



City of Coachella, CA  
Riverside County

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## Report Parameters

### 1 ZIP

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92236	Coachella, CA (in Riverside County)
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**44,031**

Population (2020)

Population grew by 3,757 over the last 5 years and is projected to grow by 3,961 over the next 5 years.

**10,963**

Total Regional Employment

Jobs grew by 953 over the last 5 years and are projected to grow by 587 over the next 5 years.

**\$50.1K**

Avg. Earnings Per Job (2020)

Regional average earnings per job are \$19.5K below the national average earnings of \$69.6K per job.

## Takeaways

- As of 2020 the region's population increased by 9.3% since 2015, growing by 3,757. Population is expected to increase by 9.0% between 2020 and 2025, adding 3,961.
- From 2015 to 2020, jobs increased by 9.5% in Coachella, CA (in Riverside county) (ZIP 92236) from 10,010 to 10,963. This change outpaced the national growth rate of 6.2% by 3.3%. Labor force data is not available for Coachella, CA (in Riverside county) (ZIP 92236).
- There is no education attainment data for Coachella, CA (in Riverside county) (ZIP 92236).
- The top three industries in 2020 are Support Activities for Crop Production, Crop Production, and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	44,031	N/A	10,963	129.7	\$1.06B	\$2.61B	\$1.73B
City of Moreno Valley Zips	212,269	N/A	55,529	129.7	\$5.63B	\$11.50B	\$8.03B
San Bernardino County, CA	2,197,050	949,925	895,099	130.0	\$96.46B	\$106.11B	\$101.73B
Riverside-San Bernardino-Ontario, CA	4,701,027	2,032,794	1,779,750	129.9	\$186.37B	\$205.14B	\$173.60B
Los Angeles-Long Beach-Anaheim, CA	13,247,101	6,485,849	7,098,901	157.7	\$1.05T	\$579.18B	\$709.13B

## 2020 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

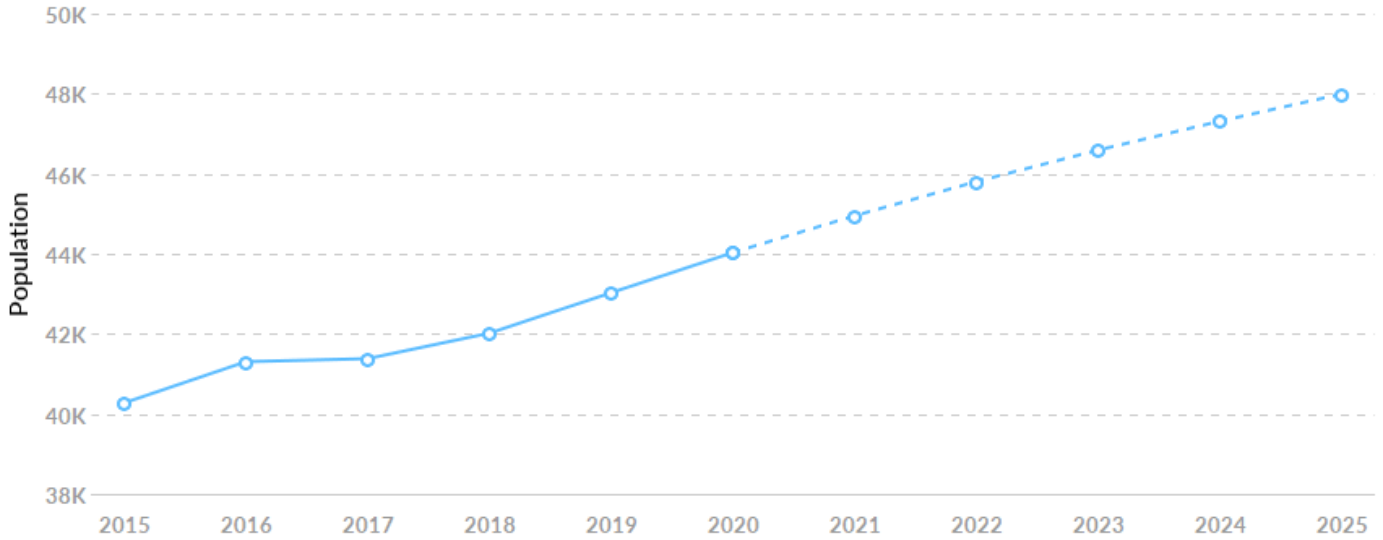
## Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

# Historic & Projected Trends

## Population Trends

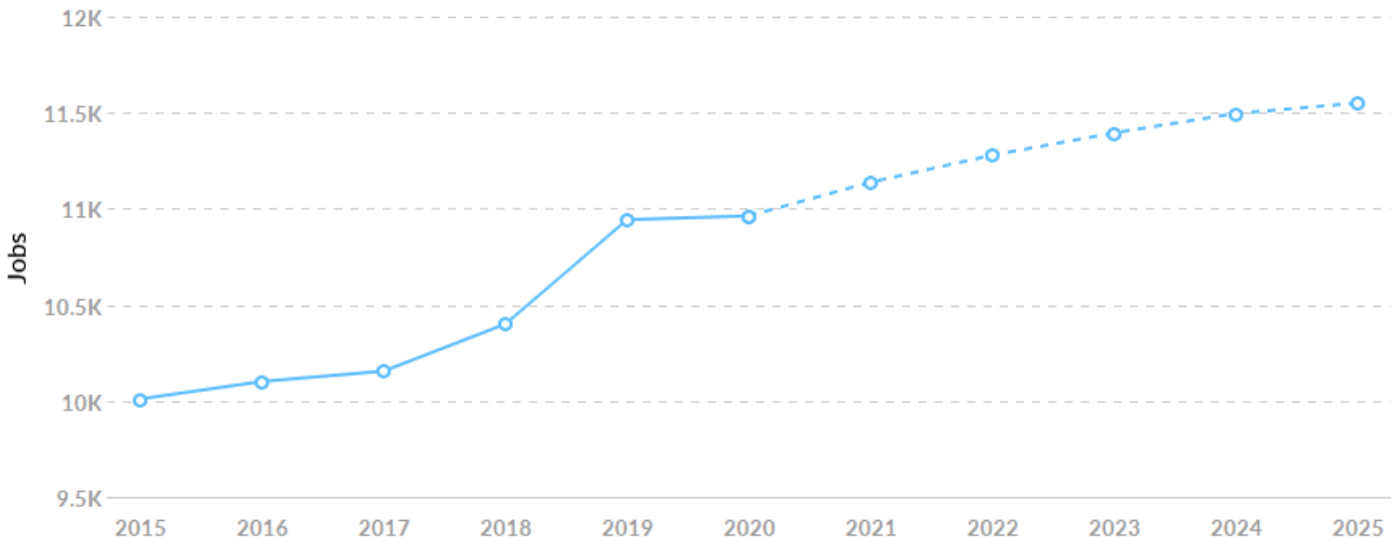
As of 2020 the region's population increased by 9.3% since 2015, growing by 3,757. Population is expected to increase by 9.0% between 2020 and 2025, adding 3,961.



Timeframe	Population
2015	40,274
2016	41,304
2017	41,380
2018	42,017
2019	43,027
2020	44,031
2021	44,950
2022	45,804
2023	46,591
2024	47,312
2025	47,992

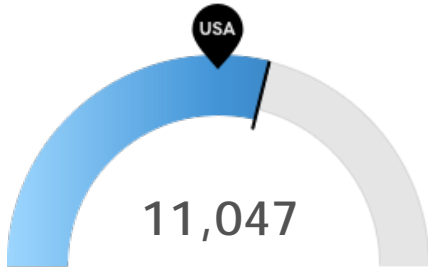
## Job Trends

From 2015 to 2020, jobs increased by 9.5% in Coachella, CA (in Riverside county) (ZIP 92236) from 10,010 to 10,963. This change outpaced the national growth rate of 6.2% by 3.3%.



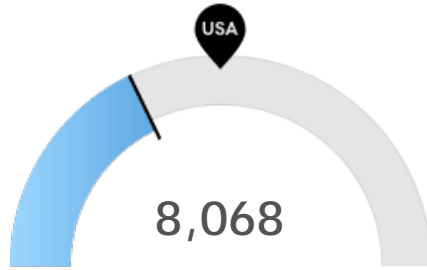
Timeframe	Jobs
2015	10,010
2016	10,101
2017	10,155
2018	10,400
2019	10,943
2020	10,963
2021	11,138
2022	11,279
2023	11,395
2024	11,496
2025	11,550

## Population Characteristics



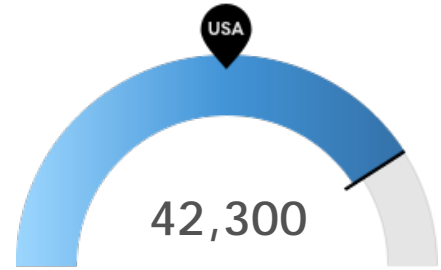
Millennials

Coachella, CA (in Riverside county) (ZIP 92236) has 11,047 millennials (ages 25-39). The national average for an area this size is 8,871.



Retiring Soon

Retirement risk is low in Coachella, CA (in Riverside county) (ZIP 92236). The national average for an area this size is 12,650 people 55 or older, while there are 8,068 here.



Racial Diversity

Racial diversity is high in Coachella, CA (in Riverside county) (ZIP 92236). The national average for an area this size is 17,163 racially diverse people, while there are 42,300 here.



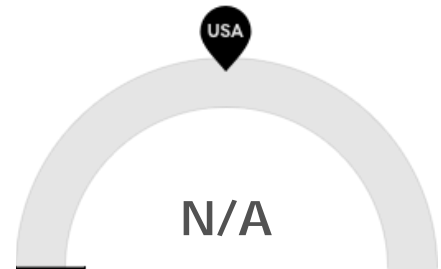
Veterans

Veterans' data is not available at the ZIP level. Please choose a different region level to see this data.



Violent Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



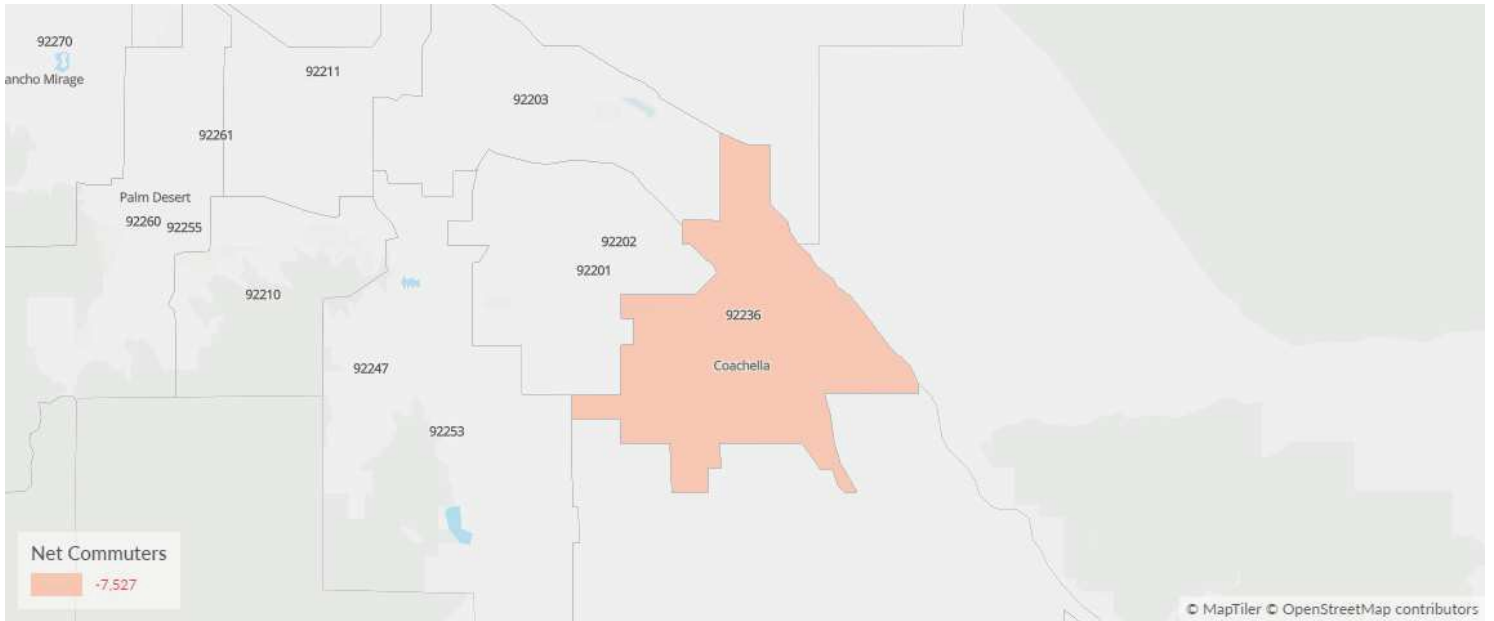
Property Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



## Place of Work vs Place of Residence

Understanding where talent in Coachella, CA (in Riverside County) currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

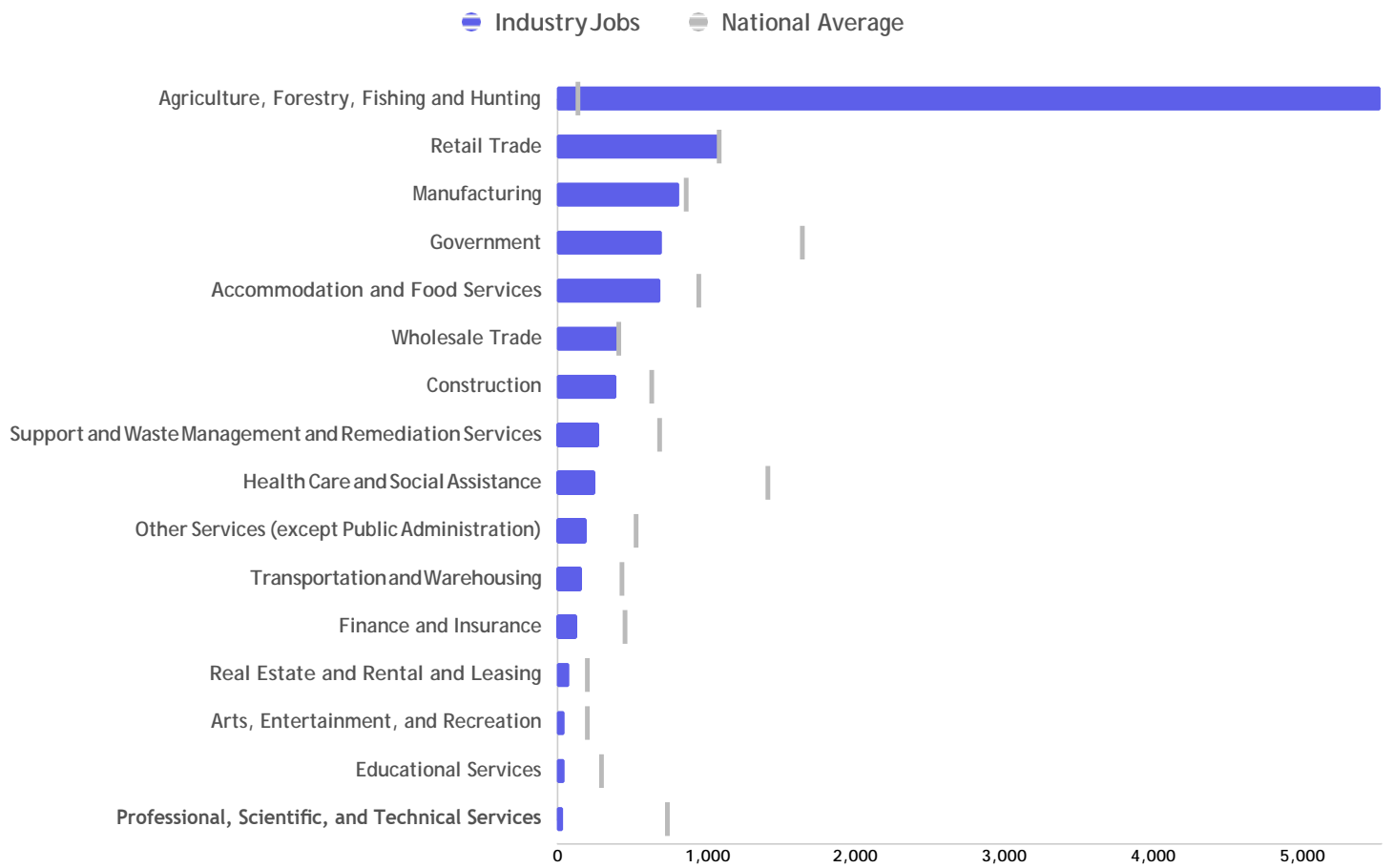
ZIP	Name	2020 Employment
92236	Coachella, CA (in Rivers...	10,963

### Where Talent Lives

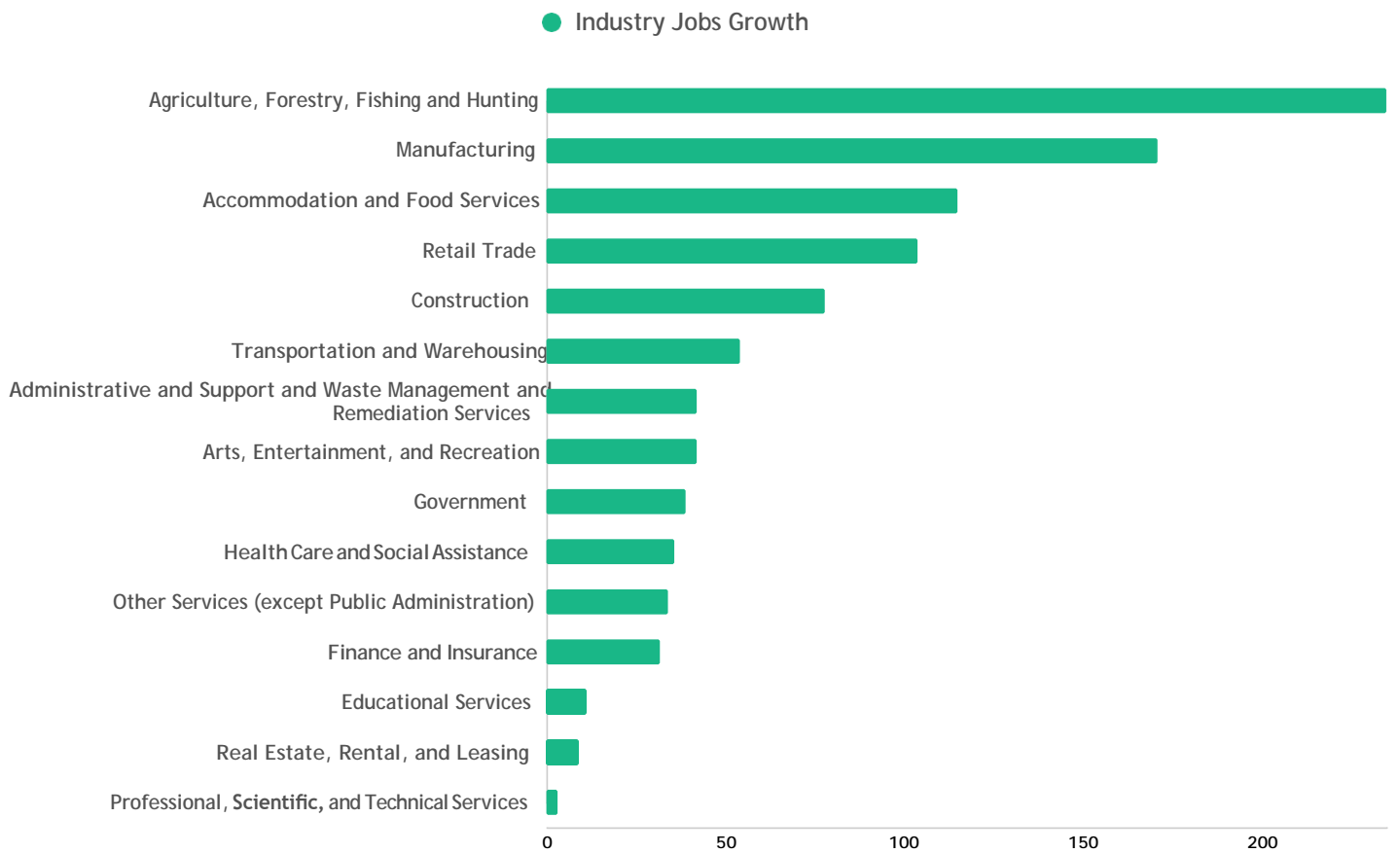
ZIP	Name	2020 Workers
92236	Coachella, CA (in Rivers...	18,490

# Industry Characteristics

## Largest Industries

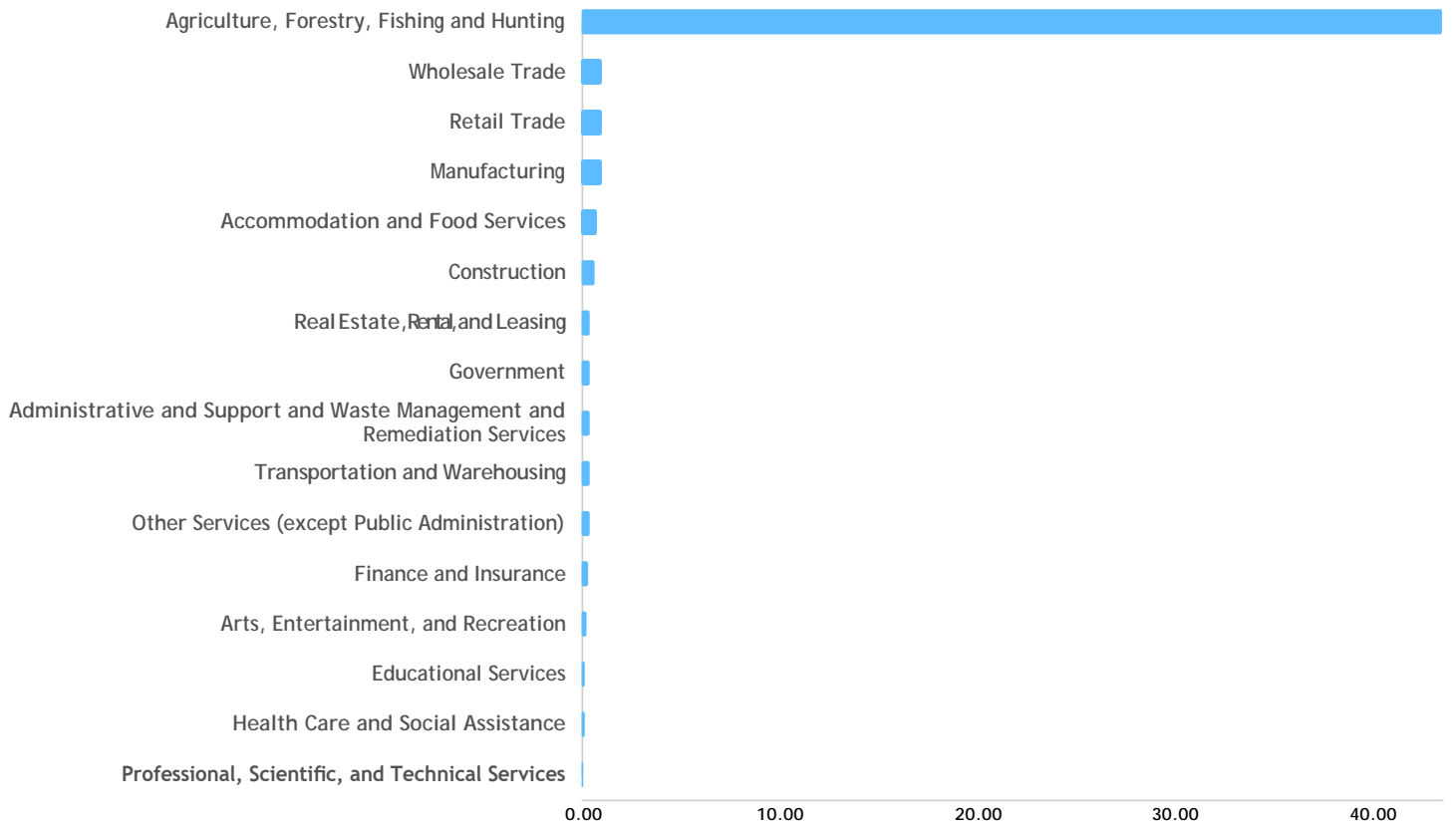


## Top Growing Industries



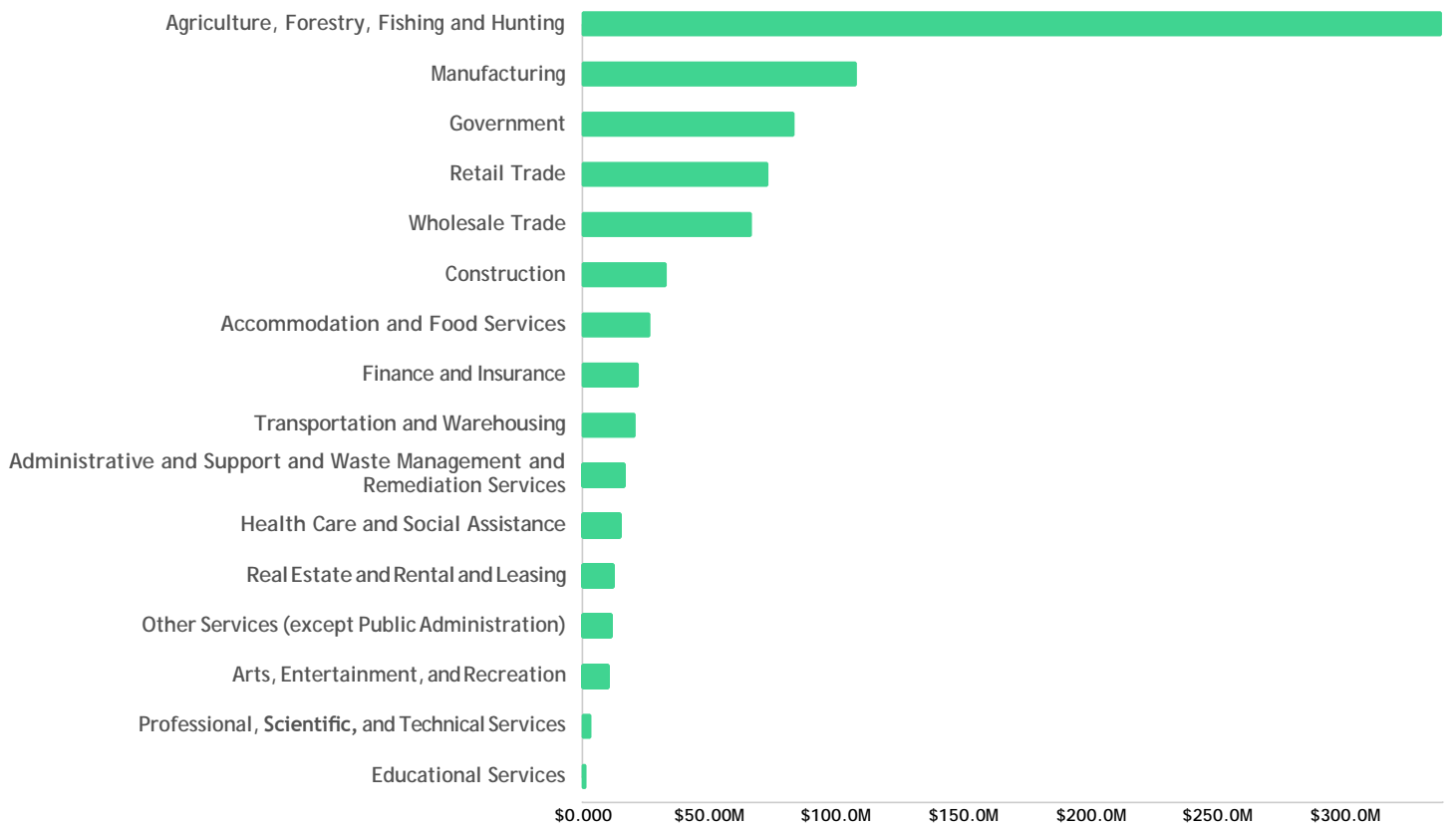
## Top Industry LQ

Industry LQ



## Top Industry GRP

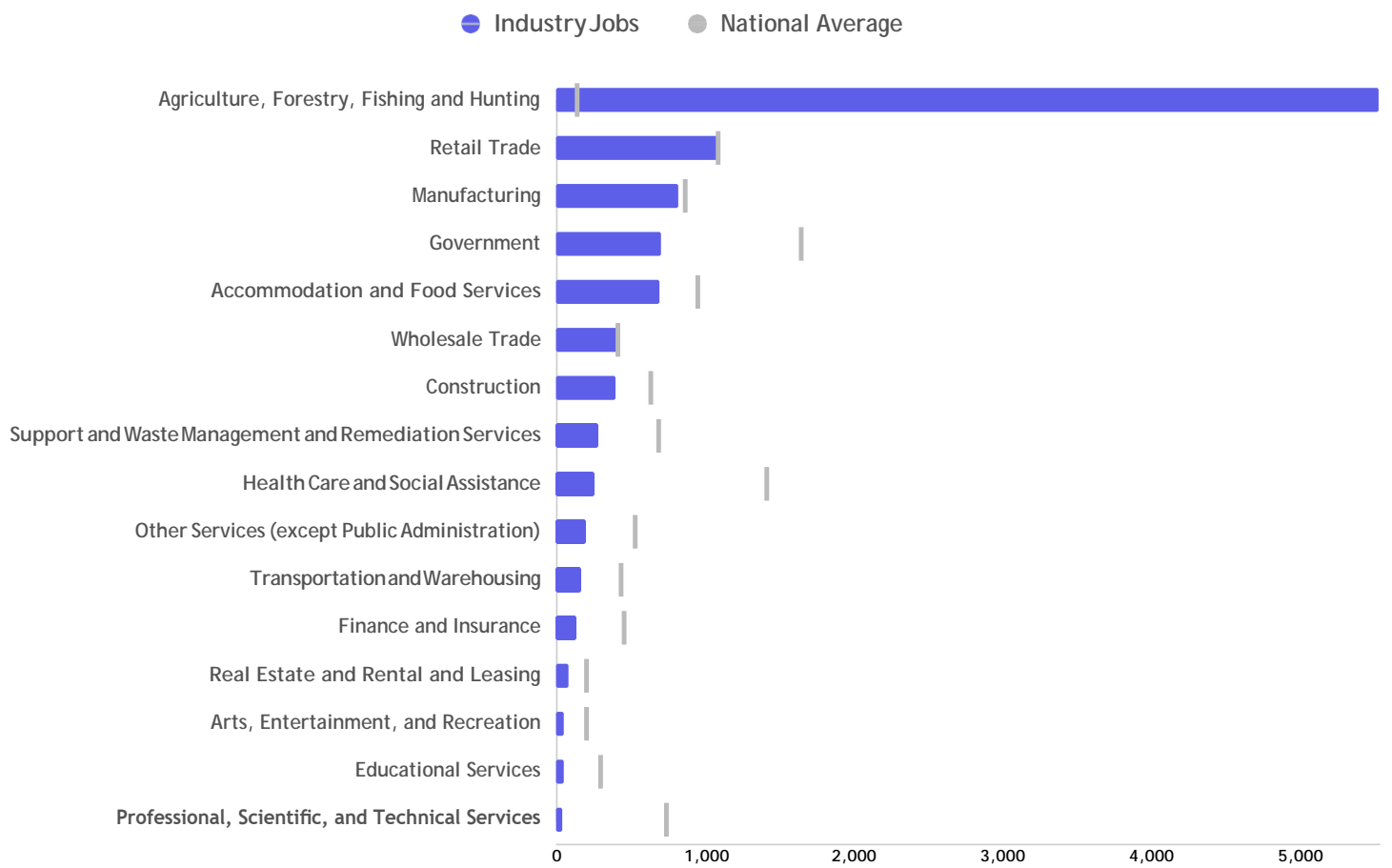
2019 Gross Regional Product



## Top Industry Earnings

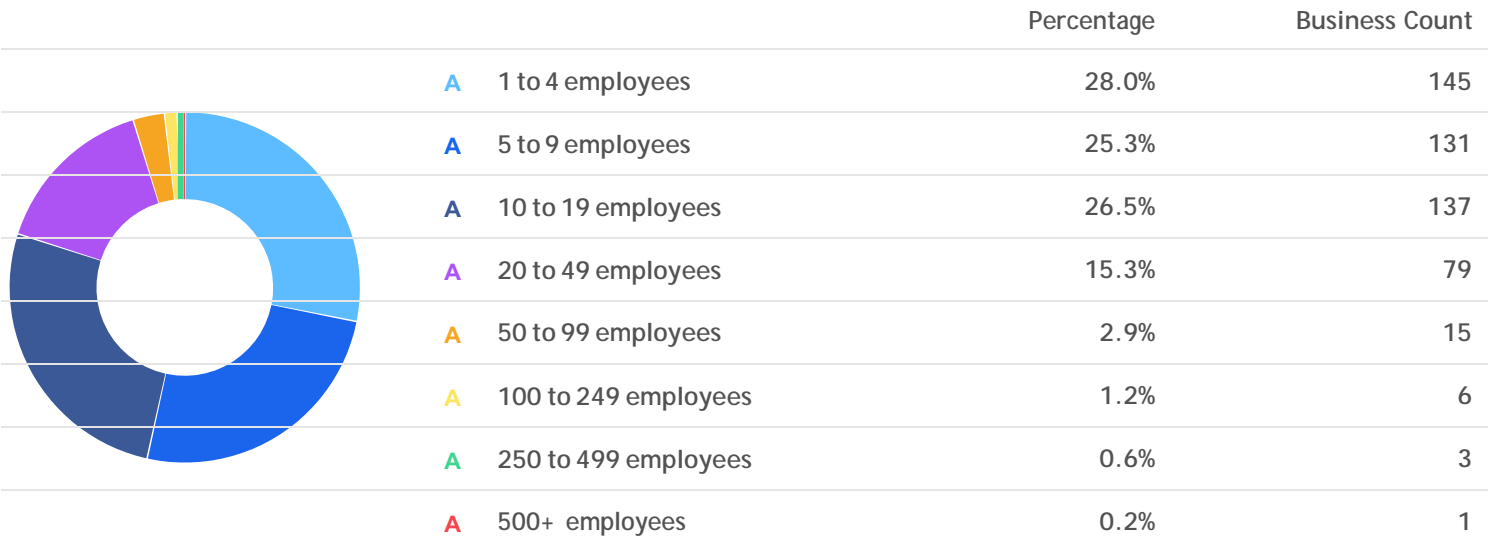


## Largest Industries



## Business Characteristics

### Business Size

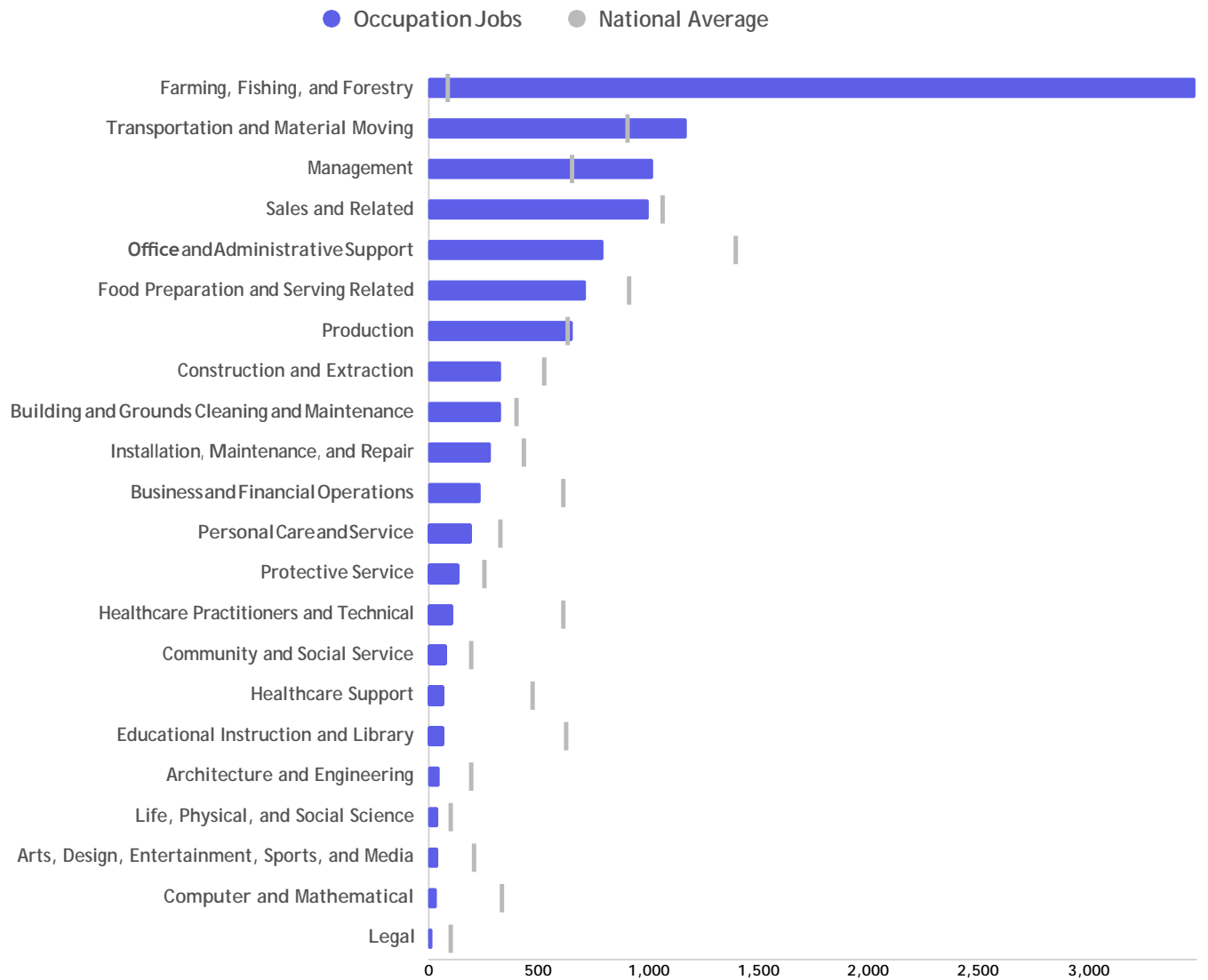


*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

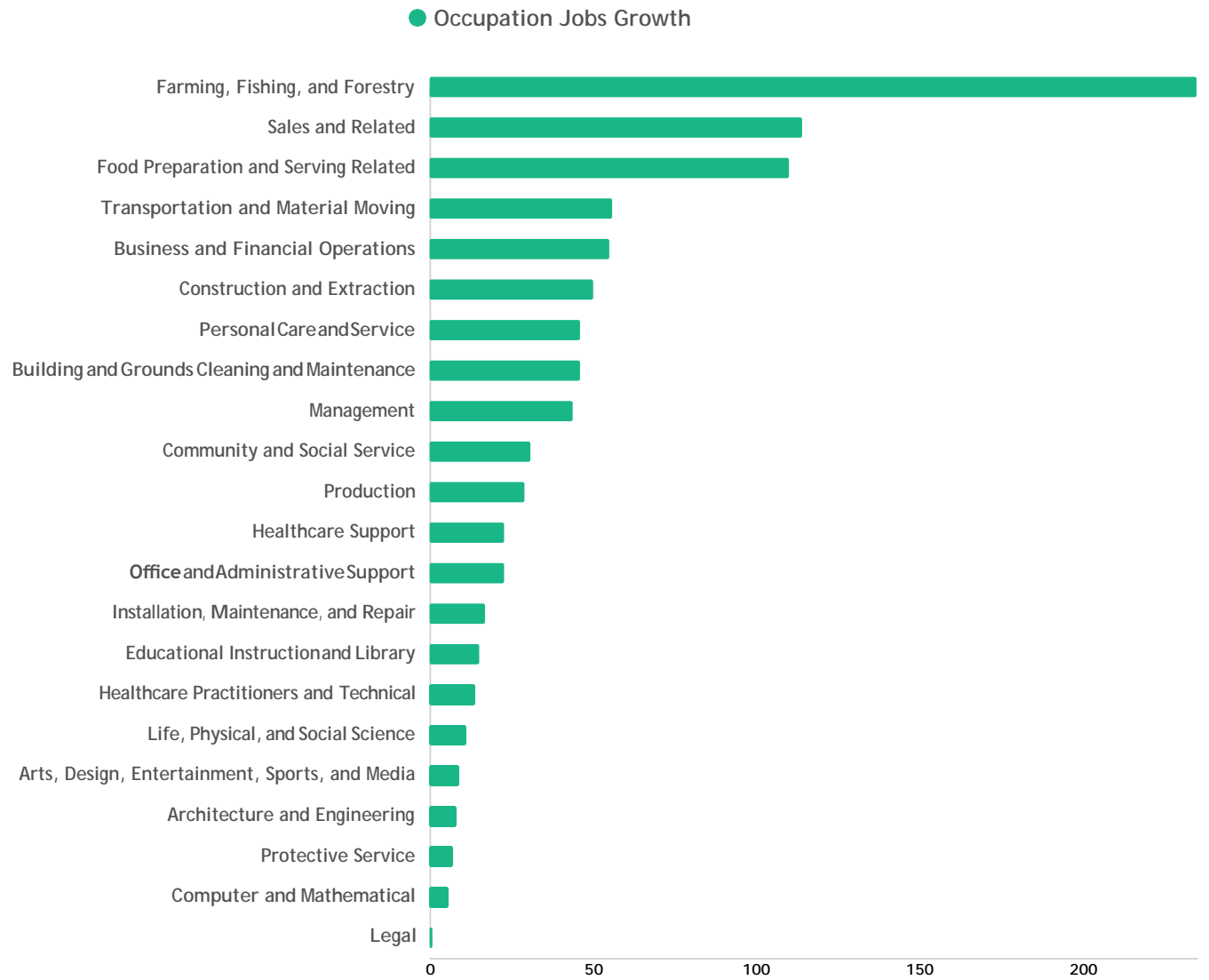


# Workforce Characteristics

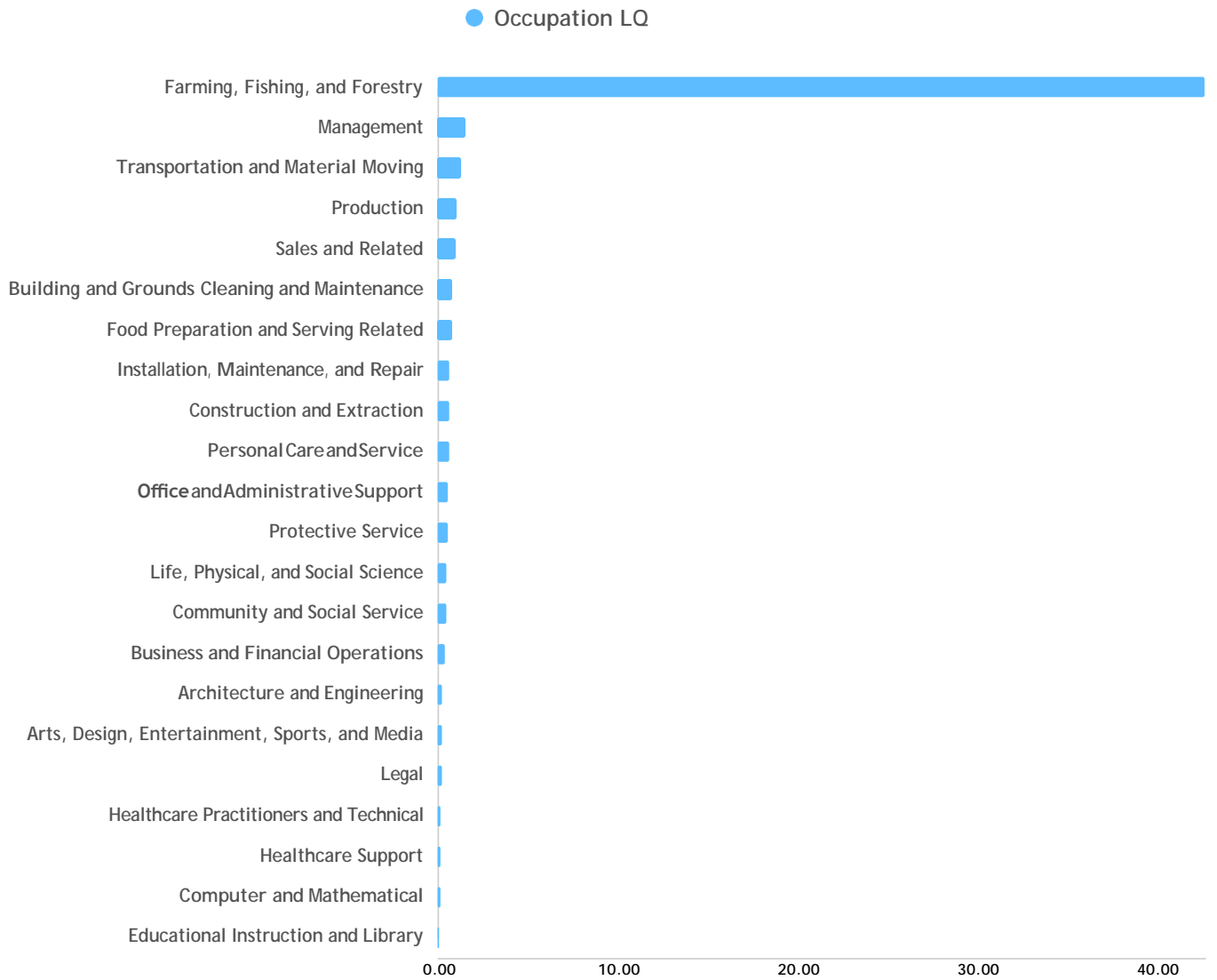
## Largest Occupations



## Top Growing Occupations

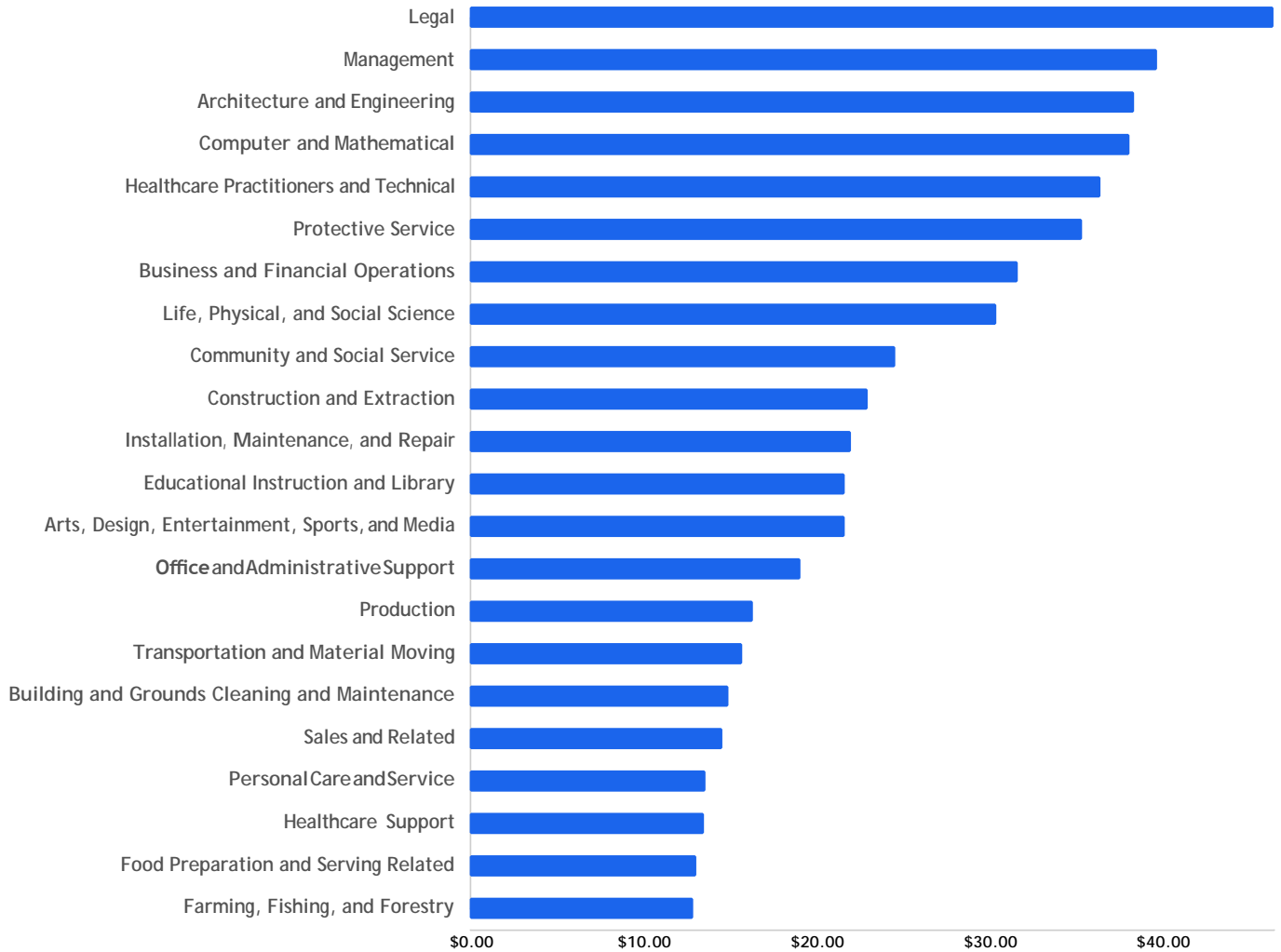


## Top Occupation LQ



## Top Occupation Earnings

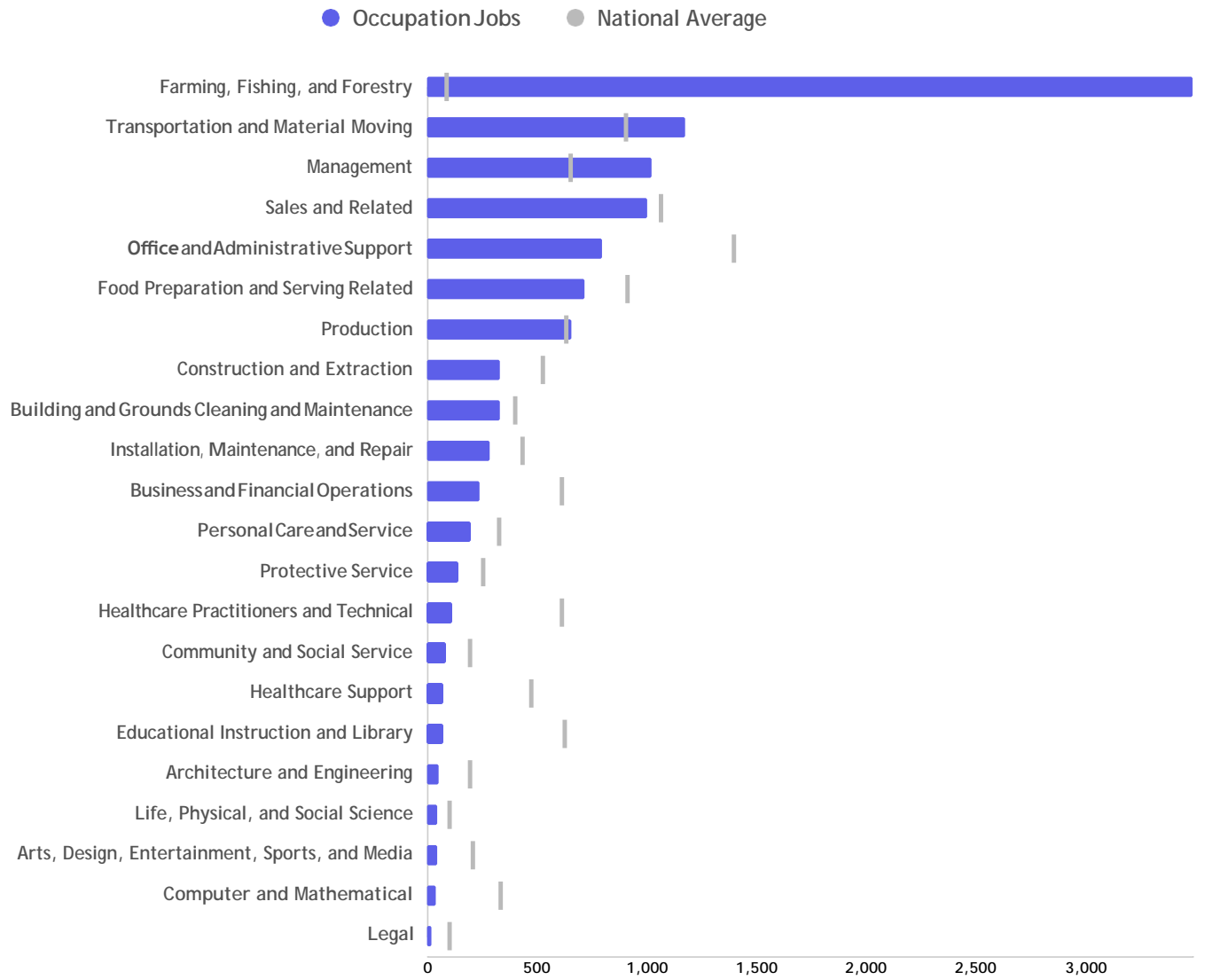
● 2019 Median Hourly Earnings



Postings data is not available for the currently selected region.


Underemployment data is not available for the currently selected region.

## Largest Occupations



## Educational Pipeline

In 2019, there were 66 graduates in Coachella, CA (in Riverside county) (ZIP 92236). This pipeline has shrunk by 56% over the last 5 years. The highest share of these graduates come from Building Construction Technology, Business/Office Automation/Technology/Data Entry, and "Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician".

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
CET-Coachella	66	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher

# Regional Comparison

Emsi Q2 2020 Data Set

January 2021



## Riverside County EDA



1325 Spruce St.  
Riverside, California 92507  
951.955.3100

# Parameters

## Regions:

Code	Description
92236	Coachella, CA (in Riverside county) (ZIP 92236)
Group	Coachella Valley Zips

Code	Description
6065	Riverside County, CA

## Industries:

Code	Description
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31	Manufacturing
42	Wholesale Trade
44	Retail Trade
48	Transportation and Warehousing
51	Information
52	Finance and Insurance




Code	Description
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)




Timeframe: 2016 - 2020




Datarun: 2020.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed









*Note: Regional Demand, Sales, and GRP are calculated using Emsi's complete class of worker dataset (including QCEW employees, non-QCEW employees, self-employed, and extended proprietors).*




	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
<b>Regional Metrics</b>			
Population (2020)	2,503,977	460,772	44,031
Current Average Earnings	\$57,149	\$50,795	\$50,122
Mean Commute Time (2018)	33.3 minutes	33.3 minutes	33.3 minutes
Labor Force (Aug 2020)	1,082,869	1,082,869	1,082,869
Participation Rate (Aug 2020)	54.4%	54.4%	54.4%
<b>Industry Metrics</b>			
<b>Agriculture, Forestry, Fishing and Hunting</b>			
Job Change %	+3%	+6%	+4%
Jobs (2016)	13,840	9,143	5,305
Jobs (2020)	14,204	9,648	5,543
Payrolled Business Locations	487	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$35,477	\$33,932	\$34,881
Jobs LQ (2020)	1.38	4.35	43.58
% Demand met in-region	79.7%	77.8%	75.3%
% Demand met by imports	20.3%	22.2%	24.7%
<b>Mining, Quarrying, and Oil and Gas Extraction</b>			
Job Change %	+50%	+49%	0%
Jobs (2016)	324	59	0
Jobs (2020)	486	88	0
Payrolled Business Locations	24	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$84,038	\$82,034	\$0
Jobs LQ (2020)	0.14	0.11	0.00
% Demand met in-region	10.8%	4.5%	0.0%
% Demand met by imports	89.2%	95.5%	100.0%
<b>Utilities</b>			
Job Change %	+1%	-3%	Insf. Data
Jobs (2016)	1,459	789	<10




	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
Jobs (2020)	1,480	762	12
Payrolled Business Locations	65	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$115,691	\$128,579	\$128,645
Jobs LQ (2020)	0.50	1.19	0.33
% Demand met in-region	36.9%	34.5%	1.2%
% Demand met by imports	63.1%	65.5%	98.8%
<b>Construction</b>			
Job Change %	+16%	+16%	+18%
Jobs (2016)	75,744	11,970	339
Jobs (2020)	87,780	13,940	401
Payrolled Business Locations	5,341	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$55,873	\$52,565	\$58,024
Jobs LQ (2020)	1.74	1.28	0.64
% Demand met in-region	93.6%	44.8%	18.4%
% Demand met by imports	6.4%	55.2%	81.6%
<b>Manufacturing</b>			
Job Change %	+7%	+17%	+39%
Jobs (2016)	44,805	3,333	595
Jobs (2020)	48,045	3,890	825
Payrolled Business Locations	1,741	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$55,207	\$52,975	\$51,779
Jobs LQ (2020)	0.69	0.26	0.96
% Demand met in-region	23.0%	4.7%	1.0%
% Demand met by imports	77.0%	95.3%	99.0%
<b>Wholesale Trade</b>			
Job Change %	+6%	+9%	-3%
Jobs (2016)	25,376	3,001	421
Jobs (2020)	26,980	3,282	407
Payrolled Business Locations	1,995	Insf. Data	Insf. Data

	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
Wages, Salaries, & Proprietor Earnings (2020)	\$62,135	\$55,924	\$58,158
Jobs LQ (2020)	0.84	0.47	1.03
% Demand met in-region	41.4%	11.4%	8.6%
% Demand met by imports	58.6%	88.6%	91.4%
<b>Retail Trade</b>			
Job Change %	+2%	+1%	+7%
Jobs (2016)	97,810	25,760	1,022
Jobs (2020)	100,103	25,912	1,089
Payrolled Business Locations	5,227	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$34,268	\$33,107	\$31,056
Jobs LQ (2020)	1.16	1.39	1.02
% Demand met in-region	56.4%	33.2%	6.6%
% Demand met by imports	43.6%	66.8%	93.4%
<b>Transportation and Warehousing</b>			
Job Change %	+40%	+29%	+21%
Jobs (2016)	40,330	3,207	144
Jobs (2020)	56,313	4,143	174
Payrolled Business Locations	1,566	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$46,189	\$39,591	\$43,566
Jobs LQ (2020)	1.66	0.56	0.41
% Demand met in-region	66.2%	26.5%	1.9%
% Demand met by imports	33.8%	73.5%	98.1%
<b>Information</b>			
Job Change %	+5%	+8%	Insf. Data
Jobs (2016)	7,275	1,985	<10
Jobs (2020)	7,668	2,150	<10
Payrolled Business Locations	464	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$57,101	\$52,928	Insf. Data
Jobs LQ (2020)	0.48	0.62	0.02

	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
% Demand met in-region	37.4%	33.4%	1.8%
% Demand met by imports	62.6%	66.6%	98.2%
<b>Finance and Insurance</b>			
Job Change %	-3%	+6%	+30%
Jobs (2016)	14,262	2,548	102
Jobs (2020)	13,888	2,698	133
Payrolled Business Locations	1,822	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$71,713	\$74,109	\$62,114
Jobs LQ (2020)	0.39	0.35	0.30
% Demand met in-region	34.0%	25.0%	2.2%
% Demand met by imports	66.0%	75.0%	97.8%
<b>Real Estate and Rental and Leasing</b>			
Job Change %	+7%	+8%	+8%
Jobs (2016)	14,013	4,520	80
Jobs (2020)	14,954	4,892	86
Payrolled Business Locations	2,332	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$57,005	\$55,121	\$48,558
Jobs LQ (2020)	0.98	1.49	0.45
% Demand met in-region	74.9%	69.1%	7.3%
% Demand met by imports	25.1%	30.9%	92.7%
<b>Professional, Scientific, and Technical Services</b>			
Job Change %	+12%	+13%	+11%
Jobs (2016)	28,013	5,269	36
Jobs (2020)	31,389	5,965	40
Payrolled Business Locations	4,085	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$65,553	\$63,106	\$65,981
Jobs LQ (2020)	0.53	0.47	0.06
% Demand met in-region	42.9%	29.0%	2.4%
% Demand met by imports	57.1%	71.0%	97.6%

	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
<b>Management of Companies and Enterprises</b>			
Job Change %	+11%	+17%	0%
Jobs (2016)	2,833	99	0
Jobs (2020)	3,147	116	0
Payrolled Business Locations	124	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$87,368	\$84,864	\$0
Jobs LQ (2020)	0.25	0.04	0.00
% Demand met in-region	17.1%	1.8%	0.0%
% Demand met by imports	82.9%	98.2%	100.0%
<b>Administrative and Support and Waste Management and Remediation Services</b>			
Job Change %	+14%	+14%	+12%
Jobs (2016)	55,379	14,193	253
Jobs (2020)	63,167	16,166	284
Payrolled Business Locations	2,636	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$33,475	\$34,035	\$38,743
Jobs LQ (2020)	1.16	1.37	0.42
% Demand met in-region	89.9%	59.6%	8.6%
% Demand met by imports	10.1%	40.4%	91.4%
<b>Educational Services</b>			
Job Change %	+18%	+17%	+20%
Jobs (2016)	11,396	1,828	46
Jobs (2020)	13,473	2,140	55
Payrolled Business Locations	482	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$30,507	\$33,507	\$34,044
Jobs LQ (2020)	0.59	0.44	0.19
% Demand met in-region	33.2%	21.2%	3.2%
% Demand met by imports	66.8%	78.8%	96.8%
<b>Health Care and Social Assistance</b>			

	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
Job Change %	+20%	+19%	+18%
Jobs (2016)	96,378	23,452	216
Jobs (2020)	115,511	27,922	255
Payrolled Business Locations	31,370	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$45,099	\$43,477	\$40,331
Jobs LQ (2020)	1.02	1.14	0.18
% Demand met in-region	63.6%	60.3%	4.2%
% Demand met by imports	36.4%	39.7%	95.8%
<b>Arts, Entertainment, and Recreation</b>			
Job Change %	+12%	+12%	+211%
Jobs (2016)	14,954	7,123	18
Jobs (2020)	16,692	7,955	56
Payrolled Business Locations	673	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$31,154	\$33,843	\$46,301
Jobs LQ (2020)	1.07	2.36	0.29
% Demand met in-region	64.0%	64.3%	9.5%
% Demand met by imports	36.0%	35.7%	90.5%
<b>Accommodation and Food Services</b>			
Job Change %	+11%	+9%	+13%
Jobs (2016)	78,734	27,403	618
Jobs (2020)	87,302	29,860	697
Payrolled Business Locations	4,042	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$23,696	\$26,521	\$20,393
Jobs LQ (2020)	1.15	1.82	0.74
% Demand met in-region	92.7%	72.8%	10.7%
% Demand met by imports	7.3%	27.2%	89.3%
<b>Other Services (except Public Administration)</b>			
Job Change %	+8%	+9%	+10%
Jobs (2016)	37,102	8,784	180

	Riverside County, CA	Coachella Valley Zips*	Coachella, CA (in Riverside county) (ZIP 92236)*
Regional Population (2020)			
Jobs (2020)	40,187	9,551	198
Payrolled Business Locations	3,495	Insf. Data	Insf. Data
Wages, Salaries, & Proprietor Earnings (2020)	\$32,662	\$33,245	\$39,343
Jobs LQ (2020)	0.96	1.06	0.38
% Demand met in-region	73.9%	50.7%	6.6%
% Demand met by imports	26.1%	49.3%	93.4%

\* Some metrics are only available at the county-level or above. Therefore, for ZIP-level regions, the following data categories reference county-level data: Median Household Income, Cost of Living, Unemployment, Labor Force, Mean Commute Time, and Crime.



# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, and birth and mortality rates from the US Health Department.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Shift Share

Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors.

## ZIP Code Data Disclaimer

Due to a lack of source data at the ZIP code level, Emsi's ZIP-level estimates can be less accurate when looking at a small number of ZIP codes. This is especially likely to occur in rural areas.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department