

## Retail Market Analysis:

# Indio's Secondary Retail Trade Area

Population	Age
2010	275,937
2021	317,367
2026	331,913
<b>Educational Attainment (%)</b>	
Graduate or Professional Degree	9.8%
Bachelors Degree	15.6%
Associate Degree	6.3%
Some College	21.9%
High School Graduate (GED)	29.1%
Some High School, No Degree	6.9%
Less than 9th Grade	10.4%
<b>Race Distribution (%)</b>	
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%
<b>Income</b>	
Average HH	\$95,547
Median HH	\$59,640
Per Capita	\$34,230

