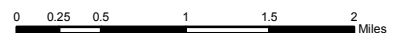
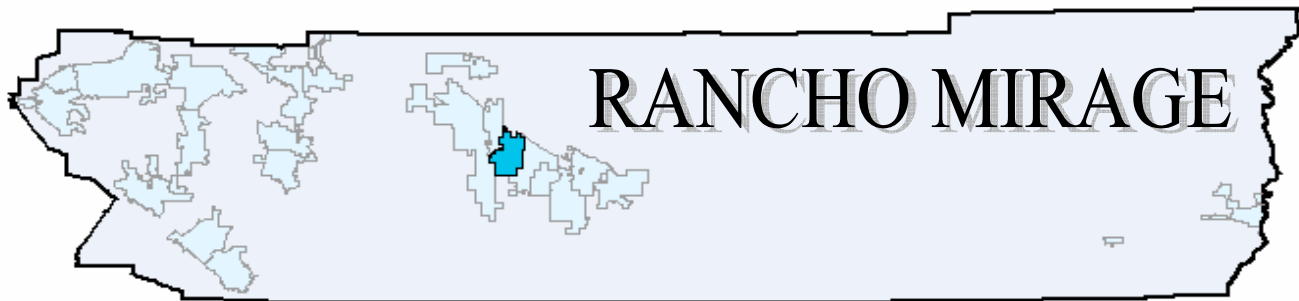


City of Rancho Mirage

Riverside County Center for
Demographic Research
May 2006





24.7 sq. miles (County of Riverside GIS)

Incorporated: 1973

69-825 Highway 111 Rancho Mirage, CA 92270 • (760) 324-4511 • www.ci.rancho-mirage.ca.us

Mayor: Richard Kite

Mayor Pro Tem: G. Dana Hobart

Council Members: Gordon Moller, Ron Meepos & Alan Seman

City Manager:	(760) 324-4511	Police Department:	(760) 836-1600
City Council:	324-4511	Fire Department:	328-9877
Community Dev.:	328-2266	Parks & Recreation:	347-3484

POPULATION CHARACTERISTICS

Population		2000 Racial & Ethnic Population (*1)		2000 Population by Age (*1)				
		Number	%	Total	Percent			
1970:	#			0-4	369	2.8%		
1980:	6,281 (*1)			5-9	395	3.0%		
1990:	9,778 (*1)	White	11,559	87.2%	10-14	389	2.9%	
2000:	13,249 (*1)	Black or African American	115	0.9%	15-19	312	2.4%	
		Asian & Pacific Islander	174	1.3%	20-24	259	2.0%	
1995:	11,100 (*2)	All Other Races	150	1.1%	25-34	704	5.3%	
1996:	11,300 (*2)	Hispanic	1,251	9.4%	35-44	1,145	8.6%	
1997:	11,650 (*2)				45-54	1,593	12.0%	
1998:	12,050 (*2)	Total Population:	13,249	100.0%	55-64	2,384	18.0%	
1999:	12,600 (*2)	Vital Statistics (3*)		65-74	2,800	21.1%		
2000:	13,249 (*1)			2003	2004	75-84	2,300	17.4%
2001:	13,847 (*2)	Total Births	80	86	85+	599	4.5%	
2002:	14,429 (*2)	Birth Rate*	5.3	5.5	Total:	13,249	100.0%	
2003:	15,153 (*2)	Total Deaths	251	281	Median Age:		61.3	
2004:	15,787 (*2)	Death Rate*	16.5	17.8	Percent of County:		0.9%	
2005:	16,520 (*2)	*Rates per 1,000 population						
2006:	16,672 (*2)							

Voter Registration, 2006 (*4)

Democrat	2,958	Natural Law	2
Republican	5,075	Peace & Freedom	4
Independent	127	Decline to State	1,383
Green	20	Misc.	59
Libertarian	34	Total	9,662

Sources: (*1) April Decennial Census of Population, U.S. Census Bureau

(*3) Riverside County Dept. of Public Health

(*2) January Revised Estimate, State Dept. of Finance

(*4) RC Registrar of Voters, April 2006

City not incorporated at this date.

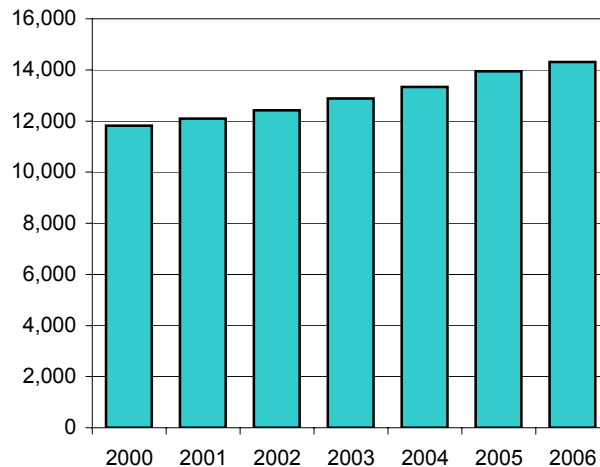
RANCHO MIRAGE

HOUSING & HOUSEHOLD CHARACTERISTICS

2000 Housing Units by Type			2000 Households	
	Units	%	Tenure & Value	
Single Detached:	4,312	37.0% (*2)	Owner Occupied:	5,654 (*1)
Single Attached:	3,626	31.1% (*2)	Renter Occupied:	1,159 (*1)
2 to 4:	605	5.2% (*2)	Total Occupied:	6,813 (*1)
5 and Above:	1,130	9.7% (*2)	Median Home Value:	\$288,100 (*2)
Mobile Homes:	1,253	10.8% (*2)	Median Rent:	\$658 (*2)
Other:	717	6.2% (*2)	March '06 Median Sale Price: \$667,500 (*5)	
Total Units:	11,643	100.0% (*2)		
			Housing Permit Activity (*4)	
Occupancy:	6,813	58.5% (*1)	Year	No.
Vacancy:	5,003	43.0% (*1)	2000	308
			2001	484
Persons Per Occupied Unit:		1.92 (*1)	2002	453
			2003	690
Percent of County:		2.0% (*1)	2004	425
			2005	276

Housing Units

Year	Units
1970	#
1980	6,919 (*1)
1990	9,360 (*1)
2000	11,816 (*1)
2000	11,816 (*1)
2001	12,092 (*3)
2002	12,425 (*3)
2003	12,878 (*3)
2004	13,331 (*3)
2005	13,950 (*3)
2006	14,311 (*3)



Sources: (*1) April Decennial Census of Population, U.S. Census Bureau

(*2) 2000 Census Summary File 3, U.S. Census Bureau

City not incorporated at this date.

(*3) January Revised Estimate, State Dept. of Finance

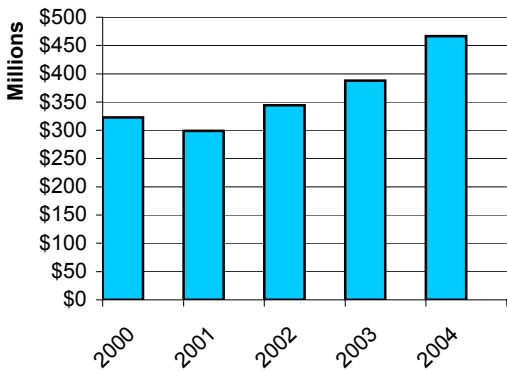
(*4) US Department of Housing & Urban Development, State of the Cities Data Systems

(*5) DataQuick Real Estate News

RANCHO MIRAGE

ECONOMIC AND LABOR FORCE CHARACTERISTICS

Assessment Values (*1)		Labor Force - April 2006 (*2)	
Year	Gross Assessed Value	Labor Force	6,000
2004	\$5,605,888,885	Employed	5,800
2005	\$6,410,533,956	Unemployed	200
Percent Growth	14.4%	Unemployment Rate	3.7%
Percent of County	3.8%		

Total Employment		Taxable Sales (*5) (1,000s of dollars)	
Total Employment, 2000 (*3)	10,170		
Total Employment, 2005 (*4)	13,700		
Percent of County, 2005	2.1%		

Employment by Industry, 2005 (*4)		Taxable Sales (*5)		
Agriculture, Nat. Resources & Mining	41	Year	Total	Percent of County
Construction	765	2000	\$322,987	1.9%
Manufacturing	73	2001	\$298,849	1.6%
Wholesale Trade	73	2002	\$344,016	1.8%
Retail Trade	1,662	2003	\$387,603	1.8%
Trans., Warehousing, & Utilities	43	2004	\$466,823	1.8%
Information	33			
Financial Activities	434			
Professional & Business Services	1,442			
Educational & Health Services	3,545			
Leisure & Hospitality	4,029			
Other Services	378			
Government	302			
Total Wage & Salary	12,821			
Self Employed	912			
Total Employment	13,700			

Sources: (*1) Assessor - County Clerk - Recorder 2005-2006 Annual Report
 (*2) California Employment Development Dept.(EDD) ; rate based on unrounded data (preliminary April 2006)
 (*3) Census Transportation Planning Package 2000 (CTPP)
 (*4) Estimated by Riverside County Center for Demographic Research
 (*5) State Board of Equalization