

Perform Properties

DESERT SPRINGS MARKETPLACE

74-880 Country Club Dr, Palm Desert, CA 92260

Generated on January 24, 2026

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,519	44,839	93,080	290,148	1,463,599
Total Daytime Population	4,477	83,116	156,742	336,023	1,494,303
TOTAL HOUSEHOLD INCOME					
Total Households	1,398	21,278	44,757	116,013	496,460
Median Household Income	\$125,862	\$91,006	\$94,404	\$86,365	\$86,230
Average Household Income	\$149,045	\$125,103	\$131,762	\$119,161	\$109,803
Under \$15,000	6.7%	9.4%	8.6%	8.1%	7.5%
\$15,000 - \$34,999	13.1%	13.7%	13.5%	14.7%	13.5%
\$35,000 - \$49,999	11.7%	9.8%	9.2%	10.4%	9.7%
\$50,000 - \$74,999	6.2%	13.6%	13.8%	15.1%	15.2%
\$75,000 - \$99,999	7.9%	11.1%	11.7%	13.0%	12.7%
\$100,000 - \$124,999	5.5%	8.8%	9.0%	9.5%	10.9%
\$125,000 - \$149,999	5.7%	8.2%	8.4%	7.2%	8.0%
\$150,000+	43.2%	25.5%	25.9%	22.1%	22.6%
BUSINESSES					
Total Businesses	287	4,117	7,986	14,209	51,619
RACE/ETHNICITY					
White/Caucasian	82.2%	64.6%	66.1%	44.1%	39.3%
Black/African American	5.2%	2.6%	2.0%	1.9%	5.4%
Asian/Pacific Islander	2.2%	4.9%	3.9%	3.8%	5.9%
Hispanic/Latino	7.9%	24.1%	24.5%	47.0%	44.5%
Other	2.5%	3.7%	3.6%	3.1%	4.9%

Source: Advan, 2024.