



# Community Profile

Palm Desert city, CA (0655184)  
 Palm Desert city  
 Geography: Place

Prepared by Esri

	Palm Desert c...
<b>Population Summary</b>	
2010 Total Population	48,546
2020 Total Population	51,163
2020 Group Quarters	753
2023 Total Population	52,284
2023 Group Quarters	753
2028 Total Population	53,444
2023-2028 Annual Rate	0.44%
2023 Total Daytime Population	73,885
Workers	43,827
Residents	30,058
<b>Household Summary</b>	
2010 Households	23,186
2010 Average Household Size	2.08
2020 Total Households	24,508
2020 Average Household Size	2.06
2023 Households	24,956
2023 Average Household Size	2.06
2028 Households	25,508
2028 Average Household Size	2.07
2023-2028 Annual Rate	0.44%
2010 Families	13,255
2010 Average Family Size	2.65
2023 Families	14,171
2023 Average Family Size	2.65
2028 Families	14,487
2028 Average Family Size	2.66
2023-2028 Annual Rate	0.44%
<b>Housing Unit Summary</b>	
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%
2023 Housing Units	36,182
Owner Occupied Housing Units	45.2%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	31.0%
2028 Housing Units	36,821
Owner Occupied Housing Units	45.9%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	30.7%
<b>Median Household Income</b>	
2023	\$74,103
2028	\$88,534
<b>Median Home Value</b>	
2023	\$597,617
2028	\$620,293
<b>Per Capita Income</b>	
2023	\$56,656
2028	\$65,559
<b>Median Age</b>	
2010	53.9
2023	59.1
2028	61.0

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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### 2023 Households by Income

Household Income Base	24,956
<\$15,000	9.5%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	8.7%
\$200,000+	13.5%
Average Household Income	\$118,629

### 2028 Households by Income

Household Income Base	25,508
<\$15,000	8.6%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	10.7%
\$200,000+	16.0%
Average Household Income	\$137,292

### 2023 Owner Occupied Housing Units by Value

Total	16,351
<\$50,000	2.1%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	3.7%
\$200,000 - \$249,999	4.2%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	10.4%
\$500,000 - \$749,999	42.4%
\$750,000 - \$999,999	15.4%
\$1,000,000 - \$1,499,999	6.0%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	2.0%
Average Home Value	\$634,310

### 2028 Owner Occupied Housing Units by Value

Total	16,898
<\$50,000	2.0%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	3.1%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	9.3%
\$500,000 - \$749,999	40.9%
\$750,000 - \$999,999	18.2%
\$1,000,000 - \$1,499,999	7.0%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	2.7%
Average Home Value	\$670,189

**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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	<b>Palm Desert c...</b>
<b>2010 Population by Age</b>	
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%
<b>2023 Population by Age</b>	
Total	52,284
0 - 4	3.4%
5 - 9	3.4%
10 - 14	3.5%
15 - 24	8.0%
25 - 34	9.8%
35 - 44	8.1%
45 - 54	8.6%
55 - 64	14.5%
65 - 74	19.5%
75 - 84	14.9%
85 +	6.3%
18 +	87.4%
<b>2028 Population by Age</b>	
Total	53,444
0 - 4	3.4%
5 - 9	3.3%
10 - 14	3.4%
15 - 24	7.3%
25 - 34	9.2%
35 - 44	8.6%
45 - 54	8.1%
55 - 64	12.5%
65 - 74	19.4%
75 - 84	17.3%
85 +	7.5%
18 +	88.0%
<b>2010 Population by Sex</b>	
Males	22,795
Females	25,752
<b>2023 Population by Sex</b>	
Males	24,562
Females	27,722
<b>2028 Population by Sex</b>	
Males	24,911
Females	28,533

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## Palm Desert c...

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
2023 Population by Race/Ethnicity	
Total	52,284
White Alone	67.4%
Black Alone	2.1%
American Indian Alone	0.9%
Asian Alone	5.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.4%
Two or More Races	12.1%
Hispanic Origin	26.9%
Diversity Index	70.4
2028 Population by Race/Ethnicity	
Total	53,444
White Alone	64.1%
Black Alone	2.2%
American Indian Alone	0.9%
Asian Alone	5.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.7%
Two or More Races	13.2%
Hispanic Origin	29.0%
Diversity Index	73.5
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.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Population 25+ by Educational Attainment</b>		
Total		42,721
Less than 9th Grade		2.3%
9th - 12th Grade, No Diploma		3.5%
High School Graduate		18.2%
GED/Alternative Credential		2.2%
Some College, No Degree		22.6%
Associate Degree		9.9%
Bachelor's Degree		26.9%
Graduate/Professional Degree		14.5%
<b>2023 Population 15+ by Marital Status</b>		
Total		46,879
Never Married		25.3%
Married		52.3%
Widowed		9.3%
Divorced		13.1%
<b>2023 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+		23,637
Population 16+ Employed		95.5%
Population 16+ Unemployment rate		4.5%
Population 16-24 Employed		9.2%
Population 16-24 Unemployment rate		5.9%
Population 25-54 Employed		49.4%
Population 25-54 Unemployment rate		3.5%
Population 55-64 Employed		20.1%
Population 55-64 Unemployment rate		4.6%
Population 65+ Employed		21.3%
Population 65+ Unemployment rate		6.2%
<b>2023 Employed Population 16+ by Industry</b>		
Total		22,564
Agriculture/Mining		0.4%
Construction		6.3%
Manufacturing		3.6%
Wholesale Trade		2.3%
Retail Trade		10.7%
Transportation/Utilities		4.6%
Information		1.5%
Finance/Insurance/Real Estate		8.0%
Services		60.2%
Public Administration		2.3%
<b>2023 Employed Population 16+ by Occupation</b>		
Total		22,564
White Collar		69.7%
Management/Business/Financial		21.6%
Professional		25.5%
Sales		11.9%
Administrative Support		10.7%
Services		20.2%
Blue Collar		10.1%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		3.0%
Installation/Maintenance/Repair		2.2%
Production		1.2%
Transportation/Material Moving		3.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	23,189
Owner Occupied	66.0%
Owned with a Mortgage/Loan	40.2%
Owned Free and Clear	25.8%
Renter Occupied	34.0%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	49
Percent of Income for Mortgage	48.4%
Wealth Index	139
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	37,192
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%
<b>2010 Population By Urban/ Rural Status</b>	
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.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>Top 3 Tapestry Segments</b>		
1.		Golden Years (9B)
2.		Old and Newcomers (8F)
3.		Silver & Gold (9A)
<b>2023 Consumer Spending</b>		
Apparel & Services: Total \$		\$59,047,010
Average Spent		\$2,366.04
Spending Potential Index		108
Education: Total \$		\$48,284,959
Average Spent		\$1,934.80
Spending Potential Index		108
Entertainment/Recreation: Total \$		\$104,958,790
Average Spent		\$4,205.75
Spending Potential Index		111
Food at Home: Total \$		\$189,452,073
Average Spent		\$7,591.44
Spending Potential Index		112
Food Away from Home: Total \$		\$100,849,475
Average Spent		\$4,041.09
Spending Potential Index		109
Health Care: Total \$		\$214,782,288
Average Spent		\$8,606.44
Spending Potential Index		117
HH Furnishings & Equipment: Total \$		\$82,200,561
Average Spent		\$3,293.82
Spending Potential Index		111
Personal Care Products & Services: Total \$		\$27,812,752
Average Spent		\$1,114.47
Spending Potential Index		117
Shelter: Total \$		\$696,980,016
Average Spent		\$27,928.35
Spending Potential Index		113
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$95,675,886
Average Spent		\$3,833.78
Spending Potential Index		123
Travel: Total \$		\$62,149,116
Average Spent		\$2,490.35
Spending Potential Index		111
Vehicle Maintenance & Repairs: Total \$		\$36,197,356
Average Spent		\$1,450.45
Spending Potential Index		111

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.