

Community Profile

Palm Desert city, CA (0655184)

Palm Desert city

Geography: Place



Population Summary

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2010 Total Population	48,450
2020 Total Population	51,163
2020 Group Quarters	753
2025 Total Population	52,441
2025 Group Quarters	746
2030 Total Population	54,248
2025-2030 Annual Rate	0.68%
2025 Total Daytime Population	73,373
Workers	42,355
Residents	31,018

Household Summary

2010 Total Households	23,120
2010 Average Household Size	2.08
2020 Total Households	24,508
2020 Average Household Size	2.06
2025 Total Households	25,486
2025 Average Household Size	2.03
2030 Total Households	26,572
2030 Average Household Size	2.01
2025-2030 Annual Rate	0.84%
2025 Families	13,848
2025 Average Family Size	2.67
2030 Families	14,391
2030 Average Family Size	2.66
2025-2030 Growth Rate	0.8%

Median Household Income

2025	\$85,439
2030	\$97,544



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income

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2025	\$64,801
2030	\$71,937

2025 Households by Income

Household Income Base	25,486
<\$10,000	6.0%
\$10,000-14,999	4.1%
\$15,000-19,999	2.7%
\$20,000-24,999	2.9%
\$25,000-29,999	3.1%
\$30,000-34,999	3.7%
\$35,000-39,999	2.9%
\$40,000-44,999	4.3%
\$45,000-49,999	2.7%
\$50,000-59,999	5.0%
\$60,000-74,999	7.2%
\$75000-99999	11.3%
\$100,000-124,999	8.2%
\$125,000-149,999	7.0%
\$150000-199999	12.2%
\$200,000-249,999	5.7%
\$250,000-299,999	2.0%
\$300,000-399,999	3.3%
\$400,000-499,999	2.5%
\$500,000+	3.3%
Average Household Income	\$133,076

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	49
Percent of Income for Mortgage	48.4%
Wealth Index	148

Median Home Value

2025	\$660,094
2030	\$757,218



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.


2025 Home Value

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Total Owner Occupied Housing Units	16,818
<\$50,000	1.8%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	2.1%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	8.8%
\$500,000 - \$749,999	38.5%
\$750,000 - \$999,999	24.4%
\$1,000,000 - \$1,499,999	7.9%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	2.4%
Average Home Value	\$709,981

Housing Unit Summary

2010 Total Housing Units	37,081
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	37.6%
2020 Housing Units	35,755
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	31.5%
2025 Housing Units	36,928
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	34.0%
Vacant Housing Units	31.0%
2030 Total Housing Units	38,212
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	30.5%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex

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Males	24,774
Females	27,667

Median Age

2010	52.9
2020	56.1
2025	56.6
2030	56.8

2025 Population by Age

Total	52,441
0 - 4	3.4%
5 - 9	3.6%
10 - 14	3.7%
15 - 24	8.4%
25 - 34	9.5%
35 - 44	9.9%
45 - 54	9.1%
55 - 64	13.7%
65 - 74	16.9%
75 - 84	15.1%
85 +	6.3%
18 +	87.0%

2025 Population 15+ by Marital Status

Total	46,845
Never Married	25.8%
Married	52.3%
Widowed	8.4%
Divorced	13.4%



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment

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Total	42,428
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	4.0%
High School Graduate	16.4%
GED/Alternative Credential	1.7%
Some College, No Degree	22.7%
Associate Degree	10.0%
Bachelor's Degree	26.2%
Graduate/Professional Degree	16.8%

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	12.0%
Hispanic Origin	26.0%
Diversity Index	69.1

2025 Population by Race/Ethnicity

Total	52,441
White Alone	65.8%
Black Alone	2.1%
American Indian Alone	0.8%
Asian Alone	5.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.9%
Two or More Races	12.6%
Hispanic Origin	27.9%
Diversity Index	72.0



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

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Total	22,986
White Collar	69.3%
Management/Business/Financial	21.6%
Professional	26.0%
Sales	11.8%
Administrative Support	10.0%
Services	20.9%

2025 Employed Pop 16+ by Occupation

Total	22,986
Blue Collar	9.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.0%
Installation/Maintenance/Repair	2.1%
Production	1.1%
Transportation/Material Moving	3.5%
White Collar	69.3%
Management/Business/Financial	21.6%
Professional	26.0%
Sales	11.8%
Administrative Support	10.0%
Services	20.9%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	22,986
Population 16+ Employed	94.7%
Population 16+ Unemployment rate	5.3%
Population 16-24 Employed	8.5%
Population 16-24 Unemployment rate	6.8%
Population 25-54 Employed	52.0%
Population 25-54 Unemployment rate	4.1%
Population 55-64 Employed	18%
Population 55-64 Unemployment rate	5.8%
Population 65+ Employed	16%
Population 65+ Unemployment rate	7.5%

 [Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry

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Total	21,770
Agriculture/Mining	0.4%
Construction	6.0%
Manufacturing	3.5%
Wholesale Trade	2.3%
Retail Trade	10.7%
Transportation/Utilities	4.2%
Information	1%
Finance/Insurance/Real Estate	7.4%
Services	61.7%
Public Administration	2.5%

2025 Consumer Spending

Apparel & Services: Total \$	\$69,705,981
Average Spent	\$2,735.07
Spending Potential Index	112
Education: Total \$	\$49,646,344
Average Spent	\$1,947.98
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$119,221,670
Average Spent	\$4,677.93
Spending Potential Index	114
Food at Home: Total \$	\$212,205,632
Average Spent	\$8,326.36
Spending Potential Index	112
Food Away from Home: Total \$	\$117,086,884
Average Spent	\$4,594.16
Spending Potential Index	111
Health Care: Total \$	\$231,232,957
Average Spent	\$9,072.94
Spending Potential Index	117
HH Furnishings & Equipment: Total \$	\$84,505,051
Average Spent	\$3,315.74
Spending Potential Index	114
Personal Care Products & Services: Total \$	\$31,574,742
Average Spent	\$1,238.91
Spending Potential Index	118



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2025 Consumer Spending

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Shelter: Total \$	\$804,533,248
Average Spent	\$31,567.65
Spending Potential Index	119
Support Payments/Gifts in Kind: Total \$	\$109,195,367
Average Spent	\$4,284.52
Spending Potential Index	130
Travel: Total \$	\$110,204,186
Average Spent	\$4,324.11
Spending Potential Index	120
Vehicle Maintenance & Repairs: Total \$	\$39,257,742
Average Spent	\$1,540.36
Spending Potential Index	114

Top Tapestry Segment

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Silver and Gold (J4):

This segment is characterized by warm climates with seasonal vacancies and high net worth professionals.


[Learn more about this segment...](#)

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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.