DEMOGRAPHICS
The Coachella Valley’s population is on a steady upward trend and is one of the fastest growing areas in California.

Year 2000 = Population 309,530
Year 2013 = Population 439,363

Aside from being a popular retirement destination, affordable housing (in comparison to coastal and other areas of California) attracts young families who continue to migrate into the Valley in higher numbers every year.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>27.9%</td>
</tr>
<tr>
<td>20-34</td>
<td>17.7%</td>
</tr>
<tr>
<td>35-54</td>
<td>24.5%</td>
</tr>
<tr>
<td>55 &amp; up</td>
<td>29.9%</td>
</tr>
</tbody>
</table>

The workforce of younger, skilled workers continues to expand with the influx of young families. Families in the Valley average 3 people per household; with a median household income estimate of just over $50,000. The population growth rate is expected to be more than 15% over the next 5 years, with the expectation of nearly 175,000 households in the Valley by 2015.

Demographics courtesy of Coachella Valley Economics Partnership

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If you require additional assistance, please contact 760-343-3451 and ask for our advertising department.