





29 sq.miles

Incorporated in 1946

## POPULATION CHARACTERISTICS

Population		2012 Racial & Ethnic Population (*4)				2012 Population by Age (*4)			
Year	Population		Number	Percent		Number	Percent		
1970	8,353 (*1)	White	922	2.2%	< 5	4,107	9.8%		
1980	9,129 (*1)	African American	293	0.7%	5-9	4,568	10.9%		
1990	16,896 (*1)	Asian	0	0.0%	10-14	5,615	13.4%		
1995	19,800 (*2)	Amer Indian/Alaska Native	42	0.1%	15-19	4,358	10.4%		
1996	20,550 (*2)	Hawaiian and Pac Islander	0	0.0%	20-24	3,143	7.5%		
1997	20,900 (*2)	Some Other Races	0	0.0%	25-34	6,495	15.5%		
1998	21,150 (*2)	Two or More Races	126	0.3%	35-44	6,159	14.7%		
1999	21,500 (*2)	Hispanic*	40,521	96.7%	45-54	3,520	8.4%		
2000	22,724 (*1)	Total	41,904	100.0%	55-59	1,383	3.3%		
2001	23,146 (*2)	* Hispanic can be of any race			60-64	796	1.9%		
2002	23,974 (*2)	<b>Vital Statistics (*5)</b>				65-74	1,089	2.6%	
2003	26,422 (*2)	Year	Total Births	Birth Rate*	Total Death	Death Rate*			
2004	27,214 (*2)	2008	908	23.6	118	3.1	75-84	545	1.3%
2005	29,754 (*2)	2009	896	22.9	116	3.0	85+	126	0.3%
2006	33,964 (*2)	2010	864	20.9	118	2.9	Total	41,904	100.0%
2007	36,851 (*2)	* Rates per 1,000 population					Median Age:		24.1
2008	38,521 (*2)	<b>2012 Voter Registration (*6)</b>				<b>2012 Population by Sex (*4)</b>			
2009	39,079 (*2)		Number	Percent		Number	Percent		
2010	40,704 (*1)	Democrat	6,622	73.0%	Male	21,396	51.1%		
2011	41,339 (*2)	Republican	1,245	13.7%	Female	20,508	48.9%		
2012	41,904 (*2)	Other	156	1.7%	Total	41,904	100.0%		
<b>Projections</b>		No Party Preference	1,044	11.5%					
2020	70,170 (*3)	Total Registered	9,067	100.0%					
2035	128,670 (*3)								

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

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) American Community Survey 2007-2011 5-Year Estimates and CA State Department of Finance

(\*5) Riverside County Department of Public Health

(\*6) California Secretary of State, September 2012

Note: Totals might not add up due to rounding.

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

Projections are based on April 1, 2012 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

# COACHELLA

## HOUSING & HOUSEHOLD CHARACTERISTICS

<b>Housing Units</b>			<b>Housing Units by Type</b>				
1970	1,971	(*1)		<b>2010</b> (*1)	Percent	<b>2012</b> (*2)	Percent
1980	2,298	(*1)	Single Detached	6,909	69.8%	7,075	70.2%
1990	3,830	(*1)	Single Attached	312	3.2%	312	3.1%
2000	5,024	(*1)	Multi-Family: 2 to 4	998	10.1%	1,002	9.9%
2001	5,114	(*2)	Multi-Family: 5 Plus	1,055	10.7%	1,055	10.5%
2002	5,297	(*2)	Mobile Homes	629	6.4%	629	6.2%
2003	5,824	(*2)	Total Units	9,903	100.0%	10,073	100.0%
2004	6,011	(*2)	Occupancy	8,998	90.9%	9,153	90.9%
2005	6,624	(*2)	Vacancy	905	9.1%	920	9.1%
2006	7,641	(*2)	<b>Median Home Price</b> (*4)				
2007	8,426	(*2)	2002	\$122,250	<b>Housing Unit Building Permits</b> (*5)		
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			
2012	10,073	(*2)	2007	\$314,000			
			2008	\$202,000			
			2009	\$147,000			
			2010	\$145,000			
			2011	\$126,000			
			2012*	\$150,000			
			*October 2011				
			<b>Persons Per Household</b>				
			2000	4.72	(*1)	* Preliminary October 2012	
			2010	4.52	(*1)		
			2012	4.57	(*2)		
			<b>Projections</b>				
2020	19,010	(*3)					
2035	36,542	(*3)					

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

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) DataQuick Reports

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

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
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	12,700	10,000	2,700	21.2%
2012*	12,500	10,200	2,400	19.0%

\* Preliminary October 2011

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	2,655
Mining, Quarrying, and Oil and Gas Extraction	0
Utilities	577
Construction	306
Manufacturing	595
Wholesale Trade	192
Retail Trade	984
Transportation and Warehousing	47
Information	1
Finance and Insurance	83
Real Estate and Rental and Leasing	59
Professional, Scientific, and Technical Services	44
Management of Companies and Enterprises	24
Administration & Support, Waste Mngt and Remediation	70
Educational Services	710
Health Care and Social Assistance	59
Arts, Entertainment, and Recreation	685
Accommodation and Food Services	584
Other Services (excluding Public Administration)	286
Public Administration	97
<b>Total All Jobs</b>	<b>8,058</b>

\*Jobs within city boundary

Median Household Income	
2000	\$ 28,590 (*4)
2011	\$ 43,357 (*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%
2010	\$259,829	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) 2007-2011 American Community Survey 5-Year Estimates (in 2011 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 April 1, 2010 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.