

Palm Desert c...

Population Summary	
2010 Total Population	48,450
2020 Total Population	51,163
2020 Group Quarters	753
2024 Total Population	52,779
2024 Group Quarters	727
2029 Total Population	54,693
2024-2029 Annual Rate	0.71%
2024 Total Daytime Population	74,172
Workers	42,788
Residents	31,384
Household Summary	
2010 Households	23,120
2010 Average Household Size	2.08
2020 Total Households	24,508
2020 Average Household Size	2.06
2024 Households	25,272
2024 Average Household Size	2.06
2029 Households	26,301
2029 Average Household Size	2.05
2024-2029 Annual Rate	0.80%
2010 Families	13,243
2010 Average Family Size	2.65
2024 Families	13,651
2024 Average Family Size	2.73
2029 Families	14,262
2029 Average Family Size	2.71
2024-2029 Annual Rate	0.88%
Housing Unit Summary	
2000 Housing Units	30,304
Owner Occupied Housing Units	47.6%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	31.0%
2010 Housing Units	37,081
Owner Occupied Housing Units	40.9%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	37.7%
2020 Housing Units	35,755
Owner Occupied Housing Units	44.1%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	31.5%
2024 Housing Units	36,646
Owner Occupied Housing Units	45.3%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	31.0%
2029 Housing Units	37,907
Owner Occupied Housing Units	46.1%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	30.6%

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	25,272
<\$15,000	9.5%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	11.4%
\$200,000+	15.0%
Average Household Income	\$125,131

2029 Households by Income

Household Income Base	26,301
<\$15,000	8.8%
\$15,000 - \$24,999	4.3%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	13.5%
\$200,000+	17.9%
Average Household Income	\$145,066

2024 Owner Occupied Housing Units by Value

Total	16,616
<\$50,000	1.8%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	2.5%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	3.1%
\$300,000 - \$399,999	5.2%
\$400,000 - \$499,999	9.3%
\$500,000 - \$749,999	42.0%
\$750,000 - \$999,999	20.6%
\$1,000,000 - \$1,499,999	6.9%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	2.4%
Average Home Value	\$682,797

2029 Owner Occupied Housing Units by Value

Total	17,492
<\$50,000	1.2%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	2.5%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	39.2%
\$750,000 - \$999,999	28.2%
\$1,000,000 - \$1,499,999	12.7%
\$1,500,000 - \$1,999,999	2.2%
\$2,000,000 +	5.7%
Average Home Value	\$857,385

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.

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Median Household Income	
2024	\$81,877
2029	\$97,582
Median Home Value	
2024	\$636,285
2029	\$743,033
Per Capita Income	
2024	\$59,942
2029	\$69,784
Median Age	
2010	52.9
2020	56.1
2024	57.3
2029	58.2
2020 Population by Age	
Total	51,163
0 - 4	3.4%
5 - 9	3.6%
10 - 14	4.1%
15 - 24	8.3%
25 - 34	10.1%
35 - 44	8.8%
45 - 54	10.3%
55 - 64	14.7%
65 - 74	17.8%
75 - 84	13.2%
85 +	5.8%
18 +	86.3%
2024 Population by Age	
Total	52,779
0 - 4	3.3%
5 - 9	3.3%
10 - 14	3.7%
15 - 24	8.2%
25 - 34	9.8%
35 - 44	9.0%
45 - 54	9.9%
55 - 64	13.6%
65 - 74	17.8%
75 - 84	15.4%
85 +	6.0%
18 +	87.4%
2029 Population by Age	
Total	54,693
0 - 4	3.2%
5 - 9	3.1%
10 - 14	3.5%
15 - 24	7.6%
25 - 34	9.9%
35 - 44	9.3%
45 - 54	9.7%
55 - 64	12.5%
65 - 74	17.6%
75 - 84	16.5%
85 +	7.1%
18 +	88.0%
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.

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Males	23,809
Females	27,354
2024 Population by Sex	
Males	24,856
Females	27,923
2029 Population by Sex	
Males	25,721
Females	28,972
2010 Population by Race/Ethnicity	
Total	48,450
White Alone	82.5%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.1%
Two or More Races	2.5%
Hispanic Origin	22.8%
Diversity Index	55.2
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
2024 Population by Race/Ethnicity	
Total	52,779
White Alone	66.4%
Black Alone	2.1%
American Indian Alone	0.9%
Asian Alone	5.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	12.7%
Two or More Races	12.3%
Hispanic Origin	27.5%
Diversity Index	71.4
2029 Population by Race/Ethnicity	
Total	54,693
White Alone	64.1%
Black Alone	2.2%
American Indian Alone	0.9%
Asian Alone	6.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	13.4%
Two or More Races	13.2%
Hispanic Origin	29.3%
Diversity Index	73.6

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	51,163
In Households	98.5%
Householder	47.9%
Opposite-Sex Spouse	19.1%
Same-Sex Spouse	0.8%
Opposite-Sex Unmarried Partner	2.8%
Same-Sex Unmarried Partner	0.4%
Biological Child	18.2%
Adopted Child	0.4%
Stepchild	0.7%
Grandchild	1.3%
Brother or Sister	1.0%
Parent	1.4%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	0.9%
Foster Child	0.0%
Other Nonrelatives	3.0%
In Group Quarters	1.5%
Institutionalized	1.4%
Noninstitutionalized	0.1%

2024 Population 25+ by Educational Attainment

Total	43,017
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	16.8%
GED/Alternative Credential	1.8%
Some College, No Degree	22.7%
Associate Degree	9.8%
Bachelor's Degree	27.0%
Graduate/Professional Degree	16.1%

2024 Population 15+ by Marital Status

Total	47,353
Never Married	25.8%
Married	50.8%
Widowed	9.4%
Divorced	14.0%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	22,987
Population 16+ Employed	94.6%
Population 16+ Unemployment rate	5.4%
Population 16-24 Employed	8.8%
Population 16-24 Unemployment rate	7.1%
Population 25-54 Employed	54.6%
Population 25-54 Unemployment rate	4.2%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	5.8%
Population 65+ Employed	17.6%
Population 65+ Unemployment rate	7.8%

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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2024 Employed Population 16+ by Industry

Total	21,748
Agriculture/Mining	0.4%
Construction	6.0%
Manufacturing	3.5%
Wholesale Trade	2.4%
Retail Trade	10.9%
Transportation/Utilities	4.0%
Information	1.6%
Finance/Insurance/Real Estate	8.0%
Services	60.9%
Public Administration	2.3%

2024 Employed Population 16+ by Occupation

Total	21,748
White Collar	69.2%
Management/Business/Financial	21.8%
Professional	25.4%
Sales	12.0%
Administrative Support	10.0%
Services	21.3%
Blue Collar	9.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	2.0%
Production	1.1%
Transportation/Material Moving	3.4%

2020 Households by Type

Total	24,508
Married Couple Households	41.5%
With Own Children <18	8.7%
Without Own Children <18	32.7%
Cohabiting Couple Households	6.6%
With Own Children <18	1.5%
Without Own Children <18	5.1%
Male Householder, No Spouse/Partner	18.3%
Living Alone	13.6%
65 Years and over	6.9%
With Own Children <18	1.1%
Without Own Children <18, With Relatives	2.3%
No Relatives Present	1.3%
Female Householder, No Spouse/Partner	33.6%
Living Alone	23.0%
65 Years and over	15.7%
With Own Children <18	3.5%
Without Own Children <18, With Relatives	5.6%
No Relatives Present	1.5%

2020 Households by Size

Total	24,508
1 Person Household	36.6%
2 Person Household	40.5%
3 Person Household	10.1%
4 Person Household	6.8%
5 Person Household	3.2%
6 Person Household	1.7%
7 + Person Household	1.0%

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2020 Households by Tenure and Mortgage Status	
Total	24,508
Owner Occupied	64.3%
Owned with a Mortgage/Loan	38.1%
Owned Free and Clear	26.2%
Renter Occupied	35.7%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	50
Percent of Income for Mortgage	48.7%
Wealth Index	148
2020 Housing Units By Urban/ Rural Status	
Total	35,755
Urban Housing Units	99.6%
Rural Housing Units	0.4%
2020 Population By Urban/ Rural Status	
Total	51,163
Urban Population	99.7%
Rural Population	0.3%

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.	Golden Years (9B)
2.	Old and Newcomers (8F)
3.	Silver & Gold (9A)
2024 Consumer Spending	
Apparel & Services: Total \$	\$63,325,701
Average Spent	\$2,505.77
Spending Potential Index	105
Education: Total \$	\$45,795,445
Average Spent	\$1,812.10
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$115,069,726
Average Spent	\$4,553.25
Spending Potential Index	111
Food at Home: Total \$	\$203,607,176
Average Spent	\$8,056.63
Spending Potential Index	110
Food Away from Home: Total \$	\$108,131,624
Average Spent	\$4,278.71
Spending Potential Index	110
Health Care: Total \$	\$219,473,816
Average Spent	\$8,684.47
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$87,591,450
Average Spent	\$3,465.95
Spending Potential Index	110
Personal Care Products & Services: Total \$	\$29,136,440
Average Spent	\$1,152.91
Spending Potential Index	116
Shelter: Total \$	\$763,780,294
Average Spent	\$30,222.39
Spending Potential Index	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$107,391,234
Average Spent	\$4,249.42
Spending Potential Index	121
Travel: Total \$	\$86,857,654
Average Spent	\$3,436.91
Spending Potential Index	113
Vehicle Maintenance & Repairs: Total \$	\$41,244,834
Average Spent	\$1,632.04
Spending Potential Index	110

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.