	Coachella cit...
Population Summary	
2010 Total Population	40,824
2020 Total Population	41,941
2020 Group Quarters	62
2023 Total Population	43,018
2023 Group Quarters	62
2028 Total Population	43,780
2023-2028 Annual Rate	0.35%
2023 Total Daytime Population	34,095
Workers	8,935
Residents	25,160
Household Summary	
2010 Households	9,032
2010 Average Household Size	4.52
2020 Total Households	9,797
2020 Average Household Size	4.27
2023 Households	10,102
2023 Average Household Size	4.25
2028 Households	10,292
2028 Average Household Size	4.25
2023-2028 Annual Rate	0.37%
2010 Families	8,349
2010 Average Family Size	4.57
2023 Families	9,369
2023 Average Family Size	4.29
2028 Families	9,543
2028 Average Family Size	4.29
2023-2028 Annual Rate	0.37%
Housing Unit Summary	
2000 Housing Units	5,305
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	6.9%
2010 Housing Units	9,762
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	35.0%
Vacant Housing Units	7.5%
2020 Housing Units	10,069
Vacant Housing Units	2.7%
2023 Housing Units	10,402
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	2.9%
2028 Housing Units	10,595
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	2.9%
Median Household Income	
2023	$43,171
2028	$50,876
Median Home Value	
2023	$271,312
2028	$283,326
Per Capita Income	
2023	$14,837
2028	$17,409
Median Age	
2010	24.7
2023	27.1
2028	28.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Coachella cit...
2023 Households by Income	
Household Income Base	10,102
<$15,000	14.7%
$15,000 - $24,999	13.7%
$25,000 - $34,999	13.2%
$35,000 - $49,999	13.6%
$50,000 - $74,999	16.8%
$75,000 - $99,999	11.0%
$100,000 - $149,999	12.0%
$150,000 - $199,999	2.4%
$200,000+	2.7%
Average Household Income	$63,135
2028 Households by Income	
Household Income Base	10,292
<$15,000	13.6%
$15,000 - $24,999	11.3%
$25,000 - $34,999	12.2%
$35,000 - $49,999	12.0%
$50,000 - $74,999	16.8%
$75,000 - $99,999	12.2%
$100,000 - $149,999	15.0%
$150,000 - $199,999	3.2%
$200,000+	3.7%
Average Household Income	$74,005
2023 Owner Occupied Housing Units by Value	
Total	7,262
<$50,000	6.3%
$50,000 - $99,999	3.1%
$100,000 - $149,999	6.2%
$150,000 - $199,999	14.2%
$200,000 - $249,999	13.6%
$250,000 - $299,999	15.2%
$300,000 - $399,999	19.4%
$400,000 - $499,999	3.2%
$500,000 - $749,999	11.5%
$750,000 - $999,999	4.3%
$1,000,000 - $1,499,999	1.7%
$1,500,000 - $1,999,999	0.5%
$2,000,000 +	0.6%
Average Home Value	$345,280
2028 Owner Occupied Housing Units by Value	
Total	7,467
<$50,000	6.5%
$50,000 - $99,999	3.9%
$100,000 - $149,999	5.6%
$150,000 - $199,999	11.9%
$200,000 - $249,999	12.5%
$250,000 - $299,999	14.4%
$300,000 - $399,999	18.9%
$400,000 - $499,999	3.2%
$500,000 - $749,999	12.8%
$750,000 - $999,999	6.1%
$1,000,000 - $1,499,999	2.5%
$1,500,000 - $1,999,999	0.8%
$2,000,000 +	1.0%
Average Home Value	$380,052

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Coachella cit...
2010 Population by Age	
Total	40,822
0 - 4	11.0%
5 - 9	10.8%
10 - 14	10.3%
15 - 24	18.4%
25 - 34	16.3%
35 - 44	12.8%
45 - 54	10.2%
55 - 64	5.5%
65 - 74	2.8%
75 - 84	1.4%
85 +	0.4%
18 +	61.4%
2023 Population by Age	
Total	43,018
0 - 4	10.1%
5 - 9	9.9%
10 - 14	9.0%
15 - 24	17.1%
25 - 34	17.3%
35 - 44	13.5%
45 - 54	9.4%
55 - 64	7.2%
65 - 74	4.2%
75 - 84	1.8%
85 +	0.4%
18 +	65.7%
2028 Population by Age	
Total	43,780
0 - 4	10.1%
5 - 9	9.4%
10 - 14	9.2%
15 - 24	16.0%
25 - 34	16.5%
35 - 44	14.1%
45 - 54	9.9%
55 - 64	7.2%
65 - 74	4.7%
75 - 84	2.2%
85 +	0.6%
18 +	66.5%
2010 Population by Sex	
Males	20,368
Females	20,456
2023 Population by Sex	
Males	21,706
Females	21,312
2028 Population by Sex	
Males	22,071
Females	21,709

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Coachella city, CA (0614260)   Prepared by Esri
Coachella city
Geography: Place

	Coachella cit...
2010 Population by Race/Ethnicity	
Total	40,823
White Alone	48.4%
Black Alone	0.8%
American Indian Alone	0.7%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	46.8%
Two or More Races	2.6%
Hispanic Origin	96.0%
Diversity Index	58.1
2020 Population by Race/Ethnicity	
Total	41,941
White Alone	17.3%
Black Alone	0.5%
American Indian Alone	2.1%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	55.7%
Two or More Races	23.7%
Hispanic Origin	96.4%
Diversity Index	63.0
2023 Population by Race/Ethnicity	
Total	43,018
White Alone	17.2%
Black Alone	0.5%
American Indian Alone	2.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	56.1%
Two or More Races	23.6%
Hispanic Origin	96.3%
Diversity Index	62.8
2028 Population by Race/Ethnicity	
Total	43,780
White Alone	15.5%
Black Alone	0.5%
American Indian Alone	2.1%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	57.8%
Two or More Races	23.5%
Hispanic Origin	96.6%
Diversity Index	61.4
2010 Population by Relationship and Household Type	
Total	40,823
In Households	99.9%
In Family Households	97.3%
Householder	20.5%
Spouse	13.8%
Child	48.5%
Other relative	10.6%
Nonrelative	3.8%
In Nonfamily Households	2.6%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Coachella cit...
2023 Population 25+ by Educational Attainment	
Total	23,162
Less than 9th Grade	27.4%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	45.7%
GED/Alternative Credential	3.0%
Some College, No Degree	7.5%
Associate Degree	2.4%
Bachelor's Degree	3.8%
Graduate/Professional Degree	1.4%
2023 Population 15+ by Marital Status	
Total	30,509
Never Married	45.1%
Married	49.2%
Widowed	2.9%
Divorced	2.8%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	20,491
Population 16+ Employed	89.2%
Population 16+ Unemployment rate	10.8%
Population 16-24 Employed	15.7%
Population 16-24 Unemployment rate	22.2%
Population 25-54 Employed	74.0%
Population 25-54 Unemployment rate	7.9%
Population 55-64 Employed	8.9%
Population 55-64 Unemployment rate	11.5%
Population 65+ Employed	1.4%
Population 65+ Unemployment rate	8.1%
2023 Employed Population 16+ by Industry	
Total	18,280
Agriculture/Mining	5.8%
Construction	12.1%
Manufacturing	5.2%
Wholesale Trade	1.8%
Retail Trade	13.8%
Transportation/Utilities	5.8%
Information	0.9%
Finance/Insurance/Real Estate	2.5%
Services	49.3%
Public Administration	2.8%
2023 Employed Population 16+ by Occupation	
Total	18,280
White Collar	32.7%
Management/Business/Financial	8.2%
Professional	6.9%
Sales	10.7%
Administrative Support	6.8%
Services	32.3%
Blue Collar	35.1%
Farming/Forestry/Fishing	4.2%
Construction/Extraction	10.9%
Installation/Maintenance/Repair	6.1%
Production	4.7%
Transportation/Material Moving	9.1%

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	Coachella cit...
2010 Households by Type	
Total	9,032
Households with 1 Person	5.3%
Households with 2+ People	94.7%
Family Households	92.4%
Husband-wife Families	62.1%
With Related Children	48.8%
Other Family (No Spouse Present)	30.4%
Other Family with Male Householder	9.1%
With Related Children	6.8%
Other Family with Female Householder	21.3%
With Related Children	17.0%
Nonfamily Households	2.3%
All Households with Children	73.2%
Multigenerational Households	17.8%
Unmarried Partner Households	9.5%
Male-female	8.7%
Same-sex	0.9%
2010 Households by Size	
Total	9,030
1 Person Household	5.3%
2 Person Household	11.4%
3 Person Household	14.7%
4 Person Household	22.3%
5 Person Household	19.9%
6 Person Household	11.9%
7 + Person Household	14.4%
2010 Households by Tenure and Mortgage Status	
Total	9,032
Owner Occupied	62.2%
Owned with a Mortgage/Loan	53.3%
Owned Free and Clear	8.9%
Renter Occupied	37.8%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	62
Percent of Income for Mortgage	37.7%
Wealth Index	41
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	9,762
Housing Units Inside Urbanized Area	98.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.9%
2010 Population By Urban/ Rural Status	
Total Population	40,824
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

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	Coachella cit...
Top 3 Tapestry Segments	
1.	Family Extensions (13B)
2.	Forging Opportunity (7D)
3.	Up and Coming Families (7A)
2023 Consumer Spending	
Apparel & Services: Total $	$13,866,158
Average Spent	$1,372.62
Spending Potential Index	62
Education: Total $	$9,270,344
Average Spent	$917.67
Spending Potential Index	51
Entertainment/Recreation: Total $	$21,671,469
Average Spent	$2,145.27
Spending Potential Index	57
Food at Home: Total $	$42,075,719
Average Spent	$4,165.09
Spending Potential Index	61
Food Away from Home: Total $	$24,113,321
Average Spent	$2,386.98
Spending Potential Index	64
Health Care: Total $	$40,265,157
Average Spent	$3,985.86
Spending Potential Index	54
HH Furnishings & Equipment: Total $	$17,167,649
Average Spent	$1,699.43
Spending Potential Index	58
Personal Care Products & Services: Total $	$5,862,617
Average Spent	$580.34
Spending Potential Index	61
Shelter: Total $	$159,728,450
Average Spent	$15,811.57
Spending Potential Index	64
Support Payments/Cash Contributions/Gifts in Kind: Total $	$15,783,316
Average Spent	$1,562.40
Spending Potential Index	50
Travel: Total $	$13,150,188
Average Spent	$1,301.74
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total $	$8,066,635
Average Spent	$798.52
Spending Potential Index	61

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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