



Market Profile

26019 Jefferson Ave, Murrieta, California, 92562 2
26019 Jefferson Ave, Murrieta, California, 92562
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.53878
Longitude: -117.18517

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,378	63,904	159,191
2020 Total Population	1,654	68,429	171,928
2020 Group Quarters	1	502	724
2022 Total Population	1,642	68,641	172,023
2022 Group Quarters	1	502	724
2027 Total Population	1,661	70,839	175,813
2022-2027 Annual Rate	0.23%	0.63%	0.44%
2022 Total Daytime Population	8,667	102,317	188,106
Workers	7,845	66,570	98,150
Residents	822	35,747	89,956
Household Summary			
2010 Households	499	21,590	51,129
2010 Average Household Size	2.76	2.94	3.08
2020 Total Households	617	23,408	56,553
2020 Average Household Size	2.68	2.90	3.03
2022 Households	614	23,626	56,863
2022 Average Household Size	2.67	2.88	3.01
2027 Households	620	24,419	58,344
2027 Average Household Size	2.68	2.88	3.00
2022-2027 Annual Rate	0.19%	0.66%	0.52%
2010 Families	312	16,124	40,252
2010 Average Family Size	3.49	3.39	3.45
2022 Families	375	17,480	44,531
2022 Average Family Size	3.45	3.35	3.39
2027 Families	380	18,069	45,627
2027 Average Family Size	3.44	3.34	3.38
2022-2027 Annual Rate	0.27%	0.67%	0.49%
Housing Unit Summary			
2000 Housing Units	44	12,755	30,637
Owner Occupied Housing Units	61.4%	67.7%	69.2%
Renter Occupied Housing Units	29.5%	28.2%	26.1%
Vacant Housing Units	9.1%	4.0%	4.7%
2010 Housing Units	570	23,465	55,112
Owner Occupied Housing Units	51.2%	54.6%	62.2%
Renter Occupied Housing Units	36.1%	37.4%	30.6%
Vacant Housing Units	12.5%	8.0%	7.2%
2020 Housing Units	634	24,422	58,797
Vacant Housing Units	2.7%	4.2%	3.8%
2022 Housing Units	629	24,638	59,204
Owner Occupied Housing Units	63.1%	53.3%	62.5%
Renter Occupied Housing Units	34.5%	42.6%	33.5%
Vacant Housing Units	2.4%	4.1%	4.0%
2027 Housing Units	633	25,385	60,590
Owner Occupied Housing Units	63.2%	53.4%	62.4%
Renter Occupied Housing Units	34.8%	42.8%	33.9%
Vacant Housing Units	2.1%	3.8%	3.7%
Median Household Income			
2022	\$110,600	\$91,468	\$101,864
2027	\$131,074	\$105,170	\$113,246
Median Home Value			
2022	\$461,538	\$457,145	\$467,453
2027	\$532,609	\$512,567	\$524,174
Per Capita Income			
2022	\$56,342	\$41,323	\$43,542
2027	\$65,034	\$48,715	\$51,353
Median Age			
2010	30.1	32.9	33.6
2022	32.5	34.7	35.2
2027	31.5	35.2	35.8

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	614	23,626	56,861
<\$15,000	1.0%	5.1%	3.9%
\$15,000 - \$24,999	2.8%	3.9%	3.5%
\$25,000 - \$34,999	1.6%	5.0%	4.2%
\$35,000 - \$49,999	8.1%	9.0%	7.3%
\$50,000 - \$74,999	12.5%	16.1%	14.6%
\$75,000 - \$99,999	18.7%	15.2%	15.1%
\$100,000 - \$149,999	17.9%	22.4%	23.2%
\$150,000 - \$199,999	20.8%	10.9%	13.5%
\$200,000+	16.3%	12.4%	14.7%
Average Household Income	\$145,257	\$120,737	\$131,843
2027 Households by Income			
Household Income Base	620	24,419	58,342
<\$15,000	0.6%	3.4%	2.6%
\$15,000 - \$24,999	1.6%	2.1%	1.9%
\$25,000 - \$34,999	1.0%	2.9%	2.5%
\$35,000 - \$49,999	2.9%	6.6%	5.3%
\$50,000 - \$74,999	9.4%	15.5%	13.8%
\$75,000 - \$99,999	19.5%	15.5%	15.3%
\$100,000 - \$149,999	21.1%	24.9%	23.6%
\$150,000 - \$199,999	24.5%	13.6%	16.3%
\$200,000+	19.4%	15.5%	18.7%
Average Household Income	\$167,999	\$142,167	\$154,905
2022 Owner Occupied Housing Units by Value			
Total	397	13,141	37,007
<\$50,000	0.0%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	1.0%	0.5%	0.2%
\$150,000 - \$199,999	0.0%	0.5%	0.2%
\$200,000 - \$249,999	1.3%	1.4%	0.8%
\$250,000 - \$299,999	1.3%	2.7%	1.7%
\$300,000 - \$399,999	18.1%	20.8%	18.4%
\$400,000 - \$499,999	45.8%	41.6%	42.2%
\$500,000 - \$749,999	23.4%	24.3%	28.2%
\$750,000 - \$999,999	7.1%	5.0%	4.2%
\$1,000,000 - \$1,499,999	1.5%	2.4%	3.1%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.3%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$510,038	\$508,005	\$529,048
2027 Owner Occupied Housing Units by Value			
Total	400	13,555	37,827
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.2%	0.3%	0.2%
\$250,000 - \$299,999	0.2%	0.6%	0.4%
\$300,000 - \$399,999	6.8%	9.6%	8.3%
\$400,000 - \$499,999	37.8%	37.4%	37.1%
\$500,000 - \$749,999	40.2%	38.4%	41.2%
\$750,000 - \$999,999	13.2%	9.1%	7.0%
\$1,000,000 - \$1,499,999	1.8%	3.7%	4.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.4%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$585,572	\$586,284	\$596,948

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 2022 and 2027. 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	1,379	63,903	159,190
0 - 4	11.1%	7.4%	7.0%
5 - 9	7.3%	7.5%	7.8%
10 - 14	6.7%	8.7%	8.9%
15 - 24	13.7%	15.7%	15.7%
25 - 34	21.8%	13.4%	12.4%
35 - 44	17.6%	14.7%	14.9%
45 - 54	10.6%	14.0%	14.8%
55 - 64	7.0%	8.2%	8.6%
65 - 74	2.5%	5.4%	5.3%
75 - 84	1.2%	3.6%	3.5%
85 +	0.4%	1.3%	1.1%
18 +	70.2%	70.7%	70.5%
2022 Population by Age			
Total	1,644	68,639	172,022
0 - 4	8.5%	6.7%	6.5%
5 - 9	8.9%	7.0%	7.0%
10 - 14	8.1%	6.9%	7.2%
15 - 24	11.6%	13.2%	13.0%
25 - 34	16.8%	16.7%	15.9%
35 - 44	15.6%	13.1%	13.1%
45 - 54	13.2%	12.1%	12.7%
55 - 64	9.3%	11.2%	11.4%
65 - 74	5.3%	7.2%	7.3%
75 - 84	2.3%	4.3%	4.2%
85 +	0.5%	1.7%	1.5%
18 +	70.9%	75.6%	75.1%
2027 Population by Age			
Total	1,662	70,838	175,811
0 - 4	9.1%	7.0%	6.8%
5 - 9	8.7%	6.8%	6.9%
10 - 14	8.8%	6.8%	7.0%
15 - 24	11.6%	11.4%	11.1%
25 - 34	19.9%	17.7%	16.7%
35 - 44	15.1%	14.9%	15.5%
45 - 54	11.5%	10.6%	11.0%
55 - 64	7.8%	10.3%	10.5%
65 - 74	4.9%	8.2%	8.2%
75 - 84	2.1%	4.6%	4.6%
85 +	0.5%	1.8%	1.6%
18 +	69.1%	75.7%	75.4%
2010 Population by Sex			
Males	653	30,885	78,189
Females	725	33,019	81,002
2022 Population by Sex			
Males	798	33,168	83,850
Females	845	35,472	88,174
2027 Population by Sex			
Males	810	34,178	85,545
Females	851	36,661	90,268

Source: Esri forecasts for 2022 and 2027. 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	1,377	63,903	159,190
White Alone	63.8%	68.5%	69.9%
Black Alone	6.5%	5.5%	5.0%
American Indian Alone	1.2%	0.8%	0.8%
Asian Alone	13.0%	9.3%	9.2%
Pacific Islander Alone	0.1%	0.4%	0.4%
Some Other Race Alone	8.4%	9.1%	8.7%
Two or More Races	7.0%	6.3%	6.0%
Hispanic Origin	28.2%	27.4%	26.3%
Diversity Index	73.8	70.3	68.7
2020 Population by Race/Ethnicity			
Total	1,654	68,429	171,928
White Alone	50.2%	52.7%	54.1%
Black Alone	7.1%	6.1%	5.7%
American Indian Alone	1.2%	1.2%	1.1%
Asian Alone	13.8%	10.4%	10.5%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	11.5%	12.0%	11.4%
Two or More Races	15.6%	17.3%	16.9%
Hispanic Origin	29.8%	31.4%	30.1%
Diversity Index	81.8	80.9	79.8
2022 Population by Race/Ethnicity			
Total	1,643	68,642	172,024
White Alone	48.9%	51.6%	52.9%
Black Alone	7.1%	6.1%	5.7%
American Indian Alone	1.2%	1.2%	1.1%
Asian Alone	14.3%	10.7%	10.9%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	11.9%	12.2%	11.6%
Two or More Races	16.0%	17.7%	17.3%
Hispanic Origin	30.1%	31.7%	30.5%
Diversity Index	82.3	81.4	80.5
2027 Population by Race/Ethnicity			
Total	1,661	70,838	175,814
White Alone	45.9%	48.6%	49.8%
Black Alone	7.2%	6.2%	5.7%
American Indian Alone	1.4%	1.3%	1.2%
Asian Alone	15.4%	11.6%	11.8%
Pacific Islander Alone	0.5%	0.4%	0.5%
Some Other Race Alone	12.6%	13.0%	12.4%
Two or More Races	17.0%	18.9%	18.4%
Hispanic Origin	30.5%	32.2%	31.0%
Diversity Index	83.6	82.8	81.9
2010 Population by Relationship and Household Type			
Total	1,377	63,904	159,191
In Households	100.0%	99.3%	98.9%
In Family Households	82.0%	88.3%	90.0%
Householder	23.8%	25.1%	25.3%
Spouse	16.2%	18.8%	19.7%
Child	34.4%	36.6%	37.2%
Other relative	4.7%	5.0%	5.1%
Nonrelative	2.9%	2.8%	2.6%
In Nonfamily Households	18.1%	11.0%	9.0%
In Group Quarters	0.0%	0.7%	1.1%
Institutionalized Population	0.0%	0.2%	0.8%
Noninstitutionalized Population	0.0%	0.5%	0.3%

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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2022 Population 25+ by Educational Attainment			
Total	1,036	45,462	113,882
Less than 9th Grade	1.6%	3.1%	2.8%
9th - 12th Grade, No Diploma	2.8%	4.3%	4.2%
High School Graduate	24.0%	23.1%	20.6%
GED/Alternative Credential	1.4%	2.5%	2.3%
Some College, No Degree	26.9%	25.3%	25.6%
Associate Degree	5.7%	9.6%	10.3%
Bachelor's Degree	21.8%	21.0%	22.8%
Graduate/Professional Degree	15.6%	11.2%	11.5%
2022 Population 15+ by Marital Status			
Total	1,225	54,539	136,315
Never Married	32.0%	33.2%	31.3%
Married	50.0%	51.8%	54.7%
Widowed	5.0%	5.1%	4.9%
Divorced	13.0%	9.8%	9.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	868	34,925	86,690
Population 16+ Employed	93.9%	94.1%	94.5%
Population 16+ Unemployment rate	6.1%	5.9%	5.5%
Population 16-24 Employed	12.1%	12.6%	12.3%
Population 16-24 Unemployment rate	6.6%	13.0%	14.3%
Population 25-54 Employed	72.8%	68.4%	68.1%
Population 25-54 Unemployment rate	6.9%	5.2%	4.5%
Population 55-64 Employed	12.1%	14.5%	15.2%
Population 55-64 Unemployment rate	2.0%	3.4%	3.1%
Population 65+ Employed	3.1%	4.4%	4.4%
Population 65+ Unemployment rate	0.0%	2.9%	2.0%
2022 Employed Population 16+ by Industry			
Total	815	32,869	81,911
Agriculture/Mining	1.2%	0.6%	0.6%
Construction	11.2%	7.4%	7.8%
Manufacturing	4.9%	7.4%	8.4%
Wholesale Trade	1.8%	2.9%	2.4%
Retail Trade	11.8%	13.1%	11.8%
Transportation/Utilities	10.3%	5.4%	5.3%
Information	1.2%	1.7%	1.7%
Finance/Insurance/Real Estate	4.9%	5.8%	6.3%
Services	46.1%	50.3%	49.8%
Public Administration	6.6%	5.4%	6.0%
2022 Employed Population 16+ by Occupation			
Total	814	32,870	81,911
White Collar	63.2%	63.0%	65.6%
Management/Business/Financial	23.9%	19.6%	19.7%
Professional	20.2%	21.3%	23.7%
Sales	7.4%	12.9%	12.1%
Administrative Support	11.7%	9.3%	10.1%
Services	18.8%	19.2%	17.4%
Blue Collar	17.9%	17.8%	17.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	7.1%	4.5%	4.5%
Installation/Maintenance/Repair	1.7%	3.5%	3.2%
Production	2.1%	3.6%	3.7%
Transportation/Material Moving	6.7%	6.1%	5.3%

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2010 Households by Type			
Total	499	21,590	51,129
Households with 1 Person	28.1%	19.9%	16.3%
Households with 2+ People	71.9%	80.1%	83.7%
Family Households	62.5%	74.7%	78.7%
Husband-wife Families	43.3%	56.2%	61.5%
With Related Children	27.7%	31.7%	34.8%
Other Family (No Spouse Present)	19.2%	18.5%	17.2%
Other Family with Male Householder	5.8%	5.4%	5.1%
With Related Children	4.6%	3.5%	3.3%
Other Family with Female Householder	13.4%	13.1%	12.1%
With Related Children	11.2%	9.3%	8.4%
Nonfamily Households	9.4%	5.4%	4.9%
All Households with Children	44.3%	45.0%	47.0%
Multigenerational Households	8.0%	6.1%	6.3%
Unmarried Partner Households	6.2%	6.0%	5.6%
Male-female	5.6%	5.4%	5.0%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	498	21,592	51,128
1 Person Household	28.1%	19.9%	16.3%
2 Person Household	26.7%	27.9%	28.1%
3 Person Household	18.7%	17.4%	17.8%
4 Person Household	14.5%	18.0%	19.6%
5 Person Household	7.2%	9.8%	10.7%
6 Person Household	3.4%	4.3%	4.6%
7 + Person Household	1.4%	2.7%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	498	21,590	51,131
Owner Occupied	58.6%	59.4%	67.1%
Owned with a Mortgage/Loan	53.8%	51.3%	58.5%
Owned Free and Clear	5.0%	8.0%	8.6%
Renter Occupied	41.4%	40.6%	32.9%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	101	89	97
Percent of Income for Mortgage	22.0%	26.3%	24.2%
Wealth Index	126	105	127
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	570	23,465	55,112
Housing Units Inside Urbanized Area	96.7%	98.5%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.2%	1.5%	1.9%
2010 Population By Urban/ Rural Status			
Total Population	1,378	63,904	159,191
Population Inside Urbanized Area	96.5%	98.4%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.5%	1.6%	1.7%

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.	Up and Coming Families (7A)	Up and Coming Families (7A)	Boomburbs (1C)
2.	Top Tier (1A)	Boomburbs (1C)	Workday Drive (4A)
3.		Workday Drive (4A)	Up and Coming Families (7A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$2,065,328	\$65,117,325	\$169,629,959
Average Spent	\$3,363.73	\$2,756.17	\$2,983.13
Spending Potential Index	140	114	124
Education: Total \$	\$1,422,742	\$52,401,047	\$136,483,765
Average Spent	\$2,317.17	\$2,217.94	\$2,400.22
Spending Potential Index	118	113	122
Entertainment/Recreation: Total \$	\$3,069,479	\$97,591,930	\$256,564,985
Average Spent	\$4,999.15	\$4,130.70	\$4,511.98
Spending Potential Index	136	113	123
Food at Home: Total \$	\$5,130,206	\$163,796,982	\$425,060,814
Average Spent	\$8,355.38	\$6,932.91	\$7,475.17
Spending Potential Index	135	112	121
Food Away from Home: Total \$	\$3,741,982	\$117,320,678	\$305,942,925
Average Spent	\$6,094.43	\$4,965.74	\$5,380.35
Spending Potential Index	141	115	125
Health Care: Total \$	\$5,924,987	\$186,781,040	\$490,047,244
Average Spent	\$9,649.82	\$7,905.74	\$8,618.03
Spending Potential Index	136	112	122
HH Furnishings & Equipment: Total \$	\$2,298,455	\$70,426,565	\$185,501,308
Average Spent	\$3,743.41	\$2,980.89	\$3,262.25
Spending Potential Index	146	116	127
Personal Care Products & Services: Total \$	\$874,373	\$27,931,905	\$72,899,779
Average Spent	\$1,424.06	\$1,182.25	\$1,282.02
Spending Potential Index	140	116	126
Shelter: Total \$	\$19,028,901	\$622,711,417	\$1,619,084,087
Average Spent	\$30,991.70	\$26,357.04	\$28,473.42
Spending Potential Index	135	115	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,628,044	\$76,478,640	\$204,110,184
Average Spent	\$4,280.20	\$3,237.05	\$3,589.51
Spending Potential Index	158	119	132
Travel: Total \$	\$2,479,082	\$80,006,188	\$211,969,506
Average Spent	\$4,037.59	\$3,386.36	\$3,727.72
Spending Potential Index	141	118	130
Vehicle Maintenance & Repairs: Total \$	\$1,120,636	\$33,844,678	\$88,469,650
Average Spent	\$1,825.14	\$1,432.52	\$1,555.84
Spending Potential Index	145	114	124

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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