



# Market Profile

25900-26398 Holland Rd, Menifee, California, 92584  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.67174  
Longitude: -117.20554

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,587	52,591	118,669
2020 Total Population	8,039	71,435	155,185
2020 Group Quarters	13	74	244
2024 Total Population	9,414	79,603	171,944
2024 Group Quarters	13	72	235
2029 Total Population	10,053	82,752	177,872
2024-2029 Annual Rate	1.32%	0.78%	0.68%
2024 Total Daytime Population	6,825	63,203	128,910
Workers	1,636	17,338	30,572
Residents	5,189	45,865	98,338
<b>Household Summary</b>			
2010 Households	1,033	18,903	40,514
2010 Average Household Size	3.46	2.78	2.92
2020 Total Households	2,256	24,508	50,954
2020 Average Household Size	3.56	2.91	3.04
2024 Households	2,673	27,009	56,052
2024 Average Household Size	3.52	2.94	3.06
2029 Households	2,877	28,121	58,192
2029 Average Household Size	3.49	2.94	3.05
2024-2029 Annual Rate	1.48%	0.81%	0.75%
2010 Families	841	13,614	30,129
2010 Average Family Size	3.79	3.28	3.38
2024 Families	2,237	19,956	42,594
2024 Average Family Size	3.83	3.44	3.49
2029 Families	2,405	20,833	44,282
2029 Average Family Size	3.80	3.42	3.47
2024-2029 Annual Rate	1.46%	0.86%	0.78%
<b>Housing Unit Summary</b>			
2000 Housing Units	359	13,570	25,156
Owner Occupied Housing Units	74.9%	77.6%	77.2%
Renter Occupied Housing Units	18.9%	16.5%	15.0%
Vacant Housing Units	6.1%	5.9%	7.8%
2010 Housing Units	1,140	20,714	44,711
Owner Occupied Housing Units	70.5%	69.1%	71.0%
Renter Occupied Housing Units	20.0%	22.1%	19.6%
Vacant Housing Units	9.4%	8.7%	9.4%
2020 Housing Units	2,319	25,716	53,512
Owner Occupied Housing Units	84.7%	72.8%	75.0%
Renter Occupied Housing Units	12.6%	22.5%	20.2%
Vacant Housing Units	3.4%	5.0%	4.8%
2024 Housing Units	2,755	28,407	58,924
Owner Occupied Housing Units	86.4%	73.8%	76.4%
Renter Occupied Housing Units	10.7%	21.2%	18.7%
Vacant Housing Units	3.0%	4.9%	4.9%
2029 Housing Units	2,963	29,493	61,035
Owner Occupied Housing Units	87.1%	74.7%	77.4%
Renter Occupied Housing Units	10.0%	20.6%	17.9%
Vacant Housing Units	2.9%	4.7%	4.7%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2024 Households by Income</b>			
Household Income Base	2,673	27,009	56,052
<\$15,000	1.6%	4.9%	4.7%
\$15,000 - \$24,999	3.9%	4.6%	4.3%
\$25,000 - \$34,999	2.0%	4.9%	4.7%
\$35,000 - \$49,999	4.1%	7.2%	6.7%
\$50,000 - \$74,999	10.9%	15.3%	14.9%
\$75,000 - \$99,999	14.7%	13.3%	12.3%
\$100,000 - \$149,999	24.6%	21.3%	22.2%
\$150,000 - \$199,999	19.9%	15.5%	16.4%
\$200,000+	18.3%	12.9%	13.8%
Average Household Income	\$146,769	\$122,949	\$126,794
<b>2029 Households by Income</b>			
Household Income Base	2,877	28,121	58,192
<\$15,000	1.4%	4.5%	4.2%
\$15,000 - \$24,999	2.5%	3.2%	3.1%
\$25,000 - \$34,999	1.3%	3.8%	3.7%
\$35,000 - \$49,999	2.8%	5.5%	5.3%
\$50,000 - \$74,999	8.2%	13.0%	12.5%
\$75,000 - \$99,999	12.7%	12.6%	11.5%
\$100,000 - \$149,999	24.5%	22.0%	22.9%
\$150,000 - \$199,999	23.2%	18.7%	19.5%
\$200,000+	23.4%	16.6%	17.4%
Average Household Income	\$170,676	\$143,413	\$146,964
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,379	20,978	45,045
<\$50,000	0.5%	0.8%	1.7%
\$50,000 - \$99,999	0.0%	0.2%	1.1%
\$100,000 - \$149,999	0.1%	0.7%	1.0%
\$150,000 - \$199,999	0.1%	1.3%	1.1%
\$200,000 - \$249,999	0.0%	2.2%	1.8%
\$250,000 - \$299,999	0.3%	2.9%	2.5%
\$300,000 - \$399,999	4.5%	8.8%	8.5%
\$400,000 - \$499,999	18.9%	17.5%	18.3%
\$500,000 - \$749,999	63.8%	54.3%	51.1%
\$750,000 - \$999,999	11.0%	8.6%	9.9%
\$1,000,000 - \$1,499,999	0.7%	1.2%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.7%
\$2,000,000 +	0.0%	0.9%	0.9%
Average Home Value	\$606,865	\$583,706	\$583,681
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	2,582	22,043	47,238
<\$50,000	0.2%	0.5%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.6%
\$100,000 - \$149,999	0.0%	0.3%	0.5%
\$150,000 - \$199,999	0.0%	0.3%	0.3%
\$200,000 - \$249,999	0.0%	0.3%	0.2%
\$250,000 - \$299,999	0.0%	1.2%	0.8%
\$300,000 - \$399,999	0.9%	4.8%	3.8%
\$400,000 - \$499,999	8.8%	10.2%	10.8%
\$500,000 - \$749,999	65.7%	59.3%	54.8%
\$750,000 - \$999,999	22.2%	16.3%	18.6%
\$1,000,000 - \$1,499,999	1.9%	3.1%	3.6%
\$1,500,000 - \$1,999,999	0.3%	1.5%	2.4%
\$2,000,000 +	0.0%	2.0%	2.6%
Average Home Value	\$677,384	\$692,452	\$717,077

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>Median Household Income</b>			
2024	\$120,409	\$99,377	\$103,500
2029	\$140,004	\$112,110	\$116,258
<b>Median Home Value</b>			
2024	\$600,132	\$570,999	\$568,358
2029	\$652,860	\$636,001	\$646,011
<b>Per Capita Income</b>			
2024	\$42,479	\$41,692	\$41,372
2029	\$49,786	\$48,721	\$48,122
<b>Median Age</b>			
2010	30.2	38.3	36.7
2020	34.6	39.2	38.5
2024	35.5	39.7	39.0
2029	36.1	40.5	39.8
<b>2020 Population by Age</b>			
Total	8,039	71,435	155,185
0 - 4	7.3%	6.0%	5.9%
5 - 9	8.3%	6.7%	6.9%
10 - 14	8.5%	7.2%	7.6%
15 - 24	13.0%	11.9%	12.4%
25 - 34	13.4%	12.3%	12.3%
35 - 44	14.9%	13.1%	13.3%
45 - 54	12.0%	11.5%	12.0%
55 - 64	11.1%	12.8%	12.5%
65 - 74	7.7%	10.4%	9.8%
75 - 84	2.8%	5.7%	5.3%
85 +	1.1%	2.3%	1.9%
18 +	71.3%	76.0%	75.3%
<b>2024 Population by Age</b>			
Total	9,413	79,603	171,945
0 - 4	7.3%	6.0%	6.0%
5 - 9	7.9%	6.5%	6.5%
10 - 14	8.1%	6.7%	6.9%
15 - 24	12.8%	11.9%	12.4%
25 - 34	13.0%	12.3%	12.5%
35 - 44	16.2%	14.1%	14.2%
45 - 54	12.2%	11.5%	12.0%
55 - 64	10.0%	11.8%	11.5%
65 - 74	7.9%	10.6%	10.1%
75 - 84	3.5%	6.4%	5.9%
85 +	1.1%	2.2%	1.9%
18 +	72.1%	76.9%	76.5%
<b>2029 Population by Age</b>			
Total	10,055	82,749	177,873
0 - 4	7.2%	6.0%	5.9%
5 - 9	7.3%	6.1%	6.1%
10 - 14	7.6%	6.4%	6.4%
15 - 24	12.6%	11.3%	11.6%
25 - 34	13.6%	12.8%	13.3%
35 - 44	15.6%	13.7%	13.8%
45 - 54	12.7%	12.0%	12.3%
55 - 64	9.6%	10.7%	10.8%
65 - 74	8.1%	11.3%	10.7%
75 - 84	4.5%	7.3%	6.9%
85 +	1.1%	2.4%	2.2%
18 +	73.6%	77.9%	77.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 22, 2024



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<b>2020 Population by Sex</b>			
Males	3,974	34,587	75,396
Females	4,065	36,848	79,789
<b>2024 Population by Sex</b>			
Males	4,725	39,284	84,943
Females	4,689	40,319	87,001
<b>2029 Population by Sex</b>			
Males	5,004	40,701	87,365
Females	5,049	42,051	90,507
<b>2010 Population by Race/Ethnicity</b>			
Total	3,586	52,591	118,668
White Alone	67.3%	74.9%	72.3%
Black Alone	3.5%	4.5%	5.1%
American Indian Alone	1.2%	0.7%	0.8%
Asian Alone	6.0%	4.7%	5.8%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	14.5%	10.1%	10.6%
Two or More Races	7.1%	4.8%	5.0%
Hispanic Origin	35.5%	28.5%	29.5%
Diversity Index	73.8	65.8	68.4
<b>2020 Population by Race/Ethnicity</b>			
Total	8,039	71,435	155,185
White Alone	50.9%	55.8%	53.4%
Black Alone	7.6%	6.2%	6.8%
American Indian Alone	1.2%	1.2%	1.2%
Asian Alone	8.2%	6.3%	7.1%
Pacific Islander Alone	0.6%	0.4%	0.5%
Some Other Race Alone	14.7%	14.0%	14.8%
Two or More Races	16.8%	16.0%	16.3%
Hispanic Origin	36.4%	34.3%	35.2%
Diversity Index	82.7	80.0	81.4
<b>2024 Population by Race/Ethnicity</b>			
Total	9,413	79,602	171,943
White Alone	47.7%	52.1%	49.8%
Black Alone	7.8%	6.3%	7.0%
American Indian Alone	1.3%	1.2%	1.3%
Asian Alone	8.8%	6.9%	7.7%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	16.1%	15.8%	16.4%
Two or More Races	17.8%	17.2%	17.3%
Hispanic Origin	39.2%	37.8%	38.5%
Diversity Index	84.4	82.3	83.4
<b>2029 Population by Race/Ethnicity</b>			
Total	10,052	82,752	177,874
White Alone	45.3%	49.6%	47.3%
Black Alone	7.8%	6.4%	7.0%
American Indian Alone	1.3%	1.3%	1.3%
Asian Alone	9.4%	7.5%	8.3%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	17.1%	16.8%	17.4%
Two or More Races	18.6%	18.1%	18.2%
Hispanic Origin	41.4%	40.0%	40.6%
Diversity Index	85.4	83.5	84.5

**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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	8,039	71,435	155,185
In Households	99.8%	99.9%	99.8%
Householder	28.8%	34.2%	32.8%
Opposite-Sex Spouse	19.0%	19.1%	19.0%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.4%	1.8%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	33.3%	29.4%	30.1%
Adopted Child	1.1%	0.7%	0.7%
Stepchild	1.8%	1.6%	1.7%
Grandchild	3.2%	3.1%	3.1%
Brother or Sister	1.2%	1.2%	1.3%
Parent	2.2%	1.9%	2.0%
Parent-in-law	1.1%	0.8%	0.8%
Son-in-law or Daughter-in-law	0.9%	0.8%	0.8%
Other Relatives	2.0%	1.8%	1.9%
Foster Child	0.3%	0.2%	0.2%
Other Nonrelatives	3.2%	3.2%	3.3%
In Group Quarters	0.2%	0.1%	0.2%
Institutionalized	0.0%	0.0%	0.0%
Noninstitutionalized	0.2%	0.1%	0.1%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	6,013	54,847	117,219
Less than 9th Grade	4.4%	4.9%	4.7%
9th - 12th Grade, No Diploma	3.8%	4.9%	5.1%
High School Graduate	23.9%	24.1%	23.5%
GED/Alternative Credential	3.6%	2.7%	3.0%
Some College, No Degree	29.2%	26.4%	26.0%
Associate Degree	9.9%	11.7%	11.5%
Bachelor's Degree	17.2%	17.4%	17.6%
Graduate/Professional Degree	7.9%	7.9%	8.6%
<b>2024 Population 15+ by Marital Status</b>			
Total	7,220	64,314	138,535
Never Married	32.4%	27.4%	29.2%
Married	56.6%	57.0%	55.8%
Widowed	3.8%	5.6%	5.2%
Divorced	7.2%	10.0%	9.9%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,543	36,118	78,875
Population 16+ Employed	93.6%	93.9%	93.9%
Population 16+ Unemployment rate	6.4%	6.1%	6.1%
Population 16-24 Employed	10.3%	10.8%	11.6%
Population 16-24 Unemployment rate	23.3%	16.8%	13.8%
Population 25-54 Employed	70.9%	67.7%	67.6%
Population 25-54 Unemployment rate	4.0%	4.4%	4.3%
Population 55-64 Employed	14.0%	15.8%	15.2%
Population 55-64 Unemployment rate	5.0%	4.9%	6.0%
Population 65+ Employed	4.8%	5.7%	5.7%
Population 65+ Unemployment rate	0.0%	6.5%	10.5%

	1 mile	3 miles	5 miles
<b>2024 Employed Population 16+ by Industry</b>			
Total	4,252	33,920	74,026
Agriculture/Mining	1.4%	0.9%	0.8%
Construction	6.6%	10.4%	10.0%
Manufacturing	6.5%	7.0%	7.3%
Wholesale Trade	2.7%	2.6%	2.4%
Retail Trade	11.1%	12.1%	11.7%
Transportation/Utilities	6.7%	5.5%	5.6%
Information	0.6%	1.6%	1.8%
Finance/Insurance/Real Estate	6.6%	6.0%	6.0%
Services	46.0%	47.2%	47.5%
Public Administration	11.9%	6.5%	6.9%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	4,251	33,922	74,025
White Collar	58.8%	60.4%	60.5%
Management/Business/Financial	14.8%	15.8%	16.0%
Professional	22.1%	23.5%	23.3%
Sales	10.8%	11.0%	10.5%
Administrative Support	11.0%	10.1%	10.7%
Services	20.7%	18.7%	18.8%
Blue Collar	20.4%	20.8%	20.7%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	4.7%	6.6%	6.4%
Installation/Maintenance/Repair	3.8%	3.2%	2.9%
Production	3.7%	3.8%	3.9%
Transportation/Material Moving	8.1%	7.0%	7.2%
<b>2020 Households by Type</b>			
Total	2,256	24,508	50,954
Married Couple Households	67.1%	56.5%	58.5%
With Own Children <18	33.9%	23.3%	25.0%
Without Own Children <18	33.2%	33.2%	33.6%
Cohabiting Couple Households	5.2%	5.7%	5.8%
With Own Children <18	2.6%	2.2%	2.3%
Without Own Children <18	2.6%	3.5%	3.5%
Male Householder, No Spouse/Partner	11.3%	13.6%	13.1%
Living Alone	5.5%	7.9%	7.1%
65 Years and over	2.0%	3.7%	3.2%
With Own Children <18	2.2%	1.7%	1.8%
Without Own Children <18, With Relatives	2.6%	2.9%	3.1%
No Relatives Present	0.9%	1.1%	1.1%
Female Householder, No Spouse/Partner	16.4%	24.2%	22.5%
Living Alone	6.0%	12.6%	11.2%
65 Years and over	3.1%	8.8%	7.6%
With Own Children <18	3.6%	3.4%	3.6%
Without Own Children <18, With Relatives	5.9%	7.1%	6.7%
No Relatives Present	0.8%	1.1%	1.1%
<b>2020 Households by Size</b>			
Total	2,256	24,508	50,954
1 Person Household	11.5%	20.4%	18.2%
2 Person Household	23.8%	30.3%	29.6%
3 Person Household	17.5%	16.0%	16.1%
4 Person Household	22.2%	15.8%	16.9%
5 Person Household	13.6%	9.3%	10.0%
6 Person Household	7.4%	4.7%	5.2%
7 + Person Household	4.0%	3.4%	3.9%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	2,256	24,508	50,954
Owner Occupied	87.1%	76.4%	78.7%
Owned with a Mortgage/Loan	76.3%	64.1%	65.9%
Owned Free and Clear	10.7%	12.3%	12.8%
Renter Occupied	12.9%	23.6%	21.3%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	79	68	71
Percent of Income for Mortgage	31.2%	36.0%	34.4%
Wealth Index	138	113	117
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	2,319	25,716	53,512
Urban Housing Units	95.6%	96.2%	94.6%
Rural Housing Units	4.4%	3.8%	5.4%
<b>2020 Population By Urban/ Rural Status</b>			
Total	8,039	71,435	155,185
Urban Population	95.7%	95.8%	94.1%
Rural Population	4.3%	4.2%	5.9%

**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.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Home Improvement (4B)	The Elders (9C)	The Elders (9C)
3.		Home Improvement (4B)	Boomburbs (1C)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,225,545	\$67,109,286	\$144,226,207
Average Spent	\$3,077.27	\$2,484.70	\$2,573.08
Spending Potential Index	129	104	108
Education: Total \$	\$5,546,223	\$45,877,447	\$99,840,690
Average Spent	\$2,074.91	\$1,698.60	\$1,781.22
Spending Potential Index	120	98	103
Entertainment/Recreation: Total \$	\$14,421,081	\$121,409,007	\$259,353,616
Average Spent	\$5,395.09	\$4,495.13	\$4,627.02
Spending Potential Index	132	110	113
Food at Home: Total \$	\$23,810,111	\$207,044,045	\$441,160,059
Average Spent	\$8,907.64	\$7,665.74	\$7,870.55
Spending Potential Index	122	105	108
Food Away from Home: Total \$	\$13,930,559	\$115,343,533	\$247,809,061
Average Spent	\$5,211.58	\$4,270.56	\$4,421.06
Spending Potential Index	134	110	114
Health Care: Total \$	\$25,846,681	\$223,403,149	\$471,291,217
Average Spent	\$9,669.54	\$8,271.43	\$8,408.11
Spending Potential Index	126	108	109
HH Furnishings & Equipment: Total \$	\$11,254,810	\$93,764,074	\$199,771,496
Average Spent	\$4,210.55	\$3,471.59	\$3,564.04
Spending Potential Index	133	110	113
Personal Care Products & Services: Total \$	\$3,333,781	\$29,471,091	\$62,729,899
Average Spent	\$1,247.21	\$1,091.16	\$1,119.14
Spending Potential Index	125	110	112
Shelter: Total \$	\$90,066,022	\$794,135,237	\$1,694,789,321
Average Spent	\$33,694.73	\$29,402.62	\$30,236.02
Spending Potential Index	126	110	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,267,723	\$111,370,320	\$235,616,601
Average Spent	\$4,963.61	\$4,123.45	\$4,203.54
Spending Potential Index	142	118	120
Travel: Total \$	\$10,804,254	\$91,841,503	\$196,263,688
Average Spent	\$4,042.00	\$3,400.40	\$3,501.46
Spending Potential Index	133	112	115
Vehicle Maintenance & Repairs: Total \$	\$5,113,731	\$43,489,516	\$92,187,825
Average Spent	\$1,913.11	\$1,610.19	\$1,644.68
Spending Potential Index	129	109	111

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.