Perform Properties

DESERT SPRINGS MARKETPLACE
74-880 Country Club Dr, Palm Desert, CA 92260
Generated on November 2, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,613	43,479	93,612	153,299	488,726
Total Daytime Population	4,468	74,010	156,261	222,896	508,749
TOTAL HOUSEHOLD INCOME					
Total Households	1,451	20,613	44,956	69,299	187,724
Median Household Income	$137,688	$110,315	$108,617	$109,058	$92,144
Average Household Income	$161,645	$157,440	$152,242	$155,219	$126,153
Under $15,000	3.5%	7.2%	6.6%	6.3%	6.5%
$15,000 - $34,999	7.5%	10.1%	11.4%	10.8%	13.7%
$35,000 - $49,999	5.7%	9.6%	8.7%	8.9%	10.1%
$50,000 - $74,999	13.0%	13.5%	12.8%	13.3%	15.3%
$75,000 - $99,999	9.0%	10.3%	11.0%	11.3%	12.1%
$100,000 - $124,999	6.9%	8.7%	9.0%	9.4%	10.1%
$125,000 - $149,999	3.3%	7.1%	7.9%	7.8%	7.3%
$150,000+	51.1%	33.6%	32.6%	32.2%	25.0%
BUSINESSES					
Total Businesses	199	3,794	8,370	10,648	20,604
RACE/ETHNICITY					
White/Caucasian	86.7%	65.3%	65.1%	59.2%	39.1%
Black/African American	1.1%	2.0%	1.7%	1.7%	2.4%
Asian/Pacific Islander	2.8%	4.9%	3.9%	4.2%	3.1%
Hispanic/Latino	8.0%	24.2%	25.6%	31.3%	52.0%
Other	1.4%	3.7%	3.7%	3.6%	3.4%

Source: Advan, 2025.