Market Profile

31021 CA-79 S, Temecula, California, 92592
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,583	49,534	70,321
2010 Total Population	9,270	73,089	108,336
2018 Total Population	10,012	82,576	121,448
2018 Group Quarters	22	63	189
2023 Total Population	10,539	89,142	131,071
2018-2023 Annual Rate	1.03%	1.54%	1.54%
2018 Total Daytime Population	7,728	75,619	135,364
Workers	2,572	31,705	70,354
Residents	5,156	43,914	65,010
Household Summary			
2000 Households	1,994	15,709	22,142
2000 Average Household Size	3.30	3.15	3.17
2010 Households	2,953	23,149	34,589
2010 Average Household Size	3.13	3.15	3.13
2018 Households	3,204	26,087	38,574
2018 Average Household Size	3.12	3.16	3.14
2023 Households	3,374	28,052	41,429
2023 Average Household Size	3.12	3.18	3.16
2018-2023 Annual Rate	1.04%	1.46%	1.44%
2010 Families	2,385	18,951	28,123
2010 Average Family Size	3.43	3.45	3.44
2018 Families	2,584	21,364	31,364
2018 Average Family Size	3.43	3.48	3.47
2023 Families	2,721	22,991	33,702
2023 Average Family Size	3.43	3.49	3.50
2018-2023 Annual Rate	1.04%	1.48%	1.45%
Housing Unit Summary			
2000 Housing Units	2,052	16,432	23,048
Owner Occupied Housing Units	86.5%	72.7%	74.0%
Renter Occupied Housing Units	10.7%	22.9%	22.0%
Vacant Housing Units	2.8%	4.4%	3.9%
2010 Housing Units	3,173	24,809	37,133
Owner Occupied Housing Units	69.3%	65.0%	65.8%
Renter Occupied Housing Units	23.8%	28.3%	27.4%
Vacant Housing Units	6.9%	6.7%	6.9%
2018 Housing Units	3,350	27,186	40,252
Owner Occupied Housing Units	70.1%	64.6%	65.8%
Renter Occupied Housing Units	25.5%	31.3%	30.1%
Vacant Housing Units	4.4%	4.0%	4.2%
2023 Housing Units	3,528	29,151	43,159
Owner Occupied Housing Units	73.6%	67.4%	68.5%
Renter Occupied Housing Units	22.0%	28.8%	27.5%
Vacant Housing Units	4.4%	3.8%	4.0%
Median Household Income			
2018	$77,205	$86,944	$89,533
2023	$90,849	$100,881	$102,627
Median Home Value			
2018	$398,764	$412,032	$419,662
2023	$490,668	$477,943	$488,483
Per Capita Income			
2018	$30,856	$33,077	$34,377
2023	$36,443	$39,132	$40,657
Median Age			
2010	32.8	33.1	34.1
2018	34.4	34.4	35.2
2023	35.1	34.8	35.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 15, 2019

Market Profile

31021 CA-79 S, Temecula, California, 92592
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.47553
Longitude: -117.12159

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	3,204	26,087	38,574
<$15,000	5.1%	5.8%	5.1%
$15,000 - $24,999	6.1%	5.1%	4.9%
$25,000 - $34,999	6.6%	6.0%	5.5%
$35,000 - $49,999	11.2%	9.1%	8.9%
$50,000 - $74,999	19.4%	15.9%	15.8%
$75,000 - $99,999	13.8%	14.8%	14.9%
$100,000 - $149,999	23.4%	23.9%	24.1%
$150,000 - $199,999	7.6%	10.6%	11.1%
$200,000+	6.7%	8.8%	9.5%
Average Household Income	$95,316	$104,960	$108,421
2023 Households by Income			
Household Income Base	3,374	28,052	41,429
<$15,000	4.4%	4.9%	4.3%
$15,000 - $24,999	4.9%	4.0%	3.9%
$25,000 - $34,999	5.3%	4.8%	4.5%
$35,000 - $49,999	9.3%	8.2%	7.8%
$50,000 - $74,999	16.9%	13.9%	13.8%
$75,000 - $99,999	13.3%	13.4%	13.5%
$100,000 - $149,999	26.6%	24.7%	24.7%
$150,000 - $199,999	9.8%	13.0%	13.3%
$200,000+	9.6%	13.1%	14.1%
Average Household Income	$112,601	$124,716	$128,893
2018 Owner Occupied Housing Units by Value			
Total	2,350	17,566	26,468
<$50,000	1.2%	1.2%	1.0%
$50,000 - $99,999	0.3%	0.1%	0.2%
$100,000 - $149,999	1.4%	0.5%	0.5%
$150,000 - $199,999	2.5%	1.4%	1.2%
$200,000 - $249,999	8.7%	5.2%	4.7%
$250,000 - $299,999	10.4%	7.8%	8.3%
$300,000 - $399,999	25.8%	31.2%	29.9%
$400,000 - $499,999	17.0%	22.2%	21.0%
$500,000 - $749,999	22.4%	21.7%	22.7%
$750,000 - $999,999	6.0%	4.9%	5.4%
$1,000,000 - $1,499,999	2.6%	2.1%	3.3%
$1,500,000 - $1,999,999	0.5%	1.2%	1.1%
$2,000,000 +	1.2%	0.6%	0.5%
Average Home Value	$481,657	$485,010	$498,381
2023 Owner Occupied Housing Units by Value			
Total	2,596	19,649	29,558
<$50,000	0.5%	0.5%	0.4%
$50,000 - $99,999	0.1%	0.0%	0.1%
$100,000 - $149,999	0.3%	0.1%	0.1%
$150,000 - $199,999	0.7%	0.4%	0.4%
$200,000 - $249,999	3.0%	1.7%	1.6%
$250,000 - $299,999	5.0%	3.6%	3.8%
$300,000 - $399,999	22.6%	23.4%	22.0%
$400,000 - $499,999	19.6%	25.9%	24.5%
$500,000 - $749,999	34.1%	31.2%	31.7%
$750,000 - $999,999	7.3%	6.9%	7.6%
$1,000,000 - $1,499,999	4.1%	3.3%	5.4%
$1,500,000 - $1,999,999	0.5%	1.8%	1.6%
$2,000,000 +	2.1%	1.0%	0.9%
Average Home Value	$574,807	$565,188	$582,095

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 15, 2019

31021 CA-79 S, Temecula, California, 92592
Prepared by Esri
Rings: 1, 3, 5 mile radii
Latitude: 33.47553
Longitude: -117.12159

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	9,272	73,090	108,339
0 - 4	7.1%	7.1%	6.9%
5 - 9	7.6%	8.5%	8.3%
10 - 14	8.8%	9.5%	9.3%
15 - 24	15.5%	15.2%	14.9%
25 - 34	14.2%	12.0%	11.6%
35 - 44	15.5%	16.1%	15.7%
45 - 54	15.5%	15.5%	15.7%
55 - 64	9.0%	8.6%	9.0%
65 - 74	4.1%	4.4%	4.9%
75 - 84	2.1%	2.5%	2.7%
85 +	0.5%	0.7%	0.8%
18 +	70.7%	69.0%	69.6%
2018 Population by Age			
Total	10,011	82,578	121,448
0 - 4	6.8%	6.8%	6.6%
5 - 9	6.9%	7.4%	7.3%
10 - 14	6.9%	8.4%	8.2%
15 - 24	12.8%	13.8%	13.6%
25 - 34	17.7%	14.6%	14.0%
35 - 44	14.0%	14.1%	13.8%
45 - 54	13.5%	14.2%	14.2%
55 - 64	12.1%	11.0%	11.4%
65 - 74	6.3%	6.1%	6.6%
75 - 84	2.3%	2.8%	3.1%
85 +	0.8%	0.9%	1.1%
18 +	75.5%	72.6%	73.1%
2023 Population by Age			
Total	10,537	89,142	131,071
0 - 4	6.9%	6.9%	6.8%
5 - 9	7.0%	7.3%	7.2%
10 - 14	6.9%	7.6%	7.5%
15 - 24	10.7%	12.4%	12.1%
25 - 34	18.4%	16.1%	15.6%
35 - 44	16.7%	15.2%	15.0%
45 - 54	11.4%	12.4%	12.4%
55 - 64	11.1%	10.8%	11.2%
65 - 74	7.5%	7.1%	7.5%
75 - 84	2.8%	3.2%	3.6%
85 +	0.8%	1.0%	1.2%
18 +	75.5%	73.7%	74.1%
2010 Population by Sex			
Males	4,595	35,967	53,130
Females	4,675	37,122	55,206
2018 Population by Sex			
Males	4,945	40,560	59,538
Females	5,067	42,017	61,910
2023 Population by Sex			
Males	5,218	43,773	64,287
Females	5,321	45,370	66,784

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii   Latitude: 33.47553
       Longitude: -117.12159

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	9,269	73,090	108,337
White Alone	66.3%	70.1%	71.0%
Black Alone	4.5%	4.0%	4.0%
American Indian Alone	1.3%	1.2%	1.2%
Asian Alone	11.6%	10.0%	9.6%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	9.7%	8.1%	7.8%
Two or More Races	5.8%	6.1%	5.9%
Hispanic Origin	26.1%	24.8%	24.2%
Diversity Index	72.0	68.5	67.4
2018 Population by Race/Ethnicity			
Total	10,012	82,576	121,449
White Alone	62.7%	66.6%	67.4%
Black Alone	4.9%	4.3%	4.3%
American Indian Alone	1.4%	1.2%	1.3%
Asian Alone	12.6%	11.0%	10.7%
Pacific Islander Alone	0.8%	0.4%	0.4%
Some Other Race Alone	11.1%	9.4%	9.1%
Two or More Races	6.6%	7.1%	6.9%
Hispanic Origin	30.1%	28.9%	28.2%
Diversity Index	76.2	73.0	72.2
2023 Population by Race/Ethnicity			
Total	10,538	89,142	131,070
White Alone	59.8%	63.9%	64.6%
Black Alone	5.1%	4.4%	4.5%
American Indian Alone	1.4%	1.2%	1.3%
Asian Alone	13.8%	12.2%	11.9%
Pacific Islander Alone	0.8%	0.5%	0.4%
Some Other Race Alone	12.0%	10.2%	9.9%
Two or More Races	7.1%	7.6%	7.5%
Hispanic Origin	33.1%	32.0%	31.3%
Diversity Index	78.9	76.0	75.3
2010 Population by Relationship and Household Type			
Total	9,270	73,089	108,336
In Households	99.7%	99.9%	99.8%
In Family Households	91.0%	92.0%	91.8%
Householder	25.9%	25.9%	25.9%
Spouse	20.5%	20.5%	20.7%
Child	36.4%	38.3%	38.0%
Other relative	5.4%	4.8%	4.7%
Nonrelative	2.8%	2.4%	2.4%
In Nonfamily Households	8.8%	7.9%	8.1%
In Group Quarters	0.3%	0.1%	0.2%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.3%	0.1%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 15, 2019

Market Profile

31021 CA-79 S, Temecula, California, 92592
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	6,675	52,547	78,035
Less than 9th Grade	2.8%	3.1%	3.1%
9th - 12th Grade, No Diploma	5.0%	4.6%	4.6%
High School Graduate	19.0%	16.4%	17.1%
GED/Alternative Credential	4.4%	2.3%	2.3%
Some College, No Degree	30.1%	29.9%	29.2%
Associate Degree	8.0%	9.9%	9.8%
Bachelor's Degree	22.5%	22.8%	22.4%
Graduate/Professional Degree	8.1%	11.0%	11.5%
2018 Population 15+ by Marital Status			
Total	7,952	63,948	94,525
Never Married	32.3%	30.3%	30.3%
Married	55.8%	57.7%	57.4%
Widowed	1.9%	2.8%	3.6%
Divorced	10.0%	9.1%	8.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	94.9%	95.0%
Civilian Unemployed (Unemployment Rate)	5.7%	5.1%	5.0%
2018 Employed Population 16+ by Industry			
Total	4,803	38,548	56,330
Agriculture/Mining	1.0%	0.9%	1.1%
Construction	6.8%	5.6%	6.1%
Manufacturing	7.7%	9.4%	9.7%
Wholesale Trade	3.7%	3.4%	3.4%
Retail Trade	11.0%	10.9%	10.3%
Transportation/Utilities	7.1%	4.7%	4.9%
Information	0.9%	1.8%	1.7%
Finance/Insurance/Real Estate	6.2%	5.9%	5.7%
Services	49.5%	51.6%	51.7%
Public Administration	6.2%	5.7%	5.4%
2018 Employed Population 16+ by Occupation			
Total	4,802	38,548	56,328
White Collar	62.5%	64.3%	65.4%
Management/Business/Financial	17.3%	16.5%	17.3%
Professional	19.4%	22.3%	22.9%
Sales	12.0%	13.3%	12.7%
Administrative Support	13.7%	12.3%	12.4%
Services	21.3%	20.4%	19.4%
Blue Collar	16.2%	15.3%	15.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	4.8%	3.7%	4.1%
Installation/Maintenance/Repair	2.2%	3.2%	3.1%
Production	2.2%	4.0%	3.9%
Transportation/Material Moving	7.0%	4.2%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	9,270	73,089	108,336
Population Inside Urbanized Area	97.2%	98.1%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.8%	1.9%	3.8%

February 15, 2019

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,953	23,149	34,589
Households with 1 Person	13.0%	13.1%	13.9%
Households with 2+ People	87.0%	86.9%	86.1%
Family Households	80.8%	81.9%	81.3%
Husband-wife Families	63.8%	65.0%	65.1%
With Related Children	35.8%	38.8%	37.9%
Other Family (No Spouse Present)	16.9%	16.9%	16.2%
Other Family with Male Householder	5.0%	5.2%	4.9%
With Related Children	3.6%	3.4%	3.2%
Other Family with Female Householder	11.9%	11.7%	11.3%
With Related Children	8.8%	8.3%	7.9%
Nonfamily Households	6.2%	5.0%	4.8%
All Households with Children	49.0%	51.1%	49.4%
Multigenerational Households	6.3%	5.8%	5.9%
Unmarried Partner Households	5.8%	5.4%	5.1%
Male-female	5.4%	4.8%	4.5%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	2,953	23,149	34,589
1 Person Household	13.0%	13.1%	13.9%
2 Person Household	29.2%	27.4%	27.8%
3 Person Household	20.1%	19.3%	18.8%
4 Person Household	20.4%	21.9%	21.3%
5 Person Household	10.6%	11.2%	11.0%
6 Person Household	4.2%	4.6%	4.5%
7 + Person Household	2.5%	2.5%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	2,953	23,149	34,589
Owner Occupied	74.4%	69.7%	70.6%
Owned with a Mortgage/Loan	68.4%	63.2%	63.3%
Owned Free and Clear	6.0%	6.5%	7.3%
Renter Occupied	25.6%	30.3%	29.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,173	24,809	37,133
Housing Units Inside Urbanized Area	97.1%	97.8%	95.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.9%	2.2%	4.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Up and Coming Families	Boomburbs (1C)	Boomburbs (1C)
	2.	Home Improvement (4B)	Soccer Moms (4A)	Soccer Moms (4A)
	3.	Boomburbs (1C)	Home Improvement (4B)	Home Improvement (4B)
2018 Consumer Spending				
Apparel & Services: Total $		$8,100,029	$72,762,773	$110,489,147
Average Spent		$2,528.10	$2,789.23	$2,864.34
Spending Potential Index		116	128	132
Education: Total $		$5,059,625	$46,822,779	$72,017,704
Average Spent		$1,579.16	$1,794.87	$1,867.00
Spending Potential Index		109	124	129
Entertainment/Recreation: Total $		$11,632,219	$103,948,621	$158,767,417
Average Spent		$3,630.53	$3,984.69	$4,115.92
Spending Potential Index		113	124	128
Food at Home: Total $		$17,722,547	$158,392,834	$240,592,303
Average Spent		$5,531.38	$6,071.72	$6,237.16
Spending Potential Index		110	121	124
Food Away from Home: Total $		$13,052,288	$116,843,799	$177,403,036
Average Spent		$4,073.75	$4,479.00	$4,599.03
Spending Potential Index		116	128	131
Health Care: Total $		$20,180,471	$178,409,312	$273,190,709
Average Spent		$6,298.52	$6,839.01	$7,082.25
Spending Potential Index		110	119	124
HH Furnishings & Equipment: Total $		$7,816,692	$69,518,644	$105,919,358
Average Spent		$2,439.67	$2,664.88	$2,745.87
Spending Potential Index		117	128	131
Personal Care Products & Services: Total $		$3,085,584	$27,676,884	$42,171,881
Average Spent		$963.04	$1,060.95	$1,093.27
Spending Potential Index		116	128	132
Shelter: Total $		$60,028,368	$538,933,927	$819,568,600
Average Spent		$18,735.45	$20,659.10	$21,246.66
Spending Potential Index		112	123	127
Support Payments/Cash Contributions/Gifts in Kind: Total $		$8,705,871	$78,195,354	$120,318,638
Average Spent		$2,717.19	$2,997.48	$3,119.16
Spending Potential Index		109	121	125
Travel: Total $		$8,106,920	$72,923,126	$111,871,389
Average Spent		$2,530.25	$2,795.38	$2,900.18
Spending Potential Index		117	130	135
Vehicle Maintenance & Repairs: Total $		$3,899,163	$34,577,338	$52,568,773
Average Spent		$1,216.97	$1,325.46	$1,362.80
Spending Potential Index		113	123	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 15, 2019