

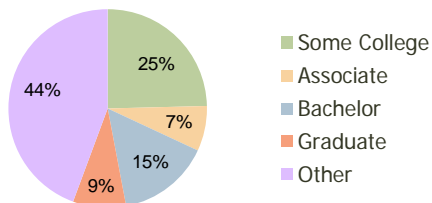
Jefferson Square La Quinta, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

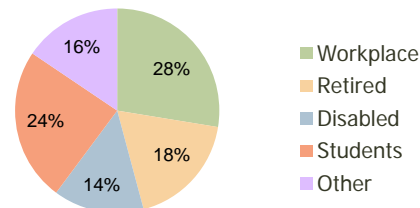
Current Population	9,784	87,154	154,750
Adjusted Total Pop (Carrier Route)	11,504	80,123	162,378
Total Daytime Pop	6,962	72,747	131,771
Workplace Pop	1,030	20,057	40,727
Average Household Income	\$104,993	\$78,448	\$85,978
Median Household Income	\$89,538	\$58,708	\$62,241
Total Housing Units	3,833	30,677	55,431
Median Home Value	\$285,635	\$213,558	\$220,297
Bachelors Degree	22.1%	15.1%	16.6%
Graduate Degree	15.5%	8.6%	9.3%
Total Consumer Spending/Capita	\$0	\$265	\$268

2016 Demographic Projections

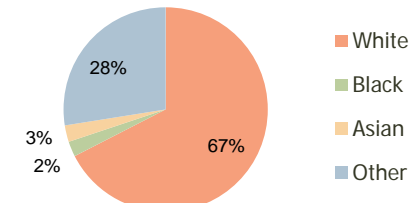
Projected Population	10,864	106,349	184,062
Projected 5 Year Pop Growth	2.1%	4.1%	3.5%
Projected Households	4,278	37,630	66,201
Projected 5 Year Household Growth	2.2%	4.2%	3.6%



Education (3-Mile)



Daytime Population (3-Mile)

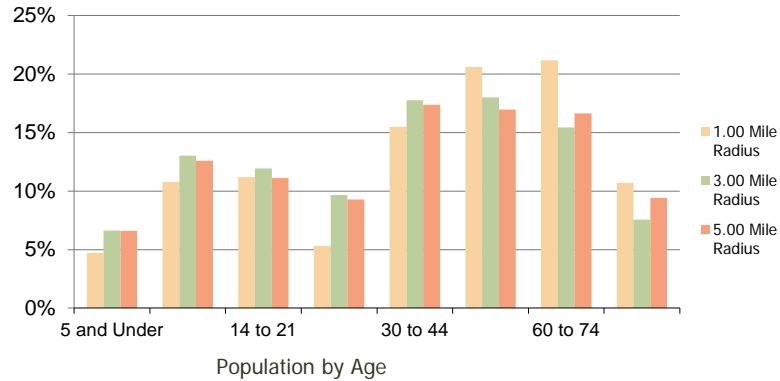


Ethnicity (3-Mile)

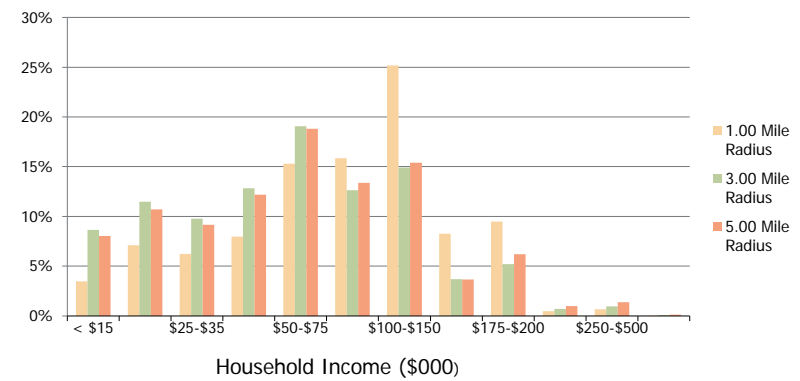
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Jefferson Square La Quinta, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Household Income by Income Range



Population	Current Estimated Population	9,784	87,154	154,750
	2010 Census Population	9,656	80,944	146,406
	2000 Census Population	4,851	60,385	97,486
	Historical Annual Growth 2000 to 2010	7.13%	2.97%	4.15%
	Estimated Annual Growth 2010 to 2011	0.75%	4.31%	3.22%
Households	Projected Annual Growth 2011 to 2016	2.12%	4.06%	3.53%
	Current Estimated Households	3,833	30,677	55,431
	2010 Census Households	3,772	28,423	52,341
	2000 Census Households	1,838	20,052	33,854
	Historical Annual Growth 2000 to 2010	7.5%	3.6%	4.5%
Ethnicity	Estimated Annual Growth 2010 to 2011	0.9%	4.5%	3.3%
	Projected Annual Growth 2011 to 2016	2.2%	4.2%	3.6%
	Population per Household	2.5	2.8	2.8
	White	81.5%	67.5%	68.8%
	Black or African American	2.8%	2.4%	2.1%
	Asian & Pacific Islander	3.6%	2.6%	2.5%
	Other Races	12.2%	27.5%	26.6%
Hispanic or Latino Population	25.5%	53.0%	51.5%	
Non Hispanic or Latino Population	74.5%	47.0%	48.5%	

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