





27 sq.miles

Incorporated in 1973

POPULATION CHARACTERISTICS

Population	2010 Racial & Ethnic Population (*1)				2010 Population by Age (*1)				
		Number	Percent		Number	Percent			
1970	-				< 5	2,021	4.2%		
1980	11,801 (*1)	White	34,115	70.4%	5-9	1,960	4.0%		
1990	23,252 (*1)	African American	782	1.6%	10-14	2,105	4.3%		
1995	34,550 (*2)	Asian	1,587	3.3%	15-19	2,345	4.8%		
1996	35,550 (*2)	Amer Indian/Alaska Native	143	0.3%	20-24	2,436	5.0%		
1997	36,800 (*2)	Hawaiian and Pac Islander	49	0.1%	25-34	4,344	8.9%		
1998	37,850 (*2)	Some Other Races	78	0.2%	35-44	4,387	9.0%		
1999	39,500 (*2)	Two or More Races	653	1.3%	45-54	5,872	12.1%		
2000	41,155 (*1)	Hispanic*	11,038	22.8%	55-59	3,235	6.7%		
2001	41,685 (*2)	Total	48,445	100.0%	60-64	3,817	7.9%		
2002	42,279 (*2)	* Hispanic can be of any race			65-74	7,640	15.7%		
2003	43,204 (*2)	Vital Statistics (*4)				75-84	5,914	12.2%	
2004	43,899 (*2)	Year	Total Births	Birth Rate*	Total Death	Death Rate*	85+	2,369	4.9%
2005	47,422 (*2)	2007	392	8.4	575	12.3	Total	48,445	100.0%
2006	47,270 (*2)	2008	384	8.1	601	12.7	Median Age:	53	
2007	46,867 (*2)	2009	380	7.9	602	12.5	% of County:	2.2%	
2008	47,453 (*2)	* Rates per 1,000 population							
2009	47,993 (*2)	2011 Voter Registration (*5)				2010 Population by Sex (*1)			
2010	48,445 (*1)		Number	Percent		Number	Percent		
2011	49,111 (*2)	Democrat	7,323	31.3%	Male	22,777	47.0%		
Projections		Republican	11,342	48.5%	Female	25,668	53.0%		
2020	55,541 (*3)	Other	995	4.3%	Total	48,445	100.0%		
2025	56,950 (*3)	No Party Preference	3,740	16.0%					
2030	58,690 (*3)	Total Registered	23,400	100.0%					
2035	60,254 (*3)								

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

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

(*3) Riverside County Projections (RCP10)

(*4) Riverside County Department of Public Health

(*5) California Secretary of State, February 2011

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

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
2006	25,000	24,300	700	2.9%
2007	25,500	24,600	900	3.5%
2008	25,400	24,200	1,300	5.0%
2009	25,000	23,000	2,000	8.0%
2010	24,800	22,600	2,200	8.8%
2011*	24,900	22,800	2,000	8.2%

* Preliminary October 2011 data

Employment/Jobs Projections (*3)	
2020	40,808
2035	44,274

* Jobs within city boundary

2009 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	710
Mining, Quarrying, and Oil and Gas Extraction	21
Utilities	124
Construction	856
Manufacturing	573
Wholesale Trade	701
Retail Trade	3,650
Transportation and Warehousing	386
Information	662
Finance and Insurance	924
Real Estate and Rental and Leasing	864
Professional, Scientific, and Technical Services	1,395
Management of Companies and Enterprises	153
Administration & Support, Waste Mngt and Remediation	2,463
Educational Services	1,542
Health Care and Social Assistance	3,589
Arts, Entertainment, and Recreation	1,603
Accommodation and Food Services	5,252
Other Services (excluding Public Administration)	2,080
Public Administration	298
Total All Jobs	27,846

*Jobs within city boundary

Median Household Income	
2000	\$ 48,316 (*4)
2010	\$ 51,727 (*5)

Taxable Sales in 1,000s of Dollars (*6)		
Year	Total	% of County
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%
2009	\$1,213,935	5.5%

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) 2008-2010 American Community Survey 3-Year Estimates (in 2010 inflation-adjusted dollars).

(*6) State Board of Equalization

Note: Totals might not add up due to rounding.

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