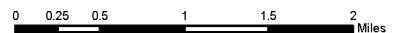
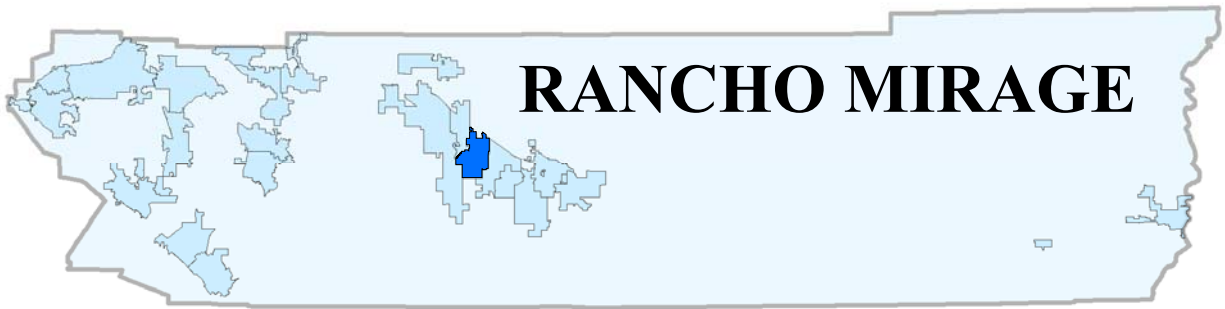


City of Rancho Mirage

Riverside County Center for
Demographic Research
May 2007





24.7 sq. miles (County of Riverside GIS) Incorporated: 1973
 69-825 Highway 111 Rancho Mirage, CA 92270-1647 • (760) 324-4511 • www.ci.rancho-mirage.ca.us

Mayor: Richard W. Kite **Mayor Pro Tem: G. Dana Hobart**
Council Members: Ron Meepos, Gordon Moller & Alan Seman

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

POPULATION CHARACTERISTICS

Population			2000 Racial & Ethnic Population (*1)			2000 Population by Age (*1)																	
Year	#	(*1)		Number	Percent	Age Group	Total	Percent															
1970			White	11,559	87.2%	0-4	369	2.8%															
1980	6,281	(*1)	African American	115	0.9%	5-9	395	3.0%															
1990	9,778	(*1)	Asian/Pac Islander	174	1.3%	10-14	389	2.9%															
1995	11,100	(*2)	All Other Races	150	1.1%	15-19	312	2.4%															
1996	11,300	(*2)	Hispanic*	1,251	9.4	20-24	259	2.0%															
1997	11,650	(*2)	Total Population	13,249	100.0%	25-34	704	5.3%															
1998	12,050	(*2)	* Hispanics can be of any race			35-44	1,145	8.6%															
1999	12,600	(*2)	Vital Statistics (*4) <table border="1"> <thead> <tr> <th></th> <th>2003</th> <th>2004</th> </tr> </thead> <tbody> <tr> <td>Total Births</td> <td>80</td> <td>86</td> </tr> <tr> <td>Birth Rate*</td> <td>5.3</td> <td>5.5</td> </tr> <tr> <td>Total Deaths</td> <td>251</td> <td>280</td> </tr> <tr> <td>Death Rate*</td> <td>16.5</td> <td>17.8</td> </tr> </tbody> </table> * Rates per 1,000 population				2003	2004	Total Births	80	86	Birth Rate*	5.3	5.5	Total Deaths	251	280	Death Rate*	16.5	17.8	45-54	1,593	12.0%
	2003	2004																					
Total Births	80	86																					
Birth Rate*	5.3	5.5																					
Total Deaths	251	280																					
Death Rate*	16.5	17.8																					
2000	13,249	(*1)				55-64	2,384	18.0%															
2001	13,846	(*2)				65-74	2,800	21.1%															
2002	14,426	(*2)				75-84	2,300	17.4%															
2003	15,148	(*2)				85+	599	4.5%															
2004	15,767	(*2)				Total	13,249	100.0%															
2005	16,495	(*2)				Median Age		61.3															
2006	16,783	(*2)				Percent of County		0.9%															
2007	16,944	(*2)																					
Projections			2007 Voter Registration (*5)			2000 Resident Nativity (*6)																	
Year	#	(*3)		Number	Percent																		
2010	18,983	(*3)	Democrat	3,005	31%	Native-Born (CA)		29.2%															
2015	22,586	(*3)	Republican	5,018	52%	Native-Born (US)*		56.2%															
2020	26,763	(*3)	Other	261	3%	Foreign-Born Naturalized		6.9%															
2025	32,096	(*3)	Decline to State	1,435	15%	Foreign-Born Non-Citizen		7.6%															
2030	32,541	(*3)	Total	9,719	100.0%	* Includes those born in US territories and abroad to American parents																	
2035	32,847	(*3)																					

Sources:

- (*1) Decennial Census, US Census Bureau
- (*2) January Estimate, CA State Dept. of Finance
- (*3) Riverside County Center for Demographic Research
- (*4) Riverside County Dept. of Public Health
- (*5) CA Secretary of State, February 2007
- (*6) Census 2000 Summary File 3, US Census Bureau

Note: Comparing data between years may be problematic because of incorporations & annexations

RANCHO MIRAGE

HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
1970	#	(*1)		2000 (*5)	%	2007 (*2)	%	
1980	6,919	(*1)	Single Detached	4,312	37.0%	7,072	48.6%	
1990	9,360	(*1)	Single Attached	3,626	31.1%	3,680	25.3%	
2000	11,816	(*1)	2 To 4	605	5.2%	615	4.2%	
			5 Plus	1,130	9.7%	1,196	8.2%	
			Mobile Homes	1,253	10.8%	1,992	13.7%	
			Other Unit Types	717	6.2%	N/A	N/A	
2001	12,092	(*2)	Total Units	11,643	100.0%	14,555	100.0%	
2002	12,425	(*2)	Occupancy	6,813	58.5%	8,392	57.7%	
2003	12,878	(*2)	Vacancy	5,003	43.0%	6,163	42.3%	
2004	13,331	(*2)	Persons Per Occupied	1.92		1.96		
2005	13,950	(*2)						
2006	14,311	(*2)						
2007	14,555	(*2)						
Projections			Median Home Price (*6)		Housing Unit Building Permits (*4)			
2010	16,996	(*3)	2001	\$321,000	Single-Family Structures	All Multi-Family Structures	Total Units	
2015	20,188	(*3)	2002	\$350,000	1990	147	2	149
2020	23,797	(*3)	2003	\$376,500	1991	102	0	102
2025	28,476	(*3)	2004	\$480,000	1992	31	0	31
2030	28,761	(*3)	2005	\$600,000	1993	32	0	32
2035	29,047	(*3)	2006	\$662,000	1994	58	0	58
			2007*	\$625,000	1995	67	0	67
					1996	98	0	98
					1997	250	4	254
					1998	256	147	403
					1999	297	75	372
					2000	308	0	308
					2001	477	7	484
					2002	413	40	453
					2003	690	0	690
					2004	425	0	425
					2005	276	0	276
					2006	94	0	94
2000 Household Tenure & Value								
			Units	Percent				
Owner Occupied			5,654	83% (*1)				
Renter Occupied			1,159	17% (*1)				
Total Occupied			6,813	100.0% (*1)				
Median Home Value	\$288,100			(*5)				
Median Monthly Rent	\$658			(*5)				

Sources:

(*1) Decennial Census, US Census Bureau

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

(*3) Riverside County Center for Demographic Research

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

(*5) 2000 Census Summary File 3, US Census Bureau

(*6) DataQuick Reports

Note: Comparing data between years may be problematic because of incorporations & annexations

RANCHO MIRAGE

ECONOMIC AND LABOR FORCE CHARACTERISTICS

2007 Labor Force Participation* (*1)		Employment/Jobs Totals and Projections* (*2)		
Civilian Labor Force	6,500	2005	13,841	
Employed	6,200	2010	14,859	
Unemployed	300	2015	15,383	
Unemployment Rate	4.40%	2020	15,971	
* City residents working anywhere		2025	16,590	
		2030	17,249	
		2035	18,067	
		* Jobs within the City Boundary		
2005 Employment/Jobs By Industry (*3)		Taxable Sales in 1,000s of Dollars (*4)		
Agriculture, Natural Resources, Mining		Year	Total	Percent of County
Construction	789	2001	\$298,849	1.6%
Manufacturing	74	2002	\$344,016	1.8%
Wholesale Trade	73	2003	\$387,603	1.8%
Retail Trade	1,680	2004	\$466,823	1.8%
Transportation, Warehousing, Utilities	45	2005	\$500,918	1.8%
Information	36			
Financial Activities	430	Median Household Income* (*5)		
Professional & Business Services	1,432	Year	Median Income	
Educational & Health Services	3,595	1990	\$45,064	
Leisure & Hospitality	4,074	2000	\$59,826	
Other Services	373	* Dollars not adjusted for inflation		
Government	311			
Total Wage & Salary Employment	12,954			
Self Employed	887			
Total Employment	13,841			
* Jobs within the City Boundary				

Sources:

(*1) California Employment Development Department (preliminary March 2007)

(*2) Riverside County Center for Demographic Research

(*3) Dunn and Bradstreet database, The Business Press Newspaper, and

Census Transportation Planning Package 2000

(*4) State Board of Equalization

(*5) 1990 and 2000 Census Summary File 3, US Census Bureau (Data reported for the previous year)

Note: Comparing data between years may be problematic because of incorporations & annexations