

Retail Market Analysis:

Indio's Primary Retail Trade Area

Population

2010 177,218

2021 205,276

2026 215,033

Age

0 - 9 Years 13.88%

10 - 17 Years 11.52%

18 - 24 Years 8.98%

Educational Attainment (%)

Graduate or Professional Degree 7.4%

Bachelors Degree 12.6%

Associate Degree 6.1%

Some College 21.1%

High School Graduate (GED) 33.2%

Some High School, No Degree 7.8%

Less than 9th Grade 11.8%

25 - 34 Years 12.92%

35 - 44 Years 12.75%

45 - 54 Years 11.10%

55 - 64 Years 10.45%

65 and Older 18.41%

Median Age 37.08

Average Age 38.83

Income

Average HH \$84,199

Median HH \$56,524

Per Capita \$26,975

Race Distribution (%)

White 63.91%

Black/African American 2.09%

American Indian/Alaskan 0.88%

Asian 2.21%

Native Hawaiian/Islander 0.10%

Other Race 27.56%

Two or More Races 3.25%

Hispanic 64.28%

