

DESERT CROSSROADS | INDIO, CALIFORNIA



ACRES:
±7.11

SQUARE FEET:
±15,160

ZONING:
COMMERCIAL

ADDRESS:
SWC STATE HIGHWAY 111 & JEFFERSON STREET

SUMMARY:
Desert Crossroads is a fitness anchored shopping center located on the intersection of Jefferson Street and Highway 111 with a traffic count in excess of 65,000 vehicles per day. Adjacent to Home Depot and Costco anchored shopping centers. The five mile trade area boasts an average household income of \$90,000 and a daytime population of over 160,000.



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OVERVIEW

TRAFFIC COUNTS

State Hwy 111: 38,037 VPD

Jefferson St: 27,133 VPD

Total Traffic: 65,170 VPD

DEMOGRAPHICS

Average Household Income

1 Mile	3 Miles	5 Miles
\$96,790	\$93,543	\$90,927

Total Population

1 Mile	3 Miles	5 Miles
9,370	77,196	168,466

Daytime Population

1 Mile	3 Miles	5 Miles
10,030	76,067	162,404

Total Households

1 Mile	3 Miles	5 Miles
3,260	27,652	58,908

AVAILABLE

Shops and Pads



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AERIAL MAP



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DEMOGRAPHICS (3 MILES)

ANNUAL HOUSEHOLD SPENDING



KEY FACTS

78,396

Population



27,652

Households

38.6

Median Age

\$53,563

Median Disposable Income

EDUCATION

18%

No High School Diploma



26%

High School Graduate



30%

Some College



26%

Bachelor's/Grad/Prof Degree

INCOME



\$64,169

Median Household Income



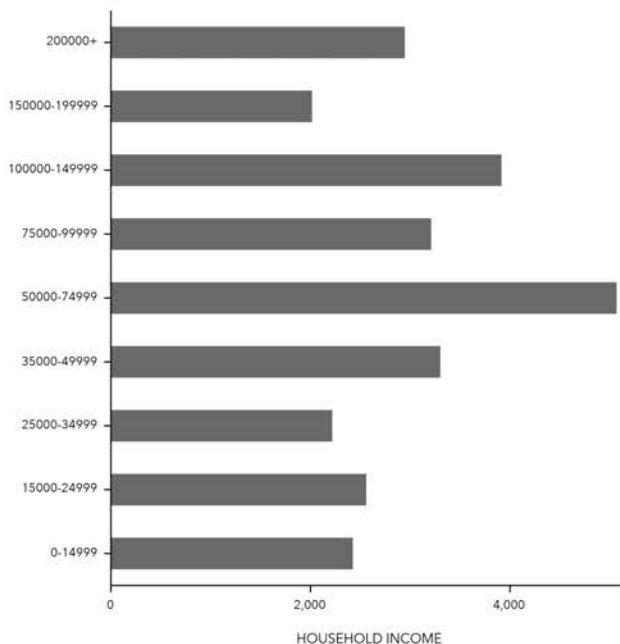
\$34,842

Per Capita Income



\$133,480

Median Net Worth



Tapestry Segments



7C

American Dreamers

4,735 households

17.1%
of Households



4A

Soccer Moms

3,947 households

14.3%
of Households



9A

Silver and Gold

3,453 households

12.5%
of Households

Average Household Size for this area

2.81

which is more than the average for United States

Area	Value	0.00	4.00
Riverside County	3.18		
California	2.92		
This area	2.81		
United States	2.59		

EMPLOYMENT



White Collar



Blue Collar



Services

55%

18%

27%

6.8%

Unemployment Rate



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