

City of Coachella Economic Development Department 3rd Quarter Report

Emsi Q3 2021 Data Set

April 2021



Riverside County EDA



1325 Spruce St.
Riverside, California 92507
951.955.3100

Parameters

Industries:

21 items selected. See Appendix A for details.

Region:

Code	Description	Code	Description
92236	Coachella, CA (in Riverside county) (ZIP 92236)	6065	Riverside County, CA
Group	Coachella Valley Zips		

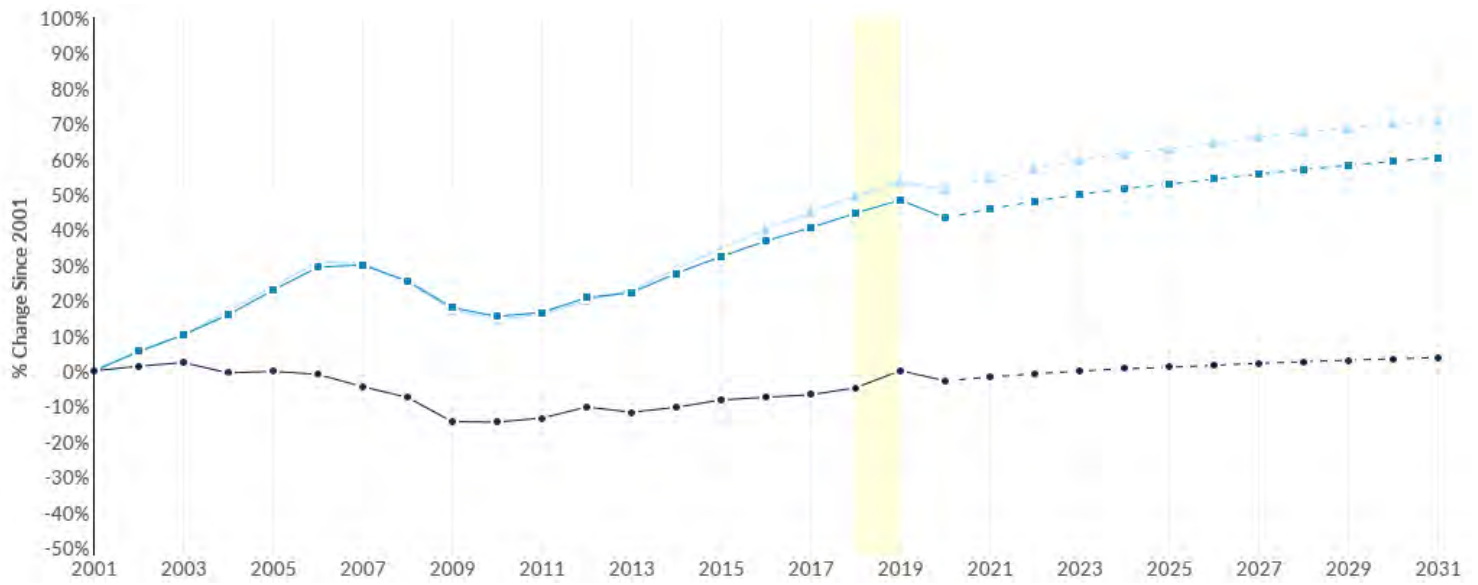
Timeframe: 2018 - 2019

Datarun: 2021.1 - QCEW Employees, Non-QCEW Employees, and Self-Employed

Regional Comparison by Industry

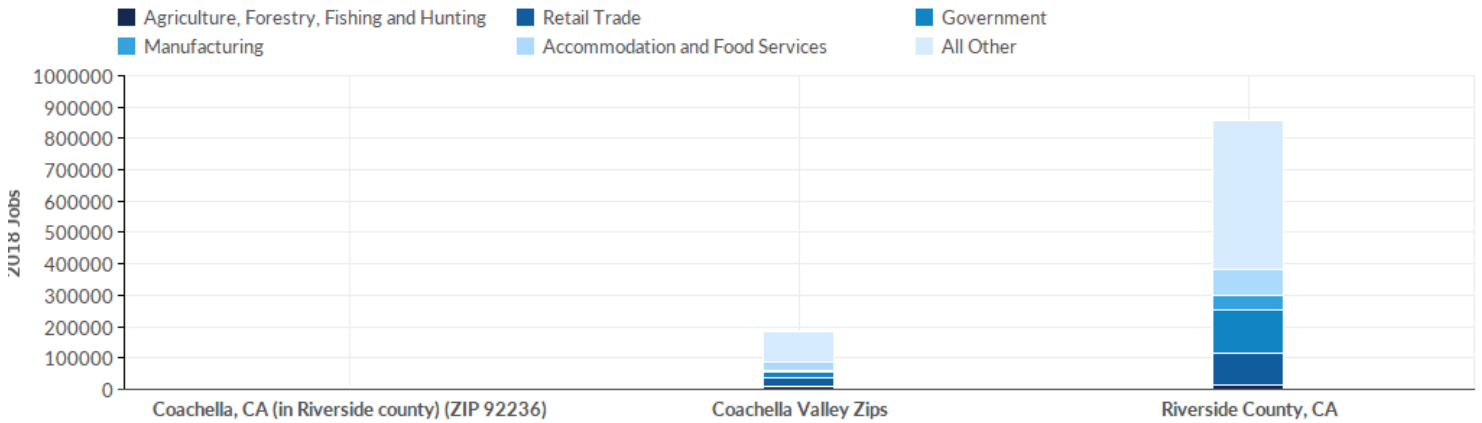
Comparing 21 Industries across 3 Regions

Industry Change Summary



Region	2018 Jobs	2019 Jobs	Change	% Change	2020 Average Earnings
● Coachella, CA (in Riverside county) (ZIP 92236)	10,656	11,200	544	5%	\$51,607
■ Coachella Valley Zips	186,430	191,225	4,795	3%	\$52,052
▲ Riverside County, CA	856,966	879,450	22,484	3%	\$58,227

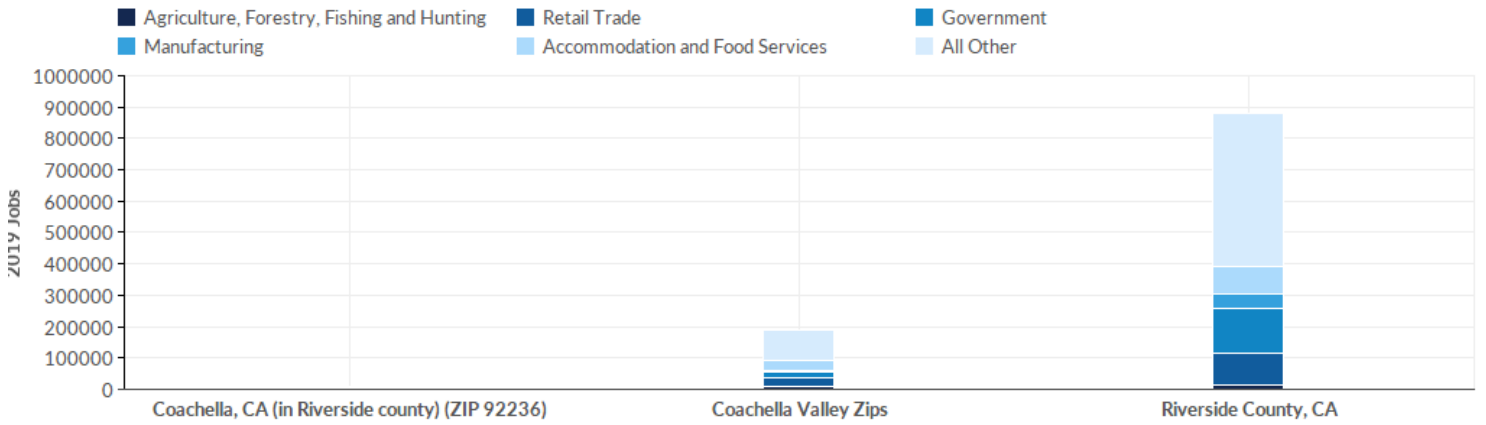
Industry Breakdown - 2018 Jobs



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	5,231	9,044	13,526
44	Retail Trade	1,061	26,261	100,129
90	Government	917	19,990	138,177
31	Manufacturing	761	3,757	47,330
72	Accommodation and Food Services	669	29,108	84,236
42	Wholesale Trade	384	3,017	26,459
23	Construction	380	13,538	85,611
56	Administrative and Support and Waste Management and Remediation Services	274	15,418	60,143
62	Health Care and Social Assistance	245	26,294	109,657
81	Other Services (except Public Administration)	204	10,057	42,466
48	Transportation and Warehousing	166	3,913	49,470
52	Finance and Insurance	124	2,743	14,689
53	Real Estate and Rental and Leasing	84	4,786	14,808
71	Arts, Entertainment, and Recreation	54	7,777	15,941
61	Educational Services	48	1,927	12,213
54	Professional, Scientific, and Technical Services	39	5,758	30,198
22	Utilities	<10	723	1,346
	Total	10,656	186,430	856,966

99	Unclassified Industry	<10	83	352
51	Information	<10	2,065	7,262
21	Mining, Quarrying, and Oil and Gas Extraction	0	78	419
55	Management of Companies and Enterprises	0	95	2,536
		Total	10,656	186,430
				856,966

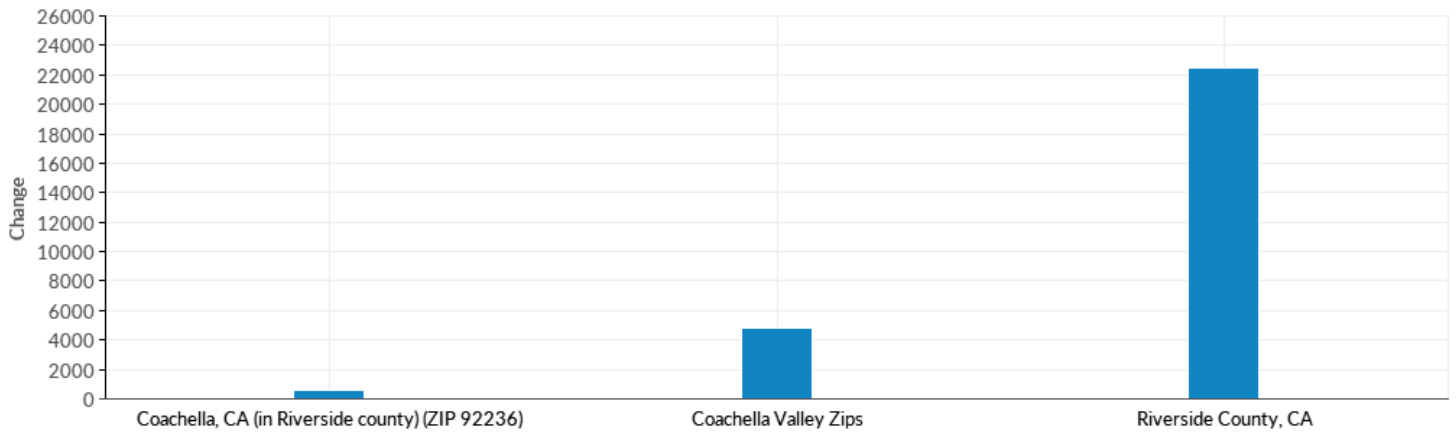
Industry Breakdown - 2019 Jobs



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	5,550	9,668	14,230
44	Retail Trade	1,087	26,259	100,675
90	Government	938	20,511	141,392
31	Manufacturing	839	3,803	47,771
72	Accommodation and Food Services	697	29,938	87,400
42	Wholesale Trade	402	3,328	27,115
23	Construction	388	13,668	86,250
56	Administrative and Support and Waste Management and Remediation Services	277	15,888	62,631
62	Health Care and Social Assistance	252	27,633	114,361
81	Other Services (except Public Administration)	211	10,225	43,172
48	Transportation and Warehousing	175	4,008	53,886
52	Finance and Insurance	136	2,748	14,078
53	Real Estate and Rental and Leasing	85	4,845	14,867
71	Arts, Entertainment, and Recreation	59	7,983	16,441
61	Educational Services	49	1,923	12,348
54	Professional, Scientific, and Technical Services	39	5,715	30,242
22	Utilities	14	751	1,458
	Total	11,200	191,225	879,450

51	Information	<10	2,125	7,558	
99	Unclassified Industry	0	<10	14	
21	Mining, Quarrying, and Oil and Gas Extraction	0	90	475	
55	Management of Companies and Enterprises	0	114	3,086	
		Total	11,200	191,225	879,450

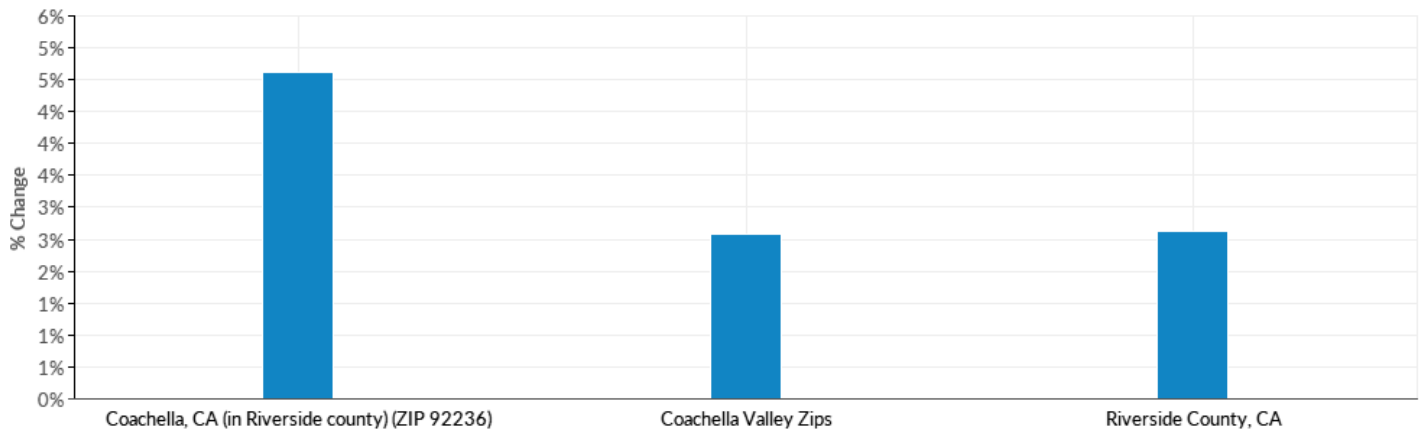
Industry Breakdown - Change



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	319	624	704
31	Manufacturing	78	46	441
72	Accommodation and Food Services	28	830	3,164
44	Retail Trade	26	-2	546
90	Government	21	521	3,215
42	Wholesale Trade	18	311	656
52	Finance and Insurance	12	5	-611
48	Transportation and Warehousing	9	95	4,416
23	Construction	8	130	639
62	Health Care and Social Assistance	7	1,339	4,704
81	Other Services (except Public Administration)	7	168	706
22	Utilities	Insf. Data	28	112
71	Arts, Entertainment, and Recreation	5	206	500
56	Administrative and Support and Waste Management and Remediation Services	3	470	2,488
53	Real Estate and Rental and Leasing	1	59	59
61	Educational Services	1	-4	135
51	Information	Insf. Data	60	296
Total		545	4,795	22,485

54	Professional, Scientific, and Technical Services	0	-43	44	
55	Management of Companies and Enterprises	0	19	550	
21	Mining, Quarrying, and Oil and Gas Extraction	0	12	56	
99	Unclassified Industry	Insf. Data	Insf. Data	-338	
		Total	545	4,795	22,485

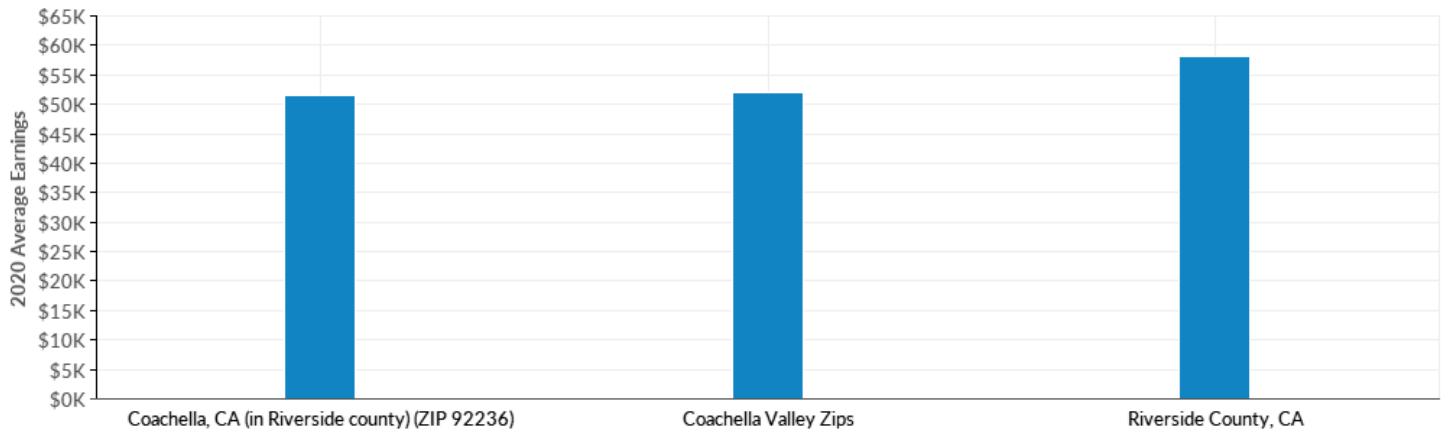
Industry Breakdown - % Change



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
22	Utilities	Insf. Data	4%	8%
31	Manufacturing	10%	1%	1%
52	Finance and Insurance	10%	0%	-4%
71	Arts, Entertainment, and Recreation	9%	3%	3%
11	Agriculture, Forestry, Fishing and Hunting	6%	7%	5%
48	Transportation and Warehousing	5%	2%	9%
42	Wholesale Trade	5%	10%	2%
72	Accommodation and Food Services	4%	3%	4%
81	Other Services (except Public Administration)	3%	2%	2%
51	Information	Insf. Data	3%	4%
62	Health Care and Social Assistance	3%	5%	4%
44	Retail Trade	2%	0%	1%
90	Government	2%	3%	2%
23	Construction	2%	1%	1%
61	Educational Services	2%	0%	1%
56	Administrative and Support and Waste Management and Remediation Services	1%	3%	4%
53	Real Estate and Rental and Leasing	1%	1%	0%
Total		5%	3%	3%

54	Professional, Scientific, and Technical Services	0%	-1%	0%
55	Management of Companies and Enterprises	0%	20%	22%
21	Mining, Quarrying, and Oil and Gas Extraction	0%	15%	13%
99	Unclassified Industry	Insf. Data	Insf. Data	-96%
	Total	5%	3%	3%

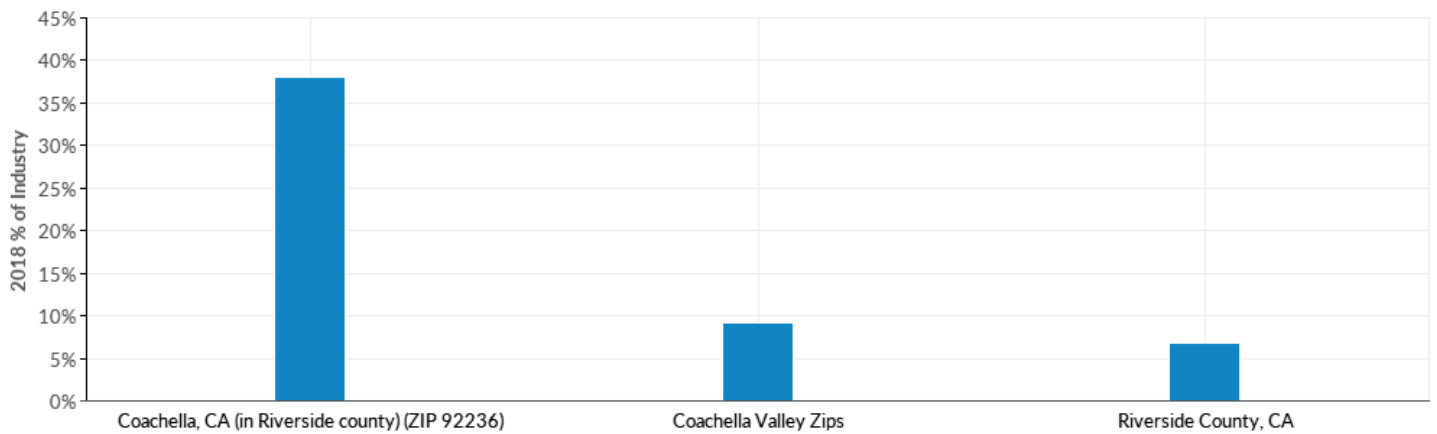
Industry Breakdown - 2020 Average Earnings



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
22	Utilities	\$178,462	\$174,712	\$156,255
90	Government	\$100,729	\$90,783	\$91,149
51	Information	\$88,258	\$63,525	\$68,447
52	Finance and Insurance	\$78,466	\$90,167	\$87,629
54	Professional, Scientific, and Technical Services	\$72,598	\$71,320	\$74,635
42	Wholesale Trade	\$69,281	\$66,367	\$74,367
23	Construction	\$67,635	\$61,626	\$65,547
31	Manufacturing	\$64,073	\$66,460	\$68,503
53	Real Estate and Rental and Leasing	\$56,262	\$62,942	\$64,977
71	Arts, Entertainment, and Recreation	\$52,564	\$42,929	\$38,552
48	Transportation and Warehousing	\$51,425	\$47,474	\$55,999
62	Health Care and Social Assistance	\$48,494	\$52,397	\$54,336
56	Administrative and Support and Waste Management and Remediation Services	\$45,374	\$40,449	\$40,036
11	Agriculture, Forestry, Fishing and Hunting	\$44,589	\$43,446	\$45,183
81	Other Services (except Public Administration)	\$43,981	\$36,198	\$35,058
61	Educational Services	\$39,643	\$39,744	\$36,991
44	Retail Trade	\$38,211	\$40,798	\$42,040
	Total	\$51,607	\$52,052	\$58,227

72	Accommodation and Food Services	\$23,445	\$29,428	\$26,647
99	Unclassified Industry	\$0	\$26,908	\$26,908
21	Mining, Quarrying, and Oil and Gas Extraction	\$0	\$102,978	\$99,894
55	Management of Companies and Enterprises	\$0	\$98,099	\$100,837
Total		\$51,607	\$52,052	\$58,227

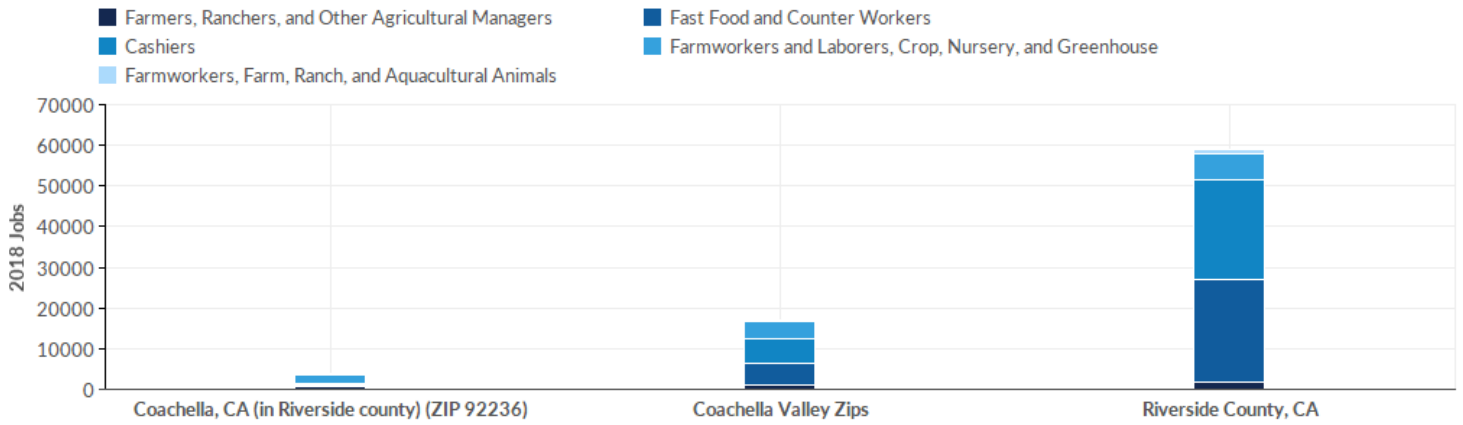
Top Occupations - 2018 % of Industry



SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	21%	2%	1%
11-9013	Farmers, Ranchers, and Other Agricultural Managers	6%	1%	0%
41-2011	Cashiers	4%	3%	3%
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	3%	0%	0%
Total		38%	9%	7%

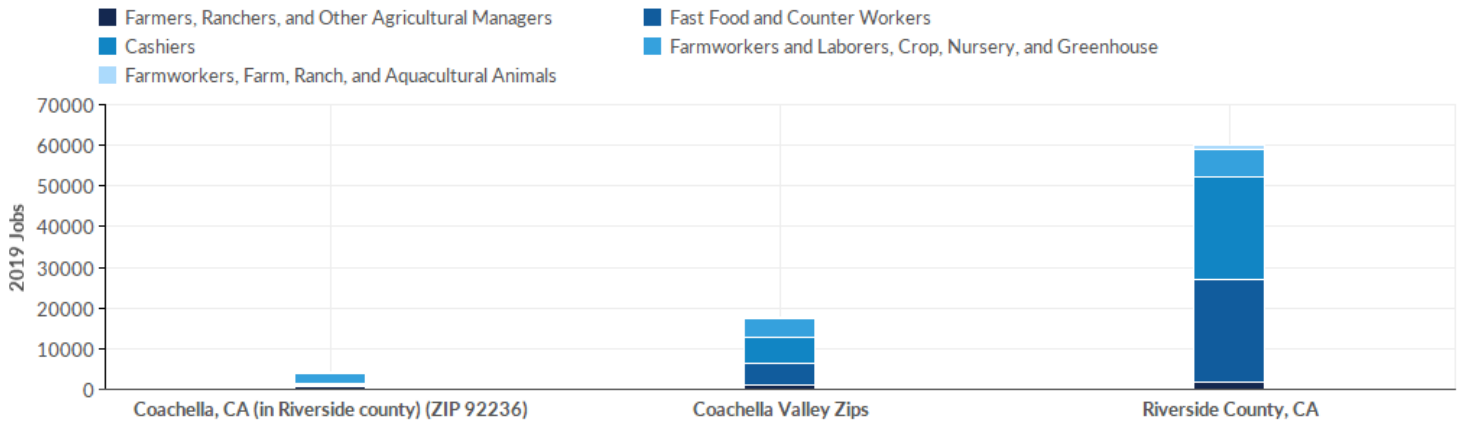
35-3023	Fast Food and Counter Workers		3%	3%	3%
		Total	38%	9%	7%

Top Occupations - 2018 Jobs



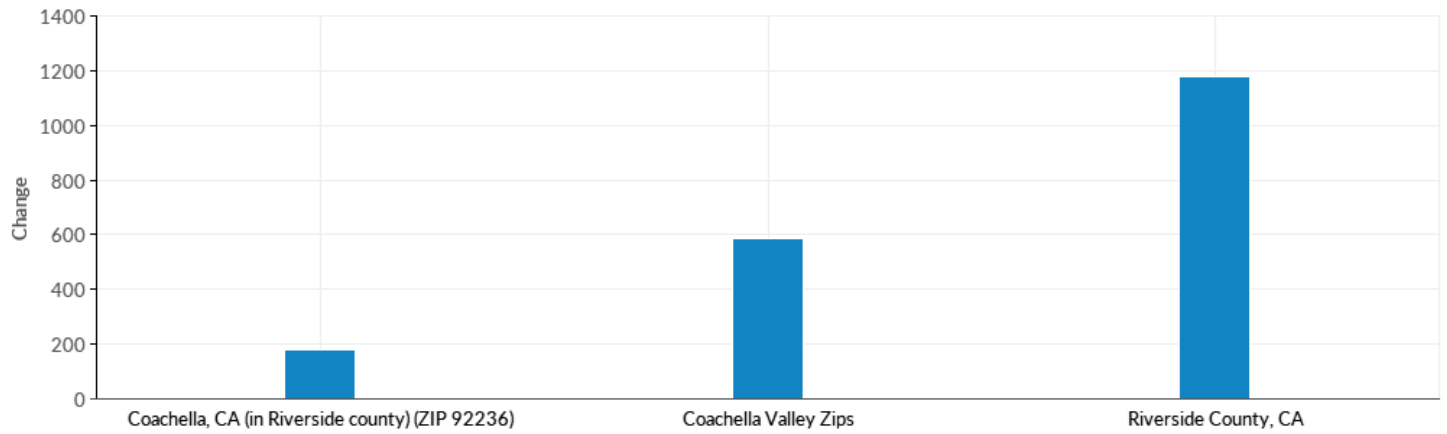
SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,262	4,123	6,531
11-9013	Farmers, Ranchers, and Other Agricultural Managers	674	1,125	1,868
41-2011	Cashiers	473	6,285	24,303
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	342	580	1,017
35-3023	Fast Food and Counter Workers	303	5,114	25,201
	Total	4,053	17,227	58,919

Top Occupations - 2019 Jobs



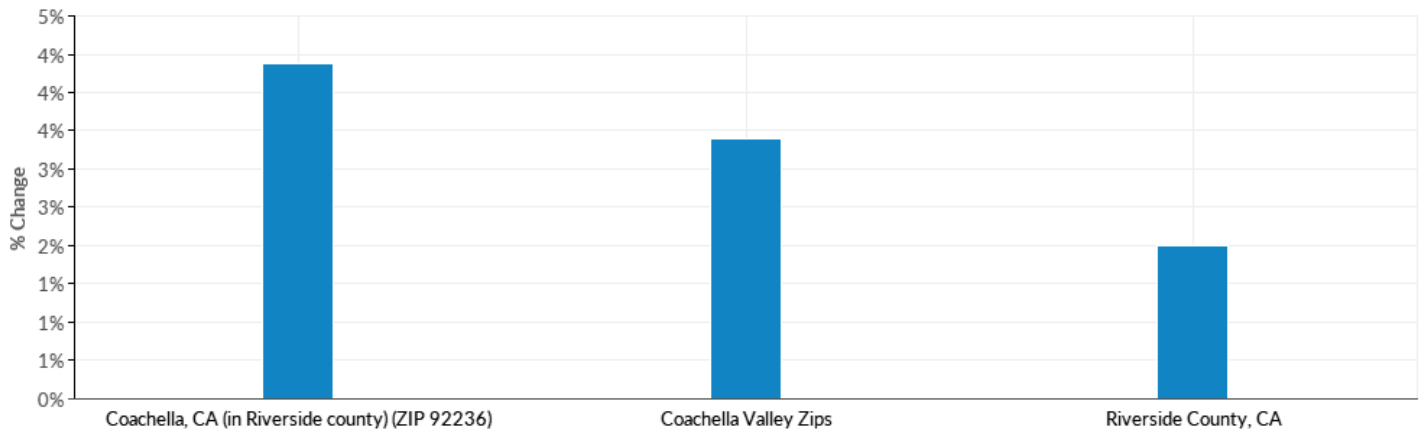
SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,413	4,413	6,735
11-9013	Farmers, Ranchers, and Other Agricultural Managers	695	1,160	1,924
41-2011	Cashiers	493	6,559	25,260
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	326	551	969
35-3023	Fast Food and Counter Workers	303	5,129	25,209
	Total	4,230	17,812	60,097

Top Occupations - Change



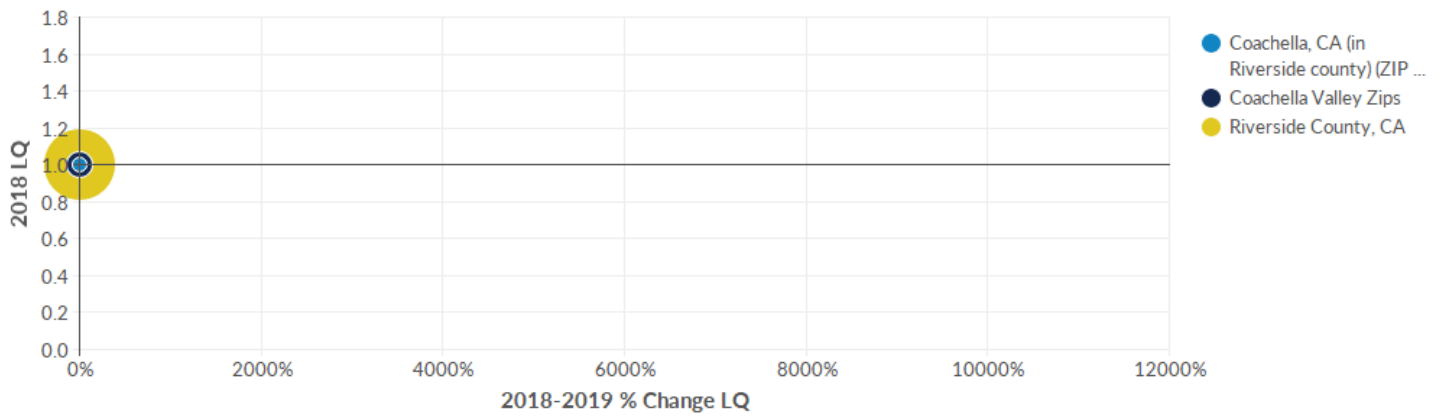
SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	151	290	204
11-9013	Farmers, Ranchers, and Other Agricultural Managers	22	35	57
41-2011	Cashiers	20	274	957
35-3023	Fast Food and Counter Workers	0	14	8
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	-16	-29	-48
	Total	177	585	1,178

Top Occupations - % Change



SOC Code	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	7%	7%	3%
41-2011	Cashiers	4%	4%	4%
11-9013	Farmers, Ranchers, and Other Agricultural Managers	3%	3%	3%
35-3023	Fast Food and Counter Workers	0%	0%	0%
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	-5%	-5%	-5%
Total		4%	3%	2%

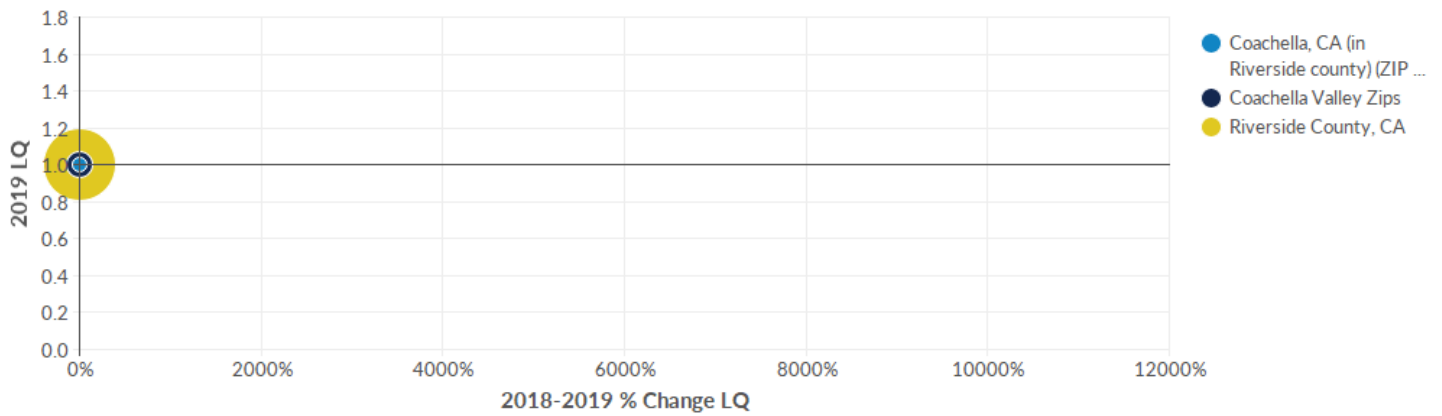
Location Quotient Breakdown - 2018 National LQ



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	40.36	3.99	1.30
44	Retail Trade	0.99	1.40	1.16
42	Wholesale Trade	0.99	0.44	0.85
31	Manufacturing	0.91	0.26	0.71
72	Accommodation and Food Services	0.73	1.82	1.15
23	Construction	0.64	1.31	1.80
90	Government	0.58	0.72	1.08
53	Real Estate and Rental and Leasing	0.47	1.52	1.02
48	Transportation and Warehousing	0.43	0.57	1.57
99	Unclassified Industry	0.41	0.57	0.53
56	Administrative and Support and Waste Management and Remediation Services	0.41	1.33	1.13
81	Other Services (except Public Administration)	0.36	1.01	0.93
52	Finance and Insurance	0.29	0.37	0.43
71	Arts, Entertainment, and Recreation	0.29	2.39	1.06
22	Utilities	0.21	1.14	0.46
62	Health Care and Social Assistance	0.18	1.12	1.01
61	Educational Services	0.18	0.41	0.57
	Total	1.00	1.00	1.00

54	Professional, Scientific, and Technical Services	0.06	0.48	0.55
51	Information	0.02	0.61	0.47
21	Mining, Quarrying, and Oil and Gas Extraction	0.00	0.10	0.12
55	Management of Companies and Enterprises	0.00	0.04	0.21
	Total	1.00	1.00	1.00

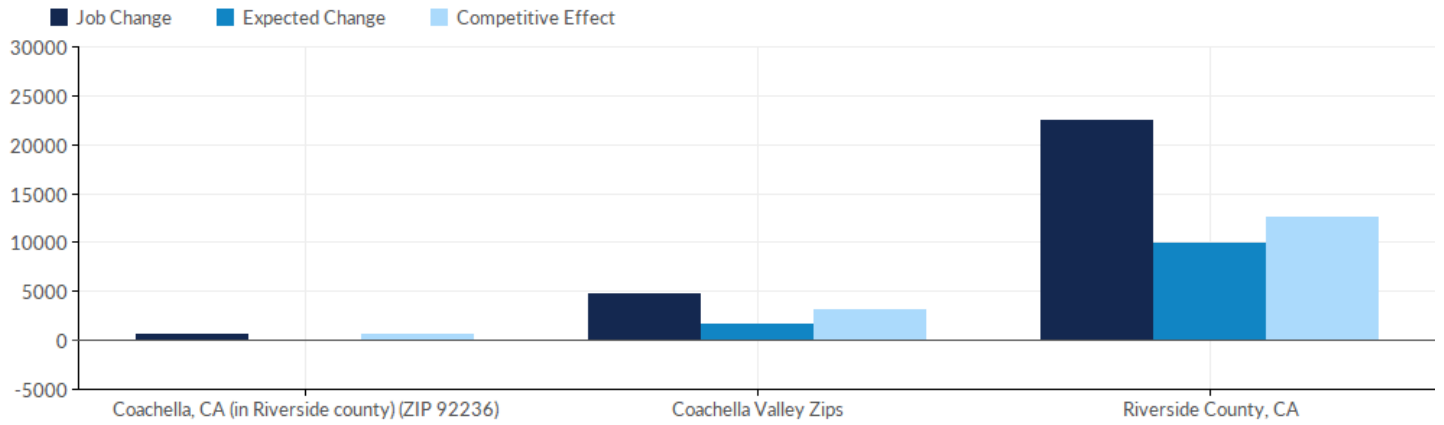
Location Quotient Breakdown - 2019 National LQ



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	41.79	4.26	1.36
42	Wholesale Trade	0.99	0.48	0.85
44	Retail Trade	0.99	1.40	1.17
31	Manufacturing	0.96	0.25	0.70
72	Accommodation and Food Services	0.73	1.82	1.16
23	Construction	0.61	1.27	1.74
90	Government	0.56	0.72	1.08
53	Real Estate and Rental and Leasing	0.44	1.49	0.99
48	Transportation and Warehousing	0.41	0.55	1.61
56	Administrative and Support and Waste Management and Remediation Services	0.40	1.35	1.16
22	Utilities	0.36	1.18	0.50
81	Other Services (except Public Administration)	0.36	1.01	0.93
52	Finance and Insurance	0.30	0.36	0.40
71	Arts, Entertainment, and Recreation	0.30	2.38	1.06
62	Health Care and Social Assistance	0.18	1.13	1.02
61	Educational Services	0.17	0.40	0.56
54	Professional, Scientific, and Technical Services	0.05	0.46	0.53
	Total	1.00	1.00	1.00

51	Information	0.02	0.62	0.48
99	Unclassified Industry	0.00	0.02	0.02
21	Mining, Quarrying, and Oil and Gas Extraction	0.00	0.11	0.13
55	Management of Companies and Enterprises	0.00	0.04	0.24
		Total	1.00	1.00

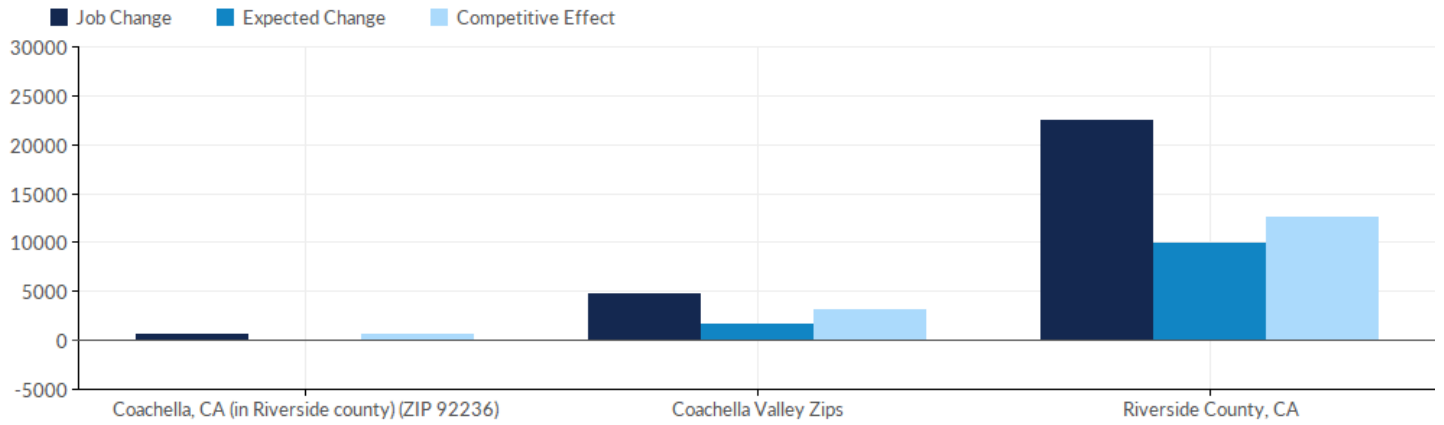
Shift Share Breakdown - Job Change



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	319	625	704
31	Manufacturing	79	46	441
72	Accommodation and Food Services	29	830	3,164
44	Retail Trade	26	-2	546
90	Government	20	522	3,215
42	Wholesale Trade	18	311	656
52	Finance and Insurance	11	6	-611
48	Transportation and Warehousing	9	95	4,416
23	Construction	8	130	639
62	Health Care and Social Assistance	7	1,339	4,704
81	Other Services (except Public Administration)	7	168	707
22	Utilities	6	28	113
71	Arts, Entertainment, and Recreation	4	205	501
56	Administrative and Support and Waste Management and Remediation Services	3	470	2,488
53	Real Estate and Rental and Leasing	1	58	59
61	Educational Services	1	-4	135
51	Information	0	60	296
Total		545	4,795	22,485

54	Professional, Scientific, and Technical Services	0	-44	45	
55	Management of Companies and Enterprises	0	19	550	
21	Mining, Quarrying, and Oil and Gas Extraction	0	13	56	
99	Unclassified Industry	-3	-80	-338	
		Total	545	4,795	22,485

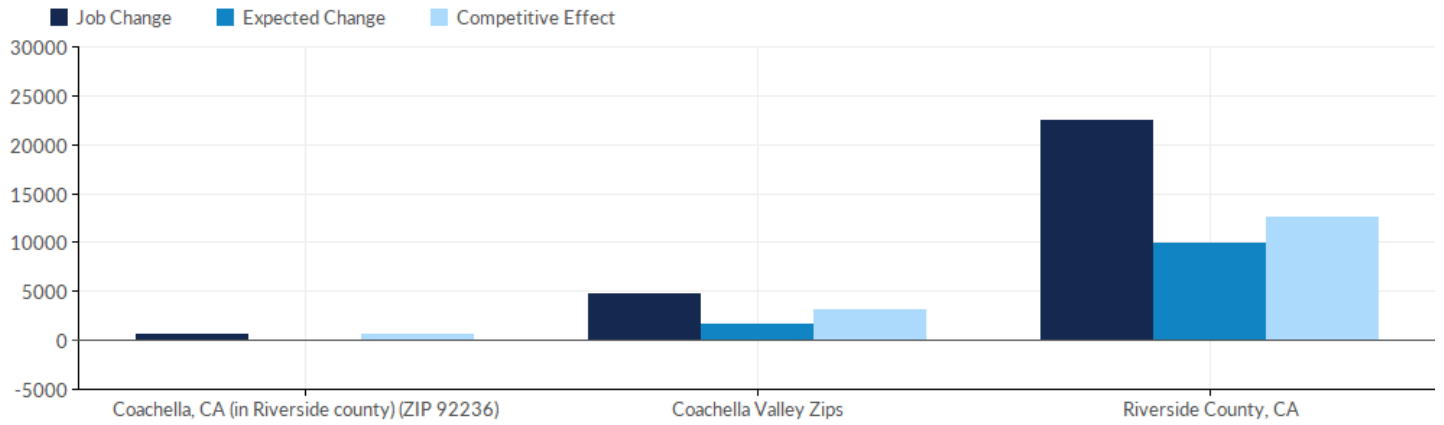
Shift Share Breakdown - Expected Change



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
23	Construction	10	364	2,303
72	Accommodation and Food Services	9	389	1,126
48	Transportation and Warehousing	8	187	2,359
90	Government	7	152	1,054
31	Manufacturing	7	34	425
62	Health Care and Social Assistance	5	566	2,360
52	Finance and Insurance	2	51	276
42	Wholesale Trade	2	14	125
53	Real Estate and Rental and Leasing	2	98	303
71	Arts, Entertainment, and Recreation	1	121	247
54	Professional, Scientific, and Technical Services	1	110	577
56	Administrative and Support and Waste Management and Remediation Services	1	36	139
61	Educational Services	0	18	116
99	Unclassified Industry	0	2	8
51	Information	0	23	81
21	Mining, Quarrying, and Oil and Gas Extraction	0	0	1
55	Management of Companies and Enterprises	0	2	64
Total		-36	1,639	9,847

22	Utilities	0	-5	-10
81	Other Services (except Public Administration)	-1	-36	-151
44	Retail Trade	-14	-356	-1,358
11	Agriculture, Forestry, Fishing and Hunting	-76	-131	-197
	Total	-36	1,639	9,847

Shift Share Breakdown - Competitive Effect



Industry	Description	Coachella, CA (in Riverside county) (ZIP 92236)	Coachella Valley Zips	Riverside County, CA
11	Agriculture, Forestry, Fishing and Hunting	395	756	900
31	Manufacturing	72	12	16
44	Retail Trade	40	355	1,905
72	Accommodation and Food Services	20	441	2,039
42	Wholesale Trade	16	297	531
90	Government	13	369	2,161
52	Finance and Insurance	9	-46	-886
81	Other Services (except Public Administration)	8	203	858
22	Utilities	6	33	122
71	Arts, Entertainment, and Recreation	3	85	253
56	Administrative and Support and Waste Management and Remediation Services	2	434	2,349
62	Health Care and Social Assistance	2	773	2,343
48	Transportation and Warehousing	1	-91	2,057
61	Educational Services	0	-23	18
51	Information	0	37	216
21	Mining, Quarrying, and Oil and Gas Extraction	0	12	55
55	Management of Companies and Enterprises	0	17	486
Total		581	3,156	12,637

54	Professional, Scientific, and Technical Services	-1	-154	-532
53	Real Estate and Rental and Leasing	-1	-40	-244
23	Construction	-2	-234	-1,664
99	Unclassified Industry	-3	-82	-346
	Total	581	3,156	12,637

Appendix A - 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
53	Real Estate and Rental and Leasing

Code	Description
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)
90	Government
99	Unclassified Industry

Appendix B - Data Sources and Calculations

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.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

State Data Sources

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

Coachella City, CA
Coachella City, CA (0614260)
Geography: Place

Prepared by Esri

Data for all businesses in area		Coachella cit...			
Total Businesses:		630			
Total Employees:		7,100			
Total Residential Population:		45,162			
Employee/Residential Population Ratio (per 100 Residents)		16			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	22	3.5%	395	5.6%	
Construction	43	6.8%	128	1.8%	
Manufacturing	9	1.4%	305	4.3%	
Transportation	20	3.2%	82	1.2%	
Communication	7	1.1%	29	0.4%	
Utility	2	0.3%	540	7.6%	
Wholesale Trade	27	4.3%	1,933	27.2%	
Retail Trade Summary	191	30.3%	1,655	23.3%	
Home Improvement	6	1.0%	27	0.4%	
General Merchandise Stores	10	1.6%	106	1.5%	
Food Stores	30	4.8%	384	5.4%	
Auto Dealers, Gas Stations, Auto Aftermarket	22	3.5%	180	2.5%	
Apparel & Accessory Stores	11	1.7%	47	0.7%	
Furniture & Home Furnishings	5	0.8%	23	0.3%	
Eating & Drinking Places	60	9.5%	727	10.2%	
Miscellaneous Retail	47	7.5%	161	2.3%	
Finance, Insurance, Real Estate Summary	46	7.3%	394	5.5%	
Banks, Savings & Lending Institutions	9	1.4%	48	0.7%	
Securities Brokers	2	0.3%	253	3.6%	
Insurance Carriers & Agents	8	1.3%	22	0.3%	
Real Estate, Holding, Other Investment Offices	27	4.3%	71	1.0%	
Services Summary	203	32.2%	1,531	21.6%	
Hotels & Lodging	1	0.2%	2	0.0%	
Automotive Services	30	4.8%	107	1.5%	
Motion Pictures & Amusements	15	2.4%	54	0.8%	
Health Services	24	3.8%	159	2.2%	
Legal Services	4	0.6%	9	0.1%	
Education Institutions & Libraries	19	3.0%	786	11.1%	
Other Services	110	17.5%	414	5.8%	
Government	13	2.1%	104	1.5%	
Unclassified Establishments	47	7.5%	4	0.1%	
Totals	630	100.0%	7,100	100.0%	

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

Coachella City, CA
Coachella City, CA (0614260)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	2.1%	370	5.2%
Mining	2	0.3%	8	0.1%
Utilities	1	0.2%	500	7.0%
Construction	46	7.3%	134	1.9%
Manufacturing	16	2.5%	337	4.7%
Wholesale Trade	27	4.3%	1,933	27.2%
Retail Trade	123	19.5%	894	12.6%
Motor Vehicle & Parts Dealers	15	2.4%	113	1.6%
Furniture & Home Furnishings Stores	2	0.3%	10	0.1%
Electronics & Appliance Stores	3	0.5%	9	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.0%	27	0.4%
Food & Beverage Stores	25	4.0%	359	5.1%
Health & Personal Care Stores	9	1.4%	79	1.1%
Gasoline Stations	7	1.1%	67	0.9%
Clothing & Clothing Accessories Stores	15	2.4%	59	0.8%
Sport Goods, Hobby, Book, & Music Stores	7	1.1%	37	0.5%
General Merchandise Stores	10	1.6%	106	1.5%
Miscellaneous Store Retailers	14	2.2%	25	0.4%
Nonstore Retailers	10	1.6%	3	0.0%
Transportation & Warehousing	20	3.2%	92	1.3%
Information	10	1.6%	40	0.6%
Finance & Insurance	19	3.0%	323	4.5%
Central Bank/Credit Intermediation & Related Activities	9	1.4%	48	0.7%
Securities, Commodity Contracts & Other Financial	2	0.3%	253	3.6%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.3%	22	0.3%
Real Estate, Rental & Leasing	36	5.7%	92	1.3%
Professional, Scientific & Tech Services	27	4.3%	83	1.2%
Legal Services	4	0.6%	9	0.1%
Management of Companies & Enterprises	1	0.2%	3	0.0%
Administrative & Support & Waste Management & Remediation	31	4.9%	131	1.8%
Educational Services	19	3.0%	781	11.0%
Health Care & Social Assistance	32	5.1%	219	3.1%
Arts, Entertainment & Recreation	9	1.4%	45	0.6%
Accommodation & Food Services	61	9.7%	729	10.3%
Accommodation	1	0.2%	2	0.0%
Food Services & Drinking Places	60	9.5%	727	10.2%
Other Services (except Public Administration)	77	12.2%	278	3.9%
Automotive Repair & Maintenance	25	4.0%	88	1.2%
Public Administration	13	2.1%	104	1.5%
Unclassified Establishments	47	7.5%	4	0.1%
Total	630	100.0%	7,100	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

	Coachella cit...
Population Summary	
2000 Total Population	23,189
2010 Total Population	40,704
2020 Total Population	45,162
2020 Group Quarters	40
2025 Total Population	48,053
2020-2025 Annual Rate	1.25%
2020 Total Daytime Population	37,387
Workers	8,027
Residents	29,360
Household Summary	
2000 Households	4,916
2000 Average Household Size	4.69
2010 Households	8,998
2010 Average Household Size	4.52
2020 Households	9,997
2020 Average Household Size	4.51
2025 Households	10,598
2025 Average Household Size	4.53
2020-2025 Annual Rate	1.17%
2010 Families	8,330
2010 Average Family Size	4.57
2020 Families	9,231
2020 Average Family Size	4.57
2025 Families	9,772
2025 Average Family Size	4.59
2020-2025 Annual Rate	1.15%
Housing Unit Summary	
2000 Housing Units	5,546
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	34.3%
Vacant Housing Units	11.4%
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	10,704
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	32.8%
Vacant Housing Units	6.6%
2025 Housing Units	11,441
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	7.4%
Median Household Income	
2020	\$40,270
2025	\$43,199
Median Home Value	
2020	\$218,689
2025	\$243,821
Per Capita Income	
2020	\$12,336
2025	\$13,396
Median Age	
2010	24.5
2020	26.5
2025	27.6

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	Coachella cit...
2020 Households by Income	
Household Income Base	9,996
<\$15,000	13.5%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	2.2%
\$200,000+	1.5%
Average Household Income	\$54,625
2025 Households by Income	
Household Income Base	10,599
<\$15,000	12.5%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	14.9%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.6%
\$200,000+	1.5%
Average Household Income	\$59,340
2020 Owner Occupied Housing Units by Value	
Total	6,481
<\$50,000	6.2%
\$50,000 - \$99,999	6.2%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	22.0%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	17.5%
\$300,000 - \$399,999	11.7%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	3.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$262,012
2025 Owner Occupied Housing Units by Value	
Total	6,913
<\$50,000	5.1%
\$50,000 - \$99,999	4.8%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	11.7%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	8.1%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	1.1%
Average Home Value	\$339,364

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Coachella City, CA
Coachella City, CA (0614260)
Geography: Place

Prepared by Esri

	Coachella cit...
2010 Population by Age	
Total	40,704
0 - 4	11.0%
5 - 9	10.9%
10 - 14	10.4%
15 - 24	18.5%
25 - 34	16.4%
35 - 44	12.8%
45 - 54	10.1%
55 - 64	5.4%
65 - 74	2.8%
75 - 84	1.3%
85 +	0.4%
18 +	61.2%
2020 Population by Age	
Total	45,162
0 - 4	10.7%
5 - 9	10.1%
10 - 14	9.0%
15 - 24	17.3%
25 - 34	17.7%
35 - 44	12.8%
45 - 54	9.6%
55 - 64	7.2%
65 - 74	3.8%
75 - 84	1.5%
85 +	0.4%
18 +	65.1%
2025 Population by Age	
Total	48,052
0 - 4	10.5%
5 - 9	9.6%
10 - 14	9.1%
15 - 24	16.1%
25 - 34	17.4%
35 - 44	13.5%
45 - 54	9.5%
55 - 64	7.3%
65 - 74	4.4%
75 - 84	2.0%
85 +	0.5%
18 +	65.8%
2010 Population by Sex	
Males	20,284
Females	20,420
2020 Population by Sex	
Males	22,720
Females	22,442
2025 Population by Sex	
Males	24,198
Females	23,854

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 2021

	Coachella cit...
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	78.4
2020 Population by Race/Ethnicity	
Total	45,161
White Alone	47.5%
Black Alone	0.8%
American Indian Alone	0.7%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	47.8%
Two or More Races	2.6%
Hispanic Origin	96.7%
Diversity Index	78.8
2025 Population by Race/Ethnicity	
Total	48,053
White Alone	47.8%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	47.5%
Two or More Races	2.5%
Hispanic Origin	97.0%
Diversity Index	78.5
2010 Population by Relationship and Household Type	
Total	40,704
In Households	99.9%
In Family Households	97.3%
Householder	20.5%
Spouse	13.7%
Child	48.7%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Coachella City, CA
Coachella City, CA (0614260)
Geography: Place

Prepared by Esri

	Coachella cit...
2020 Population 25+ by Educational Attainment	
Total	23,949
Less than 9th Grade	28.6%
9th - 12th Grade, No Diploma	12.3%
High School Graduate	38.9%
GED/Alternative Credential	2.1%
Some College, No Degree	12.3%
Associate Degree	2.0%
Bachelor's Degree	2.9%
Graduate/Professional Degree	0.9%
2020 Population 15+ by Marital Status	
Total	31,748
Never Married	41.6%
Married	51.0%
Widowed	3.0%
Divorced	4.3%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	20,808
Population 16+ Employed	77.2%
Population 16+ Unemployment rate	22.8%
Population 16-24 Employed	12.9%
Population 16-24 Unemployment rate	43.0%
Population 25-54 Employed	75.9%
Population 25-54 Unemployment rate	18.4%
Population 55-64 Employed	10.2%
Population 55-64 Unemployment rate	19.7%
Population 65+ Employed	1.0%
Population 65+ Unemployment rate	16.7%
2020 Employed Population 16+ by Industry	
Total	16,061
Agriculture/Mining	10.9%
Construction	11.3%
Manufacturing	4.6%
Wholesale Trade	2.1%
Retail Trade	12.4%
Transportation/Utilities	3.0%
Information	1.2%
Finance/Insurance/Real Estate	3.2%
Services	48.3%
Public Administration	3.1%
2020 Employed Population 16+ by Occupation	
Total	16,060
White Collar	29.9%
Management/Business/Financial	4.9%
Professional	6.6%
Sales	10.8%
Administrative Support	7.5%
Services	33.3%
Blue Collar	36.8%
Farming/Forestry/Fishing	12.5%
Construction/Extraction	9.1%
Installation/Maintenance/Repair	3.8%
Production	4.5%
Transportation/Material Moving	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 2021

	Coachella cit...
2010 Households by Type	
Total	8,998
Households with 1 Person	5.2%
Households with 2+ People	94.8%
Family Households	92.6%
Husband-wife Families	62.0%
With Related Children	49.1%
Other Family (No Spouse Present)	30.5%
Other Family with Male Householder	9.1%
With Related Children	6.8%
Other Family with Female Householder	21.4%
With Related Children	17.2%
Nonfamily Households	2.3%
All Households with Children	73.6%
Multigenerational Households	17.7%
Unmarried Partner Households	9.6%
Male-female	8.7%
Same-sex	0.9%
2010 Households by Size	
Total	8,998
1 Person Household	5.2%
2 Person Household	11.2%
3 Person Household	14.6%
4 Person Household	22.4%
5 Person Household	20.1%
6 Person Household	12.0%
7 + Person Household	14.5%
2010 Households by Tenure and Mortgage Status	
Total	8,998
Owner Occupied	62.1%
Owned with a Mortgage/Loan	53.4%
Owned Free and Clear	8.7%
Renter Occupied	37.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	102
Percent of Income for Mortgage	22.7%
Wealth Index	42
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	9,903
Housing Units Inside Urbanized Area	96.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.6%
2010 Population By Urban/ Rural Status	
Total Population	40,704
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Coachella City, CA
Coachella City, CA (0614260)
Geography: Place

Prepared by Esri

Coachella cit...

Top 3 Tapestry Segments

1. Las Casas (13B)
2. Up and Coming Families (7A)
3. Barrios Urbanos (7D)

2020 Consumer Spending

Apparel & Services: Total \$	\$13,935,971
Average Spent	\$1,394.02
Spending Potential Index	65
Education: Total \$	\$10,394,889
Average Spent	\$1,039.80
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$18,508,968
Average Spent	\$1,851.45
Spending Potential Index	57
Food at Home: Total \$	\$33,901,763
Average Spent	\$3,391.19
Spending Potential Index	63
Food Away from Home: Total \$	\$25,056,136
Average Spent	\$2,506.37
Spending Potential Index	66
Health Care: Total \$	\$31,657,020
Average Spent	\$3,166.65
Spending Potential Index	55
HH Furnishings & Equipment: Total \$	\$13,070,374
Average Spent	\$1,307.43
Spending Potential Index	60
Personal Care Products & Services: Total \$	\$5,660,624
Average Spent	\$566.23
Spending Potential Index	62
Shelter: Total \$	\$128,977,290
Average Spent	\$12,901.60
Spending Potential Index	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,505,598
Average Spent	\$1,250.94
Spending Potential Index	53
Travel: Total \$	\$14,004,720
Average Spent	\$1,400.89
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$6,659,638
Average Spent	\$666.16
Spending Potential Index	57

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.