

Jefferson Square
La Quinta, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

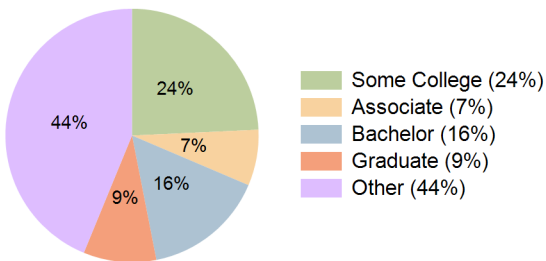
Current Year Demographics

Current Population	9,872	92,061	161,883	135,615
Total Daytime Pop	8,392	81,771	155,935	136,352
Workplace Pop	1,196	23,220	51,696	46,075
Average Household Income	\$94,086	\$76,895	\$83,300	\$82,371
Median Household Income	\$73,178	\$54,566	\$57,568	\$56,509
Total Households	3,884	32,538	57,974	48,693
Median Home Value	\$644,774	\$552,481	\$573,105	\$577,490
Bachelors Degree	22.4%	14.3%	15.8%	15.5%
Graduate Degree	14.8%	8.8%	9.3%	9.3%
Total Consumer Spending/Capita (Weekly)	\$358	\$330	\$333	\$333

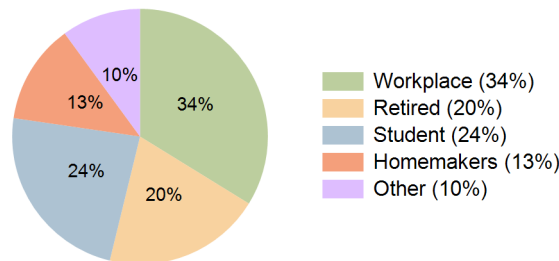
2023 Demographic Projections

Projected Population	10,751	102,005	178,662	149,822
Projected 5 Year Annual Growth Rate (Pop)	1.7%	2.1%	2.0%	2.0%
Projected Households	4,232	36,167	64,138	53,944
Projected 5 Year Annual Growth Rate (HH)	1.7%	2.1%	2.0%	2.1%

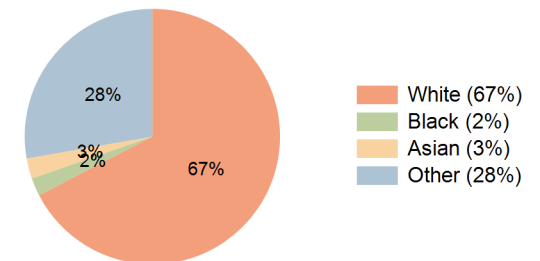
Education (10 Minute Drive)



Daytime Population (10 Minute Drive)



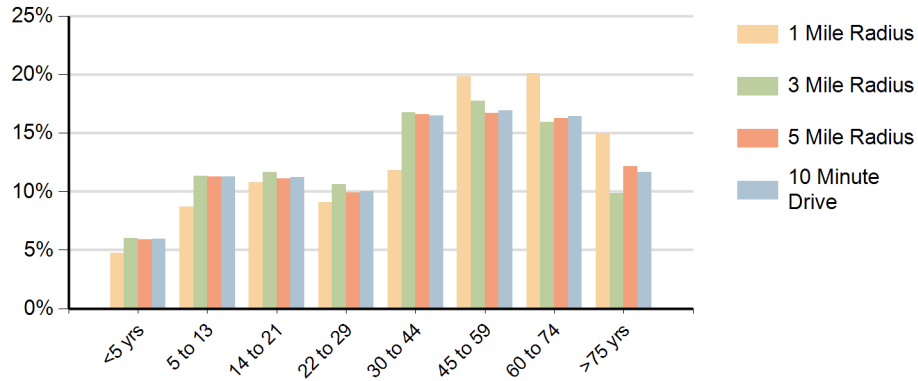
Race (10 Minute Drive)



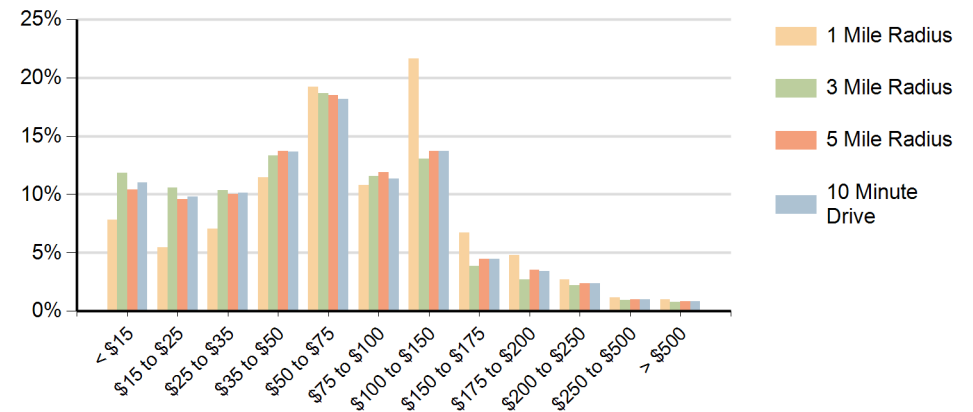
Hispanic Ethnicity

51% Hispanic | 49% Non Hispanic

Population by Age Range



Households by Income Range (\$000)



Jefferson Square La Quinta, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	9,872	92,061	161,883	135,615
	2010 Census Population	9,274	82,616	146,206	122,239
	2000 Census Population	4,557	61,754	97,249	85,679
	Historical Annual Growth 2000 to 2010	7.4%	3.0%	4.2%	3.6%
	Estimated Annual Growth 2010 to 2018	0.8%	1.3%	1.2%	1.3%
	Projected Annual Growth 2018 to 2023	1.7%	2.1%	2.0%	2.0%
Households	Current Estimated Households	3,884	32,538	57,974	48,693
	2010 Census Households	3,641	29,048	52,155	43,681
	2000 Census Households	1,738	20,560	33,707	29,301
	Historical Annual Growth 2000 to 2010	7.7%	3.5%	4.5%	4.1%
	Estimated Annual Growth 2010 to 2018	0.8%	1.4%	1.3%	1.3%
	Projected Annual Growth 2018 to 2023	1.7%	2.1%	2.0%	2.1%
	Population per Household	2.5	2.8	2.8	2.8
Ethnic	Hispanic or Latino Population	26%	52%	51%	51%
	Non Hispanic or Latino Population	74%	48%	49%	49%
Race	White	80.9%	66.4%	67.4%	67.4%
	Black or African American	3.5%	2.5%	2.2%	2.3%
	Asian & Pacific Islander	3.7%	2.6%	2.5%	2.6%
	Other Races	12.0%	28.5%	27.9%	27.7%