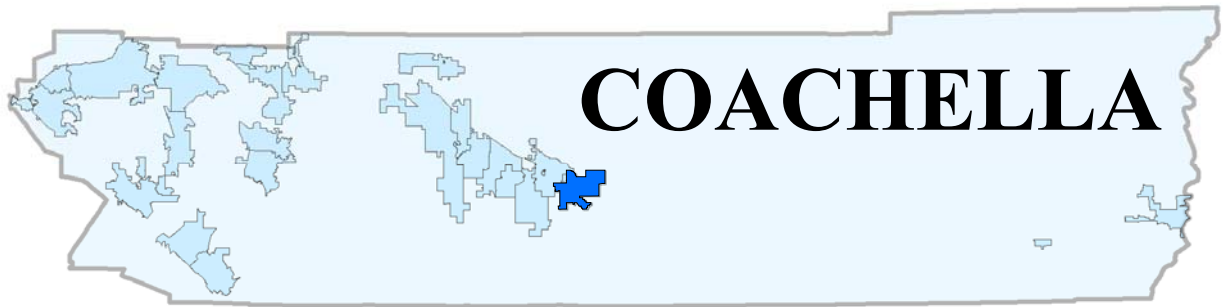


Riverside County Center for
Demographic Research
May 2007

City of Coachella



29.5sq. miles (County of Riverside GIS)
1515 6th Street Coachella, CA 92236 • (760) 398-3502 • www.coachella.org

Incorporated: 1946

Mayor: Eduardo Garcia

Mayor Pro Tem: Jesse Villareal

Council Members: Steven Hernandez, Richard Macknicki & Gilbert Ramirez, Jr.

City Manager:	(760) 398-3502	Police Department:	(760) 863-8990
City Council:	398-3502	Fire Department:	398-8895
Community Development:	398-3102	Parks & Recreation:	398-3502

POPULATION CHARACTERISTICS

Population		2000 Racial & Ethnic Population (*1)			2000 Population by Age (*1)		
Year	Population		Number	Percent	Age Group	Total	Percent
1970	8,353 (*1)	White	363	1.6%	0-4	2,535	11.2%
1980	9,129 (*1)	African American	61	0.3%	5-9	2,761	12.2%
1990	16,896 (*1)	Asian/Pac Islander	36	0.2%	10-14	2,525	11.1%
1995	19,800 (*2)	All Other Races	132	0.6%	15-19	2,360	10.4%
1996	20,550 (*2)	Hispanic*	22,132	97.4%	20-24	1,973	8.7%
1997	20,900 (*2)	Total Population	22,724	100.0%	25-34	3,365	14.8%
1998	21,150 (*2)	* Hispanics can be of any race			35-44	3,169	13.9%
1999	21,500 (*2)	Vital Statistics (*4)			45-54	1,825	8.0%
2000	22,724 (*1)		2003	2004	55-64	1,083	4.8%
2001	23,363 (*2)	Total Births	573	586	65-74	721	3.2%
2002	24,421 (*2)	Birth Rate*	21.1	20.8	75-84	340	1.5%
2003	27,109 (*2)	Total Deaths	48	71	85+	67	0.3%
2004	28,109 (*2)	Death Rate*	1.8	2.5	Total	22,724	100.0%
2005	30,917 (*2)	* Rates per 1,000 population			Median Age		22.8
2006	35,449 (*2)	2007 Voter Registration (*5)			Percent of County		1.5%
2007	38,486 (*2)		Number	Percent	2000 Resident Nativity (*6)		
Projections		Democrat	6,788	38%	Native-Born (CA)		47.2%
2010	46,981 (*3)	Republican	8,049	45%	Native-Born (US)*		5.4%
2015	60,759 (*3)	Other	549	3%	Foreign-Born Naturalized		13.4%
2020	75,540 (*3)	Decline to State	2,467	14%	Foreign-Born Non-Citizen		34.0%
2025	90,121 (*3)	Total	17,853	100.0%	* Includes those born in US territories and abroad to American parents		
2030	104,703 (*3)						
2035	119,383 (*3)						

Sources:

(*1) Decennial Census, US Census Bureau

(*4) Riverside County Dept. of Public Health

(*2) January Estimate, CA State Dept. of Finance

(*5) CA Secretary of State, February 2007

(*3) Riverside County Center for Demographic Research

(*6) Census 2000 Summary File 3, US Census Bureau

Note: Comparing data between years may be problematic because of incorporations & annexations

COACHELLA

ECONOMIC AND LABOR FORCE CHARACTERISTICS

2007 Labor Force Participation* (*1)		Employment/Jobs Totals and Projections* (*2)		
Civilian Labor Force	11,700	2005	6,971	
Employed	10,700	2010	8,588	
Unemployed	1,000	2015	10,920	
Unemployment Rate	8.30%	2020	12,878	
* City residents working anywhere		2025	14,831	
		2030	16,793	
		2035	19,014	
		* Jobs within the City Boundary		
2005 Employment/Jobs By Industry (*3)		Taxable Sales in 1,000s of Dollars (*4)		
Agriculture, Natural Resources, Mining	1,387	Year	Total	Percent of County
Construction	696	2001	\$146,254	0.8%
Manufacturing	418	2002	\$155,831	0.8%
Wholesale Trade	234	2003	\$176,051	0.8%
Retail Trade	612	2004	\$208,854	0.8%
Transportation, Warehousing, Utilities	341	2005	\$262,423	0.9%
Information	11			
Financial Activities	56	Median Household Income* (*5)		
Professional & Business Services	144	Year	Median Income	
Educational & Health Services	326	1990	\$23,218	
Leisure & Hospitality	1,681	2000	\$28,590	
Other Services	98	* Dollars not adjusted for inflation		
Government	700			
Total Wage & Salary Employment	6,703			
Self Employed	268			
Total Employment	6,971			
* Jobs within the City Boundary				

Sources:

(*1) California Employment Development Department (preliminary March 2007)

(*2) Riverside County Center for Demographic Research

(*3) Dunn and Bradstreet database, The Business Press Newspaper, and
Census Transportation Planning Package 2000

(*4) State Board of Equalization

(*5) 1990 and 2000 Census Summary File 3, US Census Bureau (Data reported for the previous year)

Note: Comparing data between years may be problematic because of incorporations & annexations