



RANCHO MIRAGE

POPULATION CHARACTERISTICS

Population		2010 Racial & Ethnic Population (*4)			2010 Population by Age (*4)		
1970	# (*1)		Number	Percent		Total	Percent
1980	6,281 (*1)	White	13,998	82.3%	0-4	527	3.1%
1990	9,778 (*1)	African American	136	0.8%	5-9	544	3.2%
1995	11,100 (*2)	Asian/Pac Islander	374	2.2%	10-14	595	3.5%
1996	11,300 (*2)	All Other Races	221	1.3%	15-19	601	3.5%
1997	11,650 (*2)	Hispanic*	2,279	13.4%	20-24	538	3.2%
1998	12,050 (*2)	Total Population	17,008	100.0%	25-34	1,157	6.8%
1999	12,600 (*2)	* Hispanic can be of any race			35-44	1,361	8.0%
2000	13,249 (*1)	Vital Statistics (*5)			45-54	1,752	10.3%
2001	13,817 (*2)		2007	2008	55-59	1,429	8.4%
2002	14,363 (*2)	Total Births	101	91	60-64	1,684	9.9%
2003	15,048 (*2)	Birth Rate*	6.0	5.4	65-74	3,180	18.7%
2004	15,637 (*2)	Total Deaths	287	282	75-84	2,687	15.8%
2005	16,343 (*2)	Death Rate*	17.0	16.8	85+	952	5.6%
2006	16,585 (*2)	* Rates per 1,000 population			Total	17,008	100.0%
2007	16,736 (*2)	2010 Voter Registration (*7)			Median Age:		61.0
2008	16,741 (*2)		Number	Percent	Percent of County:		0.8%
2009	16,938 (*2)	Democrat	3,188	33.0%			
2010	17,008 (*2)	Republican	4,648	48.1%			
		Other	275	2.8%			
		Decline to State	1,553	16.1%			
		Total	9,664	100.0%			
		2010 Population by Sex (*6)					
			Number	Percent			
		Male	8,140	47.9%			
		Female	8,868	52.1%			
		Total	17,008	100.0%			
		Projections					
2015	17,293 (*3)						
2020	18,653 (*3)						
2025	20,013 (*3)						
2030	21,372 (*3)						
2035	22,733 (*3)						

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.

RANCHO MIRAGE

HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
	#	(*)		2000 (*)	Percent	2010 (*)	Percent	
1970			Single Detached	4,376	37.0%	7,215	53.3%	
1980	6,919	(*)	Single Attached	3,680	31.1%	3,680	27.2%	
1990	9,360	(*)	Multi-Family: 2 to 4	614	5.2%	615	4.5%	
2000	11,816	(*)	Multi-Family: 5 Plus	1,147	9.7%	1,196	8.8%	
2001	12,003	(*)	Mobile Homes	1,999	16.9%	836	6.2%	
2002	12,217	(*)	Total Units	11,816	100%	13,542	100.0%	
2003	12,551	(*)	Occupancy	6,813	57.7%	8,318	61.4%	
2004	12,885	(*)	Vacancy	5,003	42.3%	5,225	38.6%	
2005	13,385	(*)	Median Home Price (*4)		Housing Unit Building Permits (*5)			
2006	13,627	(*)	2001	\$321,000	Single-Family Structure	All Multi-Family Structure	Total Units	
2007	13,752	(*)	2002	\$350,000	1991	102	0	102
2008	13,712	(*)	2003	\$376,500	1992	31	0	31
2009	13,659	(*)	2004	\$480,000	1993	32	0	32
2010	13,542	(*)	2005	\$600,000	1994	58	0	58
Projections			2006	\$662,000	1995	67	0	67
2015	13,834	(*)	2007	\$610,000	1996	98	0	98
2020	14,922	(*)	2008	\$500,000	1997	250	4	254
2025	16,010	(*)	2009	\$425,000	1998	256	147	403
2030	17,098	(*)	2010*	\$352,500	1999	297	75	372
2035	18,186	(*)	*September 2010		2000	308	0	308
			Persons Per Occupied Housing Unit (*2)		2001	477	7	484
			2000	1.93	2002	413	40	453
			2010	1.99	2003	690	0	690
					2004	425	0	425
					2005	276	0	276
					2006	94	0	94
					2007	62	0	62
					2008	18	0	18
					2009	6	0	6

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.

RANCHO MIRAGE

ECONOMIC AND LABOR FORCE CHARACTERISTICS

2010 Labor Force Participation* (*1)

Civilian Labor Force	6,500
Employed	5,600
Unemployed	900
Unemployment Rate	13.5%

*City residents working anywhere, preliminary March 2010

Employment/Jobs Projections* (*2)

2020	12,475
2035	18,007

* Jobs within the City boundary

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

Year	Total	Percent of County
2002	\$344,016	1.8%
2003	\$387,603	1.8%
2004	\$466,823	1.8%
2005	\$500,918	1.8%
2006	\$514,119	1.7%
2007	\$501,618	1.7%
2008	\$438,400	1.7%

Median Household Income*

Year	Median Income
2000	\$59,826 (*5)
2007	\$68,358 (*6)
2008	# (*6)

* Dollars not adjusted for inflation

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) Claritas

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.