

# Market Profile

950 N Ramona Blvd, San Jacinto, California, 92582 2  
 950 N Ramona Blvd, San Jacinto, California, 92582  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.79535  
 Longitude: -116.97343

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	12,361	58,084	128,649
2020 Total Population	14,789	69,293	149,397
2020 Group Quarters	51	804	1,853
2023 Total Population	15,143	70,669	151,643
2023 Group Quarters	51	805	1,853
2028 Total Population	15,694	72,552	154,401
2023-2028 Annual Rate	0.72%	0.53%	0.36%
2023 Total Daytime Population	12,423	55,728	129,765
Workers	3,064	12,170	35,080
Residents	9,359	43,558	94,685
<b>Household Summary</b>			
2010 Households	3,840	18,937	44,780
2010 Average Household Size	3.21	3.03	2.85
2020 Total Households	4,414	21,310	49,047
2020 Average Household Size	3.34	3.21	3.01
2023 Households	4,506	21,748	49,633
2023 Average Household Size	3.35	3.21	3.02
2028 Households	4,660	22,297	50,444
2028 Average Household Size	3.36	3.22	3.02
2023-2028 Annual Rate	0.67%	0.50%	0.32%
2010 Families	2,883	13,258	30,266
2010 Average Family Size	3.66	3.64	3.45
2023 Families	3,302	15,038	33,064
2023 Average Family Size	3.89	3.89	3.70
2028 Families	3,413	15,422	33,605
2028 Average Family Size	3.90	3.89	3.71
2023-2028 Annual Rate	0.66%	0.51%	0.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,395	15,927	43,512
Owner Occupied Housing Units	60.3%	57.3%	57.7%
Renter Occupied Housing Units	26.8%	29.2%	29.7%
Vacant Housing Units	12.8%	13.6%	12.6%
2010 Housing Units	4,380	21,738	52,090
Owner Occupied Housing Units	57.7%	55.4%	53.7%
Renter Occupied Housing Units	30.0%	31.7%	32.3%
Vacant Housing Units	12.3%	12.9%	14.0%
2020 Housing Units	4,692	22,541	52,517
Owner Occupied Housing Units	61.5%	58.3%	56.1%
Renter Occupied Housing Units	32.5%	36.3%	37.3%
Vacant Housing Units	5.7%	5.6%	6.6%
2023 Housing Units	4,778	22,929	52,983
Owner Occupied Housing Units	61.5%	58.2%	56.9%
Renter Occupied Housing Units	32.8%	36.6%	36.8%
Vacant Housing Units	5.7%	5.2%	6.3%
2028 Housing Units	4,895	23,371	53,684
Owner Occupied Housing Units	63.1%	59.8%	58.1%
Renter Occupied Housing Units	32.0%	35.6%	35.9%
Vacant Housing Units	4.8%	4.6%	6.0%

**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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<b>2023 Households by Income</b>			
Household Income Base	4,506	21,748	49,631
<\$15,000	10.3%	10.8%	11.5%
\$15,000 - \$24,999	7.6%	9.9%	11.0%
\$25,000 - \$34,999	7.8%	10.2%	10.3%
\$35,000 - \$49,999	15.6%	15.3%	15.1%
\$50,000 - \$74,999	18.6%	17.6%	17.8%
\$75,000 - \$99,999	14.2%	13.2%	12.4%
\$100,000 - \$149,999	14.0%	13.0%	13.0%
\$150,000 - \$199,999	6.6%	5.3%	5.0%
\$200,000+	5.2%	4.6%	3.9%
Average Household Income	\$84,663	\$78,229	\$74,797
<b>2028 Households by Income</b>			
Household Income Base	4,660	22,297	50,442
<\$15,000	9.3%	10.2%	11.0%
\$15,000 - \$24,999	5.4%	7.6%	8.6%
\$25,000 - \$34,999	6.7%	8.9%	8.6%
\$35,000 - \$49,999	13.3%	12.9%	13.0%
\$50,000 - \$74,999	18.3%	17.0%	17.5%
\$75,000 - \$99,999	15.1%	14.7%	13.8%
\$100,000 - \$149,999	16.8%	15.6%	15.5%
\$150,000 - \$199,999	8.6%	7.0%	6.7%
\$200,000+	6.5%	6.1%	5.2%
Average Household Income	\$98,383	\$91,807	\$87,532
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,939	13,354	30,134
<\$50,000	15.9%	14.9%	17.6%
\$50,000 - \$99,999	10.5%	9.6%	9.1%
\$100,000 - \$149,999	3.3%	4.9%	5.6%
\$150,000 - \$199,999	4.0%	4.4%	6.0%
\$200,000 - \$249,999	8.1%	8.9%	8.5%
\$250,000 - \$299,999	11.0%	7.9%	7.7%
\$300,000 - \$399,999	17.7%	19.8%	16.8%
\$400,000 - \$499,999	3.1%	7.1%	7.4%
\$500,000 - \$749,999	14.0%	12.1%	11.7%
\$750,000 - \$999,999	5.8%	3.6%	4.4%
\$1,000,000 - \$1,499,999	0.7%	2.1%	1.6%
\$1,500,000 - \$1,999,999	3.1%	1.5%	0.9%
\$2,000,000 +	2.9%	3.1%	2.8%
Average Home Value	\$412,317	\$399,096	\$370,904
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,091	13,968	31,189
<\$50,000	15.5%	14.9%	17.0%
\$50,000 - \$99,999	12.2%	10.9%	10.1%
\$100,000 - \$149,999	3.3%	4.3%	4.6%
\$150,000 - \$199,999	3.5%	3.5%	4.7%
\$200,000 - \$249,999	6.4%	7.6%	8.1%
\$250,000 - \$299,999	9.9%	6.9%	6.9%
\$300,000 - \$399,999	16.1%	18.3%	15.8%
\$400,000 - \$499,999	2.7%	6.8%	7.5%
\$500,000 - \$749,999	13.9%	12.5%	12.1%
\$750,000 - \$999,999	7.0%	4.6%	5.6%
\$1,000,000 - \$1,499,999	1.0%	3.1%	2.3%
\$1,500,000 - \$1,999,999	4.4%	2.2%	1.3%
\$2,000,000 +	4.1%	4.5%	4.0%
Average Home Value	\$462,961	\$450,639	\$418,980

**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.

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<b>Median Household Income</b>			
2023	\$59,208	\$53,838	\$51,987
2028	\$69,456	\$63,004	\$60,104
<b>Median Home Value</b>			
2023	\$287,345	\$296,648	\$271,241
2028	\$296,078	\$310,595	\$290,237
<b>Per Capita Income</b>			
2023	\$24,826	\$24,249	\$24,629
2028	\$28,808	\$28,376	\$28,753
<b>Median Age</b>			
2010	30.8	32.7	34.8
2020	32.9	34.6	36.0
2023	34.3	34.7	36.8
2028	35.3	35.1	37.2
<b>2020 Population by Age</b>			
Total	14,789	69,293	149,397
0 - 4	6.8%	6.5%	6.5%
5 - 9	8.1%	7.8%	7.5%
10 - 14	8.8%	8.5%	7.9%
15 - 24	15.6%	14.6%	13.6%
25 - 34	13.5%	13.1%	13.3%
35 - 44	12.6%	12.3%	11.7%
45 - 54	11.4%	10.9%	10.9%
55 - 64	10.8%	11.2%	11.7%
65 - 74	7.6%	8.8%	9.5%
75 - 84	3.6%	4.4%	5.2%
85 +	1.3%	1.9%	2.3%
18 +	71.0%	72.1%	73.5%
<b>2023 Population by Age</b>			
Total	15,143	70,668	151,642
0 - 4	7.7%	7.5%	7.0%
5 - 9	8.0%	7.6%	7.0%
10 - 14	7.6%	7.2%	6.7%
15 - 24	13.5%	13.4%	12.8%
25 - 34	14.1%	14.6%	14.3%
35 - 44	12.1%	12.1%	11.5%
45 - 54	10.1%	9.9%	9.7%
55 - 64	10.5%	10.4%	10.7%
65 - 74	9.4%	9.1%	10.3%
75 - 84	5.4%	5.7%	6.8%
85 +	1.7%	2.5%	3.2%
18 +	72.6%	73.5%	75.3%
<b>2028 Population by Age</b>			
Total	15,696	72,551	154,402
0 - 4	7.6%	7.7%	7.1%
5 - 9	7.7%	7.5%	6.9%
10 - 14	7.9%	7.4%	6.9%
15 - 24	12.8%	12.3%	11.8%
25 - 34	13.6%	15.1%	14.4%
35 - 44	12.1%	12.6%	12.3%
45 - 54	10.4%	9.8%	9.5%
55 - 64	9.9%	9.4%	9.8%
65 - 74	9.9%	9.3%	10.3%
75 - 84	6.3%	6.3%	7.6%
85 +	1.9%	2.7%	3.4%
18 +	72.6%	73.5%	75.3%
<b>2020 Population by Sex</b>			

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Males	7,241	33,375	72,109
Females	7,548	35,918	77,288
<b>2023 Population by Sex</b>			
Males	7,512	34,366	73,287
Females	7,631	36,303	78,356
<b>2028 Population by Sex</b>			
Males	7,801	35,236	74,628
Females	7,893	37,316	79,773
<b>2010 Population by Race/Ethnicity</b>			
Total	12,361	58,085	128,649
White Alone	58.1%	60.0%	64.7%
Black Alone	5.5%	6.4%	5.9%
American Indian Alone	1.6%	1.7%	1.8%
Asian Alone	2.2%	2.7%	2.4%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	26.6%	23.6%	19.6%
Two or More Races	5.6%	5.3%	5.3%
Hispanic Origin	53.3%	48.6%	42.3%
Diversity Index	79.1	78.8	76.2
<b>2020 Population by Race/Ethnicity</b>			
Total	14,789	69,293	149,397
White Alone	35.4%	36.1%	41.1%
Black Alone	7.6%	9.0%	8.8%
American Indian Alone	2.8%	2.8%	2.5%
Asian Alone	3.1%	3.1%	2.9%
Pacific Islander Alone	0.6%	0.5%	0.4%
Some Other Race Alone	32.1%	31.3%	28.0%
Two or More Races	18.4%	17.2%	16.3%
Hispanic Origin	61.5%	58.0%	52.9%
Diversity Index	85.8	86.3	85.8
<b>2023 Population by Race/Ethnicity</b>			
Total	15,143	70,670	151,642
White Alone	33.8%	34.4%	39.4%
Black Alone	7.5%	9.0%	8.8%
American Indian Alone	2.8%	2.8%	2.5%
Asian Alone	3.2%	3.2%	3.0%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	33.4%	32.7%	29.3%
Two or More Races	18.8%	17.5%	16.7%
Hispanic Origin	63.5%	60.0%	55.0%
Diversity Index	85.6	86.2	86.0
<b>2028 Population by Race/Ethnicity</b>			
Total	15,693	72,551	154,400
White Alone	30.6%	31.2%	36.0%
Black Alone	7.4%	8.9%	8.8%
American Indian Alone	3.0%	3.0%	2.7%
Asian Alone	3.4%	3.3%	3.2%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	35.6%	34.9%	31.5%
Two or More Races	19.4%	18.2%	17.5%
Hispanic Origin	65.8%	62.4%	57.5%
Diversity Index	85.4	86.1	86.3

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	14,789	69,293	149,397
In Households	99.7%	98.8%	98.8%
Householder	29.2%	30.7%	32.9%
Opposite-Sex Spouse	13.9%	13.8%	13.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.5%	2.4%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	34.0%	32.2%	30.7%
Adopted Child	0.7%	0.7%	0.6%
Stepchild	1.5%	1.7%	1.6%
Grandchild	4.4%	4.0%	3.8%
Brother or Sister	2.3%	2.3%	2.1%
Parent	2.4%	2.5%	2.3%
Parent-in-law	0.7%	0.7%	0.5%
Son-in-law or Daughter-in-law	1.0%	1.0%	0.9%
Other Relatives	2.9%	2.7%	2.4%
Foster Child	0.4%	0.3%	0.2%
Other Nonrelatives	3.5%	3.8%	3.9%
In Group Quarters	0.3%	1.2%	1.2%
Institutionalized	0.0%	0.2%	0.6%
Noninstitutionalized	0.3%	1.0%	0.6%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	9,572	45,383	100,752
Less than 9th Grade	13.1%	9.8%	8.3%
9th - 12th Grade, No Diploma	12.4%	10.2%	10.9%
High School Graduate	23.8%	29.1%	29.5%
GED/Alternative Credential	4.8%	4.8%	5.1%
Some College, No Degree	24.7%	23.3%	23.5%
Associate Degree	8.1%	8.8%	8.7%
Bachelor's Degree	8.5%	9.2%	9.1%
Graduate/Professional Degree	4.6%	4.8%	4.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	11,623	54,870	120,220
Never Married	42.2%	38.9%	36.6%
Married	44.3%	43.6%	45.3%
Widowed	3.7%	5.9%	6.7%
Divorced	9.9%	11.6%	11.4%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,379	29,754	63,015
Population 16+ Employed	91.6%	92.5%	91.9%
Population 16+ Unemployment rate	8.4%	7.5%	8.1%
Population 16-24 Employed	12.9%	12.5%	13.6%
Population 16-24 Unemployment rate	16.3%	16.8%	15.9%
Population 25-54 Employed	63.5%	67.4%	65.6%
Population 25-54 Unemployment rate	6.4%	5.7%	7.0%
Population 55-64 Employed	15.4%	14.1%	14.6%
Population 55-64 Unemployment rate	13.1%	8.7%	6.7%
Population 65+ Employed	8.2%	6.0%	6.3%
Population 65+ Unemployment rate	0.0%	3.9%	3.5%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	5,843	27,508	57,937
Agriculture/Mining	1.5%	1.0%	1.3%
Construction	9.7%	10.4%	11.1%
Manufacturing	6.6%	8.5%	7.8%
Wholesale Trade	2.0%	1.5%	1.4%
Retail Trade	15.0%	13.9%	13.7%
Transportation/Utilities	10.8%	12.1%	10.3%
Information	0.1%	1.7%	1.4%
Finance/Insurance/Real Estate	4.4%	3.8%	3.6%
Services	45.2%	42.4%	44.7%
Public Administration	4.7%	4.7%	4.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,843	27,510	57,936
White Collar	42.3%	44.6%	44.0%
Management/Business/Financial	9.0%	10.0%	10.1%
Professional	16.3%	15.6%	14.8%
Sales	7.8%	8.7%	9.0%
Administrative Support	9.3%	10.4%	10.1%
Services	22.4%	21.4%	22.8%
Blue Collar	35.2%	33.9%	33.2%
Farming/Forestry/Fishing	0.9%	0.5%	0.7%
Construction/Extraction	7.6%	8.1%	8.9%
Installation/Maintenance/Repair	3.6%	4.8%	4.1%
Production	6.7%	6.1%	6.1%
Transportation/Material Moving	16.4%	14.4%	13.5%
<b>2020 Households by Type</b>			
Total	4,414	21,310	49,047
Married Couple Households	48.1%	45.4%	42.8%
With Own Children <18	23.0%	21.0%	18.3%
Without Own Children <18	25.0%	24.5%	24.5%
Cohabiting Couple Households	9.0%	7.9%	8.0%
With Own Children <18	4.5%	4.1%	3.9%
Without Own Children <18	4.5%	3.8%	4.1%
Male Householder, No Spouse/Partner	16.1%	16.8%	18.1%
Living Alone	8.1%	9.2%	10.2%
65 Years and over	3.4%	4.5%	5.0%
With Own Children <18	2.4%	2.1%	2.2%
Without Own Children <18, With Relatives	4.4%	4.0%	4.1%
No Relatives Present	1.3%	1.4%	1.6%
Female Householder, No Spouse/Partner	26.8%	29.9%	31.1%
Living Alone	10.1%	12.9%	13.9%
65 Years and over	5.7%	8.6%	9.0%
With Own Children <18	7.4%	7.0%	7.0%
Without Own Children <18, With Relatives	8.2%	8.6%	8.9%
No Relatives Present	1.1%	1.3%	1.3%
<b>2020 Households by Size</b>			
Total	4,414	21,310	49,047
1 Person Household	18.2%	22.2%	24.1%
2 Person Household	22.7%	24.6%	27.3%
3 Person Household	15.4%	14.2%	14.4%
4 Person Household	16.7%	15.1%	14.0%
5 Person Household	12.0%	10.9%	9.6%
6 Person Household	8.1%	6.7%	5.7%
7 + Person Household	6.9%	6.3%	5.0%

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February 07, 2024

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,414	21,310	49,047
Owner Occupied	65.4%	61.6%	60.1%
Owned with a Mortgage/Loan	48.4%	44.6%	41.0%
Owned Free and Clear	17.0%	17.0%	19.1%
Renter Occupied	34.6%	38.4%	39.9%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	82	73	78
Percent of Income for Mortgage	29.2%	33.1%	31.4%
Wealth Index	71	64	59
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,692	22,541	52,517
Urban Housing Units	99.6%	98.3%	98.7%
Rural Housing Units	0.4%	1.7%	1.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	14,789	69,293	149,397
Urban Population	99.3%	97.2%	97.9%
Rural Population	0.7%	2.8%	2.1%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Down the Road (10D)	Senior Escapes (9D)	Senior Escapes (9D)
2.	Senior Escapes (9D)	Up and Coming Families (7A)	Urban Edge Families (7C)
3.	Urban Edge Families (7C)	Fresh Ambitions (13D)	Up and Coming Families (7A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,963,347	\$35,723,143	\$77,310,633
Average Spent	\$1,767.28	\$1,642.59	\$1,557.65
Spending Potential Index	80	75	71
Education: Total \$	\$5,677,397	\$26,218,289	\$57,770,615
Average Spent	\$1,259.96	\$1,205.55	\$1,163.96
Spending Potential Index	70	67	65
Entertainment/Recreation: Total \$	\$13,535,443	\$60,510,100	\$131,797,301
Average Spent	\$3,003.87	\$2,782.33	\$2,655.44
Spending Potential Index	79	74	70
Food at Home: Total \$	\$25,568,661	\$112,899,733	\$245,411,752
Average Spent	\$5,674.36	\$5,191.27	\$4,944.53
Spending Potential Index	83	76	73
Food Away from Home: Total \$	\$13,813,098	\$61,448,829	\$132,747,693
Average Spent	\$3,065.49	\$2,825.49	\$2,674.59
Spending Potential Index	82	76	72
Health Care: Total \$	\$27,259,405	\$120,372,131	\$262,649,179
Average Spent	\$6,049.58	\$5,534.86	\$5,291.83
Spending Potential Index	82	75	72
HH Furnishings & Equipment: Total \$	\$10,670,902	\$47,408,408	\$103,438,599
Average Spent	\$2,368.15	\$2,179.90	\$2,084.07
Spending Potential Index	80	74	71
Personal Care Products & Services: Total \$	\$3,557,073	\$15,781,624	\$34,485,651
Average Spent	\$789.41	\$725.66	\$694.81
Spending Potential Index	83	76	73
Shelter: Total \$	\$90,613,811	\$404,163,577	\$882,930,925
Average Spent	\$20,109.59	\$18,583.94	\$17,789.19
Spending Potential Index	81	75	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,317,229	\$50,494,879	\$110,809,043
Average Spent	\$2,511.59	\$2,321.82	\$2,232.57
Spending Potential Index	80	74	71
Travel: Total \$	\$7,843,054	\$35,053,081	\$76,732,539
Average Spent	\$1,740.58	\$1,611.78	\$1,546.00
Spending Potential Index	77	72	69
Vehicle Maintenance & Repairs: Total \$	\$4,999,142	\$22,038,614	\$47,712,700
Average Spent	\$1,109.44	\$1,013.36	\$961.31
Spending Potential Index	85	77	73

**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.