

## Retail Market Analysis:

# Indio's Secondary Retail Trade Area

### Population

2010	275,937	0 - 9 Years	12.15%
2021	317,367	10 - 17 Years	10.19%
2026	331,913	18 - 24 Years	8.10%

### Educational Attainment (%)

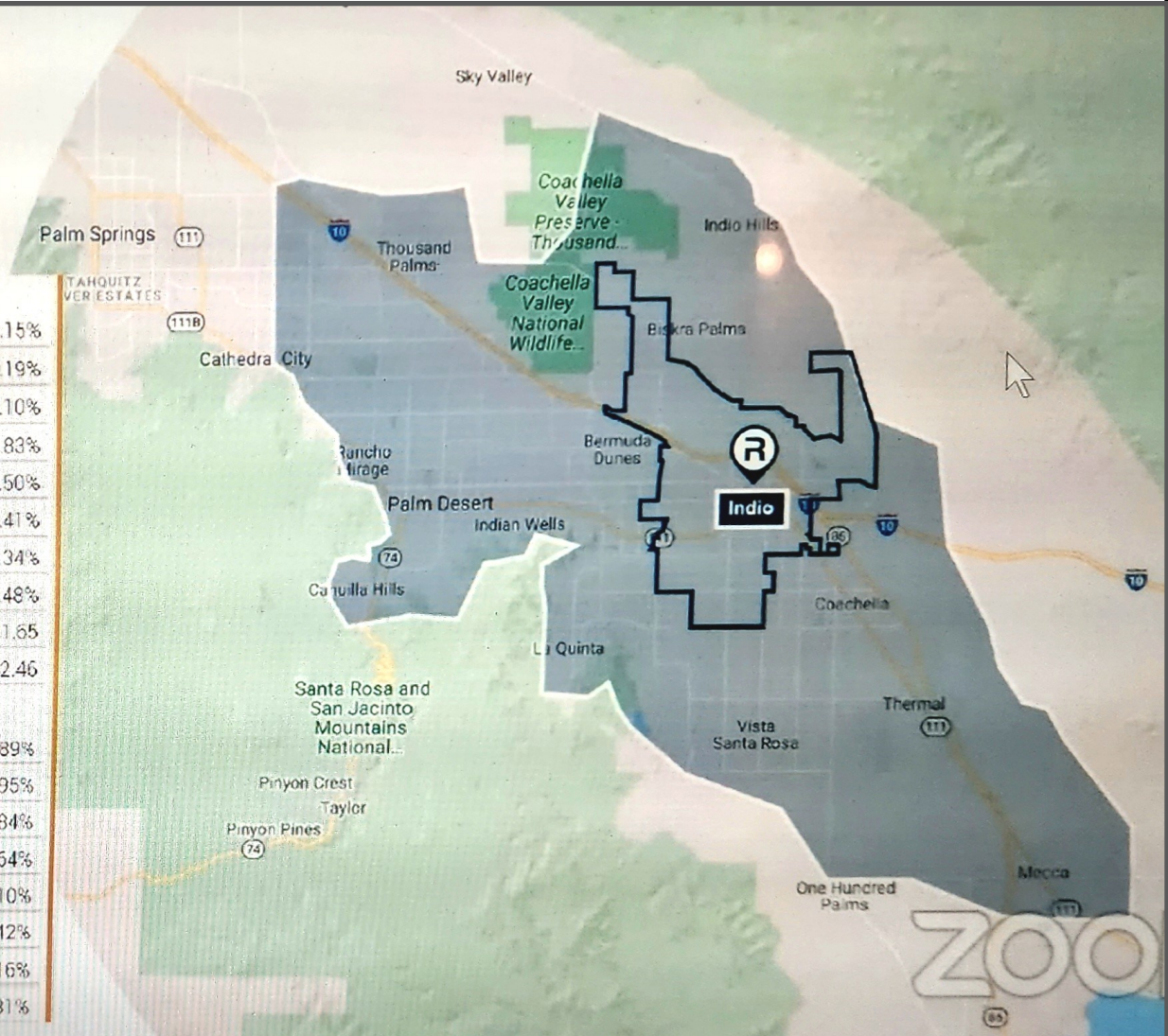
Graduate or Professional Degree	9.8%	25 - 34 Years	11.83%
Bachelors Degree	15.6%	35 - 44 Years	11.50%
Associate Degree	6.3%	45 - 54 Years	10.41%
Some College	21.9%	55 - 64 Years	11.34%
High School Graduate (GED)	29.1%	65 and Older	24.48%
Some High School, No Degree	6.9%	Median Age	41.65
Less than 9th Grade	10.4%	Average Age	42.46

### Income

Average HH	\$95,547
Median HH	\$59,640
Per Capita	\$34,230

### Race Distribution (%)

White	66.89%
Black/African American	1.95%
American Indian/Alaskan	0.84%
Asian	2.64%
Native Hawaiian/Islander	0.10%
Other Race	24.42%
Two or More Races	3.16%
Hispanic	55.31%



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