





24.8 sq.miles

Incorporated in 1973

## POPULATION CHARACTERISTICS

<b>Population</b>	<b>2012 Racial &amp; Ethnic Population (*4)</b>				<b>2012 Population by Age (*4)</b>						
	Number	Percent	Number	Percent							
1970	-				< 5	210	1.2%				
1980	6,281 (*1)		White	14,458	82.6%	5-9	490	2.8%			
1990	9,778 (*1)		African American	420	2.4%	10-14	595	3.4%			
1995	11,100 (*2)		Asian	228	1.3%	15-19	578	3.3%			
1996	11,300 (*2)		Amer Indian/Alaska Native	158	0.9%	20-24	350	2.0%			
1997	11,650 (*2)		Hawaiian and Pac Islander	0	0.0%	25-34	806	4.6%			
1998	12,050 (*2)		Some Other Races	105	0.6%	35-44	1,313	7.5%			
1999	12,600 (*2)		Two or More Races	175	1.0%	45-54	2,188	12.5%			
2000	13,249 (*1)		Hispanic*	1,960	11.2%	55-59	1,838	10.5%			
2001	13,798 (*2)		<b>Total</b>	<b>17,504</b>	<b>100.0%</b>	60-64	1,348	7.7%			
2002	14,349 (*2)		* Hispanic can be of any race					65-74	3,815	21.8%	
2003	15,044 (*2)		<b>Vital Statistics (*5)</b>								
2004	15,653 (*2)		Year	Total Births	Birth Rate*	Total Death	Death Rate*	75-84	2,678	15.3%	
2005	16,353 (*2)		2008	91	5.4	282	16.8	85+	1,295	7.4%	
2006	16,592 (*2)		2009	90	5.3	281	16.5	<b>Total</b>	<b>17,504</b>	<b>100.0%</b>	
2007	16,779 (*2)		2010	56	3.2	252	14.5	Median Age:		61.3	
2008	16,815 (*2)		* Rates per 1,000 population						% of County:		0.8%
2009	17,037 (*2)		<b>2012 Voter Registration (*6)</b>				<b>2012 Population by Sex (*4)</b>				
2010	17,218 (*1)		Number	Percent	Number	Percent					
2011	17,399 (*2)		Democrat	3,122	32.5%	Male	8,771	50.1%			
2012	17,504 (*2)		Republican	4,495	46.7%	Female	8,733	49.9%			
<b>Projections</b>			Other	320	3.3%	<b>Total</b>	<b>17,504</b>	<b>100.0%</b>			
2020	18,788 (*3)		No Party Preference	1,679	17.5%						
2035	22,871 (*3)		<b>Total Registered</b>	<b>9,616</b>	<b>100.0%</b>						

Sources: (\*1) Decennial Census, US Census Bureau

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) American Community Survey 2007-2011 5-Year Estimates and CA State Department of Finance

(\*5) Riverside County Department of Public Health

(\*6) California Secretary of State, September 2012

Note: Totals might not add up due to rounding.

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

Projections are based on April 1, 2010 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

# RANCHO MIRAGE

## HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type				
Year	Units	Source	2010 (*1)	Percent	2012 (*2)	Percent	
1970	-						
1980	6,919	(*1)	7,642	53.7%	7,659	53.5%	
1990	9,360	(*1)	4,223	29.6%	4,187	29.3%	
2000	11,816	(*1)	702	4.9%	725	5.1%	
2001	12,003	(*2)	781	5.5%	841	5.9%	
2002	12,217	(*2)	895	6.3%	895	6.3%	
2003	12,551	(*2)	14,243	100.0%	14,307	100.0%	
2004	12,885	(*2)					
2005	13,385	(*2)					
2006	13,627	(*2)					
2007	13,752	(*2)					
2008	13,712	(*2)					
2009	13,659	(*2)					
2010	14,243	(*1)					
2011	14,333	(*2)					
2012	14,307	(*2)					
<b>Projections</b>							
2020	14,922	(*3)					
2035	18,186	(*3)					

  

Median Home Price (*4)	
Year	Price
2002	\$350,000
2003	\$376,500
2004	\$480,000
2005	\$600,000
2006	\$662,000
2007	\$610,000
2008	\$500,000
2009	\$425,000
2010	\$420,000
2011	\$375,500
2012*	\$390,000

\*October 2012

  

Housing Unit Building Permits (*5)			
Year	Single-Family Structure	All Multi-Family Structure	Total Units
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
2007	62	0	62
2008	18	0	18
2009	6	0	6
2010	5	0	5
2011	5	0	5
2012*	12	0	12

\* Preliminary October 2012

  

Persons Per Household		
Year	Persons	Source
2000	1.93	(*1)
2010	1.94	(*1)
2012	1.97	(*2)

Sources: (\*1) Decennial Census, US Census Bureau

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) DataQuick Reports

(\*5) US Department of Housing & Urban Development, State of the Cities Data Systems

Note: Totals might not add up due to rounding.

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# RANCHO MIRAGE

## ECONOMIC AND LABOR FORCE CHARACTERISTICS

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
2007	6,500	6,100	300	5.3%
2008	6,500	6,000	500	7.5%
2009	6,500	5,700	800	11.9%
2010	6,500	5,600	800	13.1%
2011	6,600	5,800	800	12.1%
2012*	6,600	5,900	700	10.7%

\* Preliminary October 2012

Employment/Jobs Projections (*3)	
2020	12,475
2035	18,007

\* Jobs within city boundary

2010 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	1
Mining, Quarrying, and Oil and Gas Extraction	0
Utilities	10
Construction	99
Manufacturing	20
Wholesale Trade	136
Retail Trade	899
Transportation and Warehousing	2
Information	330
Finance and Insurance	354
Real Estate and Rental and Leasing	221
Professional, Scientific, and Technical Services	486
Management of Companies and Enterprises	2
Administration & Support, Waste Mngt and Remediation	503
Educational Services	124
Health Care and Social Assistance	4,906
Arts, Entertainment, and Recreation	2,249
Accommodation and Food Services	3,627
Other Services (excluding Public Administration)	437
Public Administration	246
<b>Total All Jobs</b>	<b>14,652</b>

\*Jobs within city boundary

Median Household Income	
2000	\$ 59,826 (*4)
2011	\$ 76,261 (*5)

Taxable Sales in 1,000s of Dollars (*6)		
Year	Total	% of County
2003	\$387,603	1.8%
2004	\$466,823	1.8%
2005	\$500,918	1.8%
2006	\$514,119	1.7%
2007	\$501,618	1.7%
2008	\$438,400	1.7%
2009	\$360,711	1.6%
2010	\$355,204	1.5%

Sources: (\*1) CA Employment Development Department (City residents working anywhere. Data are not seasonally adjusted)

(\*2) U.S. Census Bureau Local Employment Dynamics

(\*3) Riverside County Projections (RCP10)

(\*4) Decennial Census, US Census Bureau (in 1999 inflation-adjusted dollars).

(\*5) 2007-2011 American Community Survey 5-Year Estimates (in 2011 inflation-adjusted dollars).

(\*6) State Board of Equalization

Note: Totals might not add up due to rounding.

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

Projections are based on April 1, 2010 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.