

	La Quinta cit...
Population Summary	
2010 Total Population	37,422
2020 Total Population	37,558
2020 Group Quarters	79
2024 Total Population	39,277
2024 Group Quarters	76
2029 Total Population	40,624
2024-2029 Annual Rate	0.68%
2024 Total Daytime Population	48,204
Workers	24,292
Residents	23,912
Household Summary	
2010 Households	14,805
2010 Average Household Size	2.52
2020 Total Households	15,706
2020 Average Household Size	2.39
2024 Households	16,275
2024 Average Household Size	2.41
2029 Households	17,004
2029 Average Household Size	2.38
2024-2029 Annual Rate	0.88%
2010 Families	10,697
2010 Average Family Size	2.93
2024 Families	10,845
2024 Average Family Size	2.93
2029 Families	11,310
2029 Average Family Size	2.90
2024-2029 Annual Rate	0.84%
Housing Unit Summary	
2000 Housing Units	11,938
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	28.3%
2010 Housing Units	23,472
Owner Occupied Housing Units	47.5%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	36.9%
2020 Housing Units	23,464
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	17.8%
Vacant Housing Units	33.1%
2024 Housing Units	24,493
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	17.2%
Vacant Housing Units	33.6%
2029 Housing Units	25,479
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	33.3%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income

Household Income Base	16,275
<\$15,000	6.4%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	11.2%
\$200,000+	20.5%
Average Household Income	\$149,029

2029 Households by Income

Household Income Base	17,004
<\$15,000	5.8%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	13.0%
\$200,000+	24.1%
Average Household Income	\$170,139

2024 Owner Occupied Housing Units by Value

Total	12,054
<\$50,000	0.7%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	1.4%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	7.9%
\$500,000 - \$749,999	42.2%
\$750,000 - \$999,999	26.7%
\$1,000,000 - \$1,499,999	8.4%
\$1,500,000 - \$1,999,999	2.5%
\$2,000,000 +	3.5%
Average Home Value	\$785,938

2029 Owner Occupied Housing Units by Value

Total	12,771
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.1%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	37.4%
\$750,000 - \$999,999	32.5%
\$1,000,000 - \$1,499,999	14.0%
\$1,500,000 - \$1,999,999	4.6%
\$2,000,000 +	6.5%
Average Home Value	\$940,101

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	La Quinta cit...
Median Household Income	
2024	\$100,093
2029	\$112,210
Median Home Value	
2024	\$697,278
2029	\$808,343
Per Capita Income	
2024	\$61,756
2029	\$71,218
Median Age	
2010	45.6
2020	51.8
2024	52.8
2029	53.4
2020 Population by Age	
Total	37,558
0 - 4	3.8%
5 - 9	4.4%
10 - 14	5.3%
15 - 24	10.4%
25 - 34	9.3%
35 - 44	9.3%
45 - 54	11.5%
55 - 64	15.8%
65 - 74	17.6%
75 - 84	9.7%
85 +	2.9%
18 +	83.0%
2024 Population by Age	
Total	39,277
0 - 4	3.8%
5 - 9	4.1%
10 - 14	4.5%
15 - 24	10.2%
25 - 34	9.8%
35 - 44	9.6%
45 - 54	10.5%
55 - 64	15.0%
65 - 74	17.5%
75 - 84	11.8%
85 +	3.2%
18 +	84.5%
2029 Population by Age	
Total	40,624
0 - 4	3.8%
5 - 9	3.8%
10 - 14	4.3%
15 - 24	9.1%
25 - 34	10.4%
35 - 44	10.1%
45 - 54	10.1%
55 - 64	13.3%
65 - 74	17.7%
75 - 84	13.5%
85 +	3.9%
18 +	85.4%
2020 Population by Sex	

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	La Quinta cit...
Males	17,898
Females	19,660
2024 Population by Sex	
Males	18,987
Females	20,290
2029 Population by Sex	
Males	19,655
Females	20,969
2010 Population by Race/Ethnicity	
Total	37,422
White Alone	78.7%
Black Alone	1.9%
American Indian Alone	0.6%
Asian Alone	3.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.3%
Two or More Races	3.3%
Hispanic Origin	30.3%
Diversity Index	63.2
2020 Population by Race/Ethnicity	
Total	37,558
White Alone	62.7%
Black Alone	1.9%
American Indian Alone	0.9%
Asian Alone	4.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	16.7%
Two or More Races	13.5%
Hispanic Origin	34.2%
Diversity Index	75.7
2024 Population by Race/Ethnicity	
Total	39,277
White Alone	59.6%
Black Alone	2.0%
American Indian Alone	0.9%
Asian Alone	4.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	18.4%
Two or More Races	14.6%
Hispanic Origin	37.3%
Diversity Index	78.1
2029 Population by Race/Ethnicity	
Total	40,624
White Alone	57.4%
Black Alone	1.9%
American Indian Alone	0.9%
Asian Alone	4.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	19.5%
Two or More Races	15.4%
Hispanic Origin	39.4%
Diversity Index	79.4

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

Total	37,558
In Households	99.8%
Householder	41.8%
Opposite-Sex Spouse	22.0%
Same-Sex Spouse	0.3%
Opposite-Sex Unmarried Partner	2.4%
Same-Sex Unmarried Partner	0.2%
Biological Child	22.3%
Adopted Child	0.5%
Stepchild	1.1%
Grandchild	2.1%
Brother or Sister	1.1%
Parent	1.5%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.5%
Other Relatives	1.1%
Foster Child	0.0%
Other Nonrelatives	2.3%
In Group Quarters	0.2%
Institutionalized	0.1%
Noninstitutionalized	0.1%

2024 Population 25+ by Educational Attainment

Total	30,390
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	19.9%
GED/Alternative Credential	2.4%
Some College, No Degree	20.1%
Associate Degree	9.7%
Bachelor's Degree	26.8%
Graduate/Professional Degree	14.8%

2024 Population 15+ by Marital Status

Total	34,395
Never Married	27.9%
Married	58.0%
Widowed	4.3%
Divorced	9.9%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	16,839
Population 16+ Employed	92.8%
Population 16+ Unemployment rate	7.2%
Population 16-24 Employed	9.3%
Population 16-24 Unemployment rate	15.4%
Population 25-54 Employed	58.1%
Population 25-54 Unemployment rate	5.9%
Population 55-64 Employed	22.3%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	10.3%
Population 65+ Unemployment rate	13.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry

Total	15,622
Agriculture/Mining	2.3%
Construction	7.5%
Manufacturing	2.7%
Wholesale Trade	1.9%
Retail Trade	11.6%
Transportation/Utilities	5.9%
Information	1.6%
Finance/Insurance/Real Estate	6.0%
Services	54.5%
Public Administration	5.9%

2024 Employed Population 16+ by Occupation

Total	15,622
White Collar	64.2%
Management/Business/Financial	21.6%
Professional	20.7%
Sales	11.1%
Administrative Support	10.8%
Services	21.3%
Blue Collar	14.5%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.4%
Production	2.1%
Transportation/Material Moving	3.6%

2020 Households by Type

Total	15,706
Married Couple Households	53.4%
With Own Children <18	12.8%
Without Own Children <18	40.7%
Cohabiting Couple Households	6.2%
With Own Children <18	1.8%
Without Own Children <18	4.4%
Male Householder, No Spouse/Partner	14.2%
Living Alone	9.8%
65 Years and over	4.8%
With Own Children <18	1.1%
Without Own Children <18, With Relatives	2.2%
No Relatives Present	1.0%
Female Householder, No Spouse/Partner	26.2%
Living Alone	16.0%
65 Years and over	10.3%
With Own Children <18	3.3%
Without Own Children <18, With Relatives	5.7%
No Relatives Present	1.2%

2020 Households by Size

Total	15,706
1 Person Household	25.8%
2 Person Household	42.5%
3 Person Household	11.5%
4 Person Household	10.2%
5 Person Household	5.7%
6 Person Household	2.4%
7 + Person Household	1.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status	
Total	15,706
Owner Occupied	73.4%
Owned with a Mortgage/Loan	52.2%
Owned Free and Clear	21.2%
Renter Occupied	26.6%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	56
Percent of Income for Mortgage	43.6%
Wealth Index	180
2020 Housing Units By Urban/ Rural Status	
Total	23,464
Urban Housing Units	98.5%
Rural Housing Units	1.5%
2020 Population By Urban/ Rural Status	
Total	37,558
Urban Population	99.3%
Rural Population	0.7%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Silver & Gold (9A)
2.	Workday Drive (4A)
3.	Urban Edge Families (7C)

2024 Consumer Spending

Apparel & Services: Total \$	\$47,572,476
Average Spent	\$2,923.04
Spending Potential Index	123
Education: Total \$	\$35,532,167
Average Spent	\$2,183.24
Spending Potential Index	126
Entertainment/Recreation: Total \$	\$87,744,929
Average Spent	\$5,391.39
Spending Potential Index	132
Food at Home: Total \$	\$151,994,596
Average Spent	\$9,339.15
Spending Potential Index	128
Food Away from Home: Total \$	\$82,084,646
Average Spent	\$5,043.60
Spending Potential Index	130
Health Care: Total \$	\$163,293,299
Average Spent	\$10,033.38
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$66,923,227
Average Spent	\$4,112.03
Spending Potential Index	130
Personal Care Products & Services: Total \$	\$21,899,174
Average Spent	\$1,345.57
Spending Potential Index	135
Shelter: Total \$	\$584,494,300
Average Spent	\$35,913.63
Spending Potential Index	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$80,265,535
Average Spent	\$4,931.83
Spending Potential Index	141
Travel: Total \$	\$67,332,309
Average Spent	\$4,137.16
Spending Potential Index	136
Vehicle Maintenance & Repairs: Total \$	\$30,965,855
Average Spent	\$1,902.66
Spending Potential Index	128

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.