

Highlights



**Population Growth:** Total population in the Rancho Mirage Public Library jurisdiction increased by 5,000 (30%) over the past decade to 22,000, growing three times faster than the state. Most of this growth occurred in the white, non-Hispanic population (3,000) and in the population age 65+ (3,000).

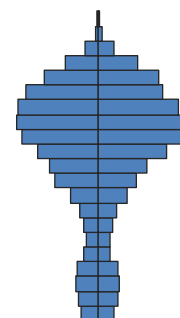
**Diversity:** This jurisdiction is predominantly white, non-Hispanic, although this share declined from 89% to 84% of total over the past ten years. The Hispanic share of total population increased from 8% to 10%.

**Age Structure:** This area is much older than California overall, and the age structure shifted upward slightly over the past decade. Median age increased in both component cities—from 61 to 62 in Rancho Mirage and from 63 to 67 in Indian Wells—compared with the current California median of just 35. People age 65+ account for almost half—47%, of the total population—up from 44% in 2000 and compared with just 11% statewide. Young people make up only 10% of the population, compared with 28% in California overall.

**Households:** As expected in an older population, family households are less common here than statewide, and families with children are especially uncommon here—just 10% of households compared with 33% in California overall. Nonfamily households are prevalent and increasing—householders living alone account for 35% of all households, up from 31% in 2000 and higher than the 23% statewide. Living arrangements of older individuals here differ from the state pattern in several ways: living with a spouse is more common here, 29% compared with 21% statewide, and living with relatives other than a spouse is less common, 36% compared with 46%.

**Education:** Educational attainment is higher here than in the state overall. Just 5% of adults have not completed high school, compared with 20% of adults statewide, and 44% have a Bachelor’s degree or higher, compared with 30% in California overall.

**Income:** The median income in Rancho Mirage is \$72,000 and in Indian Wells, \$135,000, compared with \$60,000 statewide. In the combined jurisdiction, 29% of all households report income of more than \$150,000, compared with just 12% statewide.



Population by Age

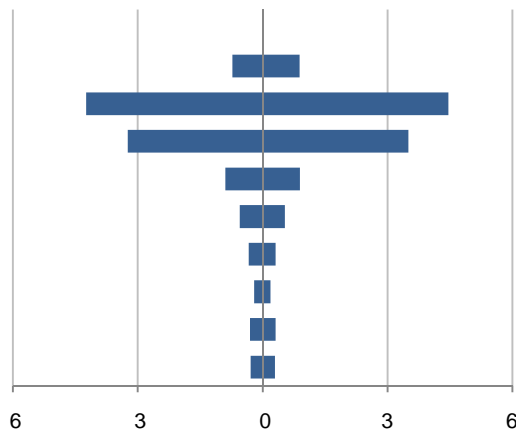
*Note: The Rancho Mirage Public Library jurisdiction includes Rancho Mirage and Indian Wells. Profiles for the individual cities are also available.*

*This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.*

Key Indicators			
		2000	2010
<b>Population Growth</b>			
	Total population	17,065	22,176
	10-year growth	37.3%	30.0%
<b>Diversity</b>			
	% Hispanic	8.0%	9.8%
	% Asian, non-Hispanic	1.3%	3.2%
	% White, non-Hispanic	88.7%	84.1%
	% Black, non-Hispanic	0.8%	1.2%
<b>Aging</b>			
	% 65+	43.7%	46.5%
	Median age	#N/A	#N/A
<b>Households</b>			
	% Married couple with children	7.5%	6.9%
	% Living alone	30.7%	34.6%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

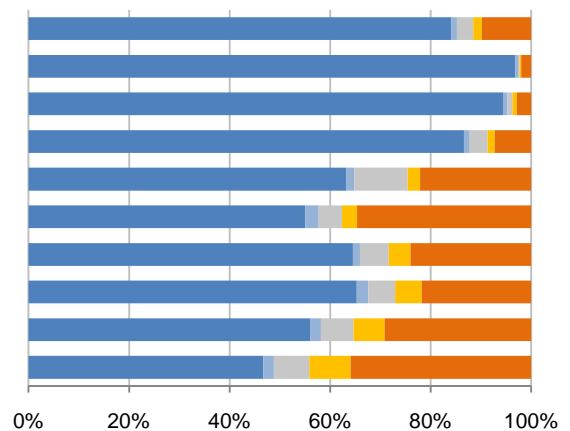


2. Race and Ethnicity by Library-Defined Age Group, 2010

Legend: White, NH (blue); Black, NH (light blue); Asian, NH (grey); Other, NH (yellow); Hispanic (orange)

Age group

- Total
- 85+, Oldest
- 65 to 84, Older adults
- 46 to 64, Midlife
- 33 to 45, Adult
- 19 to 32, Young
- 14 to 18, Teens
- 11 to 13, Tweens
- 6 to 10, School age
- 0 to 5, Infants/toddlers

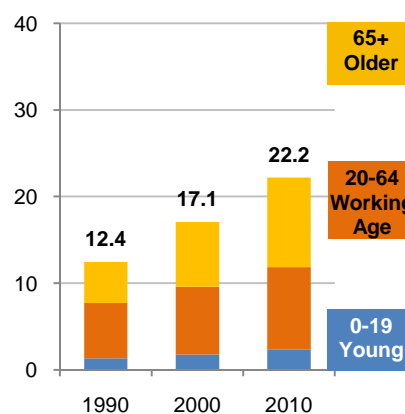


3. Population Growth by Library-Defined Age Group, 2000-10

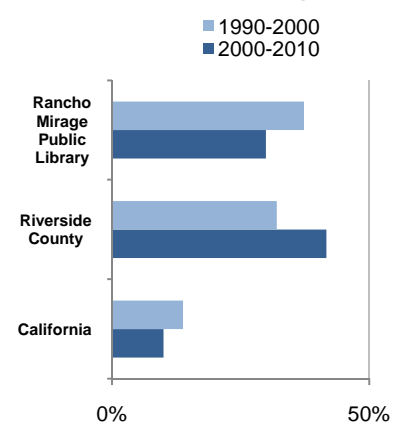
	2010	Change	% Change
<b>Total</b>	22,176	5,111	30.0%
<b>85+</b>	1,614	887	122.0%
<b>65 to 84</b>	8,699	1,964	29.2%
<b>46 to 64</b>	6,742	1,597	31.0%
<b>33 to 45</b>	1,796	-8	-0.4%
<b>19 to 32</b>	1,085	153	16.4%
<b>14 to 18</b>	649	221	51.6%
<b>11 to 13</b>	395	121	44.2%
<b>6 to 10</b>	614	112	22.3%
<b>0 to 5</b>	582	64	12.4%

4. Population Total, 1990-2010

In thousands



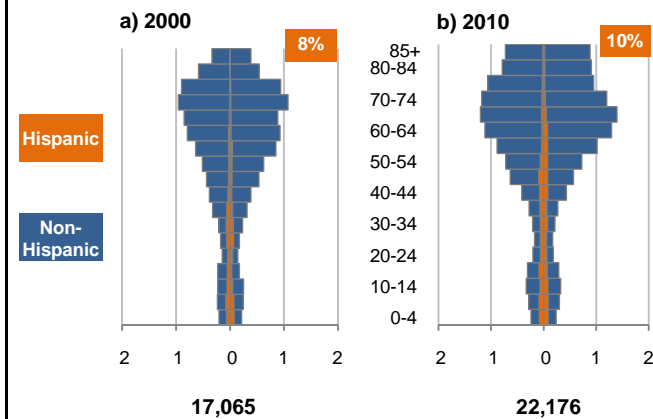
5. 10-Year Population Change



Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

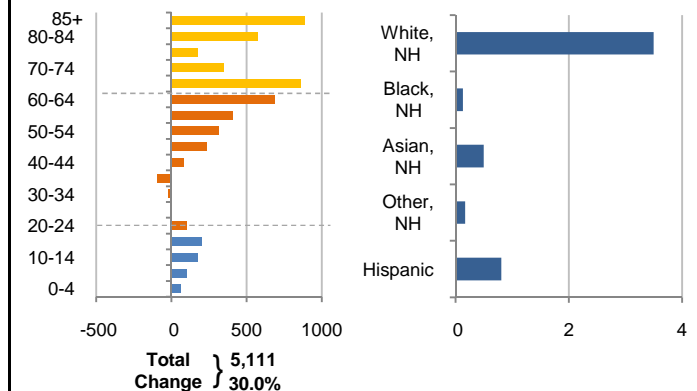
In thousands; males on left, females on right



7. 10-Year Change in Population, 2000-10

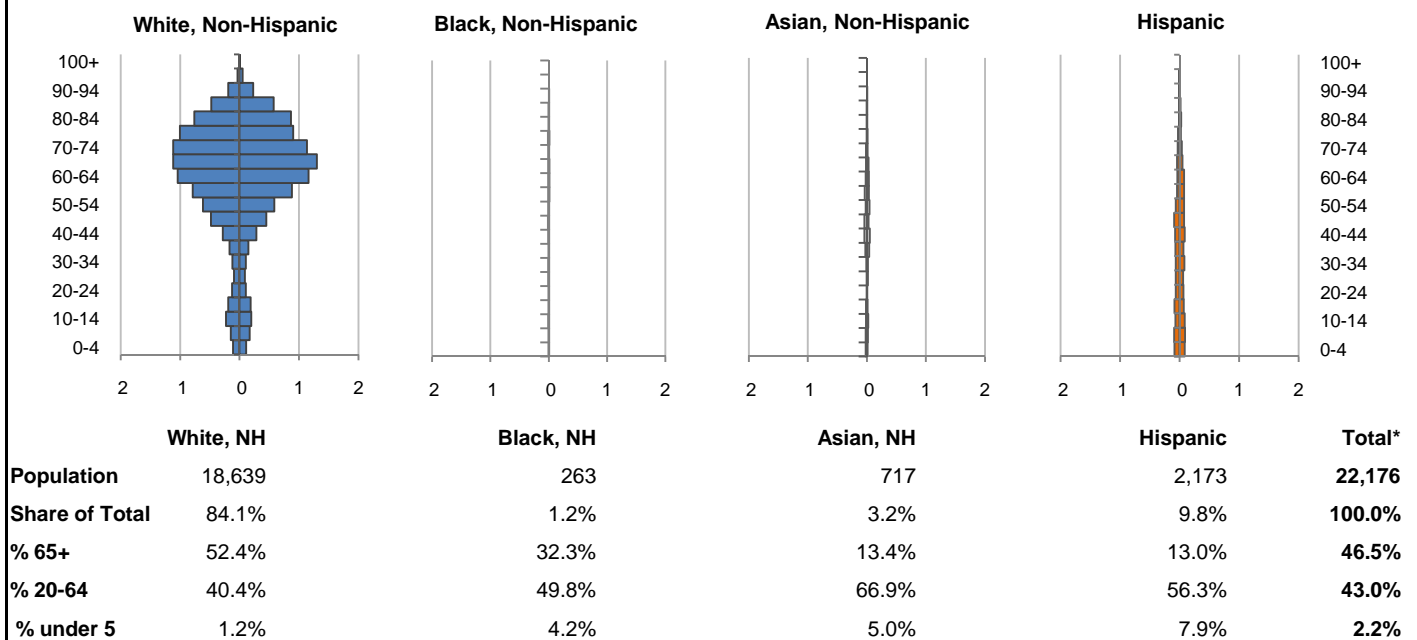
a) By Age

b) By Race and Ethnicity  
In thousands

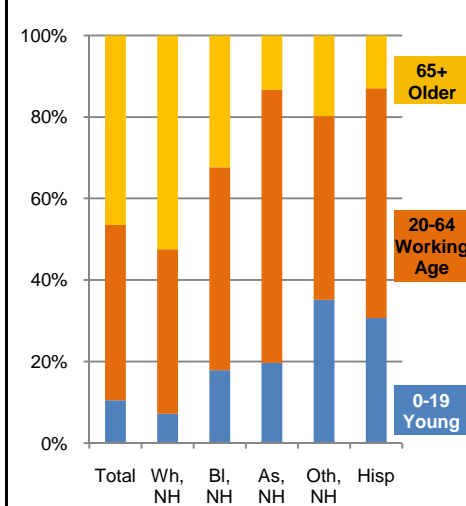


8. Population by Age, Race, and Ethnicity, 2010

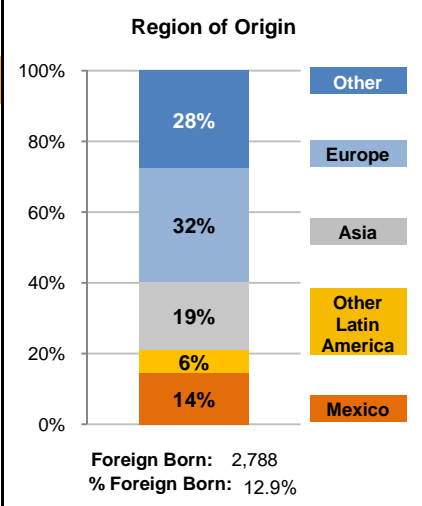
In thousands; males on left, females on right



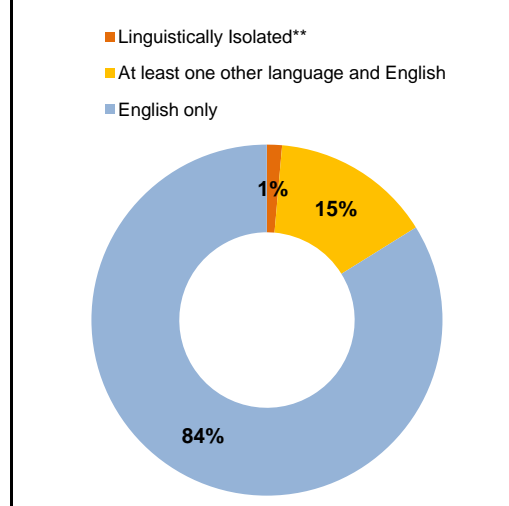
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

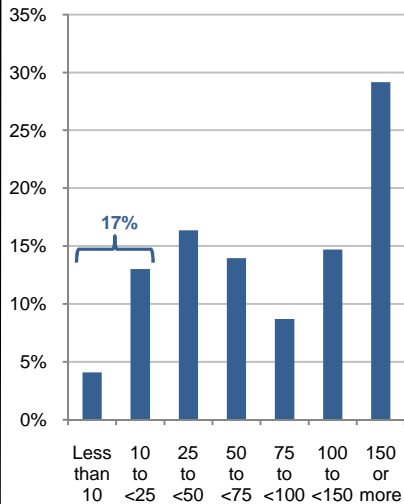


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09  
 \*See pages 5-6 for detail on Other, Non-Hispanic  
 \*\*Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

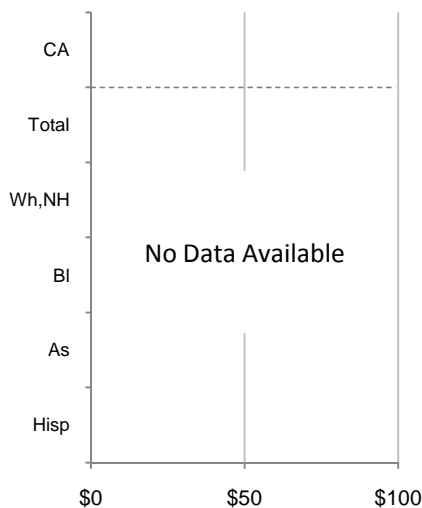
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



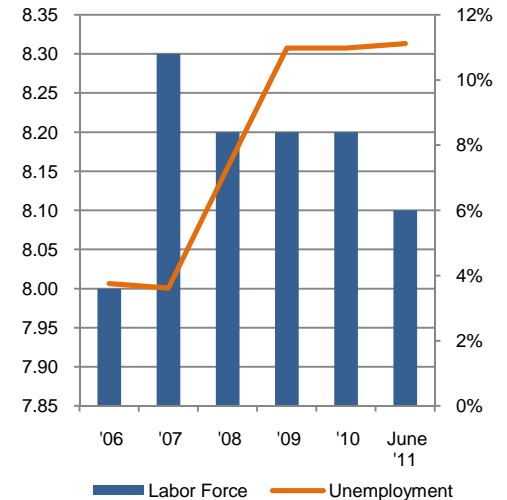
b) Median Household Income by Race and Ethnicity\*



13. Labor Force and Unemployment, 2006-11

Labor Force  
In thousands

Unemployment Rate

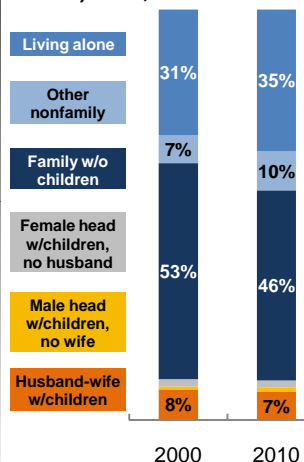


Source: CA Employment Development Department

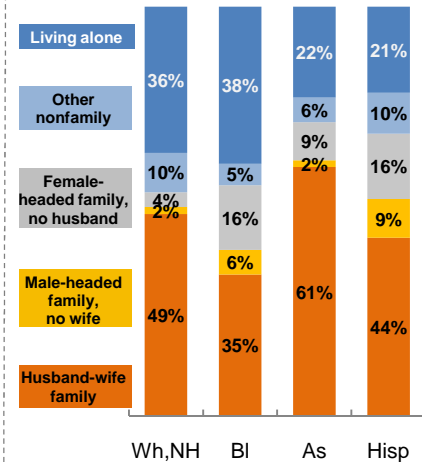
14. Household Type, 2010

% of all households

a) Total, 2000-10

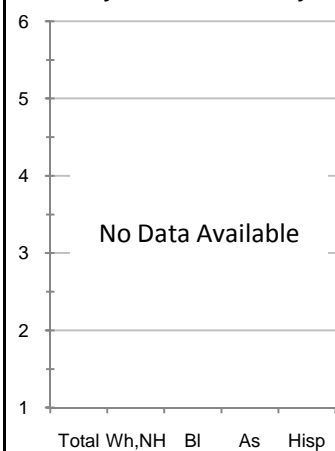


b) By Race and Ethnicity,\* 2010

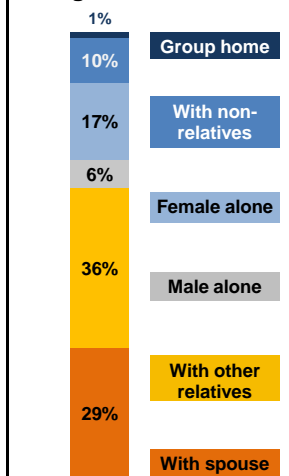


15. Average Household Size, 2010

By Race and Ethnicity\*



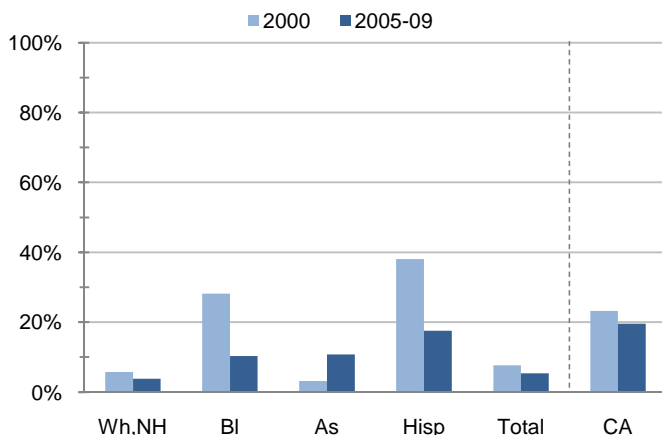
16. Living Arrangements Age 65+, 2005-09



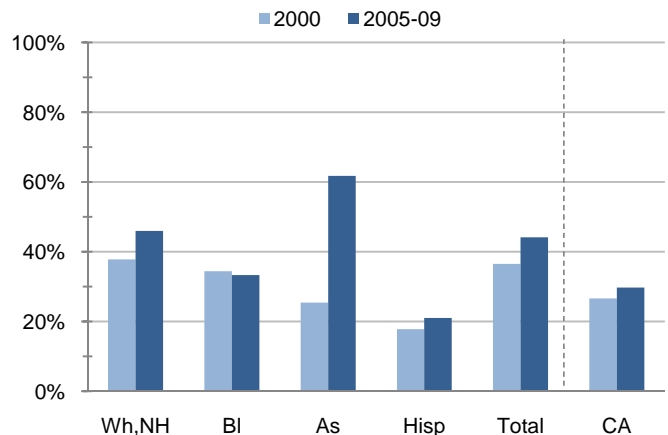
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity\*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

\*Wh,NH=White, Non-Hispanic; BI=Black, Hispanic Inclusive; As=Asian, Hispanic Inclusive; Hisp=Hispanic (Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
<b>A. Total Population</b>										
<b>2000 Total</b>	15,142	129	217	213	27	17	18	151	1,364	17,065
<b>2000 % of Total</b>	88.7%	0.8%	1.3%	1.2%	0.2%	0.1%	0.1%	0.9%	8.0%	100.0%
<b>2010 Total</b>	18,639	263	717	384	81	15	37	251	2,173	22,176
<b>2010 % of Total</b>	84.1%	1.2%	3.2%	1.7%	0.4%	0.1%	0.2%	1.1%	9.8%	100.0%
<b>B. Population in Major Age Groups by Race and Ethnicity</b>										
<b>2000</b>										
0-19	1,132	44	42	65	4	5	4	52	497	1,780
20-64	6,725	58	144	113	16	11	11	75	783	7,823
65+	7,285	27	31	35	7	1	3	24	84	7,462
85+	716	2	3	2	1	0	0	1	4	727
<b>2010</b>										
0-19	1,337	47	141	135	19	4	13	99	667	2,327
20-64	7,528	131	480	173	45	6	14	108	1,224	9,536
65+	9,774	85	96	76	17	5	10	44	282	10,313
85+	1,562	10	5	5	1	0	0	4	32	1,614
<b>C. Age Mix for Each Racial and Ethnic Group</b>										
<b>2000</b>										
0-19	7.5%	34.1%	19.4%	30.5%	14.8%	29.4%	22.2%	34.4%	36.4%	10.4%
20-64	44.4%	45.0%	66.4%	53.1%	59.3%	64.7%	61.1%	49.7%	57.4%	45.8%
65+	48.1%	20.9%	14.3%	16.4%	25.9%	5.9%	16.7%	15.9%	6.2%	43.7%
85+	4.7%	1.6%	1.4%	0.9%	3.7%	0.0%	0.0%	0.7%	0.3%	4.3%
<b>2010</b>										
0-19	7.2%	17.9%	19.7%	35.2%	23.5%	26.7%	35.1%	39.4%	30.7%	10.5%
20-64	40.4%	49.8%	66.9%	45.1%	55.6%	40.0%	37.8%	43.0%	56.3%	43.0%
65+	52.4%	32.3%	13.4%	19.8%	21.0%	33.3%	27.0%	17.5%	13.0%	46.5%
85+	8.4%	3.8%	0.7%	1.3%	1.2%	0.0%	0.0%	1.6%	1.5%	7.3%
<b>D. Racial and Ethnic Mix for Each Age Group</b>										
<b>2000</b>										
0-19	63.6%	2.5%	2.4%	3.7%	0.2%	0.3%	0.2%	2.9%	27.9%	100.0%
20-64	86.0%	0.7%	1.8%	1.4%	0.2%	0.1%	0.1%	1.0%	10.0%	100.0%
65+	97.6%	0.4%	0.4%	0.5%	0.1%	0.0%	0.0%	0.3%	1.1%	100.0%
85+	98.5%	0.3%	0.4%	0.3%	0.1%	0.0%	0.0%	0.1%	0.6%	100.0%
<b>2010</b>										
0-19	57.5%	2.0%	6.1%	5.8%	0.8%	0.2%	0.6%	4.3%	28.7%	100.0%
20-64	78.9%	1.4%	5.0%	1.8%	0.5%	0.1%	0.1%	1.1%	12.8%	100.0%
65+	94.8%	0.8%	0.9%	0.7%	0.2%	0.0%	0.1%	0.4%	2.7%	100.0%
85+	96.8%	0.6%	0.3%	0.3%	0.1%	0.0%	0.0%	0.2%	2.0%	100.0%
<b>E. Population Growth</b>										
<b>2000-10, Change</b>										
0-19	205	3	99	70	15	-1	9	47	170	547
20-64	803	73	336	60	29	-5	3	33	441	1,713
65+	2,489	58	65	41	10	4	7	20	198	2,851
85+	846	8	2	3	0	0	0	3	28	887
<b>Total</b>	<b>3,497</b>	<b>134</b>	<b>500</b>	<b>171</b>	<b>54</b>	<b>-2</b>	<b>19</b>	<b>100</b>	<b>809</b>	<b>5,111</b>
<b>2000-10, % Change</b>										
0-19	18.1%	6.8%	235.7%	107.7%	375.0%	-20.0%	225.0%	90.4%	34.2%	30.7%
20-64	11.9%	125.9%	233.3%	53.1%	181.3%	-45.5%	27.3%	44.0%	56.3%	21.9%
65+	34.2%	214.8%	209.7%	117.1%	142.9%	400.0%	233.3%	83.3%	235.7%	38.2%
85+	118.2%	400.0%	66.7%	150.0%	0.0%	N/A	N/A	300.0%	700.0%	122.0%
<b>Total</b>	<b>23.1%</b>	<b>103.9%</b>	<b>230.4%</b>	<b>80.3%</b>	<b>200.0%</b>	<b>-11.8%</b>	<b>105.6%</b>	<b>66.2%</b>	<b>59.3%</b>	<b>30.0%</b>

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
<b>F. Population by Library-Defined Age Groups, 2010</b>										
0-5	272	12	41	48	3	1	2	42	209	582
6-10	344	13	40	38	7	1	2	28	179	614
11-13	258	9	21	21	6	1	4	10	86	395
14-18	419	9	37	28	3	1	5	19	156	649
19-32	597	29	51	32	12	1	2	17	376	1,085
33-45	1,136	27	191	45	10	0	7	28	397	1,796
46-64	5,839	79	240	96	23	5	5	63	488	6,742
65-84	8,212	75	91	71	16	5	10	40	250	8,699
85+	1,562	10	5	5	1	0	0	4	32	1,614
Total	18,639	263	717	384	81	15	37	251	2,173	22,176
<b>G. Population by 5-Year Age Brackets, 2010</b>										
0-4	221	11	36	43	3	1	2	37	172	483
5-9	317	11	40	39	6	1	2	30	181	588
10-14	424	13	34	33	8	1	5	19	154	658
15-19	375	12	31	20	2	1	4	13	160	598
20-24	234	8	15	12	6	1	1	4	126	395
25-29	186	13	19	7	2	0	1	4	124	349
30-34	223	9	30	19	5	0	0	14	141	422
35-39	321	6	67	13	3	0	1	9	139	546
40-44	566	13	92	20	5	0	4	11	160	851
45-49	928	21	69	25	6	0	2	17	166	1,209
50-54	1,200	19	64	27	9	3	3	12	140	1,450
55-59	1,669	21	69	26	4	2	0	20	116	1,901
60-64	2,201	21	55	24	5	0	2	17	112	2,413
65-69	2,422	21	43	26	4	3	4	15	92	2,604
70-74	2,254	15	24	18	6	2	4	6	70	2,381
75-79	1,909	28	16	12	3	0	1	8	50	2,015
80-84	1,627	11	8	15	3	0	1	11	38	1,699
85-89	1,050	8	4	2	0	0	0	2	23	1,087
90-94	415	2	1	3	1	0	0	2	5	426
95-99	89	0	0	0	0	0	0	0	4	93
100+	8	0	0	0	0	0	0	0	0	8
Total	18,639	263	717	384	81	15	37	251	2,173	22,176
<b>H. Median Age, 2000-10</b>										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
2000	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
2010	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)						
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California
<\$10	459	4.1%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	\$60,392
\$10 to <\$25	1,465	13.0%							
\$25 to <\$50	1,841	16.4%							
\$50 to <\$75	1,570	14.0%							
\$75 to <\$100	980	8.7%							
\$100 to <\$150	1,655	14.7%							
\$150+	3,282	29.2%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
<b>Total households</b>			8,560	100.0%	11,574	100.0%			
Family Households			5,356	62.6%	6,475	55.9%			
Husband-wife w/children			642	7.5%	796	6.9%			
Female head, no husband, w/children			152	1.8%	207	1.8%			
Male head, no wife, w/children			59	0.7%	111	1.0%			
Without children			4,503	52.6%	5,361	46.3%			
Nonfamily households			3,204	37.4%	5,099	44.1%			
Living alone			2,627	30.7%	3,999	34.6%			
Other nonfamily			577	6.7%	1,100	9.5%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
<b>Total households</b>			10,309	133	248	751	11,574		
Husband-wife family			49.4%	34.6%	60.9%	43.5%	49.1%		
Family with male head, no wife			1.7%	6.0%	1.6%	9.5%	2.2%		
Family with female head, no husband			3.6%	15.8%	9.3%	16.0%	4.6%		
Living alone			35.7%	38.3%	22.2%	21.0%	34.6%	Source: US	
Other nonfamily			9.6%	5.3%	6.0%	10.0%	9.5%	Census 2010	
M. Poverty, 2005-09									
<b>Percentage of families and people whose income in the past 12 months is below the poverty level</b>								California	
All families						3.6%	9.8%		
Families w/ related children under 18 years						8.7%	14.5%		
Families w/ female householder, no husband present						19.3%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						26.2%	32.2%		
All people						5.9%	13.2%		
Under 18 years						9.2%	18.3%		
18 to 64 years						7.7%	11.9%		
65 years and over						3.6%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
<b>Population 25 years and over</b>			17,115	204	298	1,434	19,466		
Less than high school			3.8%	10.3%	10.7%	17.5%	5.4%		
High school graduate (includes equivalency)			16.8%	7.4%	8.7%	28.1%	17.3%		
Some college or associate's degree			33.4%	49.0%	18.8%	33.3%	33.2%		
Bachelor's degree or higher			45.9%	33.3%	61.7%	21.1%	44.1%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			8,200	8,100					
Employed			7,200	7,100					
Unemployed, % of labor force			11.0%	11.1%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					7,631	100.0%			
Management, professional, and related occupations					3,795	49.7%			
Service occupations					1,015	13.3%			
Sales and office occupations					2,395	31.4%			
Farming, fishing, and forestry occupations					0	0.0%			
Construction, extraction, maintenance, and repair occupations					226	3.0%			
Production, transportation, and material moving occupations					200	2.6%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					7,631	100.0%			
Private, for profit, wage and salary employee					4,261	55.8%			
Private, not for profit, wage and salary employee					321	4.2%			
Private, for profit, wage and salary self-employed in own business					1,073	14.1%			
Government workers					585	7.7%			
Self-employed in own not incorporated business					1,376	18.0%			
Unpaid family workers in family business					15	0.2%			

Source: American Community Survey 2005-09, unless otherwise stated

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Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.