



Market Profile

Monte Vista Dr, Wildomar, California, 92595
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.62658
Longitude: -117.26670

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,086	40,521	108,867
2020 Total Population	5,333	50,592	132,333
2020 Group Quarters	18	169	434
2023 Total Population	5,380	51,453	136,194
2023 Group Quarters	18	169	434
2028 Total Population	5,421	52,607	138,733
2023-2028 Annual Rate	0.15%	0.44%	0.37%
2023 Total Daytime Population	4,013	40,494	99,484
Workers	1,053	12,949	26,261
Residents	2,960	27,545	73,223
Household Summary			
2010 Households	1,606	12,495	34,381
2010 Average Household Size	3.16	3.22	3.15
2020 Total Households	1,645	15,383	41,363
2020 Average Household Size	3.23	3.28	3.19
2023 Households	1,653	15,726	42,592
2023 Average Household Size	3.24	3.26	3.19
2028 Households	1,667	16,109	43,429
2028 Average Household Size	3.24	3.26	3.18
2023-2028 Annual Rate	0.17%	0.48%	0.39%
2010 Families	1,271	9,730	27,143
2010 Average Family Size	3.47	3.60	3.50
2023 Families	1,293	11,982	33,224
2023 Average Family Size	3.60	3.68	3.56
2028 Families	1,305	12,256	33,855
2028 Average Family Size	3.60	3.67	3.56
2023-2028 Annual Rate	0.18%	0.45%	0.38%
Housing Unit Summary			
2000 Housing Units	1,539	8,433	23,493
Owner Occupied Housing Units	80.1%	77.2%	74.9%
Renter Occupied Housing Units	15.6%	16.5%	17.6%
Vacant Housing Units	4.4%	6.3%	7.4%
2010 Housing Units	1,718	13,542	37,490
Owner Occupied Housing Units	71.2%	68.2%	68.7%
Renter Occupied Housing Units	22.3%	24.1%	23.0%
Vacant Housing Units	6.5%	7.7%	8.3%
2020 Housing Units	1,706	15,916	43,196
Vacant Housing Units	3.6%	3.3%	4.2%
2023 Housing Units	1,717	16,268	44,471
Owner Occupied Housing Units	76.9%	72.5%	73.7%
Renter Occupied Housing Units	19.4%	24.1%	22.1%
Vacant Housing Units	3.7%	3.3%	4.2%
2028 Housing Units	1,730	16,558	45,129
Owner Occupied Housing Units	77.7%	73.0%	74.4%
Renter Occupied Housing Units	18.7%	24.3%	21.8%
Vacant Housing Units	3.6%	2.7%	3.8%
Median Household Income			
2023	\$81,494	\$96,733	\$102,430
2028	\$91,165	\$106,664	\$111,984
Median Home Value			
2023	\$495,821	\$527,295	\$559,431
2028	\$517,599	\$543,954	\$571,809
Per Capita Income			
2023	\$32,993	\$37,995	\$40,742
2028	\$38,255	\$43,909	\$46,654
Median Age			
2010	34.6	34.3	35.3
2023	35.6	35.7	36.2
2028	36.1	35.7	36.2

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	1,653	15,726	42,592
<\$15,000	5.6%	5.4%	4.4%
\$15,000 - \$24,999	3.6%	4.1%	4.2%
\$25,000 - \$34,999	4.6%	5.1%	5.4%
\$35,000 - \$49,999	10.5%	8.0%	7.2%
\$50,000 - \$74,999	20.6%	15.4%	14.7%
\$75,000 - \$99,999	15.6%	13.3%	12.2%
\$100,000 - \$149,999	25.2%	25.5%	24.0%
\$150,000 - \$199,999	3.8%	10.9%	14.3%
\$200,000+	10.5%	12.2%	13.6%
Average Household Income	\$109,708	\$121,644	\$129,486
2028 Households by Income			
Household Income Base	1,667	16,109	43,429
<\$15,000	5.0%	4.7%	3.9%
\$15,000 - \$24,999	2.5%	2.8%	2.9%
\$25,000 - \$34,999	3.2%	3.6%	4.0%
\$35,000 - \$49,999	8.2%	6.0%	5.7%
\$50,000 - \$74,999	19.7%	14.1%	13.2%
\$75,000 - \$99,999	16.2%	13.1%	11.8%
\$100,000 - \$149,999	27.0%	27.3%	25.3%
\$150,000 - \$199,999	4.9%	13.2%	16.8%
\$200,000+	13.5%	15.1%	16.5%
Average Household Income	\$127,151	\$140,391	\$148,091
2023 Owner Occupied Housing Units by Value			
Total	1,320	11,801	32,781
<\$50,000	2.7%	1.0%	0.9%
\$50,000 - \$99,999	2.1%	1.6%	0.7%
\$100,000 - \$149,999	0.8%	0.6%	0.4%
\$150,000 - \$199,999	0.5%	0.3%	0.2%
\$200,000 - \$249,999	2.0%	1.1%	0.7%
\$250,000 - \$299,999	3.2%	1.7%	1.3%
\$300,000 - \$399,999	14.5%	11.7%	9.3%
\$400,000 - \$499,999	25.4%	27.2%	24.8%
\$500,000 - \$749,999	40.2%	44.4%	49.4%
\$750,000 - \$999,999	4.8%	6.4%	8.2%
\$1,000,000 - \$1,499,999	2.3%	2.6%	2.9%
\$1,500,000 - \$1,999,999	1.4%	0.8%	0.7%
\$2,000,000 +	0.2%	0.7%	0.5%
Average Home Value	\$534,242	\$568,203	\$591,870
2028 Owner Occupied Housing Units by Value			
Total	1,344	12,092	33,571
<\$50,000	2.4%	0.9%	0.8%
\$50,000 - \$99,999	2.2%	1.6%	0.7%
\$100,000 - \$149,999	0.6%	0.5%	0.3%
\$150,000 - \$199,999	0.4%	0.3%	0.2%
\$200,000 - \$249,999	1.6%	0.9%	0.6%
\$250,000 - \$299,999	2.8%	1.5%	1.1%
\$300,000 - \$399,999	13.0%	10.6%	8.4%
\$400,000 - \$499,999	24.0%	25.8%	23.6%
\$500,000 - \$749,999	41.2%	45.0%	49.4%
\$750,000 - \$999,999	6.2%	7.7%	9.7%
\$1,000,000 - \$1,499,999	2.9%	3.1%	3.4%
\$1,500,000 - \$1,999,999	2.2%	1.1%	0.9%
\$2,000,000 +	0.4%	1.0%	0.7%
Average Home Value	\$564,137	\$590,579	\$610,974

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	5,088	40,523	108,864
0 - 4	7.2%	7.3%	6.8%
5 - 9	7.0%	7.7%	7.6%
10 - 14	7.6%	8.2%	8.6%
15 - 24	15.8%	14.9%	15.0%
25 - 34	12.8%	12.8%	11.7%
35 - 44	12.6%	13.9%	14.0%
45 - 54	16.7%	15.3%	15.6%
55 - 64	10.1%	9.9%	9.8%
65 - 74	5.6%	5.5%	5.8%
75 - 84	3.3%	3.2%	3.9%
85 +	1.2%	1.3%	1.3%
18 +	72.8%	71.5%	71.6%
2023 Population by Age			
Total	5,381	51,453	136,193
0 - 4	6.5%	6.7%	6.4%
5 - 9	6.9%	7.1%	7.0%
10 - 14	6.8%	7.0%	7.2%
15 - 24	11.8%	12.5%	12.7%
25 - 34	17.2%	15.8%	15.2%
35 - 44	12.7%	13.4%	13.4%
45 - 54	11.2%	11.9%	12.1%
55 - 64	13.7%	12.2%	11.9%
65 - 74	8.5%	8.3%	8.5%
75 - 84	3.6%	3.9%	4.3%
85 +	1.2%	1.2%	1.4%
18 +	76.2%	75.3%	75.3%
2028 Population by Age			
Total	5,419	52,605	138,733
0 - 4	6.9%	7.1%	6.8%
5 - 9	6.9%	7.0%	6.9%
10 - 14	7.3%	7.1%	7.2%
15 - 24	11.3%	11.5%	11.5%
25 - 34	15.8%	16.1%	15.5%
35 - 44	15.0%	15.2%	15.2%
45 - 54	10.4%	11.0%	11.1%
55 - 64	11.2%	10.5%	10.3%
65 - 74	9.9%	8.8%	9.0%
75 - 84	4.0%	4.4%	5.0%
85 +	1.2%	1.3%	1.6%
18 +	75.2%	75.1%	75.2%
2010 Population by Sex			
Males	2,522	20,097	53,927
Females	2,564	20,424	54,939
2023 Population by Sex			
Males	2,650	25,510	67,401
Females	2,730	25,943	68,793
2028 Population by Sex			
Males	2,651	25,932	68,303
Females	2,770	26,674	70,431

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	5,086	40,522	108,867
White Alone	69.6%	70.1%	72.7%
Black Alone	2.3%	3.4%	3.7%
American Indian Alone	1.6%	1.1%	0.9%
Asian Alone	2.9%	4.6%	5.2%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	18.6%	15.2%	12.1%
Two or More Races	4.9%	5.4%	5.1%
Hispanic Origin	38.1%	34.9%	30.9%
Diversity Index	72.4	71.6	68.5
2020 Population by Race/Ethnicity			
Total	5,333	50,592	132,333
White Alone	49.5%	51.2%	54.1%
Black Alone	2.6%	4.6%	4.9%
American Indian Alone	1.4%	1.6%	1.3%
Asian Alone	3.1%	6.2%	6.6%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	25.4%	18.9%	16.0%
Two or More Races	17.6%	17.1%	16.7%
Hispanic Origin	46.6%	40.5%	36.1%
Diversity Index	82.8	82.8	81.0
2023 Population by Race/Ethnicity			
Total	5,380	51,454	136,194
White Alone	47.2%	48.8%	51.8%
Black Alone	2.7%	4.8%	5.0%
American Indian Alone	1.4%	1.6%	1.3%
Asian Alone	3.2%	6.5%	6.9%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	26.8%	20.0%	17.1%
Two or More Races	18.2%	17.7%	17.5%
Hispanic Origin	49.0%	42.7%	38.3%
Diversity Index	83.5	83.8	82.3
2028 Population by Race/Ethnicity			
Total	5,422	52,606	138,733
White Alone	43.3%	44.9%	48.1%
Black Alone	2.7%	4.9%	5.2%
American Indian Alone	1.5%	1.8%	1.5%
Asian Alone	3.4%	7.0%	7.4%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	29.2%	21.8%	18.6%
Two or More Races	19.4%	18.9%	18.7%
Hispanic Origin	52.2%	45.3%	40.7%
Diversity Index	84.3	85.2	84.0
2010 Population by Relationship and Household Type			
Total	5,086	40,521	108,867
In Households	99.6%	99.4%	99.5%
In Family Households	90.6%	89.9%	90.3%
Householder	24.4%	24.3%	25.0%
Spouse	18.1%	18.6%	19.7%
Child	37.7%	37.3%	36.9%
Other relative	6.6%	6.3%	5.6%
Nonrelative	3.8%	3.5%	3.2%
In Nonfamily Households	9.1%	9.6%	9.2%
In Group Quarters	0.4%	0.6%	0.5%
Institutionalized Population	0.0%	0.3%	0.3%
Noninstitutionalized Population	0.4%	0.2%	0.2%

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.

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2023 Population 25+ by Educational Attainment			
Total	3,660	34,347	90,952
Less than 9th Grade	5.4%	5.3%	4.4%
9th - 12th Grade, No Diploma	7.1%	7.0%	5.4%
High School Graduate	31.1%	26.2%	24.4%
GED/Alternative Credential	4.6%	4.1%	3.2%
Some College, No Degree	23.7%	23.8%	23.5%
Associate Degree	11.1%	10.1%	10.2%
Bachelor's Degree	11.5%	15.6%	19.5%
Graduate/Professional Degree	5.5%	7.7%	9.4%
2023 Population 15+ by Marital Status			
Total	4,293	40,802	108,216
Never Married	35.2%	33.7%	31.9%
Married	52.2%	52.8%	55.1%
Widowed	4.6%	4.6%	4.6%
Divorced	8.0%	8.9%	8.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,568	25,443	66,715
Population 16+ Employed	96.1%	94.6%	94.9%
Population 16+ Unemployment rate	3.9%	5.4%	5.1%
Population 16-24 Employed	11.6%	12.7%	13.0%
Population 16-24 Unemployment rate	7.7%	11.1%	10.2%
Population 25-54 Employed	66.0%	66.7%	66.3%
Population 25-54 Unemployment rate	3.2%	4.3%	4.2%
Population 55-64 Employed	18.6%	15.4%	15.3%
Population 55-64 Unemployment rate	4.6%	6.3%	5.6%
Population 65+ Employed	3.8%	5.2%	5.4%
Population 65+ Unemployment rate	2.1%	2.2%	2.8%
2023 Employed Population 16+ by Industry			
Total	2,467	24,068	63,289
Agriculture/Mining	1.7%	0.7%	0.6%
Construction	9.2%	12.0%	11.0%
Manufacturing	10.8%	8.9%	8.5%
Wholesale Trade	1.7%	1.9%	2.5%
Retail Trade	9.6%	11.2%	11.4%
Transportation/Utilities	9.6%	7.2%	5.5%
Information	2.8%	1.6%	1.5%
Finance/Insurance/Real Estate	2.6%	5.3%	5.6%
Services	50.6%	44.7%	46.7%
Public Administration	1.4%	6.5%	6.7%
2023 Employed Population 16+ by Occupation			
Total	2,467	24,069	63,288
White Collar	50.0%	57.8%	61.3%
Management/Business/Financial	11.3%	15.5%	17.0%
Professional	20.9%	22.3%	23.5%
Sales	9.9%	10.2%	10.9%
Administrative Support	7.9%	9.8%	9.9%
Services	21.7%	18.0%	18.2%
Blue Collar	28.3%	24.2%	20.5%
Farming/Forestry/Fishing	1.1%	0.4%	0.2%
Construction/Extraction	6.9%	7.3%	6.5%
Installation/Maintenance/Repair	3.3%	2.7%	2.6%
Production	9.4%	5.4%	4.4%
Transportation/Material Moving	7.7%	8.5%	6.8%

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2010 Households by Type			
Total	1,607	12,496	34,378
Households with 1 Person	14.6%	16.1%	15.6%
Households with 2+ People	85.4%	83.9%	84.4%
Family Households	79.1%	77.9%	79.0%
Husband-wife Families	58.8%	59.6%	62.3%
With Related Children	31.7%	33.0%	33.5%
Other Family (No Spouse Present)	20.2%	18.3%	16.7%
Other Family with Male Householder	7.6%	6.5%	5.7%
With Related Children	4.2%	3.9%	3.6%
Other Family with Female Householder	12.6%	11.8%	11.0%
With Related Children	7.5%	7.4%	7.1%
Nonfamily Households	6.3%	6.0%	5.5%
All Households with Children	44.1%	45.1%	44.8%
Multigenerational Households	9.0%	8.7%	7.1%
Unmarried Partner Households	7.5%	7.1%	6.8%
Male-female	6.7%	6.3%	6.1%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	1,607	12,496	34,381
1 Person Household	14.6%	16.1%	15.6%
2 Person Household	27.9%	27.4%	29.1%
3 Person Household	18.3%	17.8%	17.2%
4 Person Household	17.7%	17.5%	18.3%
5 Person Household	11.1%	11.1%	10.8%
6 Person Household	5.4%	5.6%	5.1%
7 + Person Household	5.0%	4.5%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	1,606	12,495	34,379
Owner Occupied	76.2%	73.9%	74.9%
Owned with a Mortgage/Loan	63.1%	62.2%	62.7%
Owned Free and Clear	13.1%	11.7%	12.2%
Renter Occupied	23.8%	26.1%	25.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	69	74	73
Percent of Income for Mortgage	36.6%	32.8%	32.8%
Wealth Index	98	113	129
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,718	13,542	37,490
Housing Units Inside Urbanized Area	98.3%	95.7%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.7%	4.3%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	5,086	40,521	108,867
Population Inside Urbanized Area	98.4%	96.0%	96.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.6%	4.0%	3.5%

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.

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Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Southern Satellites (10A)	Pleasantville (2B)	Workday Drive (4A)
3.	Up and Coming Families (7A)	Home Improvement (4B)	Boomburbs (1C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$3,705,105	\$39,019,673	\$112,119,261
Average Spent	\$2,241.44	\$2,481.22	\$2,632.40
Spending Potential Index	102	113	120
Education: Total \$	\$2,627,309	\$31,070,458	\$90,104,274
Average Spent	\$1,589.42	\$1,975.74	\$2,115.52
Spending Potential Index	89	110	118
Entertainment/Recreation: Total \$	\$6,427,856	\$66,983,927	\$193,307,387
Average Spent	\$3,888.60	\$4,259.44	\$4,538.58
Spending Potential Index	103	113	120
Food at Home: Total \$	\$11,575,252	\$118,426,676	\$338,969,751
Average Spent	\$7,002.57	\$7,530.63	\$7,958.53
Spending Potential Index	103	111	117
Food Away from Home: Total \$	\$6,533,719	\$67,570,713	\$194,090,740
Average Spent	\$3,952.64	\$4,296.75	\$4,556.98
Spending Potential Index	106	115	122
Health Care: Total \$	\$12,902,450	\$127,184,608	\$368,325,323
Average Spent	\$7,805.47	\$8,087.54	\$8,647.76
Spending Potential Index	106	110	118
HH Furnishings & Equipment: Total \$	\$5,083,568	\$53,064,814	\$153,227,628
Average Spent	\$3,075.36	\$3,374.34	\$3,597.57
Spending Potential Index	104	114	122
Personal Care Products & Services: Total \$	\$1,615,066	\$17,100,954	\$49,609,352
Average Spent	\$977.05	\$1,087.43	\$1,164.76
Spending Potential Index	102	114	122
Shelter: Total \$	\$41,308,416	\$443,863,589	\$1,273,747,583
Average Spent	\$24,989.97	\$28,224.82	\$29,905.79
Spending Potential Index	101	114	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,484,359	\$56,404,845	\$165,966,052
Average Spent	\$3,317.82	\$3,586.73	\$3,896.65
Spending Potential Index	106	115	125
Travel: Total \$	\$3,833,638	\$40,911,250	\$118,636,991
Average Spent	\$2,319.20	\$2,601.50	\$2,785.43
Spending Potential Index	103	116	124
Vehicle Maintenance & Repairs: Total \$	\$2,327,833	\$23,360,765	\$67,197,962
Average Spent	\$1,408.25	\$1,485.49	\$1,577.71
Spending Potential Index	107	113	120

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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