



Community Profile

44685-Pavillions at La Quinta
 79220 Highway 111
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.70790
 Longitude: -116.28265

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,382	49,115	104,777
2010 Total Population	5,958	67,298	151,606
2019 Total Population	6,701	72,580	167,356
2019 Group Quarters	27	171	1,058
2024 Total Population	7,178	76,048	178,017
2019-2024 Annual Rate	1.38%	0.94%	1.24%
2019 Total Daytime Population	11,499	71,818	165,194
Workers	7,926	30,598	67,005
Residents	3,573	41,220	98,189
Household Summary			
2000 Households	1,185	17,161	36,402
2000 Average Household Size	2.85	2.85	2.85
2010 Households	2,395	24,463	54,149
2010 Average Household Size	2.48	2.74	2.78
2019 Households	2,715	26,376	60,062
2019 Average Household Size	2.46	2.75	2.77
2024 Households	2,899	27,489	63,615
2024 Average Household Size	2.47	2.76	2.78
2019-2024 Annual Rate	1.32%	0.83%	1.16%
2010 Families	1,613	17,720	39,063
2010 Average Family Size	3.04	3.21	3.25
2019 Families	1,812	19,055	43,212
2019 Average Family Size	3.04	3.22	3.24
2024 Families	1,930	19,860	45,735
2024 Average Family Size	3.05	3.24	3.26
2019-2024 Annual Rate	1.27%	0.83%	1.14%
Housing Unit Summary			
2000 Housing Units	1,432	21,654	47,129
Owner Occupied Housing Units	74.4%	54.5%	52.5%
Renter Occupied Housing Units	8.4%	24.8%	24.8%
Vacant Housing Units	17.2%	20.7%	22.8%
2010 Housing Units	2,952	33,315	74,375
Owner Occupied Housing Units	56.9%	49.4%	50.3%
Renter Occupied Housing Units	24.2%	24.0%	22.5%
Vacant Housing Units	18.9%	26.6%	27.2%
2019 Housing Units	3,174	34,813	80,205
Owner Occupied Housing Units	58.6%	49.0%	50.7%
Renter Occupied Housing Units	27.0%	26.8%	24.2%
Vacant Housing Units	14.5%	24.2%	25.1%
2024 Housing Units	3,390	36,377	84,950
Owner Occupied Housing Units	58.6%	49.2%	51.4%
Renter Occupied Housing Units	26.9%	26.4%	23.5%
Vacant Housing Units	14.5%	24.4%	25.1%
Median Household Income			
2019	\$67,076	\$65,808	\$65,651
2024	\$81,327	\$78,863	\$78,789
Median Home Value			
2019	\$423,235	\$397,986	\$388,918
2024	\$558,496	\$465,468	\$462,426
Per Capita Income			
2019	\$36,295	\$35,027	\$34,977
2024	\$42,311	\$40,296	\$40,171
Median Age			
2010	42.3	38.5	38.2
2019	46.3	40.0	39.9
2024	46.9	40.6	40.4

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,715	26,376	60,062
<\$15,000	15.4%	10.9%	10.2%
\$15,000 - \$24,999	10.9%	7.7%	7.9%
\$25,000 - \$34,999	7.8%	8.7%	8.9%
\$35,000 - \$49,999	7.0%	10.9%	11.3%
\$50,000 - \$74,999	12.0%	16.6%	16.7%
\$75,000 - \$99,999	9.8%	11.2%	11.5%
\$100,000 - \$149,999	20.4%	16.1%	15.7%
\$150,000 - \$199,999	8.6%	8.8%	8.1%
\$200,000+	8.2%	9.1%	9.7%
Average Household Income	\$91,908	\$96,694	\$97,879
2024 Households by Income			
Household Income Base	2,899	27,489	63,615
<\$15,000	13.5%	8.7%	8.2%
\$15,000 - \$24,999	9.2%	6.0%	6.2%
\$25,000 - \$34,999	6.9%	7.3%	7.4%
\$35,000 - \$49,999	6.1%	9.6%	10.0%
\$50,000 - \$74,999	11.5%	16.2%	16.0%
\$75,000 - \$99,999	9.5%	11.9%	12.2%
\$100,000 - \$149,999	21.8%	18.3%	18.3%
\$150,000 - \$199,999	11.2%	11.5%	10.6%
\$200,000+	10.4%	10.7%	11.3%
Average Household Income	\$107,293	\$111,876	\$112,923
2019 Owner Occupied Housing Units by Value			
Total	1,859	17,059	40,663
<\$50,000	2.9%	4.4%	3.3%
\$50,000 - \$99,999	0.7%	2.2%	2.2%
\$100,000 - \$149,999	1.2%	2.5%	2.0%
\$150,000 - \$199,999	1.5%	3.5%	4.4%
\$200,000 - \$249,999	3.9%	6.9%	6.6%
\$250,000 - \$299,999	8.1%	8.9%	9.6%
\$300,000 - \$399,999	27.5%	22.1%	24.6%
\$400,000 - \$499,999	18.3%	16.3%	15.7%
\$500,000 - \$749,999	11.8%	11.0%	13.3%
\$750,000 - \$999,999	18.3%	11.2%	7.4%
\$1,000,000 - \$1,499,999	2.0%	5.0%	5.4%
\$1,500,000 - \$1,999,999	0.6%	2.3%	2.2%
\$2,000,000 +	3.2%	3.8%	3.2%
Average Home Value	\$557,339	\$556,992	\$537,714
2024 Owner Occupied Housing Units by Value			
Total	1,987	17,898	43,648
<\$50,000	1.2%	2.8%	2.5%
\$50,000 - \$99,999	0.2%	1.4%	1.2%
\$100,000 - \$149,999	0.3%	1.1%	0.8%
\$150,000 - \$199,999	1.5%	2.7%	2.5%
\$200,000 - \$249,999	1.6%	5.1%	4.3%
\$250,000 - \$299,999	3.0%	5.5%	5.3%
\$300,000 - \$399,999	15.9%	18.9%	21.2%
\$400,000 - \$499,999	17.9%	19.0%	19.4%
\$500,000 - \$749,999	36.1%	15.2%	19.4%
\$750,000 - \$999,999	16.8%	15.7%	12.1%
\$1,000,000 - \$1,499,999	1.6%	6.0%	5.9%
\$1,500,000 - \$1,999,999	0.6%	2.6%	2.1%
\$2,000,000 +	3.3%	4.0%	3.1%
Average Home Value	\$629,079	\$628,225	\$601,551

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,958	67,298	151,605
0 - 4	4.3%	6.4%	6.9%
5 - 9	7.1%	7.1%	7.1%
10 - 14	9.1%	7.9%	7.4%
15 - 24	11.7%	13.4%	12.9%
25 - 34	7.6%	11.0%	12.0%
35 - 44	14.5%	12.7%	11.9%
45 - 54	14.3%	13.4%	12.2%
55 - 64	11.5%	11.4%	11.4%
65 - 74	11.3%	9.6%	10.3%
75 - 84	6.5%	5.4%	6.0%
85 +	2.0%	1.7%	1.9%
18 +	74.1%	73.8%	74.1%
2019 Population by Age			
Total	6,703	72,579	167,357
0 - 4	4.1%	5.9%	6.4%
5 - 9	4.4%	6.1%	6.3%
10 - 14	5.0%	6.4%	6.3%
15 - 24	13.1%	12.9%	12.1%
25 - 34	12.5%	13.0%	13.2%
35 - 44	9.4%	11.2%	11.1%
45 - 54	13.6%	11.7%	10.7%
55 - 64	13.5%	12.5%	11.9%
65 - 74	13.2%	11.7%	12.4%
75 - 84	8.4%	6.5%	7.2%
85 +	2.9%	2.1%	2.5%
18 +	82.1%	77.6%	77.2%
2024 Population by Age			
Total	7,178	76,049	178,014
0 - 4	4.2%	5.9%	6.4%
5 - 9	4.2%	6.0%	6.3%
10 - 14	4.4%	6.2%	6.3%
15 - 24	9.4%	11.5%	11.1%
25 - 34	15.7%	13.5%	13.4%
35 - 44	10.3%	12.0%	11.8%
45 - 54	10.3%	10.6%	9.8%
55 - 64	13.9%	11.9%	11.1%
65 - 74	12.5%	12.0%	12.5%
75 - 84	10.9%	8.0%	8.7%
85 +	4.0%	2.4%	2.8%
18 +	84.2%	78.2%	77.5%
2010 Population by Sex			
Males	2,788	32,539	73,950
Females	3,170	34,759	77,656
2019 Population by Sex			
Males	3,151	35,185	81,554
Females	3,550	37,395	85,802
2024 Population by Sex			
Males	3,365	36,864	86,603
Females	3,812	39,184	91,414

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,958	67,298	151,605
White Alone	77.5%	70.2%	68.8%
Black Alone	1.8%	2.2%	2.1%
American Indian Alone	0.4%	0.7%	0.8%
Asian Alone	5.2%	2.8%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.5%	20.6%	22.5%
Two or More Races	3.5%	3.4%	3.2%
Hispanic Origin	30.2%	48.0%	51.3%
Diversity Index	65.1	75.3	76.3
2019 Population by Race/Ethnicity			
Total	6,702	72,581	167,356
White Alone	73.9%	67.2%	66.3%
Black Alone	2.1%	2.3%	2.2%
American Indian Alone	0.3%	0.8%	0.8%
Asian Alone	5.9%	3.1%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.6%	22.7%	24.3%
Two or More Races	4.1%	3.8%	3.5%
Hispanic Origin	35.7%	52.8%	55.3%
Diversity Index	70.3	77.3	77.7
2024 Population by Race/Ethnicity			
Total	7,177	76,049	178,017
White Alone	71.7%	65.7%	65.0%
Black Alone	2.2%	2.4%	2.2%
American Indian Alone	0.3%	0.8%	0.8%
Asian Alone	6.6%	3.4%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	14.7%	23.6%	25.1%
Two or More Races	4.4%	4.0%	3.6%
Hispanic Origin	39.2%	55.7%	57.8%
Diversity Index	72.8	78.0	78.2
2010 Population by Relationship and Household Type			
Total	5,958	67,298	151,606
In Households	99.5%	99.7%	99.3%
In Family Households	84.1%	87.1%	86.6%
Householder	26.4%	26.2%	25.7%
Spouse	20.5%	19.8%	19.5%
Child	32.3%	33.2%	32.6%
Other relative	3.1%	5.4%	6.0%
Nonrelative	1.7%	2.5%	2.8%
In Nonfamily Households	15.4%	12.6%	12.7%
In Group Quarters	0.5%	0.3%	0.7%
Institutionalized Population	0.1%	0.2%	0.4%
Noninstitutionalized Population	0.4%	0.1%	0.3%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	4,921	49,908	115,226
Less than 9th Grade	7.0%	6.7%	7.4%
9th - 12th Grade, No Diploma	3.7%	7.6%	7.9%
High School Graduate	20.5%	25.6%	24.3%
GED/Alternative Credential	2.7%	2.2%	2.4%
Some College, No Degree	31.8%	23.6%	23.9%
Associate Degree	4.0%	6.5%	6.7%
Bachelor's Degree	18.0%	17.3%	16.9%
Graduate/Professional Degree	12.2%	10.5%	10.3%
2019 Population 15+ by Marital Status			
Total	5,801	59,248	135,533
Never Married	34.8%	30.7%	29.2%
Married	44.4%	54.2%	55.0%
Widowed	4.4%	4.6%	5.6%
Divorced	16.4%	10.5%	10.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	94.0%	93.7%
Civilian Unemployed (Unemployment Rate)	5.2%	6.0%	6.3%
2019 Employed Population 16+ by Industry			
Total	3,173	31,976	70,442
Agriculture/Mining	1.3%	1.8%	2.3%
Construction	6.7%	8.7%	8.6%
Manufacturing	2.3%	3.8%	4.2%
Wholesale Trade	2.8%	2.1%	2.0%
Retail Trade	17.9%	12.1%	11.9%
Transportation/Utilities	2.4%	3.5%	3.9%
Information	1.5%	1.1%	1.4%
Finance/Insurance/Real Estate	5.7%	6.9%	6.5%
Services	55.3%	55.2%	55.0%
Public Administration	3.9%	4.9%	4.3%
2019 Employed Population 16+ by Occupation			
Total	3,172	31,976	70,444
White Collar	59.6%	56.3%	54.7%
Management/Business/Financial	12.5%	13.1%	12.2%
Professional	17.0%	15.7%	16.0%
Sales	15.8%	13.4%	13.7%
Administrative Support	14.4%	14.0%	12.8%
Services	22.9%	26.8%	26.6%
Blue Collar	17.5%	17.0%	18.7%
Farming/Forestry/Fishing	0.1%	1.1%	2.2%
Construction/Extraction	3.8%	5.5%	5.4%
Installation/Maintenance/Repair	4.5%	4.1%	4.2%
Production	7.5%	3.5%	3.1%
Transportation/Material Moving	1.5%	2.8%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	5,958	67,298	151,606
Population Inside Urbanized Area	99.7%	99.1%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	0.9%	1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,395	24,462	54,148
Households with 1 Person	27.5%	21.8%	21.7%
Households with 2+ People	72.5%	78.2%	78.3%
Family Households	67.3%	72.4%	72.1%
Husband-wife Families	52.5%	54.7%	54.7%
With Related Children	24.4%	24.0%	22.9%
Other Family (No Spouse Present)	14.9%	17.8%	17.4%
Other Family with Male Householder	3.9%	5.2%	5.2%
With Related Children	2.3%	3.3%	3.4%
Other Family with Female Householder	11.0%	12.6%	12.2%
With Related Children	7.3%	8.6%	8.3%
Nonfamily Households	5.1%	5.8%	6.1%
All Households with Children	34.3%	36.3%	35.0%
Multigenerational Households	3.2%	5.3%	6.1%
Unmarried Partner Households	5.6%	7.0%	7.3%
Male-female	4.3%	6.0%	6.2%
Same-sex	1.3%	1.0%	1.1%
2010 Households by Size			
Total	2,394	24,464	54,151
1 Person Household	27.5%	21.8%	21.7%
2 Person Household	33.3%	35.5%	36.8%
3 Person Household	14.6%	14.7%	13.3%
4 Person Household	13.7%	13.5%	12.6%
5 Person Household	7.0%	8.0%	7.9%
6 Person Household	2.7%	3.7%	4.1%
7 + Person Household	1.2%	2.8%	3.6%
2010 Households by Tenure and Mortgage Status			
Total	2,395	24,463	54,149
Owner Occupied	70.1%	67.3%	69.1%
Owned with a Mortgage/Loan	58.2%	51.4%	51.6%
Owned Free and Clear	12.0%	15.8%	17.5%
Renter Occupied	29.9%	32.7%	30.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,952	33,315	74,375
Housing Units Inside Urbanized Area	99.2%	97.9%	97.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.8%	2.1%	2.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	American Dreamers (7C)	Silver & Gold (9A)
2.	Retirement Communities (9E)	Soccer Moms (4A)	American Dreamers (7C)
3.	Urban Chic (2A)	Silver & Gold (9A)	Up and Coming Families (7A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,045,384	\$62,916,821	\$144,887,769
Average Spent	\$2,226.66	\$2,385.38	\$2,412.30
Spending Potential Index	104	111	113
Education: Total \$	\$4,343,146	\$42,999,899	\$96,439,490
Average Spent	\$1,599.69	\$1,630.27	\$1,605.67
Spending Potential Index	100	102	101
Entertainment/Recreation: Total \$	\$9,223,125	\$94,698,043	\$219,414,415
Average Spent	\$3,397.10	\$3,590.31	\$3,653.13
Spending Potential Index	104	110	112
Food at Home: Total \$	\$14,576,408	\$151,889,345	\$353,166,636
Average Spent	\$5,368.84	\$5,758.62	\$5,880.03
Spending Potential Index	104	111	114
Food Away from Home: Total \$	\$10,441,824	\$108,537,042	\$250,755,937
Average Spent	\$3,845.98	\$4,114.99	\$4,174.95
Spending Potential Index	105	112	114
Health Care: Total \$	\$17,131,120	\$174,737,073	\$408,323,619
Average Spent	\$6,309.80	\$6,624.85	\$6,798.37
Spending Potential Index	106	112	115
HH Furnishings & Equipment: Total \$	\$6,137,155	\$63,660,469	\$146,939,913
Average Spent	\$2,260.46	\$2,413.58	\$2,446.47
Spending Potential Index	106	113	115
Personal Care Products & Services: Total \$	\$2,618,008	\$26,800,593	\$62,016,710
Average Spent	\$964.28	\$1,016.10	\$1,032.54
Spending Potential Index	109	115	116
Shelter: Total \$	\$53,146,958	\$544,832,680	\$1,258,641,899
Average Spent	\$19,575.31	\$20,656.38	\$20,955.71
Spending Potential Index	106	112	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,356,099	\$73,858,606	\$171,867,218
Average Spent	\$2,709.43	\$2,800.22	\$2,861.50
Spending Potential Index	109	113	115
Travel: Total \$	\$6,538,070	\$66,645,913	\$153,868,331
Average Spent	\$2,408.13	\$2,526.76	\$2,561.82
Spending Potential Index	107	113	114
Vehicle Maintenance & Repairs: Total \$	\$3,401,325	\$34,141,886	\$78,795,970
Average Spent	\$1,252.79	\$1,294.43	\$1,311.91
Spending Potential Index	110	113	115

Data Note: 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: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.