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<b>Population Summary</b>	
2010 Total Population	40,704
2020 Total Population	41,941
2020 Group Quarters	62
2024 Total Population	43,962
2024 Group Quarters	62
2029 Total Population	45,796
2024-2029 Annual Rate	0.82%
2024 Total Daytime Population	34,501
Workers	9,110
Residents	25,391
<b>Household Summary</b>	
2010 Households	8,998
2010 Average Household Size	4.52
2020 Total Households	9,797
2020 Average Household Size	4.27
2024 Households	10,381
2024 Average Household Size	4.23
2029 Households	10,922
2029 Average Household Size	4.19
2024-2029 Annual Rate	1.02%
2010 Families	8,330
2010 Average Family Size	4.57
2024 Families	9,290
2024 Average Family Size	4.55
2029 Families	9,765
2029 Average Family Size	4.51
2024-2029 Annual Rate	1.00%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,075
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	4.4%
2010 Housing Units	9,903
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	9.1%
2020 Housing Units	10,069
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	2.7%
2024 Housing Units	10,668
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	2.7%
2029 Housing Units	11,209
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	2.6%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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**2024 Households by Income**

Household Income Base	10,381
<\$15,000	13.0%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	3.6%
\$200,000+	3.4%
Average Household Income	\$69,792

**2029 Households by Income**

Household Income Base	10,922
<\$15,000	11.4%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	5.3%
\$200,000+	4.7%
Average Household Income	\$83,921

**2024 Owner Occupied Housing Units by Value**

Total	6,702
<\$50,000	4.1%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	14.0%
\$250,000 - \$299,999	15.1%
\$300,000 - \$399,999	19.2%
\$400,000 - \$499,999	9.8%
\$500,000 - \$749,999	14.8%
\$750,000 - \$999,999	4.9%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.8%
Average Home Value	\$387,060

**2029 Owner Occupied Housing Units by Value**

Total	7,214
<\$50,000	6.1%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	1.8%
\$200,000 - \$249,999	2.1%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	15.3%
\$500,000 - \$749,999	31.3%
\$750,000 - \$999,999	13.5%
\$1,000,000 - \$1,499,999	3.8%
\$1,500,000 - \$1,999,999	2.3%
\$2,000,000 +	1.8%
Average Home Value	\$584,270

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>	
2024	\$51,632
2029	\$62,112
<b>Median Home Value</b>	
2024	\$307,060
2029	\$521,508
<b>Per Capita Income</b>	
2024	\$16,492
2029	\$20,026
<b>Median Age</b>	
2010	24.5
2020	28.6
2024	30.1
2029	30.7
<b>2020 Population by Age</b>	
Total	41,941
0 - 4	7.0%
5 - 9	9.0%
10 - 14	10.0%
15 - 24	18.3%
25 - 34	15.0%
35 - 44	13.7%
45 - 54	10.9%
55 - 64	8.6%
65 - 74	4.6%
75 - 84	2.0%
85 +	0.7%
18 +	67.7%
<b>2024 Population by Age</b>	
Total	43,962
0 - 4	7.0%
5 - 9	7.3%
10 - 14	9.2%
15 - 24	19.1%
25 - 34	14.3%
35 - 44	14.3%
45 - 54	11.6%
55 - 64	8.7%
65 - 74	5.3%
75 - 84	2.3%
85 +	0.8%
18 +	70.5%
<b>2029 Population by Age</b>	
Total	45,796
0 - 4	7.0%
5 - 9	7.0%
10 - 14	7.5%
15 - 24	18.7%
25 - 34	15.7%
35 - 44	13.7%
45 - 54	12.2%
55 - 64	8.6%
65 - 74	6.0%
75 - 84	2.8%
85 +	0.9%
18 +	73.1%
<b>2020 Population by Sex</b>	

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Coachella cit...</b>
Males	20,846
Females	21,095
<b>2024 Population by Sex</b>	
Males	22,175
Females	21,787
<b>2029 Population by Sex</b>	
Males	23,033
Females	22,763
<b>2010 Population by Race/Ethnicity</b>	
Total	40,704
White Alone	48.1%
Black Alone	0.8%
American Indian Alone	0.7%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	47.1%
Two or More Races	2.6%
Hispanic Origin	96.4%
Diversity Index	57.8
<b>2020 Population by Race/Ethnicity</b>	
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
<b>2024 Population by Race/Ethnicity</b>	
Total	43,962
White Alone	16.7%
Black Alone	0.5%
American Indian Alone	2.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	56.6%
Two or More Races	23.5%
Hispanic Origin	96.5%
Diversity Index	62.3
<b>2029 Population by Race/Ethnicity</b>	
Total	45,796
White Alone	16.3%
Black Alone	0.5%
American Indian Alone	2.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	57.2%
Two or More Races	23.4%
Hispanic Origin	96.7%
Diversity Index	61.7

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Relationship and Household Type</b>	
Total	41,941
In Households	99.9%
Householder	23.4%
Opposite-Sex Spouse	13.3%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.7%
Same-Sex Unmarried Partner	0.0%
Biological Child	39.5%
Adopted Child	0.6%
Stepchild	1.3%
Grandchild	6.1%
Brother or Sister	2.5%
Parent	2.7%
Parent-in-law	0.7%
Son-in-law or Daughter-in-law	1.6%
Other Relatives	3.2%
Foster Child	0.2%
Other Nonrelatives	2.8%
In Group Quarters	0.1%
Institutionalized	0.0%
Noninstitutionalized	0.1%
<b>2024 Population 25+ by Educational Attainment</b>	
Total	25,233
Less than 9th Grade	25.2%
9th - 12th Grade, No Diploma	11.8%
High School Graduate	40.1%
GED/Alternative Credential	4.4%
Some College, No Degree	9.3%
Associate Degree	3.5%
Bachelor's Degree	4.5%
Graduate/Professional Degree	1.3%
<b>2024 Population 15+ by Marital Status</b>	
Total	33,630
Never Married	42.5%
Married	50.9%
Widowed	3.0%
Divorced	3.6%
<b>2024 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	21,857
Population 16+ Employed	87.3%
Population 16+ Unemployment rate	12.7%
Population 16-24 Employed	16.3%
Population 16-24 Unemployment rate	25.7%
Population 25-54 Employed	71.4%
Population 25-54 Unemployment rate	9.3%
Population 55-64 Employed	10.6%
Population 55-64 Unemployment rate	11.8%
Population 65+ Employed	1.7%
Population 65+ Unemployment rate	7.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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**2024 Employed Population 16+ by Industry**

Total	19,080
Agriculture/Mining	5.2%
Construction	11.6%
Manufacturing	5.1%
Wholesale Trade	1.8%
Retail Trade	14.2%
Transportation/Utilities	5.4%
Information	0.9%
Finance/Insurance/Real Estate	2.5%
Services	50.3%
Public Administration	3.0%

**2024 Employed Population 16+ by Occupation**

Total	19,080
White Collar	32.9%
Management/Business/Financial	8.5%
Professional	7.0%
Sales	10.9%
Administrative Support	6.5%
Services	33.4%
Blue Collar	33.7%
Farming/Forestry/Fishing	4.2%
Construction/Extraction	10.6%
Installation/Maintenance/Repair	5.7%
Production	4.5%
Transportation/Material Moving	8.7%

**2020 Households by Type**

Total	9,797
Married Couple Households	57.5%
With Own Children <18	33.4%
Without Own Children <18	24.1%
Cohabiting Couple Households	7.6%
With Own Children <18	5.2%
Without Own Children <18	2.4%
Male Householder, No Spouse/Partner	11.5%
Living Alone	2.8%
65 Years and over	0.9%
With Own Children <18	2.7%
Without Own Children <18, With Relatives	4.7%
No Relatives Present	1.3%
Female Householder, No Spouse/Partner	23.5%
Living Alone	3.0%
65 Years and over	1.4%
With Own Children <18	9.4%
Without Own Children <18, With Relatives	9.9%
No Relatives Present	1.1%

**2020 Households by Size**

Total	9,797
1 Person Household	5.8%
2 Person Household	13.2%
3 Person Household	16.8%
4 Person Household	22.1%
5 Person Household	19.2%
6 Person Household	12.0%
7 + Person Household	10.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Households by Tenure and Mortgage Status</b>	
Total	9,797
Owner Occupied	62.3%
Owned with a Mortgage/Loan	51.5%
Owned Free and Clear	10.7%
Renter Occupied	37.7%
<b>2024 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	66
Percent of Income for Mortgage	37.2%
Wealth Index	47
<b>2020 Housing Units By Urban/ Rural Status</b>	
Total	10,069
Urban Housing Units	98.6%
Rural Housing Units	1.4%
<b>2020 Population By Urban/ Rural Status</b>	
Total	41,941
Urban Population	98.9%
Rural Population	1.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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**Top 3 Tapestry Segments**

<b>1.</b>	Family Extensions (13B)
<b>2.</b>	Forging Opportunity (7D)
<b>3.</b>	Up and Coming Families (7A)

**2024 Consumer Spending**

Apparel & Services: Total \$	\$16,633,928
Average Spent	\$1,602.34
Spending Potential Index	67
Education: Total \$	\$9,332,730
Average Spent	\$899.02
Spending Potential Index	52
Entertainment/Recreation: Total \$	\$25,231,616
Average Spent	\$2,430.56
Spending Potential Index	59
Food at Home: Total \$	\$48,981,233
Average Spent	\$4,718.35
Spending Potential Index	65
Food Away from Home: Total \$	\$28,304,825
Average Spent	\$2,726.60
Spending Potential Index	70
Health Care: Total \$	\$46,143,722
Average Spent	\$4,445.02
Spending Potential Index	58
HH Furnishings & Equipment: Total \$	\$20,428,365
Average Spent	\$1,967.86
Spending Potential Index	62
Personal Care Products & Services: Total \$	\$6,759,086
Average Spent	\$651.10
Spending Potential Index	65
Shelter: Total \$	\$182,836,762
Average Spent	\$17,612.63
Spending Potential Index	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,202,169
Average Spent	\$1,946.07
Spending Potential Index	56
Travel: Total \$	\$18,327,028
Average Spent	\$1,765.44
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$9,914,755
Average Spent	\$955.09
Spending Potential Index	64

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.