





RANCHO MIRAGE

24.8 sq.miles

Incorporated in 1973

POPULATION CHARACTERISTICS

Population		2010 Racial & Ethnic Population (*1)				2010 Population by Age (*1)			
1970	-			Number	Percent		Number	Percent	
1980	6,281 (*1)	White		14,065	81.7%	< 5	423	2.5%	
1990	9,778 (*1)	African American		235	1.4%	5-9	496	2.9%	
1995	11,100 (*2)	Asian		639	3.7%	10-14	559	3.2%	
1996	11,300 (*2)	Amer Indian/Alaska Native		61	0.4%	15-19	513	3.0%	
1997	11,650 (*2)	Hawaiian and Pac Islander		13	0.1%	20-24	345	2.0%	
1998	12,050 (*2)	Some Other Races		30	0.2%	25-34	661	3.9%	
1999	12,600 (*2)	Two or More Races		211	1.2%	35-44	1,224	7.1%	
2000	13,249 (*1)	Hispanic*		1,964	11.4%	45-54	2,163	12.5%	
2001	13,798 (*2)	Total		17,218	100.0%	55-59	1,453	8.4%	
2002	14,349 (*2)	* Hispanic can be of any race				60-64	1,799	10.4%	
2003	15,044 (*2)	Vital Statistics (*4)				65-74	3,544	20.5%	
2004	15,653 (*2)		Total	Birth	Total	Death			
2005	16,353 (*2)	Year	Births	Rate*	Death	Rate*	75-84	2,751	16.0%
2006	16,592 (*2)	2007	101	6.0	287	17.1	85+	1,287	7.5%
2007	16,779 (*2)	2008	91	5.4	282	16.8	Total	17,218	100.0%
2008	16,815 (*2)	2009	90	5.3	281	16.5	Median Age:		62.3
2009	17,037 (*2)	* Rates per 1,000 population					% of County:		0.8%
2010	17,218 (*1)	2011 Voter Registration (*5)				2010 Population by Sex (*1)			
2011	17,463 (*2)			Number	Percent		Number	Percent	
Projections		Democrat		3,096	32.4%	Male	8,509	49.4%	
2020	18,653 (*3)	Republican		4,582	48.0%	Female	8,709	50.6%	
2025	20,013 (*3)	Other		305	3.2%	Total	17,218	100.0%	
2030	21,372 (*3)	No Party Preference		1,560	16.3%				
2035	22,733 (*3)	Total Registered		9,543	100.0%				

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

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

(*3) Riverside County Projections (RCP10)

(*4) Riverside County Department of Public Health

(*5) California Secretary of State, February 2011

Note: Totals might not add up due to rounding.

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

Projections are based on January 1, 2008 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

RANCHO MIRAGE

ECONOMIC AND LABOR FORCE CHARACTERISTICS

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
2006	6,300	6,000	300	4.4%
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*	6,500	5,700	800	12.2%

* Preliminary October 2011 data

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

* Jobs within city boundary

2009 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	48
Mining, Quarrying, and Oil and Gas Extraction	1
Utilities	40
Construction	53
Manufacturing	44
Wholesale Trade	173
Retail Trade	695
Transportation and Warehousing	76
Information	373
Finance and Insurance	535
Real Estate and Rental and Leasing	459
Professional, Scientific, and Technical Services	881
Management of Companies and Enterprises	88
Administration & Support, Waste Mngt and Remediation	1,146
Educational Services	969
Health Care and Social Assistance	2,636
Arts, Entertainment, and Recreation	1,109
Accommodation and Food Services	2,693
Other Services (excluding Public Administration)	1,090
Public Administration	214
Total All Jobs	13,323

*Jobs within city boundary

Median Household Income	
2000	\$ 59,826 (*4)
2009	\$ 71,833 (*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%

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) 2005-2009 American Community Survey 5-Year Estimates (in 2009 inflation-adjusted dollars).

(*6) State Board of Equalization

Note: Totals might not add up due to rounding.

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Projections are based on January 1, 2008 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.