



# PALM DESERT

## POPULATION CHARACTERISTICS

Population			2010 Racial & Ethnic Population (*4)			2010 Population by Age (*4)		
1970	#	(*1)		Number	Percent		Total	Percent
1980	11,801	(*1)	White	37,488	72.0%	0-4	2,291	4.4%
1990	23,252	(*1)	African American	1,250	2.4%	5-9	2,447	4.7%
1995	34,550	(*2)	Asian/Pac Islander	1,718	3.3%	10-14	2,343	4.5%
1996	35,550	(*2)	All Other Races	937	1.8%	15-19	2,395	4.6%
1997	36,800	(*2)	Hispanic*	10,674	20.5%	20-24	2,447	4.7%
1998	37,850	(*2)	Total Population	52,067	100.0%	25-34	6,925	13.3%
1999	39,500	(*2)	* Hispanic can be of any race			35-44	4,634	8.9%
2000	41,155	(*1)				45-54	5,832	11.2%
2001	42,075	(*2)				55-59	3,332	6.4%
2002	43,095	(*2)				60-64	3,072	5.9%
2003	44,431	(*2)				65-74	7,081	13.6%
2004	45,506	(*2)				75-84	6,821	13.1%
2005	49,492	(*2)				85+	2,447	4.7%
2006	49,786	(*2)				Total	52,067	100.0%
2007	49,718	(*2)				Median Age:		50.0
2008	50,660	(*2)				Percent of County:		2.4%
2009	51,570	(*2)						
2010	52,067	(*2)						
Projections			2010 Voter Registration (*7)			2010 Population by Sex (*6)		
2015	53,539	(*3)		Number	Percent		Number	Percent
2020	55,541	(*3)	Democrat	7,356	31.8%	Male	24,784	47.6%
2025	56,950	(*3)	Republican	11,345	49.1%	Female	27,283	52.4%
2030	58,690	(*3)	Other	841	3.6%	Total	52,067	100.0%
2035	60,254	(*3)	Decline to State	3,573	15.5%			
			Total	23,115	100.0%			

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

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

(\*3) Riverside County Center for Demographic Research

Note: Total might not add up due to rounding.

(\*4) Claritas, ACS and CA State Dept. of Finance

(\*5) Riverside County Dept. of Public Health

(\*6) Census, ACS and CA State Dept. of Finance

(\*7) CA Secretary of State, January 2010

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

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

# PALM DESERT

## HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
Year	#	(*)		2000 (*)	Percent	2010 (*)	Percent	
1970		(*)	Single Detached	11,100	39.6%	13,655	39.7%	
1980	10,142	(*)	Single Attached	9,534	34.0%	9,703	28.2%	
1990	18,248	(*)	Multi-Family: 2 to 4	2,459	8.8%	2,541	7.4%	
2000	28,021	(*)	Multi-Family: 5 Plus	3,731	13.3%	5,214	15.2%	
2001	28,373	(*)	Mobile Homes	1,197	4.3%	3,312	9.6%	
2002	28,799	(*)	Total Units	28,021	100%	34,425	100.0%	
2003	29,422	(*)	Occupancy	19,184	68.5%	23,775	69.1%	
2004	30,001	(*)	Vacancy	8,887	31.5%	10,651	30.9%	
2005	32,711	(*)	<b>Median Home Price (*4)</b>		<b>Housing Unit Building Permits (*5)</b>			
2006	33,142	(*)	2001	\$234,000	Single-Family Structure	All Multi-Family Structure	Total Units	
2007	33,394	(*)	2002	\$237,500	1991	170	32	202
2008	34,120	(*)	2003	\$260,000	1992	489	105	594
2009	34,329	(*)	2004	\$340,000	1993	252	0	252
2010	34,425	(*)	2005	\$410,000	1994	425	18	443
<b>Projections</b>			2006	\$425,000	1995	345	0	345
2015	35,867	(*)	2007	\$395,000	1996	356	9	365
2020	37,011	(*)	2008	\$352,500	1997	549	0	549
2025	37,954	(*)	2009	\$280,000	1998	833	20	853
2030	39,113	(*)	2010*	\$193,750	1999	504	0	504
2035	40,143	(*)	*September 2010		2000	417	116	533
			<b>Persons Per Occupied Housing Unit (*2)</b>		2001	255	411	666
			2000	2.13	2002	221	310	531
			2009	2.17	2003	237	101	338
					2004	325	111	436
					2005	100	135	235
					2006	271	442	713
					2007	224	70	294
					2008	66	471	537
					2009	33	44	77

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

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

(\*) Riverside County Center for Demographic Research

(\*) DataQuick Reports

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

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.

# PALM DESERT

## ECONOMIC AND LABOR FORCE CHARACTERISTICS

### 2010 Labor Force Participation\* (\*1)

Civilian Labor Force	24,800
Employed	22,600
Unemployed	2,300
Unemployment Rate	9.1%

\*City residents working anywhere, preliminary March 2010

### Employment/Jobs Projections\* (\*2)

2020	40,808
2035	44,274

\* Jobs within the City boundary

### Taxable Sales in 1,000s of Dollars (\*4)

Year	Total	Percent of County
2002	\$1,209,385	6.2%
2003	\$1,296,730	6.0%
2004	\$1,433,296	5.7%
2005	\$1,529,342	5.4%
2006	\$1,593,699	5.3%
2007	\$1,593,698	5.5%
2008	\$1,447,663	5.6%

### Median Household Income

Year	Median Income
2000*	\$48,316 (*5)
2008**	\$55,218 (*6)

\* Expressed in 1999-inflation adjusted dollars

\*\* 2006-2008 American Community Survey 3 year estimates, Median Household Income expressed in 2008-inflation adjusted dollars

Sources: (\*1) California Employment Development Department (preliminary June 2009, not seasonally adjusted)

(\*2) Riverside County Center for Demographic Research

(\*3) Traffic Analysis Zone Data and Riverside County Center for Demographic Research

(\*4) State Board of Equalization

(\*5) Decennial Census, US Census Bureau

(\*6) American Community Survey

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, 2005 boundary; therefore current or future employment in the annexed area may not be reflected in these projections. These projections will be revised fall 2009.