



Community Profile

Palm Desert city, CA (0655184)
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 Geography: Place

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	Palm Desert c...
Population Summary	
2010 Total Population	48,546
2020 Total Population	51,163
2020 Group Quarters	753
2022 Total Population	51,638
2022 Group Quarters	755
2027 Total Population	52,542
2022-2027 Annual Rate	0.35%
2022 Total Daytime Population	68,647
Workers	40,802
Residents	27,845
Household Summary	
2010 Households	23,186
2010 Average Household Size	2.08
2020 Total Households	24,508
2020 Average Household Size	2.06
2022 Households	24,644
2022 Average Household Size	2.06
2027 Households	25,133
2027 Average Household Size	2.06
2022-2027 Annual Rate	0.39%
2010 Families	13,255
2010 Average Family Size	2.65
2022 Families	13,892
2022 Average Family Size	2.66
2027 Families	14,184
2027 Average Family Size	2.65
2022-2027 Annual Rate	0.42%
Housing Unit Summary	
2000 Housing Units	30,428
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	31.1%
2010 Housing Units	37,192
Owner Occupied Housing Units	41.1%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	37.7%
2020 Housing Units	35,755
Vacant Housing Units	31.5%
2022 Housing Units	35,951
Owner Occupied Housing Units	44.9%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	31.5%
2027 Housing Units	36,757
Owner Occupied Housing Units	44.9%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	31.6%
Median Household Income	
2022	\$76,812
2027	\$99,260
Median Home Value	
2022	\$500,044
2027	\$614,667
Per Capita Income	
2022	\$59,256
2027	\$71,882
Median Age	
2010	53.9
2022	58.8
2027	60.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	24,644
<\$15,000	8.6%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	10.8%
\$200,000+	14.3%
Average Household Income	\$123,282

2027 Households by Income

Household Income Base	25,131
<\$15,000	5.7%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	15.0%
\$200,000+	17.8%
Average Household Income	\$149,228

2022 Owner Occupied Housing Units by Value

Total	16,138
<\$50,000	1.2%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	2.6%
\$200,000 - \$249,999	3.5%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	15.6%
\$400,000 - \$499,999	20.5%
\$500,000 - \$749,999	35.5%
\$750,000 - \$999,999	7.3%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	1.5%
Average Home Value	\$567,171

2027 Owner Occupied Housing Units by Value

Total	16,522
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	10.8%
\$400,000 - \$499,999	15.7%
\$500,000 - \$749,999	46.7%
\$750,000 - \$999,999	12.6%
\$1,000,000 - \$1,499,999	8.1%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	2.5%
Average Home Value	\$698,859

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	48,544
0 - 4	4.0%
5 - 9	4.0%
10 - 14	4.2%
15 - 24	9.6%
25 - 34	8.7%
35 - 44	8.8%
45 - 54	12.0%
55 - 64	14.8%
65 - 74	16.2%
75 - 84	12.6%
85 +	5.0%
18 +	84.9%
2022 Population by Age	
Total	51,638
0 - 4	3.5%
5 - 9	3.4%
10 - 14	3.5%
15 - 24	7.9%
25 - 34	9.9%
35 - 44	8.0%
45 - 54	8.8%
55 - 64	14.6%
65 - 74	18.8%
75 - 84	14.8%
85 +	6.8%
18 +	87.4%
2027 Population by Age	
Total	52,539
0 - 4	3.4%
5 - 9	3.4%
10 - 14	3.4%
15 - 24	7.3%
25 - 34	9.3%
35 - 44	8.6%
45 - 54	8.1%
55 - 64	12.8%
65 - 74	19.2%
75 - 84	16.9%
85 +	7.6%
18 +	87.8%
2010 Population by Sex	
Males	22,795
Females	25,752
2022 Population by Sex	
Males	24,177
Females	27,461
2027 Population by Sex	
Males	24,456
Females	28,083

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity	
Total	48,546
White Alone	83.0%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.8%
Two or More Races	2.5%
Hispanic Origin	21.9%
Diversity Index	54.1
2020 Population by Race/Ethnicity	
Total	51,163
White Alone	68.7%
Black Alone	2.0%
American Indian Alone	0.8%
Asian Alone	4.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.0%
Two or More Races	11.5%
Hispanic Origin	26.0%
Diversity Index	69.1
2022 Population by Race/Ethnicity	
Total	51,639
White Alone	68.6%
Black Alone	2.0%
American Indian Alone	0.8%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.8%
Two or More Races	11.7%
Hispanic Origin	25.5%
Diversity Index	68.9
2027 Population by Race/Ethnicity	
Total	52,543
White Alone	66.3%
Black Alone	2.1%
American Indian Alone	0.9%
Asian Alone	5.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.5%
Two or More Races	12.6%
Hispanic Origin	26.1%
Diversity Index	70.9
2010 Population by Relationship and Household Type	
Total	48,546
In Households	99.4%
In Family Households	74.2%
Householder	27.5%
Spouse	21.4%
Child	19.8%
Other relative	3.5%
Nonrelative	2.0%
In Nonfamily Households	25.2%
In Group Quarters	0.6%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2022 Population 25+ by Educational Attainment	
Total	42,153
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	17.8%
GED/Alternative Credential	1.7%
Some College, No Degree	23.5%
Associate Degree	8.6%
Bachelor's Degree	26.4%
Graduate/Professional Degree	16.1%
2022 Population 15+ by Marital Status	
Total	46,254
Never Married	25.3%
Married	53.3%
Widowed	9.6%
Divorced	11.9%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	24,889
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	10.3%
Population 16-24 Unemployment rate	5.6%
Population 25-54 Employed	48.0%
Population 25-54 Unemployment rate	3.0%
Population 55-64 Employed	21.1%
Population 55-64 Unemployment rate	3.0%
Population 65+ Employed	20.5%
Population 65+ Unemployment rate	2.0%
2022 Employed Population 16+ by Industry	
Total	24,129
Agriculture/Mining	0.7%
Construction	6.6%
Manufacturing	3.3%
Wholesale Trade	2.2%
Retail Trade	12.1%
Transportation/Utilities	3.6%
Information	1.8%
Finance/Insurance/Real Estate	7.9%
Services	59.2%
Public Administration	2.5%
2022 Employed Population 16+ by Occupation	
Total	24,129
White Collar	67.4%
Management/Business/Financial	19.2%
Professional	24.1%
Sales	13.1%
Administrative Support	11.1%
Services	20.8%
Blue Collar	11.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	2.3%
Production	2.0%
Transportation/Material Moving	2.9%

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May 15, 2023



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2010 Households by Type	
Total	23,187
Households with 1 Person	34.6%
Households with 2+ People	65.4%
Family Households	57.2%
Husband-wife Families	44.6%
With Related Children	10.2%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	3.5%
With Related Children	1.9%
Other Family with Female Householder	9.1%
With Related Children	5.5%
Nonfamily Households	8.2%
All Households with Children	17.8%
Multigenerational Households	2.0%
Unmarried Partner Households	6.8%
Male-female	5.2%
Same-sex	1.6%
2010 Households by Size	
Total	23,187
1 Person Household	34.6%
2 Person Household	44.0%
3 Person Household	9.9%
4 Person Household	6.5%
5 Person Household	3.0%
6 Person Household	1.2%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	23,189
Owner Occupied	66.0%
Owned with a Mortgage/Loan	40.2%
Owned Free and Clear	25.8%
Renter Occupied	34.0%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	69
Percent of Income for Mortgage	34.3%
Wealth Index	151
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	37,192
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%
2010 Population By Urban/ Rural Status	
Total Population	48,546
Population Inside Urbanized Area	99.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments	
1.	Golden Years (9B)
2.	Old and Newcomers (8F)
3.	Silver & Gold (9A)
2022 Consumer Spending	
Apparel & Services: Total \$	\$68,582,329
Average Spent	\$2,782.92
Spending Potential Index	116
Education: Total \$	\$54,956,793
Average Spent	\$2,230.03
Spending Potential Index	114
Entertainment/Recreation: Total \$	\$106,234,715
Average Spent	\$4,310.77
Spending Potential Index	117
Food at Home: Total \$	\$181,047,644
Average Spent	\$7,346.52
Spending Potential Index	119
Food Away from Home: Total \$	\$122,996,466
Average Spent	\$4,990.93
Spending Potential Index	116
Health Care: Total \$	\$218,677,382
Average Spent	\$8,873.45
Spending Potential Index	125
HH Furnishings & Equipment: Total \$	\$74,753,231
Average Spent	\$3,033.32
Spending Potential Index	118
Personal Care Products & Services: Total \$	\$31,200,149
Average Spent	\$1,266.03
Spending Potential Index	124
Shelter: Total \$	\$670,235,829
Average Spent	\$27,196.71
Spending Potential Index	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$86,084,538
Average Spent	\$3,493.12
Spending Potential Index	129
Travel: Total \$	\$86,286,477
Average Spent	\$3,501.32
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total \$	\$36,725,142
Average Spent	\$1,490.23
Spending Potential Index	118

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.