

	Coachella cit...
Population Summary	
2010 Total Population	40,704
2020 Total Population	41,941
2020 Group Quarters	62
2025 Total Population	44,165
2025 Group Quarters	62
2030 Total Population	46,061
2025-2030 Annual Rate	0.84%
2025 Total Daytime Population	34,362
Workers	9,251
Residents	25,111
Household Summary	
2010 Households	8,998
2010 Average Household Size	4.52
2020 Total Households	9,797
2020 Average Household Size	4.27
2025 Households	10,641
2025 Average Household Size	4.14
2030 Households	11,273
2030 Average Household Size	4.08
2025-2030 Annual Rate	1.16%
2010 Families	8,330
2010 Average Family Size	4.57
2025 Families	9,536
2025 Average Family Size	4.46
2030 Families	10,065
2030 Average Family Size	4.40
2025-2030 Annual Rate	1.09%
Housing Unit Summary	
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%
2025 Housing Units	10,995
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	34.2%
Vacant Housing Units	3.2%
2030 Housing Units	11,668
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	3.4%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income

Household Income Base	10,641
<\$15,000	9.5%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	5.9%
\$200,000+	4.8%
Average Household Income	\$79,823

2030 Households by Income

Household Income Base	11,273
<\$15,000	8.6%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	7.6%
\$200,000+	6.5%
Average Household Income	\$89,508

2025 Owner Occupied Housing Units by Value

Total	6,878
<\$50,000	3.8%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	4.9%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	12.8%
\$300,000 - \$399,999	23.5%
\$400,000 - \$499,999	14.5%
\$500,000 - \$749,999	17.5%
\$750,000 - \$999,999	4.4%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.8%
Average Home Value	\$404,344

2030 Owner Occupied Housing Units by Value

Total	7,401
<\$50,000	3.8%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	2.2%
\$200,000 - \$249,999	5.5%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	15.6%
\$400,000 - \$499,999	19.1%
\$500,000 - \$749,999	30.6%
\$750,000 - \$999,999	8.5%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	1.3%
\$2,000,000 +	1.9%
Average Home Value	\$530,753

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income	
2025	\$63,476
2030	\$72,199
Median Home Value	
2025	\$349,938
2030	\$469,266
Per Capita Income	
2025	\$19,244
2030	\$21,917
Median Age	
2010	24.5
2020	28.6
2025	30.0
2030	31.4
2020 Population by Age	
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%
2025 Population by Age	
Total	44,165
0 - 4	6.9%
5 - 9	7.1%
10 - 14	8.7%
15 - 24	19.1%
25 - 34	15.7%
35 - 44	13.6%
45 - 54	11.3%
55 - 64	8.7%
65 - 74	5.7%
75 - 84	2.3%
85 +	0.7%
18 +	71.6%
2030 Population by Age	
Total	46,061
0 - 4	6.9%
5 - 9	6.8%
10 - 14	7.1%
15 - 24	17.6%
25 - 34	17.2%
35 - 44	13.7%
45 - 54	11.9%
55 - 64	8.7%
65 - 74	6.4%
75 - 84	2.9%
85 +	0.8%
18 +	74.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex	
Males	20,846
Females	21,095
2025 Population by Sex	
Males	22,282
Females	21,883
2030 Population by Sex	
Males	23,247
Females	22,814
2010 Population by Race/Ethnicity	
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
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
2025 Population by Race/Ethnicity	
Total	44,165
White Alone	16.6%
Black Alone	0.5%
American Indian Alone	1.9%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	56.9%
Two or More Races	23.4%
Hispanic Origin	96.5%
Diversity Index	62.1
2030 Population by Race/Ethnicity	
Total	46,061
White Alone	16.2%
Black Alone	0.5%
American Indian Alone	1.9%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	57.5%
Two or More Races	23.3%
Hispanic Origin	96.8%
Diversity Index	61.4

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

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%

2025 Population 25+ by Educational Attainment

Total	25,690
Less than 9th Grade	25.3%
9th - 12th Grade, No Diploma	14.1%
High School Graduate	35.4%
GED/Alternative Credential	4.5%
Some College, No Degree	10.4%
Associate Degree	3.7%
Bachelor's Degree	4.8%
Graduate/Professional Degree	1.8%

2025 Population 15+ by Marital Status

Total	34,144
Never Married	42.7%
Married	49.3%
Widowed	3.6%
Divorced	4.3%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	22,404
Population 16+ Employed	87.4%
Population 16+ Unemployment rate	12.6%
Population 16-24 Employed	16.4%
Population 16-24 Unemployment rate	25.2%
Population 25-54 Employed	71.0%
Population 25-54 Unemployment rate	9.3%
Population 55-64 Employed	10.7%
Population 55-64 Unemployment rate	12.0%
Population 65+ Employed	1.8%
Population 65+ Unemployment rate	7.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Employed Population 16+ by Industry

Total	19,574
Agriculture/Mining	5.2%
Construction	11.6%
Manufacturing	4.9%
Wholesale Trade	1.7%
Retail Trade	13.9%
Transportation/Utilities	5.5%
Information	0.9%
Finance/Insurance/Real Estate	2.4%
Services	50.9%
Public Administration	3.0%

2025 Employed Population 16+ by Occupation

Total	19,574
White Collar	32.8%
Management/Business/Financial	8.3%
Professional	7.3%
Sales	10.6%
Administrative Support	6.6%
Services	33.4%
Blue Collar	33.9%
Farming/Forestry/Fishing	4.1%
Construction/Extraction	10.6%
Installation/Maintenance/Repair	6.0%
Production	4.2%
Transportation/Material Moving	8.9%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status	
Total	9,797
Owner Occupied	62.3%
Owned with a Mortgage/Loan	51.5%
Owned Free and Clear	10.7%
Renter Occupied	37.7%
2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	68
Percent of Income for Mortgage	34.5%
Wealth Index	53
2020 Housing Units By Urban/ Rural Status	
Total	10,069
Urban Housing Units	98.6%
Rural Housing Units	1.4%
2020 Population By Urban/ Rural Status	
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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Shared Roots (G1)
2.	Generational Ties (G3)
3.	Family Extensions (F2)

2025 Consumer Spending

Apparel & Services: Total \$	\$18,672,969
Average Spent	\$1,754.81
Spending Potential Index	72
Education: Total \$	\$10,882,099
Average Spent	\$1,022.66
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$28,837,330
Average Spent	\$2,710.02
Spending Potential Index	66
Food at Home: Total \$	\$56,160,268
Average Spent	\$5,277.72
Spending Potential Index	71
Food Away from Home: Total \$	\$33,851,249
Average Spent	\$3,181.21
Spending Potential Index	77
Health Care: Total \$	\$52,699,558
Average Spent	\$4,952.50
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$21,188,437
Average Spent	\$1,991.21
Spending Potential Index	68
Personal Care Products & Services: Total \$	\$7,898,541
Average Spent	\$742.27
Spending Potential Index	71
Shelter: Total \$	\$206,828,409
Average Spent	\$19,436.93
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,098,492
Average Spent	\$2,076.73
Spending Potential Index	63
Travel: Total \$	\$24,559,367
Average Spent	\$2,307.99
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$10,161,209
Average Spent	\$954.91
Spending Potential Index	71

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.