



Community Profile

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

Prepared by Esri

	Rancho Mirage...
Population Summary	
2010 Total Population	17,123
2020 Total Population	16,999
2020 Group Quarters	465
2023 Total Population	17,285
2023 Group Quarters	465
2028 Total Population	17,371
2023-2028 Annual Rate	0.10%
2023 Total Daytime Population	29,845
Workers	18,505
Residents	11,340
Household Summary	
2010 Households	8,788
2010 Average Household Size	1.94
2020 Total Households	8,777
2020 Average Household Size	1.88
2023 Households	9,030
2023 Average Household Size	1.86
2028 Households	9,080
2028 Average Household Size	1.86
2023-2028 Annual Rate	0.11%
2010 Families	4,841
2010 Average Family Size	2.45
2023 Families	4,831
2023 Average Family Size	2.40
2028 Families	4,855
2028 Average Family Size	2.40
2023-2028 Annual Rate	0.10%
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%
2023 Housing Units	14,644
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	10.8%
Vacant Housing Units	38.3%
2028 Housing Units	14,710
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	10.4%
Vacant Housing Units	38.3%
Median Household Income	
2023	\$98,496
2028	\$114,342
Median Home Value	
2023	\$715,323
2028	\$754,731
Per Capita Income	
2023	\$82,062
2028	\$94,385
Median Age	
2010	61.9
2023	66.4
2028	68.4

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income

Household Income Base	9,030
<\$15,000	8.3%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	13.0%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	10.7%
\$200,000+	22.9%
Average Household Income	\$156,721

2028 Households by Income

Household Income Base	9,080
<\$15,000	7.2%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	5.6%
\$50,000 - \$74,999	11.6%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	12.9%
\$200,000+	26.3%
Average Household Income	\$180,210

2023 Owner Occupied Housing Units by Value

Total	7,448
<\$50,000	1.7%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	1.4%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	41.6%
\$750,000 - \$999,999	31.7%
\$1,000,000 - \$1,499,999	8.6%
\$1,500,000 - \$1,999,999	1.9%
\$2,000,000 +	2.1%
Average Home Value	\$766,951

2028 Owner Occupied Housing Units by Value

Total	7,556
<\$50,000	1.7%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	1.1%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	36.8%
\$750,000 - \$999,999	35.7%
\$1,000,000 - \$1,499,999	10.0%
\$1,500,000 - \$1,999,999	2.4%
\$2,000,000 +	2.6%
Average Home Value	\$803,553

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.

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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%

2023 Population by Age

Total	17,285
0 - 4	2.0%
5 - 9	2.4%
10 - 14	2.8%
15 - 24	4.3%
25 - 34	4.6%
35 - 44	5.3%
45 - 54	8.0%
55 - 64	17.1%
65 - 74	26.5%
75 - 84	18.5%
85 +	8.5%
18 +	91.3%

2028 Population by Age

Total	17,371
0 - 4	2.0%
5 - 9	2.3%
10 - 14	2.6%
15 - 24	3.9%
25 - 34	4.3%
35 - 44	5.4%
45 - 54	6.7%
55 - 64	14.3%
65 - 74	26.8%
75 - 84	22.4%
85 +	9.5%
18 +	91.7%

2010 Population by Sex

Males	8,462
Females	8,661

2023 Population by Sex

Males	8,641
Females	8,644

2028 Population by Sex

Males	8,651
Females	8,720

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 31, 2023



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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

2023 Population by Race/Ethnicity

Total	17,285
White Alone	77.2%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	5.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.0%
Two or More Races	8.3%
Hispanic Origin	14.9%
Diversity Index	54.4

2028 Population by Race/Ethnicity

Total	17,371
White Alone	74.6%
Black Alone	2.0%
American Indian Alone	0.5%
Asian Alone	5.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.7%
Two or More Races	9.3%
Hispanic Origin	16.3%
Diversity Index	58.3

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...

2023 Population 25+ by Educational Attainment

Total	15,298
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	14.9%
GED/Alternative Credential	1.6%
Some College, No Degree	22.8%
Associate Degree	7.6%
Bachelor's Degree	25.5%
Graduate/Professional Degree	21.6%

2023 Population 15+ by Marital Status

Total	16,040
Never Married	20.5%
Married	56.8%
Widowed	10.6%
Divorced	12.0%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,541
Population 16+ Employed	92.4%
Population 16+ Unemployment rate	7.6%
Population 16-24 Employed	4.8%
Population 16-24 Unemployment rate	4.3%
Population 25-54 Employed	37.9%
Population 25-54 Unemployment rate	8.5%
Population 55-64 Employed	26.3%
Population 55-64 Unemployment rate	5.3%
Population 65+ Employed	31.1%
Population 65+ Unemployment rate	8.7%

2023 Employed Population 16+ by Industry

Total	6,047
Agriculture/Mining	0.5%
Construction	4.7%
Manufacturing	2.6%
Wholesale Trade	1.1%
Retail Trade	8.0%
Transportation/Utilities	6.1%
Information	3.9%
Finance/Insurance/Real Estate	6.0%
Services	63.3%
Public Administration	3.6%

2023 Employed Population 16+ by Occupation

Total	6,047
White Collar	74.5%
Management/Business/Financial	22.1%
Professional	33.5%
Sales	9.7%
Administrative Support	9.3%
Services	15.4%
Blue Collar	10.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	1.3%
Production	1.8%
Transportation/Material Moving	5.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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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%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	54
Percent of Income for Mortgage	43.6%
Wealth Index	231
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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	Rancho Mirage...
Top 3 Tapestry Segments	
1.	Silver & Gold (9A)
2.	The Elders (9C)
3.	In Style (5B)
2023 Consumer Spending	
Apparel & Services: Total \$	\$26,388,815
Average Spent	\$2,922.35
Spending Potential Index	133
Education: Total \$	\$21,425,427
Average Spent	\$2,372.69
Spending Potential Index	132
Entertainment/Recreation: Total \$	\$51,152,503
Average Spent	\$5,664.73
Spending Potential Index	150
Food at Home: Total \$	\$89,091,200
Average Spent	\$9,866.14
Spending Potential Index	145
Food Away from Home: Total \$	\$46,886,009
Average Spent	\$5,192.25
Spending Potential Index	139
Health Care: Total \$	\$107,415,485
Average Spent	\$11,895.40
Spending Potential Index	162
HH Furnishings & Equipment: Total \$	\$39,690,263
Average Spent	\$4,395.38
Spending Potential Index	149
Personal Care Products & Services: Total \$	\$13,302,770
Average Spent	\$1,473.17
Spending Potential Index	154
Shelter: Total \$	\$326,972,736
Average Spent	\$36,209.61
Spending Potential Index	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$50,042,451
Average Spent	\$5,541.80
Spending Potential Index	177
Travel: Total \$	\$30,475,641
Average Spent	\$3,374.93
Spending Potential Index	150
Vehicle Maintenance & Repairs: Total \$	\$17,525,804
Average Spent	\$1,940.84
Spending Potential Index	148

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.