

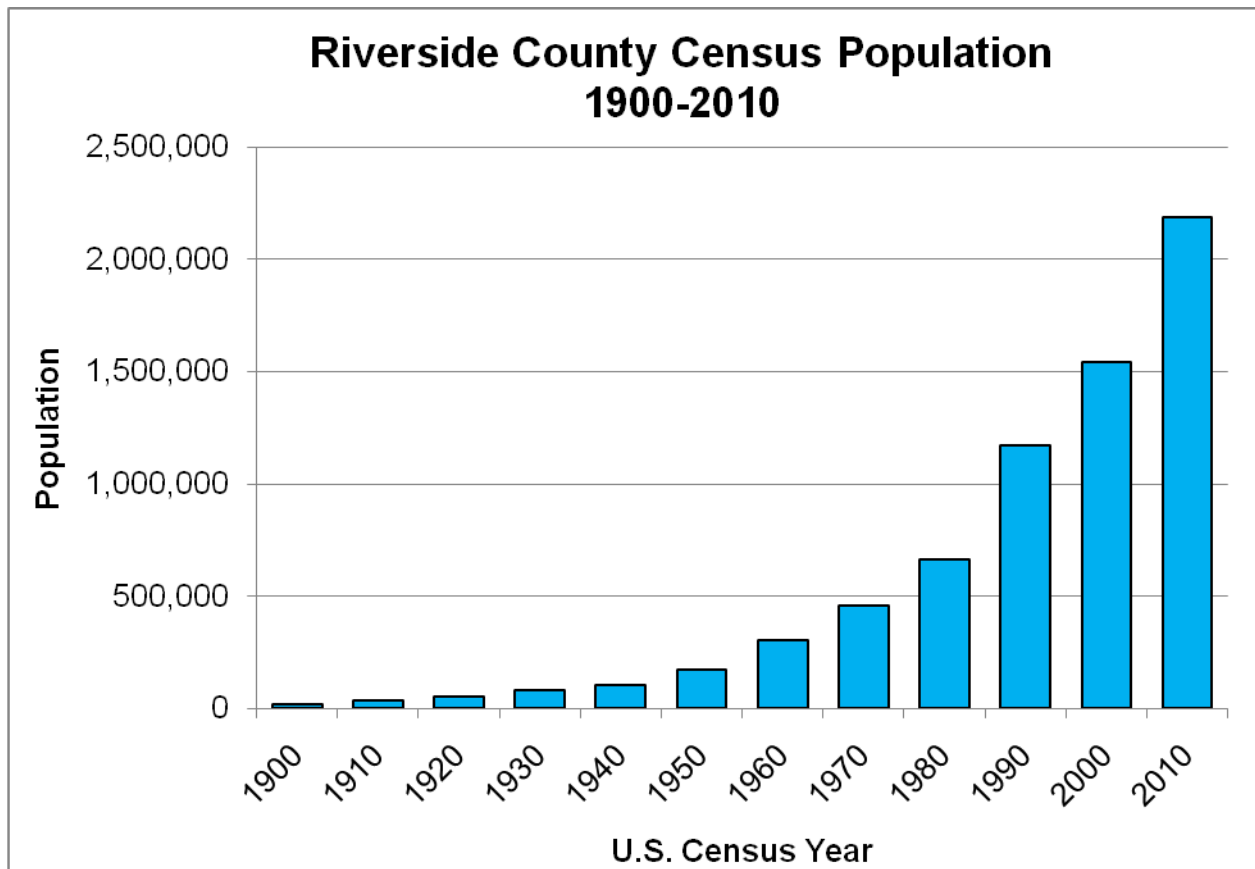


# Demographics

## *Riverside County California*

### Population

For the 2010 U.S. Census, Riverside County’s population reached 2,189,641, which was an increase of 41.7% from the 2000 Census. The official population estimate as of January 1, 2010, from the California Department of Finance was 2,139,535. That represents a 1.4% gain from January 1, 2009. Continued population growth affects the overall population density of the County. At the beginning of 2009, the population density of Riverside County was 293 persons per square mile, rising to 297 in 2010.



Source: U.S. Census Bureau

## Births and Deaths

One factor contributing to Riverside County's population growth is natural increase (births minus deaths). From July 2008 to July 2009, there were a total of 32,852 births and 13,757 deaths recorded in Riverside County.

## Population & Housing Estimates

	Total Population			Total Housing Units		
	Jan.1, 2009	Jan.1, 2010	% Change	Jan.1, 2009	Jan.1, 2010	% Change
<b>Banning</b>	28,551	28,751	0.70%	11,642	11,644	0.02%
<b>Beaumont</b>	32,448	34,217	5.45%	12,088	12,663	4.76%
<b>Blythe</b>	21,346	21,812	2.18%	5,468	5,472	0.07%
<b>Calimesa</b>	7,504	7,555	0.68%	3,385	3,385	0.00%
<b>Canyon Lake</b>	11,143	11,225	0.74%	4,425	4,427	0.05%
<b>Cathedral City</b>	52,508	52,841	0.63%	21,538	21,527	-0.05%
<b>Coachella</b>	41,043	42,591	3.77%	8,873	9,145	3.07%
<b>Corona</b>	148,770	150,416	1.11%	45,612	45,803	0.42%
<b>Desert Hot Springs</b>	26,584	26,811	0.85%	11,054	11,073	0.17%
<b>Hemet</b>	74,931	75,820	1.19%	35,931	36,118	0.52%
<b>Indian Wells</b>	5,099	5,144	0.88%	5,015	5,025	0.20%
<b>Indio</b>	82,325	83,675	1.64%	27,899	28,167	0.96%
<b>Lake Elsinore</b>	50,324	50,983	1.31%	16,207	16,307	0.62%
<b>La Quinta</b>	43,830	44,421	1.35%	21,351	21,491	0.66%
<b>Menifee</b>	67,819	68,905	1.60%	29,367	29,636	0.92%
<b>Moreno Valley</b>	186,515	188,537	1.08%	53,560	53,772	0.40%
<b>Murrieta</b>	100,835	101,487	0.65%	34,293	34,280	-0.04%
<b>Norco</b>	27,189	27,370	0.67%	7,229	7,229	0.00%
<b>Palm Desert</b>	51,570	52,067	0.96%	34,329	34,425	0.28%
<b>Palm Springs</b>	47,653	48,040	0.81%	33,558	33,603	0.13%
<b>Perris</b>	54,387	55,133	1.37%	15,519	15,625	0.68%
<b>Rancho Mirage</b>	16,938	17,008	0.41%	13,659	13,542	-0.86%
<b>Riverside</b>	300,769	304,051	1.09%	99,037	99,526	0.49%
<b>San Jacinto</b>	36,521	36,933	1.13%	14,261	14,324	0.44%
<b>Temecula</b>	102,713	105,029	2.25%	32,973	33,556	1.77%
<b>Wildomar</b>	31,374	31,907	1.70%	10,630	10,737	1.01%
<b>Unincorporated</b>	<b>459,193</b>	<b>466,806</b>	<b>1.66%</b>	<b>170,174</b>	<b>171,855</b>	<b>0.99%</b>
<b>County Total</b>	<b>2,109,882</b>	<b>2,139,535</b>	<b>1.41%</b>	<b>779,077</b>	<b>784,357</b>	<b>0.68%</b>

Source: CA Dept of Finance

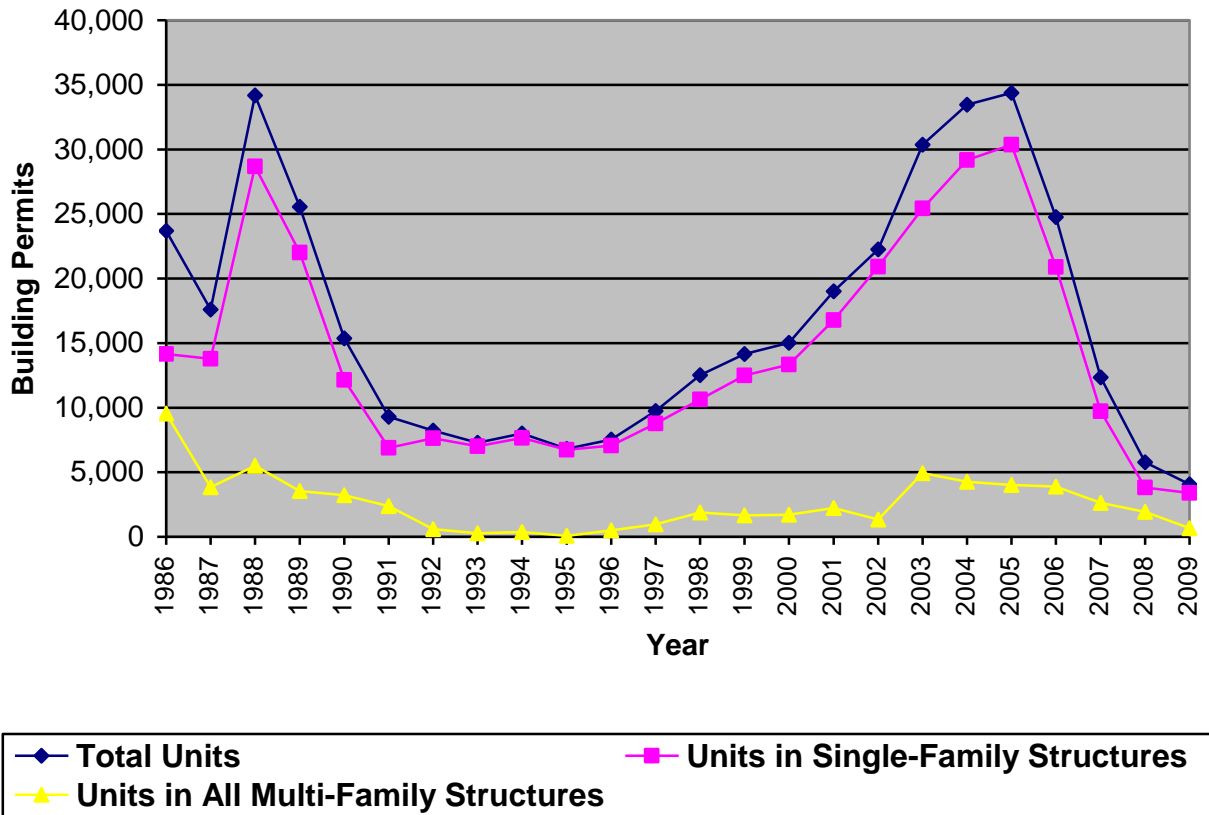
## Housing

The number of housing units in the county grew from 779,077 on January 1, 2009 to 784,357 on January 1, 2010. That represents a 0.68% annual rate of increase. At the same time, the vacancy rate remains at 13.01%.

## Residential Building Permits

The number of residential building permits issued in 2009 decreased by 29.3% compared to the number in 2008. For 2009, building permits for single-family dwellings decreased by 10.8%, and building permits for multiple-family dwellings decreased by 65.7%.

**Building Permits issued in Riverside County  
 1986-2009**



Source: U.S. Dept of HUD

## Building Permit Activity

	2001 Total Permits	2002 Total Permits	2003 Total Permits	2004 Total Permits	2005 Total Permits	2006 Total Permits	2007 Total Permits	2008 Total Permits	2009 Total Permits
<b>Total Units</b>	19,012	22,255	30,353	33,446	34,373	24,765	12,334	5,763	4,072
<b>Single Units</b>	16,778	20,912	25,424	29,182	30,350	20,882	9,717	3,820	3,406
<b>Multiple Units</b>	2,234	1,343	4,929	4,264	4,023	3,883	2,617	1,943	666

Source: U.S. Dept of HUD

## Forecast: Population & Housing

### Regional Population Forecast

<b>2010</b>	2,153,186
<b>2015</b>	2,376,190
<b>2020</b>	2,649,781
<b>2025</b>	2,924,791
<b>2030</b>	3,177,311
<b>2035</b>	3,396,287

Source: Center for Demographic Research, Riverside County TLMA

### Regional Occupied Housing Units Forecast

<b>2010</b>	798,347
<b>2015</b>	884,258
<b>2020</b>	981,297
<b>2025</b>	1,072,247
<b>2030</b>	1,161,671
<b>2035</b>	1,250,549

Source: Center for Demographic Research, Riverside County TLMA

## Median Price of Homes

Month	Median Price	% Price Change From Prior Year	Units Sold
February 2004	\$285,000	20.8%	4,198
February 2005	\$372,000	30.5%	4,084
February 2006	\$410,000	10.2%	4,796
February 2007	\$410,000	0.0%	3,057
February 2008	\$325,000	-20.7%	2,147
February 2009	\$190,000	-41.5%	3,420
February 2010	\$197,000	3.7%	3,199
February 2011	\$195,000	-1.0%	2,842

Source: Data Quick

## School Registration

Enrollment in Riverside County's public school system increased in the 2009-10 school year. In 2008-09, 420,159 students were enrolled in the County's public schools. For 2009-10, school enrollment increased by 0.8% to 423,412.

## Employment

The civilian labor force in Riverside County declined slightly during 2010. In 2010, there were 913,400 people in the labor force. Of those in the labor force, 779,100 were employed. For 2010, the unemployment rate was 14.7%.

### Labor Force

Civilian Labor Force	913,400
Civilian Employment	779,100
Civilian Unemployment	134,300
Unemployment Rate	14.7

Source: CA Employment Development Department (2010)

## Employment by Industry

	2004	2005	2006	2007	2008	2009
Total Farm	15,100	15,000	14,200	13,000	13,100	13,200
Natural Resources & Mining	500	600	700	700	500	500
Construction	70,400	78,400	80,700	68,900	54,700	40,200
Manufacturing	50,900	53,400	57,000	54,400	48,400	39,200
Wholesale Trade	16,800	18,400	20,500	21,100	20,400	18,400
Retail Trade	76,300	82,100	85,900	88,000	84,900	78,500
Transportation, Warehousing & Utilities	13,600	15,700	17,000	20,900	21,200	19,700
Information	7,000	7,400	7,700	7,800	7,700	7,300
Financial Activities	20,800	22,200	23,600	23,000	22,300	20,800
Professional & Business Services	54,000	57,100	62,600	63,000	58,000	54,300
Educational & Health Services	51,900	53,300	53,500	56,900	58,100	57,900
Leisure & Hospitality	64,500	67,900	71,900	73,700	72,800	68,200
Other Services	17,900	18,900	20,500	20,100	19,400	17,700
Government	97,700	102,800	104,800	108,800	110,600	109,300
<b>Total, All Industries</b>	<b>557,400</b>	<b>593,200</b>	<b>620,600</b>	<b>620,300</b>	<b>592,100</b>	<b>545,200</b>

Source: CA Employment Development Department

## Regional Employment Forecast

<b>2020</b>	924,386
<b>2035</b>	1,282,135

Source: Center for Demographic Research, Riverside County TLMA

## Economics

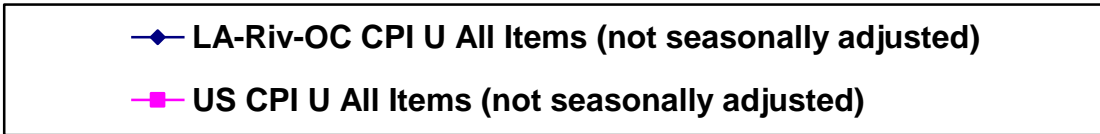
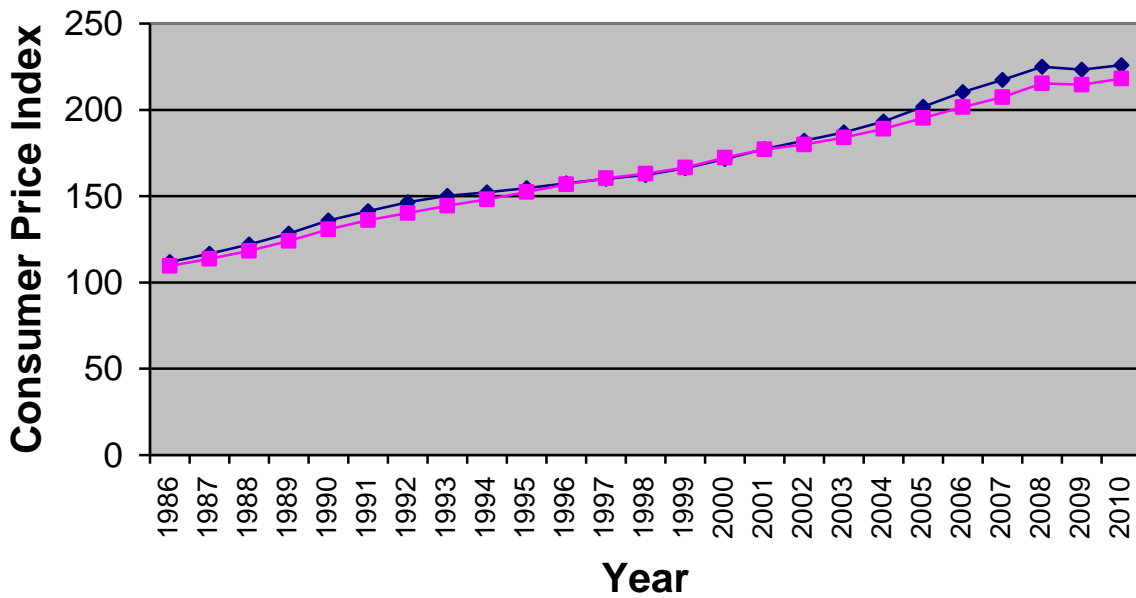
The consumer price index for the Los Angeles-Riverside-Orange County Region continues to rise. In February 2011, the index was 229.729 (where 1982-84 = 100).

### Consumer Price Index

	February 2010	January 2011	February 2011	Feb 2010 to Feb 2011 Yearly % Change	Jan 2010 to Feb 2011 Monthly % Change
<b>LA-Riverside-OC</b>	224.620	228.652	<b>229.729</b>	2.3%	0.5%
<b>United States</b>	216.741	220.223	<b>221.309</b>	2.1%	0.5%

Source: U.S. Bureau of Labor Statistics

**Consumer Price Index (CPI-U): 1986 - 2010**



Source: U.S. Bureau of Labor Statistics

## Median Household Income

Year	Median Household Income	Per Capita Income
2009	\$55,352	\$22,657
2008	\$57,792	\$24,301
2007	\$58,145	\$24,885
2006	\$53,508	\$22,737
2005	\$52,253	\$23,478
2004	\$47,772	\$21,418
2003	\$45,135	\$20,288

Source: U.S. Census Bureau, American Community Survey 2002-2009

## Taxable Sales

TAXABLE SALES BY QUARTER	
Quarter	Taxable Sales (1,000s)
1 <sup>st</sup> Quarter 2008	\$6,608,575
2 <sup>nd</sup> Quarter 2008	\$6,886,696
3 <sup>rd</sup> Quarter 2008	\$6,316,424
4 <sup>th</sup> Quarter 2008	\$6,191,900
1 <sup>st</sup> Quarter 2009	\$5,446,210
2 <sup>nd</sup> Quarter 2009	\$5,513,354
3 <sup>rd</sup> Quarter 2009	\$5,387,286
4 <sup>th</sup> Quarter 2009	\$5,881,027

TAXABLE SALES BY YEAR	
YEAR	Taxable Sales (1,000s)
2003	\$21,709,135
2004	\$25,303,876
2005	\$28,256,491
2006	\$29,816,237
2007	\$29,023,609
2008	\$26,003,595
2009	\$22,227,877

Source: CA State Board of Equalization



## Gross County Product (gcp)

<b>2002</b>	\$49.4 billion
<b>2003</b>	\$53.5 billion
<b>2004</b>	\$58.4 billion
<b>2005</b>	\$63.8 billion
<b>2006</b>	\$69.1 billion
<b>2007</b>	\$72.3 billion
<b>2008</b>	\$72.2 billion
<b>2009*</b>	\$71.1 billion
<b>2010*</b>	\$73.9 billion

Source: Center for Economic Research, Chapman University  
 \*Forecast

## Total Assessed Valuation

Finally, the assessed value for property in Riverside County decreased 4.2% over the past year. In 2010-11, the total assessment roll was \$208.2 billion dollars compared to \$217.4 billion in 2009-10.

2000-01	\$89,387,704,244
2001-02	\$98,765,878,886
2002-03	\$110,070,506,615
2003-04	\$122,745,586,541
2004-05	\$140,148,341,583
2005-06	\$167,604,287,876
2006-07	\$205,355,102,816
2007-08	\$239,508,199,710
2008-09	\$242,980,389,491
2009-10	\$217,439,570,318
2010-11	\$208,205,260,770

Source: County of Riverside Assessor