





29 sq.miles

Incorporated in 1946

POPULATION CHARACTERISTICS

Population		2010 Racial & Ethnic Population (*1)				2010 Population by Age (*1)			
1970	8,353 (*1)			Number	Percent	Number		Percent	
1980	9,129 (*1)	White	933		2.3%	< 5	4,488	11.0%	
1990	16,896 (*1)	African American	140		0.3%	5-9	4,417	10.9%	
1995	19,800 (*2)	Asian	168		0.4%	10-14	4,240	10.4%	
1996	20,550 (*2)	Amer Indian/Alaska Native	54		0.1%	15-19	4,263	10.5%	
1997	20,900 (*2)	Hawaiian and Pac Islander	13		0.0%	20-24	3,267	8.0%	
1998	21,150 (*2)	Some Other Races	29		0.1%	25-34	6,676	16.4%	
1999	21,500 (*2)	Two or More Races	113		0.3%	35-44	5,220	12.8%	
2000	22,724 (*1)	Hispanic*	39,254		96.4%	45-54	4,105	10.1%	
2001	23,146 (*2)	Total	40,704		100.0%	55-59	1,294	3.2%	
2002	23,974 (*2)	* Hispanic can be of any race				60-64	907	2.2%	
2003	26,422 (*2)	Vital Statistics (*4)				65-74	1,125	2.8%	
2004	27,214 (*2)	Total	Birth	Total	Death	75-84	539	1.3%	
2005	29,754 (*2)	Year	Births	Rate*	Rate*	85+	163	0.4%	
2006	33,964 (*2)	2007	1,005	27.3	130	3.5	Total	40,704	100.0%
2007	36,851 (*2)	2008	908	23.6	118	3.1	Median Age:	24.5	
2008	38,521 (*2)	2009	896	22.9	116	3.0	% of County:	1.9%	
2009	39,079 (*2)	* Rates per 1,000 population				2010 Population by Sex (*1)			
2010	40,704 (*1)	2011 Voter Registration (*5)				Number		Percent	
2011	41,502 (*2)	Democrat	6,823		74.4%	Male	20,284	49.8%	
Projections		Republican	1,423		15.5%	Female	20,420	50.2%	
2020	76,500 (*3)	Other	135		1.5%	Total	40,704	100.0%	
2025	105,220 (*3)	No Party Preference	786		8.6%				
2030	117,500 (*3)	Total Registered	9,167		100.0%				
2035	135,000 (*3)								

Sources: (*1) Decennial Census, US Census Bureau

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

(*3) Riverside County Projections (RCP10)

(*4) Riverside County Department of Public Health

(*5) California Secretary of State, February 2011

Note: Totals might not add up due to rounding.

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

Projections are based on January 1, 2008 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

COACHELLA

HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
Year	Units	Footnote	2000 (*1)	Percent	2010 (*6)	Percent		
1970	1,971	(*1)	Single Detached	3,100	61.7%	6,822	68.9%	
1980	2,298	(*1)	Single Attached	319	6.3%	286	2.9%	
1990	3,830	(*1)	Multi-Family: 2 to 4	640	12.7%	1,030	10.4%	
2000	5,024	(*1)	Multi-Family: 5 Plus	510	10.2%	1,118	11.3%	
2001	5,114	(*2)	Mobile Homes	455	9.1%	647	6.5%	
2002	5,297	(*2)	Total Units	5,024	100.0%	9,903	100.0%	
2003	5,824	(*2)	Occupancy	4,807	95.7%	8,998	90.9%	
2004	6,011	(*2)	Vacancy	217	4.3%	905	9.1%	
2005	6,624	(*2)	Median Home Price (*4)					
2006	7,641	(*2)	2001	\$97,750	Housing Unit Building Permits (*5)			
2007	8,426	(*2)	2002	\$122,250				
2008	8,814	(*2)	2003	\$130,500				
2009	8,873	(*2)	2004	\$168,000				
2010	9,903	(*1)	2005	\$299,500				
2011	10,015	(*2)	2006	\$353,000				
Projections			2007	\$314,000				
2020	19,010	(*3)	2008	\$202,000				
2025	25,200	(*3)	2009	\$147,000				
2030	31,349	(*3)	2010	\$145,000				
2035	36,542	(*3)	2011*	\$126,000				
			*October 2011		Year			
			Persons Per Occupied Housing Unit (*1)		Single-Family Structure	All Multi-Family Structure	Total Units	
			2000	4.72	1991	143	130	273
			2010	4.52	1992	91	0	91
					1993	100	40	140
					1994	124	0	124
					1995	99	0	99
					1996	74	0	74
					1997	31	0	31
					1998	64	84	148
					1999	93	81	174
					2000	98	80	178
					2001	92	473	565
					2002	102	0	102
					2003	451	0	451
					2004	927	61	988
					2005	863	0	863
					2006	658	0	658
					2007	196	0	196
					2008	154	0	154
					2009	97	0	97
					2010	124	0	124

Sources: (*1) Decennial Census, US Census Bureau

(*2) January Estimate, CA State Dept. of Finance. DOF will further benchmark and adjust the data with 2010 Census.

(*3) Riverside County Projections (RCP10)

(*4) DataQuick Reports

(*5) US Department of Housing & Urban Development, State of the Cities Data Systems

(*6) 2005-2009 American Community Survey 5-Year Estimates and 2010 Decennial Census

Note: Totals might not add up due to rounding.

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COACHELLA

ECONOMIC AND LABOR FORCE CHARACTERISTICS

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
2006	11,300	10,300	900	8.3%
2007	11,600	10,500	1,100	9.9%
2008	11,900	10,300	1,600	13.7%
2009	12,400	9,800	2,600	20.9%
2010	12,400	9,600	2,800	22.8%
2011*	12,400	9,700	2,600	21.4%

* Preliminary October 2011 data

Employment/Jobs Projections (*3)	
2020	12,700
2035	30,400

* Jobs within city boundary

2009 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	1,995
Mining, Quarrying, and Oil and Gas Extraction	28
Utilities	555
Construction	822
Manufacturing	615
Wholesale Trade	186
Retail Trade	861
Transportation and Warehousing	200
Information	26
Finance and Insurance	34
Real Estate and Rental and Leasing	40
Professional, Scientific, and Technical Services	47
Management of Companies and Enterprises	8
Administration & Support, Waste Mngt and Remediation	100
Educational Services	976
Health Care and Social Assistance	250
Arts, Entertainment, and Recreation	439
Accommodation and Food Services	375
Other Services (excluding Public Administration)	200
Public Administration	329
Total All Jobs	8,086

*Jobs within city boundary

Median Household Income	
2000	\$ 28,590 (*4)
2010	\$ 40,566 (*5)

Taxable Sales in 1,000s of Dollars (*6)		
Year	Total	% of County
2003	\$176,051	0.8%
2004	\$208,854	0.8%
2005	\$262,423	0.9%
2006	\$308,190	1.0%
2007	\$319,336	1.1%
2008	\$307,494	1.2%
2009	\$243,176	1.1%

Sources: (*1) CA Employment Development Department (City residents working anywhere. Data are not seasonally adjusted)

(*2) U.S. Census Bureau Local Employment Dynamics

(*3) Riverside County Projections (RCP10)

(*4) Decennial Census, US Census Bureau (in 1999 inflation-adjusted dollars).

(*5) 2008-2010 American Community Survey 3-Year Estimates (in 2010 inflation-adjusted dollars).

(*6) State Board of Equalization

Note: Totals might not add up due to rounding.

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

Projections are based on January 1, 2008 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.