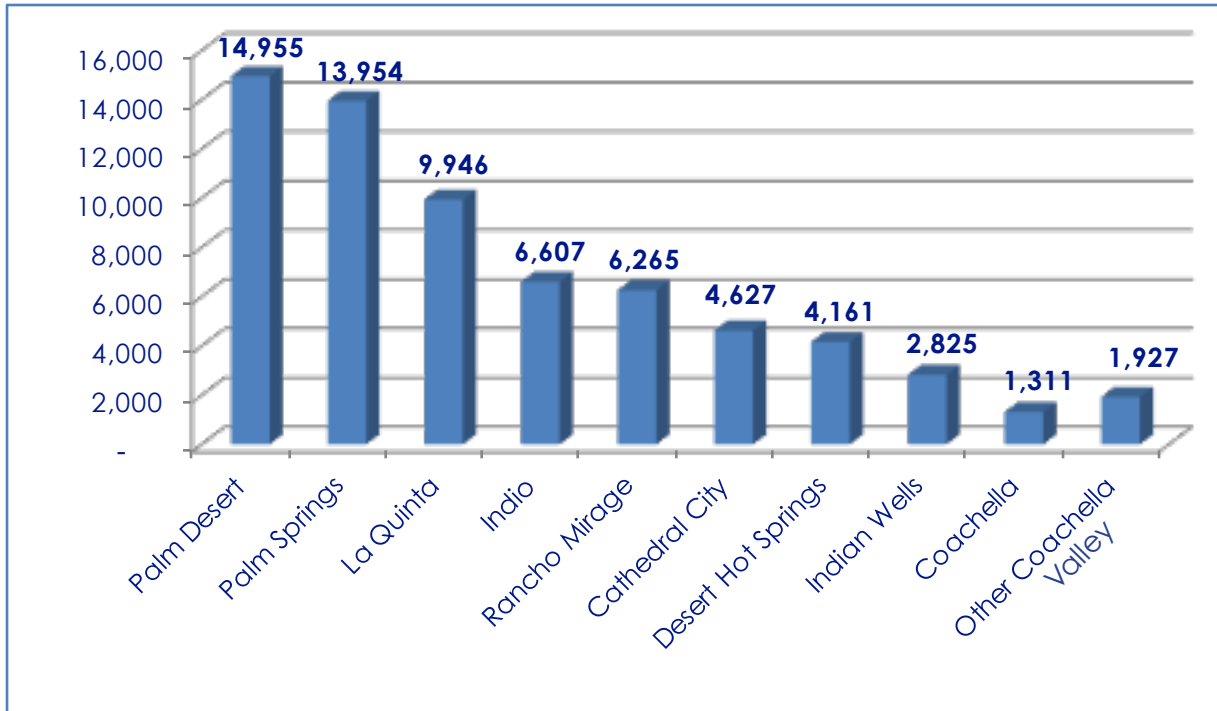
Owner's Location in California	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties (Calif.)</i>	45,363	9,360	9,527	6,248	4,909	3,718	3,572	3,693	1,434	1,288	1,614
Subtotal: Coachella Valley	31.9%	24.2%	22.3%	24.7%	49.2%	22.2%	40.7%	42.2%	15.8%	73.1%	68.3%
Palm Desert	5.6%	15.2%	1.3%	3.4%	5.9%	2.7%	2.9%	3.1%	4.7%	1.3%	6.5%
Palm Springs	5.2%	1.0%	17.0%	.3%	1.0%	1.9%	8.4%	4.5%	.3%	.2%	2.0%
Indio	4.5%	1.1%	.3%	2.6%	25.1%	.2%	1.4%	1.8%	.8%	20.5%	6.6%
La Quinta	3.9%	1.8%	.3%	14.8%	7.5%	.4%	1.0%	.9%	3.8%	4.6%	4.2%
Rancho Mirage	3.0%	2.8%	1.4%	.8%	1.5%	14.8%	4.3%	2.5%	.8%	.5%	1.7%
Cathedral City	2.8%	.4%	1.3%	.2%	.9%	1.3%	20.4%	6.0%	.2%	.6%	2.1%
Desert Hot Springs	2.1%	.3%	.3%	.1%	.3%	.2%	1.0%	20.9%	.1%	.9%	1.7%
Coachella	1.5%	.0%	0.0%	.3%	2.9%	0.0%	.1%	.4%	.1%	33.7%	4.1%
Indian Wells	.7%	1.0%	.1%	1.0%	.7%	.5%	.4%	.2%	4.5%	.2%	.9%
Other Coachella Valley	2.6%	.6%	.1%	1.1%	3.6%	.2%	.9%	1.8%	.4%	10.6%	38.6%
Subtotal: LA County	28.3%	29.3%	37.6%	25.1%	16.8%	36.4%	28.3%	27.5%	29.5%	10.7%	10.5%
Central Los Angeles/Westside	9.5%	8.2%	16.9%	7.3%	3.8%	13.3%	8.3%	7.7%	11.3%	1.5%	2.9%
South Los Angeles	7.5%	8.9%	8.4%	8.0%	4.6%	9.1%	7.8%	6.3%	8.7%	1.6%	2.9%
San Fernando Valley/Santa Clarita	5.5%	5.9%	6.3%	4.5%	3.9%	8.0%	5.4%	5.7%	4.0%	4.8%	1.7%
Pasadena Area	3.3%	3.8%	3.5%	3.4%	1.6%	4.2%	4.1%	3.8%	4.5%	.8%	1.1%
San Gabriel and Pomona Valleys	2.4%	2.4%	2.4%	1.8%	2.9%	1.7%	2.7%	3.9%	1.0%	2.0%	2.0%
Subtotal: Other Southern California	28.5%	33.4%	26.9%	34.1%	25.7%	29.3%	23.2%	26.6%	35.8%	11.3%	16.9%
Orange County	14.2%	18.5%	12.0%	19.3%	11.2%	16.8%	9.9%	10.1%	22.3%	3.0%	6.6%
San Diego Area	6.5%	7.4%	7.3%	7.2%	6.4%	5.9%	4.7%	5.0%	7.6%	3.3%	4.4%
San Bernardino/Riverside/Temecula	4.6%	4.4%	4.7%	3.6%	4.6%	3.7%	5.5%	8.1%	3.5%	3.3%	2.9%
Ventura/Santa Barbara	2.0%	2.2%	1.9%	3.0%	1.7%	2.4%	1.6%	1.2%	1.9%	.8%	.8%
East Desert/Imperial Valley	1.2%	1.0%	.9%	.9%	1.9%	.5%	1.5%	2.3%	.6%	.9%	2.2%
Subtotal: Northern California	9.4%	10.7%	11.8%	12.6%	6.4%	10.4%	6.2%	2.8%	15.8%	3.6%	2.9%
San Francisco/San Jose	3.8%	3.6%	6.5%	4.7%	1.7%	4.2%	2.8%	1.0%	7.3%	.2%	.6%
Oakland/East Bay/North Bay	3.4%	4.4%	3.8%	4.8%	2.6%	3.8%	1.8%	.7%	5.1%	.1%	1.0%
Sacramento Area	1.0%	1.3%	.7%	1.6%	1.1%	1.0%	.6%	.4%	2.1%	.2%	.4%
Other Northern California	1.2%	1.4%	.7%	1.5%	1.0%	1.4%	1.0%	.6%	1.4%	3.1%	1.0%
Subtotal: Central California	2.0%	2.5%	1.6%	3.5%	1.9%	1.7%	1.6%	.9%	3.1%	1.2%	1.4%
Central Coast	1.2%	1.5%	.9%	2.1%	.9%	1.3%	.9%	.3%	1.3%	.5%	.7%
San Joaquin Valley/Mojave/Stockton	.9%	1.0%	.7%	1.4%	1.0%	.5%	.7%	.6%	1.7%	.7%	.6%

EXHIBIT 8

OWNERSHIP BY CALIFORNIA CITY~ NUMBER OF PROPERTIES

Owner's Location in California	Property Location										
	Total	Palm Desert	Palm Springs	La Quinta	Indio	Rancho Mirage	Cathedral City	Desert Hot Springs	Indian Wells	Coachella	Other Coachella Valley
<i>Base: All Properties (Calif.)</i>	45,363	9,360	9,527	6,248	4,909	3,718	3,572	3,693	1,434	1,288	1,614
Subtotal: Coachella Valley	14,451	2,264	2,120	1,543	2,414	826	1,455	1,558	226	942	1,103
Palm Desert	2,552	1,421	126	210	288	100	102	115	68	17	105
Palm Springs	2,362	97	1,623	19	47	69	300	168	4	3	32
Indio	2,024	100	24	165	1,230	9	49	65	12	264	106
La Quinta	1,749	168	26	922	366	15	37	34	55	59	67
Rancho Mirage	1,368	263	133	53	74	551	155	93	11	7	28
Cathedral City	1,266	42	128	12	42	48	727	222	3	8	34
Desert Hot Springs	934	24	33	9	15	9	34	770	1	12	27
Coachella	685	4	0	21	140	0	4	15	1	434	66
Indian Wells	328	92	13	64	36	18	15	8	65	2	15
Other Coachella Valley	1,183	53	14	68	176	7	32	68	6	136	623
Subtotal: LA County	12,820	2,741	3,578	1,566	826	1,352	1,011	1,016	423	138	169
Central Los Angeles/Westside	4,328	772	1,608	458	187	495	295	286	162	19	46
South Los Angeles	3,409	836	803	500	227	338	279	234	125	21	46
San Fernando Valley/Santa Clarita	2,480	552	604	281	193	299	194	210	57	62	28
Pasadena Area	1,517	352	335	214	78	156	148	142	65	10	17
San Gabriel and Pomona Valleys	1,086	229	228	113	141	64	95	144	14	26	32
Subtotal: Other Southern California	12,913	3,126	2,558	2,132	1,264	1,088	829	984	514	145	273
Orange County	6,440	1,727	1,143	1,207	548	623	355	372	320	39	106
San Diego Area	2,943	689	693	450	315	220	168	185	109	43	71
San Bernardino/Riverside/Temecula	2,090	411	451	228	226	139	197	299	50	42	47
Ventura/Santa Barbara	901	209	184	188	81	89	57	43	27	10	13
East Desert/Imperial Valley	539	90	87	59	94	17	52	85	8	11	36
Subtotal: Northern California	4,250	997	1,120	789	312	387	221	103	227	47	47
San Francisco/San Jose	1,741	333	622	295	83	155	99	38	104	3	9
Oakland/East Bay/North Bay	1,520	409	359	302	127	143	64	26	73	1	16
Sacramento Area	459	122	68	99	55	37	23	16	30	3	6
Other Northern California	530	133	71	93	47	52	35	23	20	40	16
Subtotal: Central California	929	232	151	218	93	65	56	32	44	16	22
Central Coast	527	142	87	130	42	47	31	10	19	7	12
San Joaquin Valley/Mojave/Stockton	402	90	64	88	51	18	25	22	25	9	10

OWNERSHIP BY COACHELLA VALLEY CITY NUMBER OF PROPERTIES



CONCLUSION: Palm Desert has the most non-primary properties (14,955); Palm Springs is a close second with 13,954; with La Quinta a distant third at 9,946. These top three cities account for 58% of all listed properties.

