



# Economic Overview

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# Coachella city, CA

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# Demographic Profile

The population in the Coachella city, CA was 42,594 per American Community Survey data for 2019-2023.

The region has a civilian labor force of 22,626 with a participation rate of 68.2%. Of individuals 25 to 64 in the Coachella city, CA, 5.8% have a bachelor's degree or higher which compares with 36.5% in the nation.

The median household income in the Coachella city, CA is \$67,558 and the median house value is \$341,300.

## Summary<sup>1</sup>

	Percent			Value		
	Coachella city, CA	California	USA	Coachella city, CA	California	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	42,594	39,242,785	332,387,540
Male	50.7%	50.0%	49.5%	21,576	19,605,882	164,545,087
Female	49.3%	50.0%	50.5%	21,018	19,636,903	167,842,453
Median Age <sup>2</sup>	—	—	—	33.4	37.6	38.7
Under 18 Years	25.9%	22.2%	22.2%	11,042	8,729,012	73,645,238
18 to 24 Years	10.9%	9.1%	9.1%	4,649	3,572,575	30,307,641
25 to 34 Years	16.2%	14.9%	13.7%	6,900	5,834,867	45,497,632
35 to 44 Years	15.4%	13.8%	13.1%	6,569	5,398,975	43,492,887
45 to 54 Years	12.5%	12.6%	12.3%	5,331	4,939,309	40,847,713
55 to 64 Years	10.0%	12.2%	12.8%	4,241	4,773,561	42,626,382
65 to 74 Years	6.0%	9.0%	10.0%	2,572	3,534,613	33,293,127
75 Years and Over	3.0%	6.3%	6.8%	1,290	2,459,873	22,676,920
Race: White	10.3%	44.0%	63.4%	4,372	17,248,779	210,875,446
Race: Black or African American	0.3%	5.5%	12.4%	111	2,173,343	41,070,890
Race: American Indian and Alaska Native	0.6%	1.1%	0.9%	266	445,219	2,924,996
Race: Asian	0.1%	15.3%	5.8%	59	5,997,069	19,352,659
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.4%	0.2%	34	147,827	629,292
Race: Some Other Race	41.7%	17.4%	6.6%	17,765	6,820,303	21,940,536
Race: Two or More Races	46.9%	16.3%	10.7%	19,987	6,410,245	35,593,721
Hispanic or Latino (of any race)	96.8%	39.8%	19.0%	41,218	15,630,830	63,131,589
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	68.2%	63.7%	63.3%	22,626	19,982,482	168,567,852
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	85.3%	82.2%	83.0%	16,035	13,219,947	107,055,165
Work from Home	2.1%	15.5%	13.5%	418	2,832,962	21,267,373
Armed Forces Labor Force	0.0%	0.5%	0.5%	0	161,596	1,287,774
Veterans, Age 18-64	0.4%	2.7%	4.2%	105	663,587	8,410,268
Veterans Labor Force Participation Rate and Size, Age 18-64	95.2%	76.5%	77.0%	100	507,749	6,478,181
Median Household Income <sup>2</sup>	—	—	—	\$67,558	\$96,334	\$78,538
Per Capita Income	—	—	—	\$24,922	\$47,977	\$43,289
Mean Commute Time (minutes)	—	—	—	23.5	29.0	26.6
Commute via Public Transportation	0.9%	3.2%	3.5%	175	593,434	5,528,841
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	38.4%	14.6%	10.0%	8,851	3,062,649	17,176,172
High School Graduate	39.6%	20.5%	25.0%	9,126	4,289,900	43,057,491
Some College, No Degree	12.6%	19.7%	19.3%	2,909	4,120,561	33,315,654
Associate's Degree	3.5%	7.8%	9.2%	810	1,632,614	15,894,085
Bachelor's Degree	4.3%	23.5%	22.8%	995	4,912,919	39,256,774
Postgraduate Degree	1.5%	14.0%	13.8%	350	2,928,069	23,764,438
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Coachella city, CA	California	USA	Coachella city, CA	California	USA
Total Housing Units	—	—	—	12,543	14,532,683	142,332,876
Median House Value (of owner-occupied units) <sup>2,5</sup>	—	—	—	\$341,300	\$695,400	\$303,400
Homeowner Vacancy	0.1%	0.9%	1.0%	10	65,471	850,724
Rental Vacancy	0.6%	4.1%	5.5%	25	256,828	2,605,688
Renter-Occupied Housing Units (% of Occupied Units)	34.1%	44.2%	35.0%	4,211	5,940,036	44,590,828
Owner-Occupied Housing Units (% of Occupied Units)	65.9%	55.8%	65.0%	8,141	7,494,811	82,892,037
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	3.9%	7.0%	8.3%	477	939,021	10,602,826
<b>Social</b>						
Poverty Level (of all people)	10.6%	12.0%	12.4%	4,481	4,610,600	40,390,045
Households Receiving Food Stamps/SNAP	29.1%	11.4%	11.8%	3,595	1,526,052	15,004,950
Enrolled in Grade 12 (% of total population)	1.6%	1.5%	1.3%	671	586,281	4,405,676
Disconnected Youth <sup>3</sup>	2.0%	1.7%	2.4%	55	35,015	420,352
Children in Single Parent Families (% of all children)	29.1%	33.3%	34.0%	3,104	2,771,257	23,701,745
Uninsured	11.3%	6.9%	8.6%	4,794	2,682,732	28,000,876
With a Disability, Age 18-64	5.9%	8.6%	10.7%	1,621	2,071,682	21,269,700
With a Disability, Age 18-64, Labor Force Participation Rate and Size	31.7%	47.0%	47.0%	514	972,817	10,001,264
Foreign Born	39.1%	26.7%	13.9%	16,637	10,479,526	46,108,901
Speak English Less Than Very Well (population 5 yrs and over)	34.8%	17.3%	8.4%	14,019	6,400,397	26,299,012

Source: [JobsEQ®](#)

1. American Community Survey 2019-2023, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

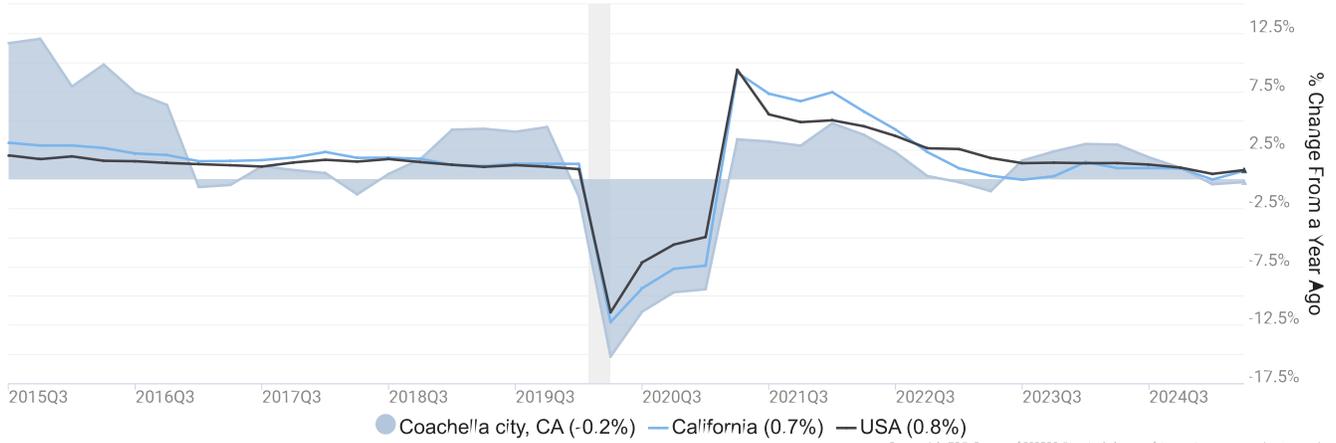
4. Census Population Estimate for 2024, annual average growth rate since 2014.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

# Employment Trends

As of 2025Q2, total employment for the Coachella city, CA was 9,790 (based on a four-quarter moving average). Over the year ending 2025Q2, employment declined 0.2% in the region.

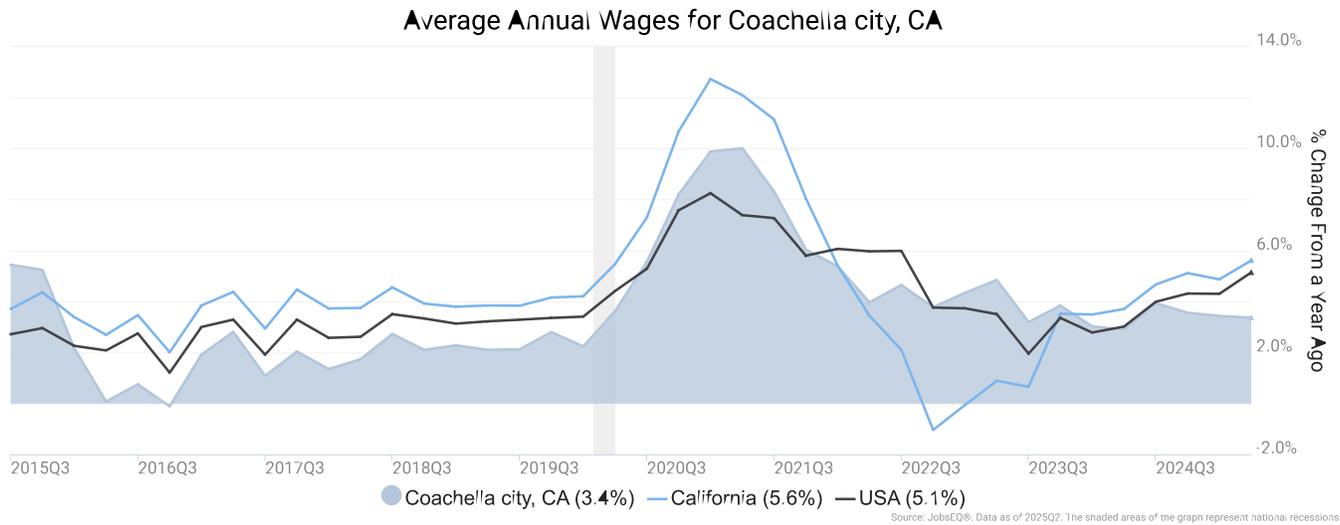
Employment for Coachella city, CA



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2025Q1 with preliminary estimates updated to 2025Q2.

# Wage Trends

The average worker in the Coachella city, CA earned annual wages of \$61,744 as of 2025Q2. Average annual wages per worker increased 3.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$75,686 in the nation as of 2025Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2025Q1 with preliminary estimates updated to 2025Q2.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 37.0% higher in Coachella city, CA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Coachella city, CA	\$61,744	137.0	\$45,057
California	\$92,433	141.8	\$65,202
USA	\$75,686	100.0	\$75,686

Source: [JobsEQ®](#)

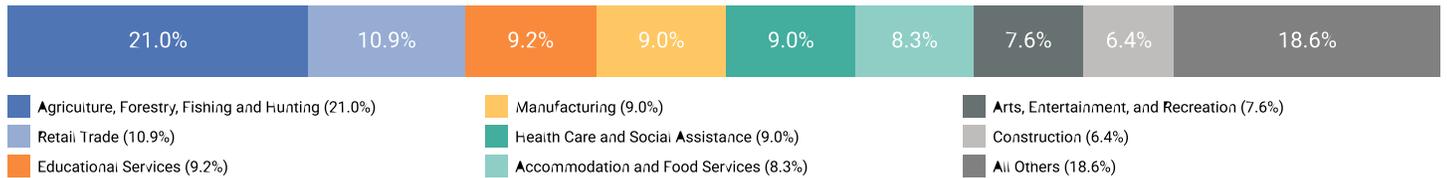
Data as of 2025Q2

Cost of Living per [COLI](#), data as of 2025Q2, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Coachella city, CA is Agriculture, Forestry, Fishing and Hunting, employing 2,056 workers. The next-largest sectors in the region are Retail Trade (1,067 workers) and Educational Services (903). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 17.52), Utilities (10.28), and Arts, Entertainment, and Recreation (3.59).

Total Workers for Coachella city, CA by industry



Source: JobsEQ®  
 Data as of 2025Q2  
 Note: Figures may not sum due to rounding.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2025Q1 with preliminary estimates updated to 2025Q2.

Sectors in the Coachella city, CA with the highest average wages per worker are Utilities (\$123,706), Management of Companies and Enterprises (\$105,568), and Mining, Quarrying, and Oil and Gas Extraction (\$102,207). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+283 jobs), Accommodation and Food Services (+151), and Arts, Entertainment, and Recreation (+151).

Over the next 1 year, employment in the Coachella city, CA is projected to expand by 81 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Agriculture, Forestry, Fishing and Hunting (+19 jobs), Health Care and Social Assistance (+18), and Accommodation and Food Services (+9).

Coachella city, CA, 2025Q2<sup>1</sup>

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
11	Agriculture, Forestry, Fishing and Hunting	2,056	\$43,297	17.52	-969	-7.4%	265	126	119	19	0.9%
44	Retail Trade	1,067	\$44,801	1.13	80	1.6%	149	65	78	5	0.5%
61	Educational Services	903	\$77,096	1.14	-55	-1.2%	85	41	44	0	0.1%
31	Manufacturing	886	\$68,797	1.16	112	2.7%	94	35	53	5	0.6%
62	Health Care and Social Assistance	880	\$53,668	0.59	283	8.1%	103	41	44	18	2.0%
72	Accommodation and Food Services	813	\$33,082	0.96	151	4.2%	150	63	78	9	1.2%
71	Arts, Entertainment, and Recreation	744	\$55,648	3.59	151	4.6%	103	45	61	-3	-0.4%
23	Construction	625	\$70,604	1.07	124	4.5%	60	21	31	8	1.3%
22	Utilities	524	\$123,706	10.28	-40	-1.5%	50	18	28	4	0.8%
42	Wholesale Trade	302	\$81,332	0.83	25	1.8%	33	12	18	3	1.1%
81	Other Services (except Public Administration)	240	\$44,408	0.58	62	6.1%	30	12	15	3	1.2%
56	Administrative and Support and Waste Management and Remediation Services	218	\$45,420	0.37	47	5.0%	27	11	14	2	1.1%
92	Public Administration	159	\$90,325	0.34	9	1.2%	16	6	8	2	1.0%
48	Transportation and Warehousing	145	\$62,646	0.29	-2	-0.3%	17	7	9	1	1.0%
52	Finance and Insurance	74	\$85,862	0.19	-22	-5.1%	7	3	3	1	1.1%
54	Professional, Scientific, and Technical Services	69	\$71,955	0.10	3	1.0%	6	2	3	1	1.2%
53	Real Estate and Rental and Leasing	63	\$61,928	0.37	3	1.1%	7	3	3	1	1.1%
51	Information	18	\$69,793	0.10	2	3.0%	2	1	1	0	0.4%
99	Unclassified	3	\$58,469	0.21	3	n/a	0	0	0	0	1.1%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$102,207	0.03	-1	-15.3%	0	0	0	0	1.4%
55	Management of Companies and Enterprises	1	\$105,568	0.01	-1	-8.4%	0	0	0	0	1.2%
<b>Total - All Industries</b>		<b>9,790</b>	<b>\$61,744</b>	<b>1.00</b>	<b>-35</b>	<b>-0.1%</b>	<b>1,127</b>	<b>462</b>	<b>584</b>	<b>81</b>	<b>0.8%</b>

Source: [JobsEQ®](#)

Data as of 2025Q2

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average.

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2025Q1 with preliminary estimates updated to 2025Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the Coachella city, CA is Farming, Fishing, and Forestry Occupations, employing 1,522 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (956 workers) and Sales and Related Occupations (859). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 27.06), Personal Care and Service Occupations (1.44), and Production Occupations (1.26).

Occupation groups in the Coachella city, CA with the highest average wages per worker are Legal Occupations (\$175,300), Management Occupations (\$136,500), and Healthcare Practitioners and Technical Occupations (\$126,800). The unemployment rate in the region varied among the major groups from 2.2% among Healthcare Practitioners and Technical Occupations to 10.9% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Coachella city, CA is expected to be Healthcare Support Occupations with a +2.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Farming, Fishing, and Forestry Occupations (+12 jobs) and Transportation and Material Moving Occupations (+9). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Farming, Fishing, and Forestry Occupations (229 jobs) and Food Preparation and Serving Related Occupations (183).

Coachella city, CA, 2025Q2<sup>1</sup>

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
45-0000	Farming, Fishing, and Forestry	1,522	\$41,600	27.06	204	10.9%	n/a	-727	-7.5%	240	104	125	12	0.8%
35-0000	Food Preparation and Serving Related	956	\$42,800	1.19	451	10.2%	n/a	174	4.1%	191	82	101	8	0.9%
41-0000	Sales and Related	859	\$53,200	1.01	183	9.5%	n/a	41	1.0%	126	59	65	2	0.2%
43-0000	Office and Administrative Support	795	\$54,800	0.72	64	5.4%	n/a	11	0.3%	88	41	45	1	0.2%
53-0000	Transportation and Material Moving	735	\$51,400	0.88	276	9.3%	n/a	1	0.0%	104	40	55	9	1.2%
51-0000	Production	659	\$51,700	1.26	96	7.8%	n/a	23	0.7%	77	28	45	4	0.6%
25-0000	Educational Instruction and Library	629	\$82,600	1.18	19	5.9%	n/a	-36	-1.1%	59	29	29	1	0.2%
11-0000	Management	614	\$136,500	0.80	12	2.2%	n/a	5	0.2%	59	21	30	7	1.2%
47-0000	Construction and Extraction	478	\$74,900	1.08	241	9.1%	n/a	69	3.2%	46	16	24	7	1.5%
31-0000	Healthcare Support	382	\$40,000	0.81	105	5.9%	n/a	170	12.4%	63	27	27	9	2.4%
39-0000	Personal Care and Service	365	\$43,900	1.44	46	8.0%	n/a	63	3.9%	59	23	35	1	0.3%
49-0000	Installation, Maintenance, and Repair	351	\$68,900	0.93	47	5.0%	n/a	15	0.9%	35	14	18	3	0.9%
13-0000	Business and Financial Operations	319	\$91,900	0.50	2	4.7%	n/a	39	2.7%	30	10	16	3	1.1%
37-0000	Building and Grounds Cleaning and Maintenance	308	\$46,500	0.96	215	8.3%	n/a	29	2.0%	44	19	23	2	0.8%
29-0000	Healthcare Practitioners and Technical	260	\$126,800	0.44	3	2.2%	n/a	49	4.3%	20	8	7	4	1.7%
33-0000	Protective Service	131	\$70,200	0.61	35	8.5%	n/a	14	2.3%	16	7	9	0	-0.1%
21-0000	Community and Social Service	115	\$74,800	0.62	0	n/a	n/a	11	2.1%	12	5	6	2	1.5%

Coachella city, CA, 2025Q2<sup>1</sup>

SOC	Occupation	Current				5-Year History				1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
27-0000	Arts, Design, Entertainment, Sports, and Media	89	\$77,300	0.51	2	6.9%	n/a	7	1.7%	9	4	5	1	0.9%
15-0000	Computer and Mathematical	86	\$115,100	0.27	1	4.5%	n/a	6	1.4%	5	2	3	1	0.8%
17-0000	Architecture and Engineering	72	\$108,700	0.47	0	n/a	n/a	3	0.8%	5	2	3	1	1.0%
19-0000	Life, Physical, and Social Science	50	\$99,000	0.55	0	n/a	n/a	0	0.1%	5	1	4	1	1.2%
23-0000	Legal	17	\$175,300	0.21	0	n/a	n/a	-1	-1.5%	1	0	1	0	1.2%
<b>Total - All Occupations</b>		<b>9,790</b>	<b>\$68,200</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-35</b>	<b>-0.1%</b>	<b>1,297</b>	<b>541</b>	<b>676</b>	<b>81</b>	<b>0.8%</b>

Source: [JobsEQ®](#)

Data as of 2025Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

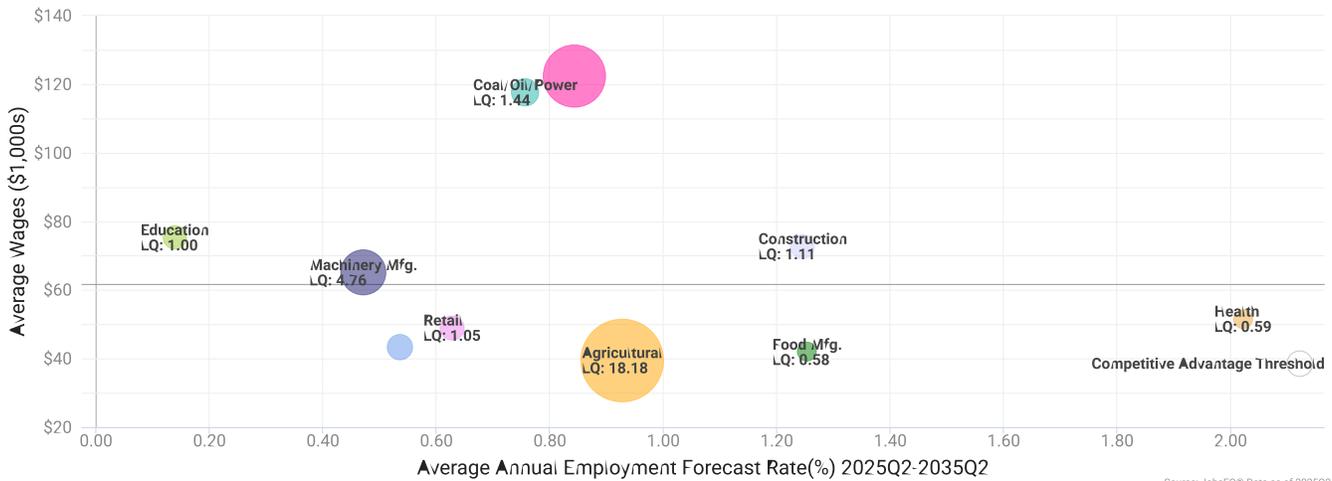
2. Wage data represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2025Q1, imputed where necessary with preliminary estimates updated to 2025Q2. Wages by occupation are as of 2025 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Coachella city, CA with the highest relative concentration is Agricultural with a location quotient of 18.18. This cluster employs 2,058 workers in the region with an average wage of \$39,556. Employment in the Agricultural cluster is projected to expand in the region about 0.9% per year over the next ten years.

Industry Clusters for Coachella city, CA as of 2025Q2



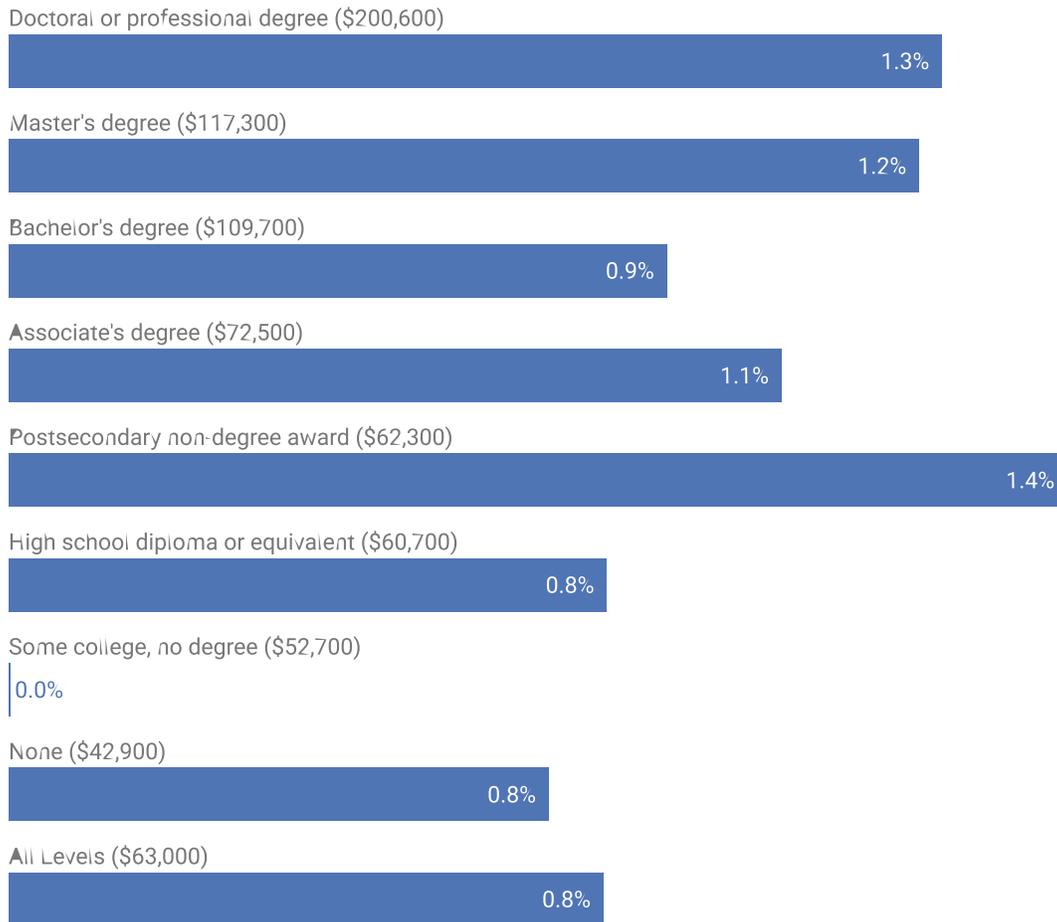
Source: JobsEQ® Data as of 2025Q2

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2025Q1 with preliminary estimates updated to 2025Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Coachella city, CA is projected to grow 0.8% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.3% per year, those requiring a bachelor's degree are forecast to grow 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.

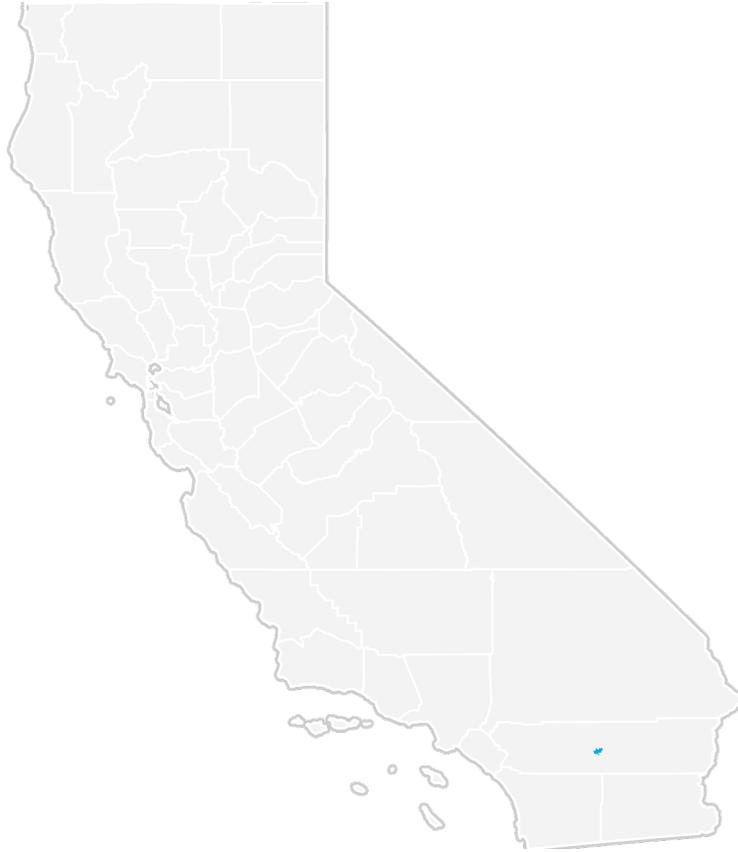
## Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®  
Data as of 2025Q2

Employment by occupation data are estimates as of 2025Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Coachella city, CA Regional Map



# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.