

	<b>Rancho Mirage...</b>
<b>Population Summary</b>	
2010 Total Population	17,220
2020 Total Population	16,999
2020 Group Quarters	465
2024 Total Population	17,445
2024 Group Quarters	448
2029 Total Population	17,725
2024-2029 Annual Rate	0.32%
2024 Total Daytime Population	31,673
Workers	20,013
Residents	11,660
<b>Household Summary</b>	
2010 Households	8,830
2010 Average Household Size	1.94
2020 Total Households	8,777
2020 Average Household Size	1.88
2024 Households	9,166
2024 Average Household Size	1.85
2029 Households	9,353
2029 Average Household Size	1.85
2024-2029 Annual Rate	0.40%
2010 Families	4,826
2010 Average Family Size	2.46
2024 Families	5,045
2024 Average Family Size	2.39
2029 Families	5,138
2029 Average Family Size	2.37
2024-2029 Annual Rate	0.37%
<b>Housing Unit Summary</b>	
2000 Housing Units	11,816
Owner Occupied Housing Units	47.9%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	42.3%
2010 Housing Units	14,244
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	38.0%
2020 Housing Units	14,202
Owner Occupied Housing Units	50.0%
Renter Occupied Housing Units	11.8%
Vacant Housing Units	38.2%
2024 Housing Units	14,901
Owner Occupied Housing Units	50.4%
Renter Occupied Housing Units	11.1%
Vacant Housing Units	38.5%
2029 Housing Units	15,185
Owner Occupied Housing Units	51.1%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	38.4%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Rancho Mirage...**

**2024 Households by Income**

Household Income Base	9,166
<\$15,000	7.4%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	6.8%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	12.7%
\$200,000+	25.5%
Average Household Income	\$167,996

**2029 Households by Income**

Household Income Base	9,353
<\$15,000	6.6%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	5.9%
\$50,000 - \$74,999	11.4%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	14.4%
\$200,000+	29.8%
Average Household Income	\$193,191

**2024 Owner Occupied Housing Units by Value**

Total	7,511
<\$50,000	1.2%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	33.5%
\$750,000 - \$999,999	39.1%
\$1,000,000 - \$1,499,999	10.3%
\$1,500,000 - \$1,999,999	3.3%
\$2,000,000 +	3.3%
Average Home Value	\$842,208

**2029 Owner Occupied Housing Units by Value**

Total	7,754
<\$50,000	1.2%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	0.4%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	21.3%
\$750,000 - \$999,999	44.2%
\$1,000,000 - \$1,499,999	16.6%
\$1,500,000 - \$1,999,999	6.0%
\$2,000,000 +	6.2%
Average Home Value	\$982,709

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Rancho Mirage...
<b>Median Household Income</b>	
2024	\$108,121
2029	\$126,156
<b>Median Home Value</b>	
2024	\$788,458
2029	\$879,562
<b>Per Capita Income</b>	
2024	\$88,522
2029	\$102,191
<b>Median Age</b>	
2010	62.1
2020	66.2
2024	67.4
2029	68.5
<b>2020 Population by Age</b>	
Total	16,999
0 - 4	1.5%
5 - 9	2.1%
10 - 14	2.5%
15 - 24	4.7%
25 - 34	4.2%
35 - 44	5.2%
45 - 54	8.5%
55 - 64	18.8%
65 - 74	24.8%
75 - 84	19.1%
85 +	8.7%
18 +	92.3%
<b>2024 Population by Age</b>	
Total	17,445
0 - 4	1.5%
5 - 9	1.8%
10 - 14	2.1%
15 - 24	4.6%
25 - 34	4.4%
35 - 44	4.9%
45 - 54	7.2%
55 - 64	17.5%
65 - 74	25.1%
75 - 84	22.0%
85 +	8.8%
18 +	93.1%
<b>2029 Population by Age</b>	
Total	17,725
0 - 4	1.6%
5 - 9	1.8%
10 - 14	2.1%
15 - 24	4.2%
25 - 34	5.0%
35 - 44	5.2%
45 - 54	6.8%
55 - 64	14.7%
65 - 74	25.0%
75 - 84	23.2%
85 +	10.5%
18 +	93.2%
<b>2020 Population by Sex</b>	

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Rancho Mirage...</b>
Males	8,577
Females	8,422
<b>2024 Population by Sex</b>	
Males	8,778
Females	8,667
<b>2029 Population by Sex</b>	
Males	8,883
Females	8,842
<b>2010 Population by Race/Ethnicity</b>	
Total	17,220
White Alone	88.7%
Black Alone	1.5%
American Indian Alone	0.5%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.0%
Hispanic Origin	11.4%
Diversity Index	37.0
<b>2020 Population by Race/Ethnicity</b>	
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
<b>2024 Population by Race/Ethnicity</b>	
Total	17,445
White Alone	76.5%
Black Alone	2.0%
American Indian Alone	0.5%
Asian Alone	5.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.1%
Two or More Races	8.5%
Hispanic Origin	15.2%
Diversity Index	55.4
<b>2029 Population by Race/Ethnicity</b>	
Total	17,725
White Alone	74.5%
Black Alone	2.1%
American Indian Alone	0.5%
Asian Alone	5.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.7%
Two or More Races	9.2%
Hispanic Origin	16.5%
Diversity Index	58.5

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Rancho Mirage...</b>
<b>2020 Population by Relationship and Household Type</b>	
Total	16,999
In Households	97.3%
Householder	51.6%
Opposite-Sex Spouse	21.0%
Same-Sex Spouse	3.7%
Opposite-Sex Unmarried Partner	2.0%
Same-Sex Unmarried Partner	1.1%
Biological Child	11.0%
Adopted Child	0.4%
Stepchild	0.5%
Grandchild	0.9%
Brother or Sister	0.7%
Parent	0.9%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.6%
Foster Child	0.0%
Other Nonrelatives	2.5%
In Group Quarters	2.7%
Institutionalized	2.6%
Noninstitutionalized	0.2%
<b>2024 Population 25+ by Educational Attainment</b>	
Total	15,686
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	3.3%
High School Graduate	14.5%
GED/Alternative Credential	1.5%
Some College, No Degree	21.2%
Associate Degree	6.7%
Bachelor's Degree	26.5%
Graduate/Professional Degree	24.1%
<b>2024 Population 15+ by Marital Status</b>	
Total	16,489
Never Married	20.2%
Married	58.9%
Widowed	10.2%
Divorced	10.8%
<b>2024 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	6,421
Population 16+ Employed	91.1%
Population 16+ Unemployment rate	8.9%
Population 16-24 Employed	4.9%
Population 16-24 Unemployment rate	8.3%
Population 25-54 Employed	36.3%
Population 25-54 Unemployment rate	10.5%
Population 55-64 Employed	28.3%
Population 55-64 Unemployment rate	5.8%
Population 65+ Employed	30.5%
Population 65+ Unemployment rate	9.8%

	Rancho Mirage...
<b>2024 Employed Population 16+ by Industry</b>	
Total	5,850
Agriculture/Mining	0.4%
Construction	4.3%
Manufacturing	2.7%
Wholesale Trade	1.2%
Retail Trade	8.4%
Transportation/Utilities	5.4%
Information	3.8%
Finance/Insurance/Real Estate	6.2%
Services	63.8%
Public Administration	3.8%
<b>2024 Employed Population 16+ by Occupation</b>	
Total	5,850
White Collar	74.2%
Management/Business/Financial	22.6%
Professional	32.9%
Sales	10.0%
Administrative Support	8.7%
Services	16.2%
Blue Collar	9.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	1.2%
Production	1.7%
Transportation/Material Moving	4.6%
<b>2020 Households by Type</b>	
Total	8,777
Married Couple Households	47.9%
With Own Children <18	4.6%
Without Own Children <18	43.2%
Cohabiting Couple Households	6.2%
With Own Children <18	0.6%
Without Own Children <18	5.5%
Male Householder, No Spouse/Partner	18.2%
Living Alone	14.9%
65 Years and over	9.0%
With Own Children <18	0.5%
Without Own Children <18, With Relatives	1.8%
No Relatives Present	1.0%
Female Householder, No Spouse/Partner	27.8%
Living Alone	21.0%
65 Years and over	15.7%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	3.9%
No Relatives Present	1.2%
<b>2020 Households by Size</b>	
Total	8,777
1 Person Household	35.9%
2 Person Household	48.3%
3 Person Household	7.1%
4 Person Household	4.1%
5 Person Household	2.3%
6 Person Household	1.2%
7 + Person Household	1.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Rancho Mirage...</b>
<b>2020 Households by Tenure and Mortgage Status</b>	
Total	8,777
Owner Occupied	80.9%
Owned with a Mortgage/Loan	44.8%
Owned Free and Clear	36.1%
Renter Occupied	19.1%
<b>2024 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	54
Percent of Income for Mortgage	45.7%
Wealth Index	240
<b>2020 Housing Units By Urban/ Rural Status</b>	
Total	14,202
Urban Housing Units	98.8%
Rural Housing Units	1.2%
<b>2020 Population By Urban/ Rural Status</b>	
Total	16,999
Urban Population	98.8%
Rural Population	1.2%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Rancho Mirage...</b>
<b>Top 3 Tapestry Segments</b>	
1.	Silver & Gold (9A)
2.	The Elders (9C)
3.	In Style (5B)
<b>2024 Consumer Spending</b>	
Apparel & Services: Total \$	\$28,689,040
Average Spent	\$3,129.94
Spending Potential Index	131
Education: Total \$	\$20,309,416
Average Spent	\$2,215.73
Spending Potential Index	128
Entertainment/Recreation: Total \$	\$57,003,447
Average Spent	\$6,219.01
Spending Potential Index	152
Food at Home: Total \$	\$96,337,178
Average Spent	\$10,510.27
Spending Potential Index	144
Food Away from Home: Total \$	\$50,836,832
Average Spent	\$5,546.24
Spending Potential Index	143
Health Care: Total \$	\$113,305,663
Average Spent	\$12,361.52
Spending Potential Index	161
HH Furnishings & Equipment: Total \$	\$43,370,397
Average Spent	\$4,731.66
Spending Potential Index	150
Personal Care Products & Services: Total \$	\$14,219,581
Average Spent	\$1,551.34
Spending Potential Index	156
Shelter: Total \$	\$364,963,886
Average Spent	\$39,817.14
Spending Potential Index	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$60,310,290
Average Spent	\$6,579.78
Spending Potential Index	188
Travel: Total \$	\$43,242,136
Average Spent	\$4,717.67
Spending Potential Index	156
Vehicle Maintenance & Repairs: Total \$	\$20,384,194
Average Spent	\$2,223.89
Spending Potential Index	150

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.