

Community Profile

Rancho Mirage city, CA (0659500)

Rancho Mirage city

Geography: Place



Population Summary

Rancho Mirage...

2010 Total Population	17,220
2020 Total Population	16,999
2020 Group Quarters	465
2025 Total Population	17,265
2025 Group Quarters	460
2030 Total Population	17,550
2025-2030 Annual Rate	0.33%
2025 Total Daytime Population	32,775
Workers	21,273
Residents	11,502

Household Summary

2010 Total Households	8,830
2010 Average Household Size	1.94
2020 Total Households	8,777
2020 Average Household Size	1.88
2025 Total Households	9,229
2025 Average Household Size	1.82
2030 Total Households	9,482
2030 Average Household Size	1.80
2025-2030 Annual Rate	0.54%
2025 Families	5,037
2025 Average Family Size	2.34
2030 Families	5,201
2030 Average Family Size	2.31
2025-2030 Growth Rate	0.6%

Median Household Income

2025	\$113,683
2030	\$129,135



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income

Rancho Mirage...

2025	\$90,958
2030	\$99,492

2025 Households by Income

Household Income Base	9,229
<\$10,000	5.5%
\$10,000-14,999	2.3%
\$15,000-19,999	1.8%
\$20,000-24,999	3.0%
\$25,000-29,999	1.7%
\$30,000-34,999	2.1%
\$35,000-39,999	1.9%
\$40,000-44,999	2.5%
\$45,000-49,999	1.6%
\$50,000-59,999	4.0%
\$60,000-74,999	8.3%
\$75000-99999	9.9%
\$100,000-124,999	8.9%
\$125,000-149,999	6.8%
\$150000-199999	11.6%
\$200,000-249,999	10.4%
\$250,000-299,999	5.8%
\$300,000-399,999	4.4%
\$400,000-499,999	3.4%
\$500,000+	4.2%
Average Household Income	\$169,773

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	52
Percent of Income for Mortgage	45.7%
Wealth Index	233

Median Home Value

2025	\$829,985
2030	\$905,766



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value

Rancho Mirage...

Total Owner Occupied Housing Units	7,579
<\$50,000	1.4%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	27.2%
\$750,000 - \$999,999	40.2%
\$1,000,000 - \$1,499,999	13.0%
\$1,500,000 - \$1,999,999	4.8%
\$2,000,000 +	4.9%
Average Home Value	\$903,654

Housing Unit Summary

2010 Total Housing Units	14,244
Owner Occupied Housing Units	80.3%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	38.0%
2020 Housing Units	14,202
Owner Occupied Housing Units	80.9%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	38.2%
2025 Housing Units	14,976
Owner Occupied Housing Units	82.1%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	38.4%
2030 Total Housing Units	15,342
Owner Occupied Housing Units	83.0%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	38.2%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex

Rancho Mirage...

Males	8,793
Females	8,472

Median Age

2010	62.1
2020	66.2
2025	66.7
2030	67.9

2025 Population by Age

Total	17,265
0 - 4	1.6%
5 - 9	1.8%
10 - 14	2.4%
15 - 24	4.7%
25 - 34	4.9%
35 - 44	5.4%
45 - 54	6.7%
55 - 64	17.7%
65 - 74	23.9%
75 - 84	21.0%
85 +	9.2%
18 +	92.7%

2025 Population 15+ by Marital Status

Total	16,257
Never Married	21.1%
Married	58.7%
Widowed	9.7%
Divorced	10.5%



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment

Rancho Mirage...

Total	15,451
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	15.7%
GED/Alternative Credential	1.3%
Some College, No Degree	20.3%
Associate Degree	8.0%
Bachelor's Degree	26.4%
Graduate/Professional Degree	23.8%

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	6.2%
Hispanic Origin	13.3%
Diversity Index	50.9

2025 Population by Race/Ethnicity

Total	17,265
White Alone	76.1%
Black Alone	2.0%
American Indian Alone	0.5%
Asian Alone	5.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.3%
Two or More Races	8.7%
Hispanic Origin	15.6%
Diversity Index	56.2



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

Rancho Mirage...


Total	6,393
White Collar	74.6%
Management/Business/Financial	22.2%
Professional	33.9%
Sales	9.7%
Administrative Support	8.8%
Services	16.1%

2025 Employed Pop 16+ by Occupation

Total	6,393
Blue Collar	9.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.9%
Installation/Maintenance/Repair	1.2%
Production	1.6%
Transportation/Material Moving	4.7%
White Collar	74.6%
Management/Business/Financial	22.2%
Professional	33.9%
Sales	9.7%
Administrative Support	8.8%
Services	16.1%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,393
Population 16+ Employed	91.1%
Population 16+ Unemployment rate	8.9%
Population 16-24 Employed	4.5%
Population 16-24 Unemployment rate	9.2%
Population 25-54 Employed	34.8%
Population 25-54 Unemployment rate	10.3%
Population 55-64 Employed	26%
Population 55-64 Unemployment rate	5.8%
Population 65+ Employed	26%
Population 65+ Unemployment rate	9.8%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry

Rancho Mirage...

Total	5,826
Agriculture/Mining	0.6%
Construction	4.2%
Manufacturing	2.5%
Wholesale Trade	1.2%
Retail Trade	8.2%
Transportation/Utilities	5.5%
Information	4%
Finance/Insurance/Real Estate	5.9%
Services	64.5%
Public Administration	3.9%

2025 Consumer Spending

Apparel & Services: Total \$	\$30,730,335
Average Spent	\$3,329.76
Spending Potential Index	136
Education: Total \$	\$20,941,228
Average Spent	\$2,269.07
Spending Potential Index	127
Entertainment/Recreation: Total \$	\$55,346,646
Average Spent	\$5,997.04
Spending Potential Index	146
Food at Home: Total \$	\$94,297,789
Average Spent	\$10,217.55
Spending Potential Index	137
Food Away from Home: Total \$	\$51,428,004
Average Spent	\$5,572.44
Spending Potential Index	135
Health Care: Total \$	\$113,946,390
Average Spent	\$12,346.56
Spending Potential Index	160
HH Furnishings & Equipment: Total \$	\$39,752,279
Average Spent	\$4,307.32
Spending Potential Index	148
Personal Care Products & Services: Total \$	\$14,810,661
Average Spent	\$1,604.80
Spending Potential Index	153



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2025 Consumer Spending

Rancho Mirage...

Shelter: Total \$	\$366,674,050
Average Spent	\$39,730.64
Spending Potential Index	149
Support Payments/Gifts in Kind: Total \$	\$59,350,965
Average Spent	\$6,430.92
Spending Potential Index	195
Travel: Total \$	\$52,806,691
Average Spent	\$5,721.82
Spending Potential Index	159
Vehicle Maintenance & Repairs: Total \$	\$18,569,930
Average Spent	\$2,012.13
Spending Potential Index	149

Top Tapestry Segment

Rancho Mirage...

Silver and Gold (J4):

This segment is characterized by warm climates with seasonal vacancies and high net worth professionals.


[Learn more about this segment...](#)

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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.