



Community Profile

Rancho Mirage city, CA (0659500)
Rancho Mirage city, CA (0659500)
Geography: Place

Prepared by Esri

Rancho Mirage...

Population Summary	
2010 Total Population	17,123
2020 Total Population	16,999
2020 Group Quarters	465
2022 Total Population	17,029
2022 Group Quarters	452
2027 Total Population	17,220
2022-2027 Annual Rate	0.22%
2022 Total Daytime Population	27,614
Workers	16,545
Residents	11,069
Household Summary	
2010 Households	8,788
2010 Average Household Size	1.94
2020 Total Households	8,777
2020 Average Household Size	1.88
2022 Households	8,889
2022 Average Household Size	1.86
2027 Households	9,022
2027 Average Household Size	1.86
2022-2027 Annual Rate	0.30%
2010 Families	4,841
2010 Average Family Size	2.45
2022 Families	4,870
2022 Average Family Size	2.37
2027 Families	4,948
2027 Average Family Size	2.36
2022-2027 Annual Rate	0.32%
Housing Unit Summary	
2000 Housing Units	11,797
Owner Occupied Housing Units	46.7%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	43.0%
2010 Housing Units	14,227
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	38.2%
2020 Housing Units	14,202
Vacant Housing Units	38.2%
2022 Housing Units	14,423
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	10.8%
Vacant Housing Units	38.4%
2027 Housing Units	14,548
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	38.0%
Median Household Income	
2022	\$102,335
2027	\$118,558
Median Home Value	
2022	\$627,443
2027	\$685,796
Per Capita Income	
2022	\$82,618
2027	\$96,268
Median Age	
2010	61.9
2022	65.7
2027	67.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	8,890
<\$15,000	7.8%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	10.5%
\$200,000+	24.2%
Average Household Income	\$159,377

2027 Households by Income

Household Income Base	9,022
<\$15,000	4.9%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	2.4%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	12.7%
\$200,000+	27.4%
Average Household Income	\$185,073

2022 Owner Occupied Housing Units by Value

Total	7,337
<\$50,000	2.6%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	15.9%
\$500,000 - \$749,999	46.0%
\$750,000 - \$999,999	16.3%
\$1,000,000 - \$1,499,999	8.5%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	1.5%
Average Home Value	\$684,599

2027 Owner Occupied Housing Units by Value

Total	7,475
<\$50,000	0.7%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	1.9%
\$400,000 - \$499,999	8.6%
\$500,000 - \$749,999	49.6%
\$750,000 - \$999,999	22.8%
\$1,000,000 - \$1,499,999	11.5%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.5%
Average Home Value	\$763,288

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age	
Total	17,120
0 - 4	2.6%
5 - 9	3.0%
10 - 14	3.4%
15 - 24	5.2%
25 - 34	4.0%
35 - 44	7.2%
45 - 54	12.5%
55 - 64	18.6%
65 - 74	20.4%
75 - 84	15.8%
85 +	7.4%
18 +	89.0%
2022 Population by Age	
Total	17,026
0 - 4	2.1%
5 - 9	2.4%
10 - 14	2.5%
15 - 24	4.9%
25 - 34	5.0%
35 - 44	4.9%
45 - 54	8.3%
55 - 64	18.3%
65 - 74	24.9%
75 - 84	17.9%
85 +	8.8%
18 +	91.4%
2027 Population by Age	
Total	17,221
0 - 4	2.1%
5 - 9	2.3%
10 - 14	2.3%
15 - 24	4.1%
25 - 34	5.1%
35 - 44	5.2%
45 - 54	6.4%
55 - 64	16.5%
65 - 74	25.9%
75 - 84	21.1%
85 +	8.9%
18 +	91.8%
2010 Population by Sex	
Males	8,462
Females	8,661
2022 Population by Sex	
Males	8,476
Females	8,550
2027 Population by Sex	
Males	8,594
Females	8,627

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Rancho Mirage...

2010 Population by Race/Ethnicity

Total	17,123
White Alone	88.0%
Black Alone	1.5%
American Indian Alone	0.6%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	2.1%
Hispanic Origin	12.3%
Diversity Index	38.9

2020 Population by Race/Ethnicity

Total	16,999
White Alone	79.1%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	4.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	6.2%
Two or More Races	7.8%
Hispanic Origin	13.3%
Diversity Index	50.9

2022 Population by Race/Ethnicity

Total	17,029
White Alone	77.9%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	4.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	6.7%
Two or More Races	8.1%
Hispanic Origin	14.2%
Diversity Index	53.1

2027 Population by Race/Ethnicity

Total	17,219
White Alone	76.2%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	5.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.2%
Two or More Races	8.8%
Hispanic Origin	14.7%
Diversity Index	55.3

2010 Population by Relationship and Household Type

Total	17,123
In Households	99.7%
In Family Households	70.6%
Householder	28.0%
Spouse	24.1%
Child	14.7%
Other relative	2.5%
Nonrelative	1.3%
In Nonfamily Households	29.1%
In Group Quarters	0.3%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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Rancho Mirage...

2022 Population 25+ by Educational Attainment	
Total	14,997
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	14.8%
GED/Alternative Credential	2.3%
Some College, No Degree	24.2%
Associate Degree	6.3%
Bachelor's Degree	27.7%
Graduate/Professional Degree	20.4%
2022 Population 15+ by Marital Status	
Total	15,833
Never Married	19.8%
Married	57.4%
Widowed	10.9%
Divorced	11.8%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	6,319
Population 16+ Employed	95.3%
Population 16+ Unemployment rate	4.7%
Population 16-24 Employed	4.7%
Population 16-24 Unemployment rate	23.8%
Population 25-54 Employed	37.6%
Population 25-54 Unemployment rate	5.7%
Population 55-64 Employed	31.3%
Population 55-64 Unemployment rate	2.4%
Population 65+ Employed	26.4%
Population 65+ Unemployment rate	1.5%
2022 Employed Population 16+ by Industry	
Total	6,022
Agriculture/Mining	0.2%
Construction	5.6%
Manufacturing	3.8%
Wholesale Trade	1.5%
Retail Trade	7.6%
Transportation/Utilities	4.7%
Information	2.5%
Finance/Insurance/Real Estate	13.6%
Services	56.9%
Public Administration	3.7%
2022 Employed Population 16+ by Occupation	
Total	6,020
White Collar	78.1%
Management/Business/Financial	27.1%
Professional	28.6%
Sales	13.1%
Administrative Support	9.3%
Services	10.2%
Blue Collar	11.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	2.0%
Production	3.0%
Transportation/Material Moving	4.4%

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May 15, 2023



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2010 Households by Type		
Total		8,788
Households with 1 Person		34.3%
Households with 2+ People		65.7%
Family Households		55.1%
Husband-wife Families		47.3%
With Related Children		8.3%
Other Family (No Spouse Present)		7.7%
Other Family with Male Householder		2.4%
With Related Children		1.1%
Other Family with Female Householder		5.3%
With Related Children		2.6%
Nonfamily Households		10.7%
All Households with Children		12.1%
Multigenerational Households		1.4%
Unmarried Partner Households		8.6%
Male-female		3.7%
Same-sex		4.9%
2010 Households by Size		
Total		8,788
1 Person Household		34.3%
2 Person Household		49.7%
3 Person Household		7.6%
4 Person Household		4.9%
5 Person Household		2.2%
6 Person Household		0.8%
7 + Person Household		0.6%
2010 Households by Tenure and Mortgage Status		
Total		8,788
Owner Occupied		80.2%
Owned with a Mortgage/Loan		47.9%
Owned Free and Clear		32.4%
Renter Occupied		19.8%
2022 Affordability, Mortgage and Wealth		
Housing Affordability Index		73
Percent of Income for Mortgage		32.3%
Wealth Index		245
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		14,227
Housing Units Inside Urbanized Area		98.9%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		1.1%
2010 Population By Urban/ Rural Status		
Total Population		17,123
Population Inside Urbanized Area		99.0%
Population Inside Urbanized Cluster		0.0%
Rural Population		1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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		Rancho Mirage...
Top 3 Tapestry Segments		
1.		Silver & Gold (9A)
2.		The Elders (9C)
3.		In Style (5B)
2022 Consumer Spending		
Apparel & Services: Total \$		\$30,658,284
Average Spent		\$3,449.01
Spending Potential Index		143
Education: Total \$		\$23,933,380
Average Spent		\$2,692.47
Spending Potential Index		137
Entertainment/Recreation: Total \$		\$49,925,656
Average Spent		\$5,616.57
Spending Potential Index		153
Food at Home: Total \$		\$83,628,835
Average Spent		\$9,408.13
Spending Potential Index		152
Food Away from Home: Total \$		\$55,919,795
Average Spent		\$6,290.90
Spending Potential Index		146
Health Care: Total \$		\$106,934,211
Average Spent		\$12,029.95
Spending Potential Index		170
HH Furnishings & Equipment: Total \$		\$35,588,850
Average Spent		\$4,003.70
Spending Potential Index		156
Personal Care Products & Services: Total \$		\$14,652,199
Average Spent		\$1,648.35
Spending Potential Index		162
Shelter: Total \$		\$303,255,740
Average Spent		\$34,115.84
Spending Potential Index		149
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$45,462,415
Average Spent		\$5,114.46
Spending Potential Index		188
Travel: Total \$		\$42,376,283
Average Spent		\$4,767.27
Spending Potential Index		166
Vehicle Maintenance & Repairs: Total \$		\$17,545,185
Average Spent		\$1,973.81
Spending Potential Index		157

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.