



Market Profile

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

Prepared by Esri

	Rancho Mirage...
Population Summary	
2000 Total Population	12,945
2010 Total Population	17,218
2018 Total Population	18,170
2018 Group Quarters	56
2023 Total Population	19,069
2018-2023 Annual Rate	0.97%
2018 Total Daytime Population	29,967
Workers	18,211
Residents	11,756
Household Summary	
2000 Households	6,687
2000 Average Household Size	1.92
2010 Households	8,829
2010 Average Household Size	1.94
2018 Households	9,303
2018 Average Household Size	1.95
2023 Households	9,735
2023 Average Household Size	1.95
2018-2023 Annual Rate	0.91%
2010 Families	4,825
2010 Average Family Size	2.46
2018 Families	5,061
2018 Average Family Size	2.50
2023 Families	5,291
2023 Average Family Size	2.52
2018-2023 Annual Rate	0.89%
Housing Unit Summary	
2000 Housing Units	11,571
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	42.2%
2010 Housing Units	14,243
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	38.0%
2018 Housing Units	14,568
Owner Occupied Housing Units	49.0%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	36.1%
2023 Housing Units	15,034
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	35.2%
Median Household Income	
2018	\$78,568
2023	\$102,315
Median Home Value	
2018	\$762,384
2023	\$844,624
Per Capita Income	
2018	\$66,725
2023	\$83,253
Median Age	
2010	62.1
2018	64.4
2023	66.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income	
Household Income Base	9,303
<\$15,000	8.9%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	13.6%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	7.8%
\$200,000+	19.8%
Average Household Income	\$130,954
2023 Households by Income	
Household Income Base	9,734
<\$15,000	6.8%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	8.7%
\$200,000+	27.0%
Average Household Income	\$163,897
2018 Owner Occupied Housing Units by Value	
Total	7,140
<\$50,000	2.3%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	1.1%
\$200,000 - \$249,999	1.3%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	8.4%
\$500,000 - \$749,999	24.0%
\$750,000 - \$999,999	21.2%
\$1,000,000 - \$1,499,999	13.4%
\$1,500,000 - \$1,999,999	4.2%
\$2,000,000 +	12.2%
Average Home Value	\$926,786
2023 Owner Occupied Housing Units by Value	
Total	7,725
<\$50,000	1.6%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.2%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	1.9%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	22.0%
\$750,000 - \$999,999	25.5%
\$1,000,000 - \$1,499,999	15.8%
\$1,500,000 - \$1,999,999	4.7%
\$2,000,000 +	13.7%
Average Home Value	\$1,005,524

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	17,218
0 - 4	2.5%
5 - 9	2.9%
10 - 14	3.2%
15 - 24	5.0%
25 - 34	3.8%
35 - 44	7.1%
45 - 54	12.6%
55 - 64	18.9%
65 - 74	20.6%
75 - 84	16.0%
85 +	7.5%
18 +	89.4%
2018 Population by Age	
Total	18,173
0 - 4	2.3%
5 - 9	2.6%
10 - 14	2.8%
15 - 24	5.4%
25 - 34	5.0%
35 - 44	4.9%
45 - 54	9.7%
55 - 64	18.6%
65 - 74	24.3%
75 - 84	16.2%
85 +	8.2%
18 +	90.5%
2023 Population by Age	
Total	19,069
0 - 4	2.2%
5 - 9	2.5%
10 - 14	2.6%
15 - 24	4.5%
25 - 34	5.4%
35 - 44	5.1%
45 - 54	7.1%
55 - 64	17.5%
65 - 74	26.1%
75 - 84	19.0%
85 +	8.0%
18 +	91.1%
2010 Population by Sex	
Males	8,509
Females	8,709
2018 Population by Sex	
Males	9,040
Females	9,133
2023 Population by Sex	
Males	9,488
Females	9,581

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Rancho Mirage...
2010 Population by Race/Ethnicity	
Total	17,218
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	37.1
2018 Population by Race/Ethnicity	
Total	18,169
White Alone	85.4%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.0%
Two or More Races	2.6%
Hispanic Origin	15.1%
Diversity Index	45.5
2023 Population by Race/Ethnicity	
Total	19,069
White Alone	83.6%
Black Alone	2.0%
American Indian Alone	0.7%
Asian Alone	5.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	2.9%
Hispanic Origin	17.3%
Diversity Index	49.9
2010 Population by Relationship and Household Type	
Total	17,218
In Households	99.6%
In Family Households	70.1%
Householder	28.0%
Spouse	24.2%
Child	14.2%
Other relative	2.4%
Nonrelative	1.3%
In Nonfamily Households	29.5%
In Group Quarters	0.4%
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Rancho Mirage...
2018 Population 25+ by Educational Attainment	
Total	15,799
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	16.9%
GED/Alternative Credential	2.1%
Some College, No Degree	25.8%
Associate Degree	6.7%
Bachelor's Degree	25.1%
Graduate/Professional Degree	19.0%
2018 Population 15+ by Marital Status	
Total	16,775
Never Married	19.4%
Married	56.8%
Widowed	10.5%
Divorced	13.4%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	93.5%
Civilian Unemployed (Unemployment Rate)	6.5%
2018 Employed Population 16+ by Industry	
Total	6,536
Agriculture/Mining	0.4%
Construction	4.6%
Manufacturing	4.1%
Wholesale Trade	2.1%
Retail Trade	15.6%
Transportation/Utilities	3.2%
Information	2.6%
Finance/Insurance/Real Estate	12.5%
Services	51.5%
Public Administration	3.6%
2018 Employed Population 16+ by Occupation	
Total	6,535
White Collar	74.3%
Management/Business/Financial	24.5%
Professional	22.5%
Sales	19.1%
Administrative Support	8.2%
Services	14.3%
Blue Collar	11.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	4.5%
Production	2.1%
Transportation/Material Moving	2.6%
2010 Population By Urban/ Rural Status	
Total Population	17,218
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	8,829
Households with 1 Person	34.6%
Households with 2+ People	65.4%
Family Households	54.6%
Husband-wife Families	47.1%
With Related Children	8.0%
Other Family (No Spouse Present)	7.5%
Other Family with Male Householder	2.4%
With Related Children	1.1%
Other Family with Female Householder	5.1%
With Related Children	2.5%
Nonfamily Households	10.7%
All Households with Children	11.7%
Multigenerational Households	1.6%
Unmarried Partner Households	8.6%
Male-female	3.7%
Same-sex	4.9%
2010 Households by Size	
Total	8,829
1 Person Household	34.6%
2 Person Household	49.9%
3 Person Household	7.5%
4 Person Household	4.7%
5 Person Household	2.1%
6 Person Household	0.8%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	8,829
Owner Occupied	80.3%
Owned with a Mortgage/Loan	48.1%
Owned Free and Clear	32.2%
Renter Occupied	19.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	14,243
Housing Units Inside Urbanized Area	98.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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		Rancho Mirage...
Top 3 Tapestry Segments		
	1.	Silver & Gold (9A)
	2.	The Elders (9C)
	3.	In Style (5B)
2018 Consumer Spending		
Apparel & Services: Total \$		\$29,428,248
Average Spent		\$3,163.31
Spending Potential Index		145
Education: Total \$		\$18,042,089
Average Spent		\$1,939.38
Spending Potential Index		134
Entertainment/Recreation: Total \$		\$48,061,277
Average Spent		\$5,166.21
Spending Potential Index		160
Food at Home: Total \$		\$71,644,303
Average Spent		\$7,701.20
Spending Potential Index		153
Food Away from Home: Total \$		\$49,647,884
Average Spent		\$5,336.76
Spending Potential Index		152
Health Care: Total \$		\$93,553,287
Average Spent		\$10,056.25
Spending Potential Index		176
HH Furnishings & Equipment: Total \$		\$31,360,316
Average Spent		\$3,370.99
Spending Potential Index		161
Personal Care Products & Services: Total \$		\$12,575,647
Average Spent		\$1,351.78
Spending Potential Index		163
Shelter: Total \$		\$239,002,319
Average Spent		\$25,690.89
Spending Potential Index		153
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$41,390,723
Average Spent		\$4,449.18
Spending Potential Index		179
Travel: Total \$		\$33,329,470
Average Spent		\$3,582.66
Spending Potential Index		166
Vehicle Maintenance & Repairs: Total \$		\$16,112,226
Average Spent		\$1,731.94
Spending Potential Index		161

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

October 11, 2018