Market Profile

31333 Temecula Pkwy, Temecula, California, 92592 2
31333 Temecula Pkwy, Temecula, California, 92592
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.47586
Longitude: -117.11581

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	10,721	75,391	107,020
2020 Total Population	11,973	83,870	117,617
2020 Group Quarters	2	206	261
2023 Total Population	12,256	84,249	118,831
2023 Group Quarters	2	206	258
2028 Total Population	12,527	86,343	121,596
2023-2028 Annual Rate	0.44%	0.49%	0.46%
2023 Total Daytime Population	10,492	76,284	135,800
Workers	4,259	32,526	73,655
Residents	6,233	43,758	62,145
Household Summary			
2010 Households	3,387	23,761	34,215
2010 Average Household Size	3.16	3.17	3.12
2020 Total Households	3,771	27,096	38,496
2020 Average Household Size	3.17	3.09	3.05
2023 Households	3,938	27,508	39,215
2023 Average Household Size	3.11	3.06	3.02
2028 Households	4,041	28,334	40,250
2028 Average Household Size	3.10	3.04	3.01
2023-2028 Annual Rate	0.52%	0.59%	0.52%
2010 Families	2,785	19,484	27,811
2010 Average Family Size	3.43	3.47	3.44
2023 Families	3,178	22,356	31,607
2023 Average Family Size	3.42	3.37	3.35
2028 Families	3,253	22,949	32,354
2028 Average Family Size	3.41	3.36	3.35
2023-2028 Annual Rate	0.47%	0.52%	0.47%
Housing Unit Summary			
2000 Housing Units	2,242	16,428	23,090
Owner Occupied Housing Units	89.7%	74.1%	73.9%
Renter Occupied Housing Units	8.5%	21.6%	22.0%
Vacant Housing Units	1.8%	4.3%	4.1%
2010 Housing Units	3,628	25,413	36,723
Owner Occupied Housing Units	70.4%	65.8%	65.7%
Renter Occupied Housing Units	22.9%	27.7%	27.5%
Vacant Housing Units	6.6%	6.5%	6.8%
2020 Housing Units	3,967	28,057	40,011
Vacant Housing Units	4.9%	3.4%	3.8%
2023 Housing Units	4,156	28,485	40,707
Owner Occupied Housing Units	66.7%	66.5%	66.1%
Renter Occupied Housing Units	28.1%	30.0%	30.3%
Vacant Housing Units	5.2%	3.4%	3.7%
2028 Housing Units	4,264	29,255	41,663
Owner Occupied Housing Units	67.0%	66.4%	66.3%
Renter Occupied Housing Units	27.7%	30.5%	30.4%
Vacant Housing Units	5.2%	3.1%	3.4%
Median Household Income			
2023	$109,403	$108,781	$108,012
2028	$117,935	$117,982	$117,903
Median Home Value			
2023	$572,567	$589,724	$605,542
2028	$584,596	$598,715	$616,482
Per Capita Income			
2023	$45,079	$46,261	$46,767
2028	$51,099	$52,531	$53,200
Median Age			
2010	32.8	33.4	34.1
2023	34.9	35.2	35.7
2028	35.7	35.5	36.0

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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2023 Households by Income			
Household Income Base	3,938	27,508	39,215
<$15,000	3.5%	3.9%	4.2%
$15,000 - $24,999	3.7%	2.6%	2.7%
$25,000 - $34,999	2.7%	3.6%	3.8%
$35,000 - $49,999	6.3%	5.5%	5.2%
$50,000 - $74,999	14.0%	13.9%	14.2%
$75,000 - $99,999	11.6%	13.4%	13.8%
$100,000 - $149,999	29.3%	26.9%	25.5%
$150,000 - $199,999	11.5%	12.5%	12.3%
$200,000+	17.5%	17.7%	18.3%
Average Household Income	$140,221	$141,365	$142,380
2028 Households by Income			
Household Income Base	4,041	28,334	40,250
<$15,000	3.0%	3.5%	3.7%
$15,000 - $24,999	2.4%	1.8%	1.9%
$25,000 - $34,999	1.9%	2.7%	2.8%
$35,000 - $49,999	4.7%	4.2%	3.9%
$50,000 - $74,999	11.8%	11.9%	12.2%
$75,000 - $99,999	11.0%	12.6%	13.0%
$100,000 - $149,999	31.3%	27.9%	26.4%
$150,000 - $199,999	13.5%	14.7%	14.5%
$200,000+	20.4%	20.8%	21.6%
Average Household Income	$158,482	$159,734	$161,471
2023 Owner Occupied Housing Units by Value			
Total	2,771	18,955	26,895
<$50,000	0.1%	0.4%	0.4%
$50,000 - $99,999	0.0%	0.1%	0.1%
$100,000 - $149,999	0.0%	0.0%	0.0%
$150,000 - $199,999	0.0%	0.0%	0.0%
$200,000 - $249,999	0.3%	0.2%	0.2%
$250,000 - $299,999	0.5%	0.2%	0.2%
$300,000 - $399,999	5.5%	5.1%	4.7%
$400,000 - $499,999	28.7%	22.8%	19.8%
$500,000 - $749,999	51.5%	59.1%	58.1%
$750,000 - $999,999	9.3%	8.0%	11.4%
$1,000,000 - $1,499,999	2.9%	2.7%	3.3%
$1,500,000 - $1,999,999	0.6%	0.6%	1.0%
$2,000,000 +	0.6%	0.7%	0.7%
Average Home Value	$613,777	$622,642	$644,579
2028 Owner Occupied Housing Units by Value			
Total	2,858	19,424	27,602
<$50,000	0.1%	0.4%	0.3%
$50,000 - $99,999	0.0%	0.1%	0.1%
$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%	0.2%	0.2%
$250,000 - $299,999	0.4%	0.2%	0.2%
$300,000 - $399,999	4.8%	4.6%	4.2%
$400,000 - $499,999	26.9%	21.6%	18.5%
$500,000 - $749,999	52.0%	58.4%	56.8%
$750,000 - $999,999	11.0%	9.7%	13.5%
$1,000,000 - $1,499,999	3.2%	3.3%	4.0%
$1,500,000 - $1,999,999	0.7%	0.8%	1.2%
$2,000,000 +	0.7%	1.0%	1.0%
Average Home Value	$628,780	$639,831	$664,888

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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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,722	75,391	107,019
0 - 4	7.0%	7.1%	6.9%
5 - 9	7.9%	8.6%	8.3%
10 - 14	9.3%	9.6%	9.4%
15 - 24	15.3%	15.0%	14.9%
25 - 34	13.4%	11.8%	11.6%
35 - 44	16.0%	16.2%	15.7%
45 - 54	15.7%	15.5%	15.8%
55 - 64	8.7%	8.6%	9.0%
65 - 74	4.1%	4.5%	4.9%
75 - 84	2.1%	2.5%	2.7%
85 +	0.6%	0.7%	0.9%
18 +	69.8%	68.9%	69.6%
2023 Population by Age			
Total	12,256	84,247	118,831
0 - 4	6.3%	6.4%	6.2%
5 - 9	6.9%	7.1%	7.0%
10 - 14	6.9%	7.9%	7.7%
15 - 24	12.1%	13.5%	13.3%
25 - 34	18.0%	14.9%	14.8%
35 - 44	14.5%	14.0%	13.7%
45 - 54	12.7%	13.5%	13.4%
55 - 64	12.1%	11.5%	11.8%
65 - 74	7.0%	7.0%	7.3%
75 - 84	2.7%	3.3%	3.6%
85 +	0.7%	1.0%	1.1%
18 +	76.0%	73.9%	74.5%
2028 Population by Age			
Total	12,525	86,342	121,597
0 - 4	6.8%	6.8%	6.6%
5 - 9	6.8%	7.1%	6.9%
10 - 14	6.9%	7.3%	7.1%
15 - 24	10.2%	11.8%	11.4%
25 - 34	17.8%	16.3%	16.2%
35 - 44	18.2%	15.6%	15.6%
45 - 54	11.0%	12.0%	11.8%
55 - 64	10.4%	10.6%	10.8%
65 - 74	7.9%	7.7%	8.1%
75 - 84	3.2%	3.7%	4.1%
85 +	0.9%	1.2%	1.4%
18 +	75.9%	74.8%	75.4%
2010 Population by Sex			
Males	5,315	37,025	52,501
Females	5,406	38,366	54,519
2023 Population by Sex			
Males	6,065	41,535	58,587
Females	6,191	42,714	60,244
2028 Population by Sex			
Males	6,181	42,362	59,688
Females	6,346	43,981	61,909

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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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,720	75,392	107,020
White Alone	66.2%	70.2%	71.0%
Black Alone	4.6%	4.0%	4.0%
American Indian Alone	1.5%	1.2%	1.3%
Asian Alone	12.5%	10.1%	9.6%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	8.5%	8.0%	7.8%
Two or More Races	6.1%	6.1%	6.0%
Hispanic Origin	24.5%	24.5%	24.1%
Diversity Index	70.6	67.6	66.7
2020 Population by Race/Ethnicity			
Total	11,973	83,870	117,617
White Alone	50.4%	55.4%	56.3%
Black Alone	5.2%	4.5%	4.4%
American Indian Alone	1.9%	1.7%	1.9%
Asian Alone	15.0%	12.0%	11.2%
Pacific Islander Alone	0.9%	0.5%	0.4%
Some Other Race Alone	10.4%	10.0%	9.8%
Two or More Races	16.3%	15.9%	16.0%
Hispanic Origin	27.9%	26.9%	26.8%
Diversity Index	81.1	78.2	77.7
2023 Population by Race/Ethnicity			
Total	12,255	84,247	118,831
White Alone	48.1%	53.1%	54.0%
Black Alone	5.4%	4.6%	4.6%
American Indian Alone	1.9%	1.8%	1.9%
Asian Alone	15.6%	12.6%	11.8%
Pacific Islander Alone	0.8%	0.5%	0.5%
Some Other Race Alone	11.1%	10.8%	10.5%
Two or More Races	17.0%	16.6%	16.7%
Hispanic Origin	29.5%	28.7%	28.6%
Diversity Index	82.4	79.9	79.5
2028 Population by Race/Ethnicity			
Total	12,527	86,343	121,597
White Alone	44.3%	49.2%	50.1%
Black Alone	5.5%	4.8%	4.7%
American Indian Alone	2.0%	1.9%	2.1%
Asian Alone	16.8%	13.7%	12.8%
Pacific Islander Alone	0.9%	0.5%	0.5%
Some Other Race Alone	12.2%	12.0%	11.8%
Two or More Races	18.2%	17.9%	18.0%
Hispanic Origin	31.4%	30.7%	30.7%
Diversity Index	84.3	82.2	81.8
2010 Population by Relationship and Household Type			
Total	10,721	75,391	107,019
In Households	99.9%	99.9%	99.8%
In Family Households	91.8%	92.1%	91.8%
Householder	25.9%	25.9%	25.9%
Spouse	20.7%	20.6%	20.7%
Child	37.3%	38.4%	38.1%
Other relative	5.2%	4.7%	4.7%
Nonrelative	2.7%	2.4%	2.4%
In Nonfamily Households	8.2%	7.8%	8.0%
In Group Quarters	0.1%	0.1%	0.2%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	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: 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 Population 25+ by Educational Attainment			
Total	8,307	54,823	78,163
Less than 9th Grade	1.2%	2.5%	2.8%
9th - 12th Grade, No Diploma	2.3%	2.6%	3.0%
High School Graduate	17.6%	17.7%	17.4%
GED/Alternative Credential	1.7%	1.8%	1.8%
Some College, No Degree	24.3%	23.1%	23.0%
Associate Degree	11.8%	12.1%	11.8%
Bachelor's Degree	26.4%	26.9%	26.4%
Graduate/Professional Degree	14.7%	13.3%	13.7%
2023 Population 15+ by Marital Status			
Total	9,798	66,221	93,950
Never Married	27.6%	28.6%	28.4%
Married	60.8%	59.5%	59.4%
Widowed	2.3%	3.5%	4.0%
Divorced	9.3%	8.3%	8.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,303	41,855	58,800
Population 16+ Employed	96.0%	96.0%	95.7%
Population 16+ Unemployment rate	4.0%	4.0%	4.3%
Population 16-24 Employed	10.4%	11.5%	11.6%
Population 16-24 Unemployment rate	11.7%	7.2%	7.9%
Population 25-54 Employed	71.0%	69.1%	68.2%
Population 25-54 Unemployment rate	2.1%	3.3%	3.6%
Population 55-64 Employed	14.4%	15.0%	15.6%
Population 55-64 Unemployment rate	7.5%	5.6%	5.3%
Population 65+ Employed	4.2%	4.3%	4.5%
Population 65+ Unemployment rate	1.6%	2.3%	2.6%
2023 Employed Population 16+ by Industry			
Total	6,053	40,161	56,258
Agriculture/Mining	0.3%	0.6%	0.6%
Construction	8.3%	6.9%	6.9%
Manufacturing	7.3%	8.7%	9.1%
Wholesale Trade	1.2%	2.4%	2.3%
Retail Trade	12.0%	10.0%	10.3%
Transportation/Utilities	7.2%	6.0%	6.6%
Information	1.4%	1.8%	2.1%
Finance/Insurance/Real Estate	4.3%	6.4%	6.3%
Services	52.0%	49.4%	48.5%
Public Administration	6.1%	7.9%	7.3%
2023 Employed Population 16+ by Occupation			
Total	6,052	40,162	56,257
White Collar	63.3%	67.3%	66.7%
Management/Business/Financial	20.2%	20.8%	20.7%
Professional	24.6%	26.7%	25.9%
Sales	10.0%	10.3%	10.5%
Administrative Support	8.5%	9.5%	9.5%
Services	20.7%	17.2%	17.0%
Blue Collar	16.0%	15.5%	16.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.9%	3.6%	3.9%
Installation/Maintenance/Repair	1.8%	1.9%	2.0%
Production	2.4%	3.5%	3.6%
Transportation/Material Moving	7.8%	6.4%	6.8%

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2010 Households by Type			
Total	3,387	23,761	34,215
Households with 1 Person	11.9%	13.1%	13.9%
Households with 2+ People	88.1%	86.9%	86.1%
Family Households	82.2%	82.0%	81.3%
Husband-wife Families	65.8%	65.3%	65.0%
With Related Children	38.0%	39.0%	37.9%
Other Family (No Spouse Present)	16.4%	16.7%	16.3%
Other Family with Male Householder	4.7%	5.1%	4.9%
With Related Children	3.4%	3.3%	3.2%
Other Family with Female Householder	11.7%	11.6%	11.4%
With Related Children	8.7%	8.3%	7.9%
Nonfamily Households	5.8%	4.9%	4.8%
All Households with Children	50.8%	51.2%	49.4%
Multigenerational Households	6.3%	5.8%	5.9%
Unmarried Partner Households	5.6%	5.3%	5.1%
Male-female	5.1%	4.7%	4.5%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,388	23,761	34,214
1 Person Household	11.9%	13.1%	13.9%
2 Person Household	28.3%	27.4%	27.7%
3 Person Household	19.8%	19.2%	18.8%
4 Person Household	21.9%	21.9%	21.3%
5 Person Household	11.2%	11.3%	11.0%
6 Person Household	4.3%	4.6%	4.6%
7 + Person Household	2.6%	2.5%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	3,387	23,762	34,215
Owner Occupied	75.4%	70.4%	70.5%
Owned with a Mortgage/Loan	69.6%	63.7%	63.1%
Owned Free and Clear	5.8%	6.7%	7.4%
Renter Occupied	24.6%	29.6%	29.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	74	71
Percent of Income for Mortgage	31.5%	32.6%	33.7%
Wealth Index	133	136	141
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,628	25,413	36,723
Housing Units Inside Urbanized Area	99.3%	97.8%	95.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	2.2%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	10,721	75,391	107,020
Population Inside Urbanized Area	99.3%	98.0%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	2.0%	3.8%

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)	Boomburbs (1C)	Boomburbs (1C)
2.	Boomburbs (1C)	Workday Drive (4A)	Workday Drive (4A)
3.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
2023 Consumer Spending			
Apparel & Services: Total $	$11,197,147	$78,963,281	$112,904,566
Average Spent	$2,843.36	$2,870.56	$2,879.12
Spending Potential Index	129	131	131
Education: Total $	$8,634,226	$63,151,472	$91,645,807
Average Spent	$2,192.54	$2,295.75	$2,337.01
Spending Potential Index	122	128	130
Entertainment/Recreation: Total $	$19,462,478	$136,344,546	$195,618,655
Average Spent	$4,942.22	$4,956.54	$4,988.36
Spending Potential Index	131	131	132
Food at Home: Total $	$33,214,468	$235,066,954	$336,938,611
Average Spent	$8,434.35	$8,545.40	$8,592.08
Spending Potential Index	124	126	126
Food Away from Home: Total $	$19,585,026	$136,917,684	$195,411,326
Average Spent	$4,973.34	$4,977.38	$4,983.08
Spending Potential Index	134	134	134
Health Care: Total $	$36,684,130	$255,539,061	$367,021,381
Average Spent	$9,315.42	$9,289.63	$9,359.21
Spending Potential Index	127	126	127
HH Furnishings & Equipment: Total $	$15,416,213	$107,841,018	$154,526,171
Average Spent	$3,914.73	$3,920.35	$3,940.49
Spending Potential Index	132	133	133
Personal Care Products & Services: Total $	$4,949,098	$34,838,095	$49,906,033
Average Spent	$1,256.75	$1,266.47	$1,272.63
Spending Potential Index	131	132	133
Shelter: Total $	$126,136,717	$890,904,360	$1,277,945,530
Average Spent	$32,030.65	$32,387.10	$32,588.18
Spending Potential Index	129	131	132
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,820,551	$116,283,535	$167,160,172
Average Spent	$4,271.34	$4,227.26	$4,262.66
Spending Potential Index	137	135	136
Travel: Total $	$12,070,439	$84,770,646	$121,799,303
Average Spent	$3,065.12	$3,081.67	$3,105.94
Spending Potential Index	136	137	138
Vehicle Maintenance & Repairs: Total $	$6,779,647	$47,015,762	$67,098,345
Average Spent	$1,721.60	$1,709.17	$1,711.04
Spending Potential Index	131	130	131

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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