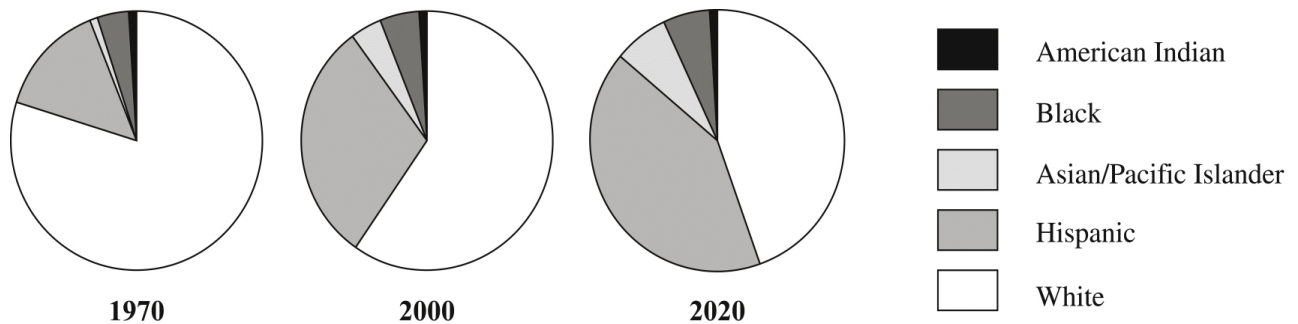


rose to 208,000 in 2000, an increase of 250 percent since 1970; their numbers are forecast to rise another 75 percent in the next 20 years. The number of residents under age 18 reached 467,600 in 2000, triple the number in 1970. The state forecasts an additional increase of 80 percent in this age bracket by the year 2020.

The agency forecasts little significant change in age-bracket proportions for Riverside County in the selected years shown (by the lines) in the graph at right. Between 1970 and 2000 the proportion of children under age 18 dropped from 33 percent to 30 percent, while seniors 65 or older remained unchanged at 13 percent.

### 3.3.1.3 Ethnicity

The California Department of Finance reports that Riverside County's racial composition will include a growing proportion of non-White ethnic groups, and that by 2020 Whites will comprise less than one-half the county's residents. The evolving ethnic profile of Riverside County from 1970 to 2020 is presented in the three charts below. (*Note: The State recognizes Hispanics as a separate and distinct racial group, unlike the Census Bureau data presented subsequently.*)



Source: State of California Department of Finance, [www.dof.ca.gov/newdr/riverside.txt](http://www.dof.ca.gov/newdr/riverside.txt)

### 3.3.1.4 Other Demographics

Table 3.3.A provides a snapshot of other demographic characteristics of Riverside County reported in the last two census surveys. Population growth in Riverside County (32 percent) in the last decade was more than twice the rate of California statewide (14 percent). Median household income in 1997 was \$36,400, about 8 percent below the statewide average, and the proportion of persons living in poverty (15 percent) was slightly lower than the state average. Fewer residents of Riverside County hold high school (57 percent) and college (11 percent) diplomas, compared to the state average, while the rate of home ownership is higher (69 percent).

Table 3.3.A - Regional and State Demographic Summaries

Characteristic	Riverside County	California
Population Change (1990 to 2000)	32%	14%
Income (1997 model)		
Median Household Income	\$36,368	\$39,595
Persons Below Poverty	15%	16%
Other Characteristics		
High School Graduates, 1990 (over age 25 yrs)	57%	67%
College Graduates, 1990 (over age 25 years)	11%	21%
Home Ownership Rate, 2000	69%	57%
Persons per Household, 2000	2.98	2.87

Source: U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/06/06065.html>

### 3.3.2 Regional and Community Economic Conditions

Private nonfarm employment in Riverside County totaled 366,000 persons in 1999, an increase of 30 percent from five years earlier. This employment growth is nearly twice that of the statewide average (16 percent) and well above surrounding counties (Orange 10 percent; Los Angeles 11 percent; San Bernardino 22 percent; San Diego 25 percent) for the same period (U.S. Census Bureau, [www.census.gov/epcd/cbp/map/99data/06/065.txt](http://www.census.gov/epcd/cbp/map/99data/06/065.txt)). Much of the economic activity in Riverside County is generated in the west half of the County and is linked to trade with Los Angeles, Orange, San Bernardino, and San Diego counties.

#### 3.3.2.1 Employment and Income

The County's profile of business firms and employment is presented in Table 3.B, with comparisons to the State economy. Among the 21 primary economic sectors reported by the Census Bureau in 1999, retail trade accounts for the most establishments (16 percent of total reported) and employment (16 percent of total reported jobs). Manufacturing firms generated the largest share of payroll (17 percent), and second highest employment (14 percent). Construction, Accommodations and Food Service, and Health Care and Social Assistance also rank high in economic activity in Riverside County. Six of the county's 15 largest employers are health care related concerns.

Table 3.3.B - Riverside County Business Patterns, 1999

Economic Sector	Establishments			Employees			Annual Payroll (millions)		
	Riverside	CA		Riverside	CA		Riverside	CA	
Construction	3,200	12%	8%	44,028	12%	6%	\$1,383	15%	6%
Manufacturing	1,475	5%	6%	49,509	14%	15%	\$1,584	17%	17%
Retail Trade	4,217	16%	14%	59,135	16%	12%	\$1,309	14%	7%
Finance, Insurance	1,173	5%	5%	9,981	3%	5%	\$384	4%	8%
Prof., Tech. Services	1,967	3%	12%	10,392	3%	8%	\$360	4%	11%
Health Care, Social Asst.	2,692	11%	10%	42,058	12%	10%	\$1,216	13%	9%
Lodging, Food Service	2,242	9%	8%	44,618	12%	9%	\$561	6%	3%
All Other Sectors	8,793	34%	37%	106,637	28%	35%	\$2,687	28%	39%
<b>Total Reported</b>	<b>25,705</b>	<b>100%</b>		<b>366,358</b>	<b>100%</b>		<b>\$9,484</b>	<b>100%</b>	

Source: U.S. Census Bureau, [www.census.gov/epcd/cbp/map/99data/06/065.txt](http://www.census.gov/epcd/cbp/map/99data/06/065.txt) and [www.census.gov/epcd/cbp/map/99data/06/999.txt](http://www.census.gov/epcd/cbp/map/99data/06/999.txt)