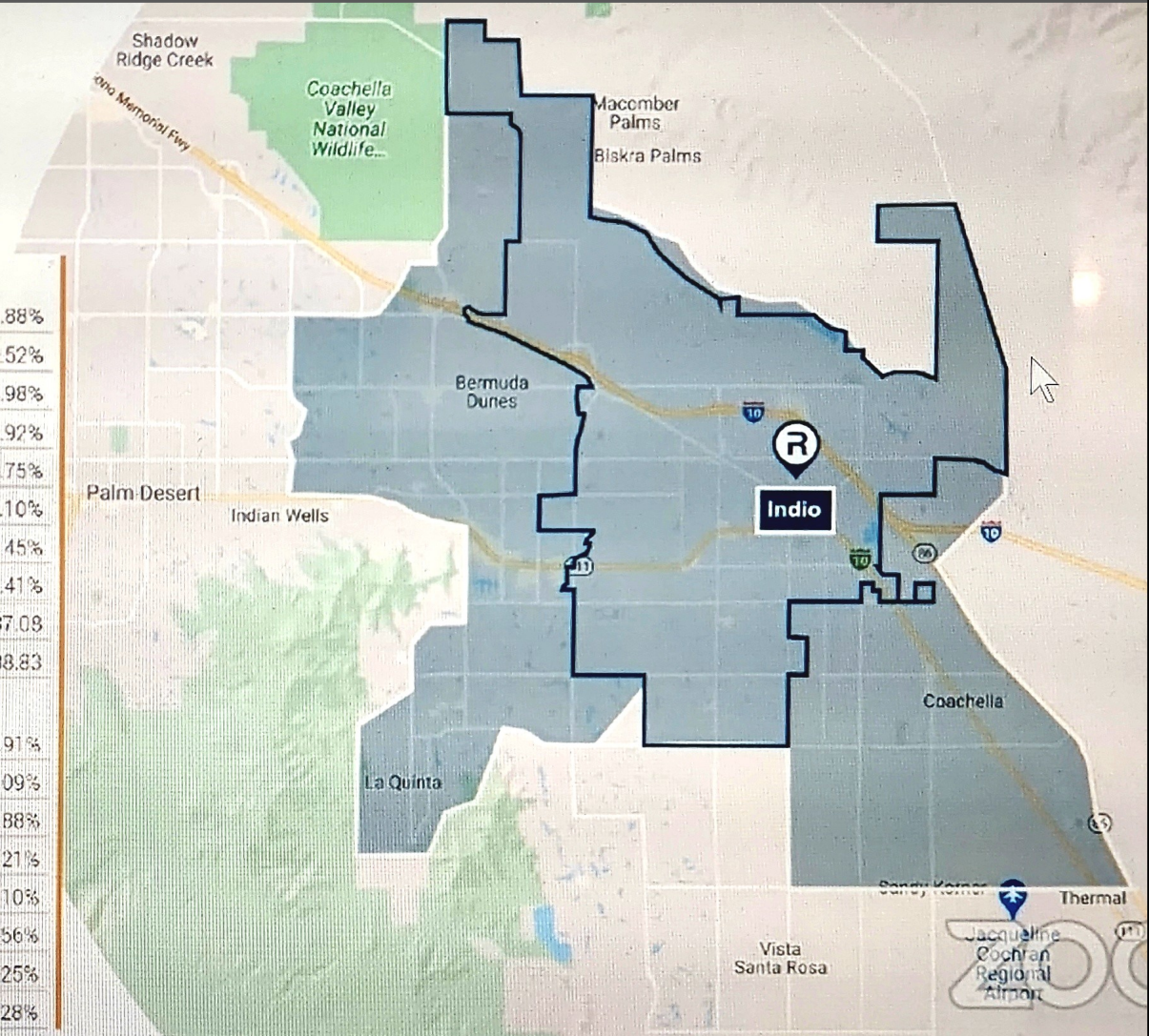


Retail Market Analysis:

Indio's Primary Retail Trade Area

Population		Age	
2010	177,218	0 - 9 Years	13.88%
2021	205,276	10 - 17 Years	11.52%
2026	215,033	18 - 24 Years	8.98%
Educational Attainment (%)		25 - 34 Years	12.92%
Graduate or Professional Degree	7.4%	35 - 44 Years	12.75%
Bachelors Degree	12.6%	45 - 54 Years	11.10%
Associate Degree	6.1%	55 - 64 Years	10.45%
Some College	21.1%	65 and Older	18.41%
High School Graduate (GED)	33.2%	Median Age	37.08
Some High School, No Degree	7.8%	Average Age	38.83
Less than 9th Grade	11.8%	Race Distribution (%)	
Income		White	63.91%
Average HH	\$84,199	Black/African American	2.09%
Median HH	\$56,524	American Indian/Alaskan	0.88%
Per Capita	\$26,975	Asian	2.21%
		Native Hawaiian/Islander	0.10%
		Other Race	27.56%
		Two or More Races	3.25%
		Hispanic	64.28%



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