



Market Profile

40663 Murrieta Hot Springs Rd, Murrieta, California, 92562 3
 40663 Murrieta Hot Springs Rd, Murrieta, California, 92562
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.55632
 Longitude: -117.18545

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,863	86,469	163,501
2020 Total Population	9,766	91,760	181,480
2020 Group Quarters	7	548	739
2023 Total Population	10,064	92,287	183,074
2023 Group Quarters	7	548	739
2028 Total Population	10,539	95,442	188,670
2023-2028 Annual Rate	0.93%	0.67%	0.60%
2023 Total Daytime Population	16,479	102,198	195,390
Workers	11,716	53,176	99,048
Residents	4,763	49,022	96,342
Household Summary			
2010 Households	2,647	28,261	52,184
2010 Average Household Size	3.35	3.04	3.10
2020 Total Households	3,071	30,436	58,773
2020 Average Household Size	3.18	3.00	3.08
2023 Total Households	3,162	30,782	59,541
2023 Average Household Size	3.18	2.98	3.06
2028 Total Households	3,297	31,834	61,485
2028 Average Household Size	3.19	2.98	3.06
2023-2028 Annual Rate	0.84%	0.67%	0.64%
2010 Families	2,139	21,751	41,212
2010 Average Family Size	3.66	3.46	3.47
2023 Families	2,536	23,455	46,760
2023 Average Family Size	3.51	3.42	3.44
2028 Families	2,643	24,230	48,190
2028 Average Family Size	3.53	3.42	3.44
2023-2028 Annual Rate	0.83%	0.65%	0.60%
Housing Unit Summary			
2000 Housing Units	1,676	16,349	29,561
Owner Occupied Housing Units	74.9%	73.8%	68.9%
Renter Occupied Housing Units	23.1%	22.1%	26.1%
Vacant Housing Units	2.0%	4.1%	5.0%
2010 Housing Units	2,855	30,441	56,290
Owner Occupied Housing Units	49.4%	61.9%	62.3%
Renter Occupied Housing Units	43.3%	31.0%	30.4%
Vacant Housing Units	7.3%	7.2%	7.3%
2020 Housing Units	3,138	31,582	60,999
Vacant Housing Units	2.1%	3.6%	3.6%
2023 Housing Units	3,228	31,920	61,739
Owner Occupied Housing Units	48.0%	60.9%	63.5%
Renter Occupied Housing Units	49.9%	35.5%	33.0%
Vacant Housing Units	2.0%	3.6%	3.6%
2028 Housing Units	3,352	32,917	63,541
Owner Occupied Housing Units	48.9%	60.7%	63.1%
Renter Occupied Housing Units	49.4%	36.0%	33.6%
Vacant Housing Units	1.6%	3.3%	3.2%
Median Household Income			
2023	\$103,086	\$97,734	\$103,047
2028	\$109,437	\$107,380	\$112,370
Median Home Value			
2023	\$545,946	\$546,001	\$575,672
2028	\$577,822	\$562,356	\$588,251
Per Capita Income			
2023	\$42,123	\$42,820	\$43,895
2028	\$46,972	\$49,079	\$50,260
Median Age			
2010	29.6	33.9	33.2
2023	32.0	35.7	35.1
2028	32.5	36.0	35.6

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	3,162	30,782	59,539
<\$15,000	1.9%	4.3%	4.2%
\$15,000 - \$24,999	1.7%	3.4%	3.1%
\$25,000 - \$34,999	1.8%	4.8%	4.1%
\$35,000 - \$49,999	9.3%	7.7%	6.7%
\$50,000 - \$74,999	17.7%	16.7%	15.6%
\$75,000 - \$99,999	14.5%	13.9%	13.8%
\$100,000 - \$149,999	28.9%	24.0%	24.6%
\$150,000 - \$199,999	9.5%	10.5%	11.7%
\$200,000+	14.6%	14.4%	16.1%
Average Household Income	\$131,607	\$127,939	\$135,002
2028 Households by Income			
Household Income Base	3,297	31,834	61,483
<\$15,000	1.5%	3.9%	3.8%
\$15,000 - \$24,999	1.1%	2.4%	2.2%
\$25,000 - \$34,999	1.3%	3.5%	3.1%
\$35,000 - \$49,999	6.4%	6.0%	5.2%
\$50,000 - \$74,999	15.4%	15.1%	13.7%
\$75,000 - \$99,999	15.2%	13.4%	13.2%
\$100,000 - \$149,999	30.9%	25.4%	25.7%
\$150,000 - \$199,999	11.3%	12.7%	13.8%
\$200,000+	16.8%	17.6%	19.4%
Average Household Income	\$147,380	\$146,667	\$154,271
2023 Owner Occupied Housing Units by Value			
Total	1,551	19,452	39,188
<\$50,000	0.2%	0.4%	0.4%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.6%	0.2%	0.1%
\$150,000 - \$199,999	0.3%	0.2%	0.1%
\$200,000 - \$249,999	0.1%	0.4%	0.3%
\$250,000 - \$299,999	0.4%	0.8%	0.5%
\$300,000 - \$399,999	11.2%	8.8%	6.3%
\$400,000 - \$499,999	30.6%	30.8%	26.3%
\$500,000 - \$749,999	35.8%	45.6%	52.2%
\$750,000 - \$999,999	17.3%	9.2%	9.6%
\$1,000,000 - \$1,499,999	3.4%	2.2%	2.5%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.1%	1.0%	1.0%
Average Home Value	\$599,016	\$595,104	\$615,125
2028 Owner Occupied Housing Units by Value			
Total	1,640	19,982	40,123
<\$50,000	0.2%	0.4%	0.4%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.4%	0.2%	0.1%
\$150,000 - \$199,999	0.2%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.3%	0.3%
\$250,000 - \$299,999	0.3%	0.6%	0.4%
\$300,000 - \$399,999	9.9%	7.9%	5.6%
\$400,000 - \$499,999	28.0%	29.1%	24.7%
\$500,000 - \$749,999	34.6%	45.6%	51.8%
\$750,000 - \$999,999	21.9%	11.2%	11.4%
\$1,000,000 - \$1,499,999	4.1%	2.7%	3.1%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.6%
\$2,000,000 +	0.1%	1.4%	1.4%
Average Home Value	\$625,472	\$618,278	\$636,702

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	8,864	86,471	163,502
0 - 4	8.5%	7.1%	7.1%
5 - 9	8.3%	7.7%	7.9%
10 - 14	9.6%	8.9%	8.9%
15 - 24	16.7%	15.4%	15.6%
25 - 34	15.6%	12.3%	12.7%
35 - 44	15.4%	15.0%	15.1%
45 - 54	13.4%	14.2%	14.6%
55 - 64	7.2%	8.2%	8.4%
65 - 74	2.9%	5.7%	5.2%
75 - 84	1.8%	4.2%	3.4%
85 +	0.6%	1.4%	1.1%
18 +	67.5%	70.4%	70.2%
2023 Population by Age			
Total	10,065	92,287	183,073
0 - 4	7.7%	6.4%	6.6%
5 - 9	7.9%	6.9%	7.2%
10 - 14	7.6%	7.2%	7.4%
15 - 24	14.0%	13.0%	12.9%
25 - 34	18.0%	15.7%	15.7%
35 - 44	14.9%	13.2%	13.8%
45 - 54	11.8%	12.4%	12.6%
55 - 64	9.9%	10.9%	10.9%
65 - 74	5.5%	7.7%	7.4%
75 - 84	2.0%	4.9%	4.1%
85 +	0.6%	1.8%	1.4%
18 +	72.7%	75.4%	74.6%
2028 Population by Age			
Total	10,537	95,442	188,667
0 - 4	8.1%	6.8%	7.0%
5 - 9	7.7%	6.8%	7.1%
10 - 14	7.7%	6.9%	7.1%
15 - 24	12.7%	11.2%	11.2%
25 - 34	18.9%	16.7%	16.6%
35 - 44	15.3%	15.2%	16.0%
45 - 54	11.4%	10.8%	11.1%
55 - 64	9.0%	10.0%	10.0%
65 - 74	6.1%	8.4%	7.9%
75 - 84	2.4%	5.4%	4.5%
85 +	0.7%	2.0%	1.5%
18 +	72.6%	75.7%	75.0%
2010 Population by Sex			
Males	4,364	41,910	80,347
Females	4,499	44,559	83,154
2023 Population by Sex			
Males	4,939	44,840	89,616
Females	5,125	47,447	93,458
2028 Population by Sex			
Males	5,135	46,193	91,891
Females	5,404	49,249	96,778

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	8,862	86,469	163,501
White Alone	62.3%	69.0%	69.2%
Black Alone	6.1%	5.3%	5.2%
American Indian Alone	0.9%	0.7%	0.8%
Asian Alone	10.6%	9.5%	9.5%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	12.4%	8.8%	8.9%
Two or More Races	6.8%	6.2%	6.1%
Hispanic Origin	33.0%	26.8%	26.6%
Diversity Index	76.4	69.7	69.4
2020 Population by Race/Ethnicity			
Total	9,766	91,760	181,480
White Alone	46.9%	53.0%	53.3%
Black Alone	7.8%	5.9%	5.9%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	12.3%	10.6%	10.9%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	13.8%	11.6%	11.4%
Two or More Races	17.8%	17.4%	17.0%
Hispanic Origin	35.3%	31.0%	30.3%
Diversity Index	84.2	80.6	80.3
2023 Population by Race/Ethnicity			
Total	10,065	92,288	183,074
White Alone	44.4%	50.9%	51.0%
Black Alone	7.9%	6.0%	6.0%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	13.1%	11.1%	11.5%
Pacific Islander Alone	0.4%	0.5%	0.5%
Some Other Race Alone	14.7%	12.3%	12.2%
Two or More Races	18.4%	18.2%	17.7%
Hispanic Origin	37.1%	32.7%	32.1%
Diversity Index	85.3	81.9	81.7
2028 Population by Race/Ethnicity			
Total	10,539	95,442	188,670
White Alone	40.3%	47.0%	47.1%
Black Alone	8.2%	6.2%	6.2%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	14.4%	12.0%	12.4%
Pacific Islander Alone	0.4%	0.5%	0.5%
Some Other Race Alone	16.0%	13.6%	13.5%
Two or More Races	19.6%	19.5%	19.0%
Hispanic Origin	38.9%	34.8%	34.2%
Diversity Index	86.7	83.8	83.7
2010 Population by Relationship and Household Type			
Total	8,862	86,469	163,501
In Households	100.0%	99.4%	99.0%
In Family Households	91.6%	89.8%	90.1%
Householder	24.7%	25.2%	25.2%
Spouse	17.9%	19.6%	19.7%
Child	40.3%	37.2%	37.3%
Other relative	5.6%	5.1%	5.2%
Nonrelative	3.2%	2.7%	2.7%
In Nonfamily Households	8.3%	9.7%	8.9%
In Group Quarters	0.0%	0.6%	1.0%
Institutionalized Population	0.0%	0.2%	0.8%
Noninstitutionalized Population	0.0%	0.4%	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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2023 Population 25+ by Educational Attainment			
Total	6,323	61,440	120,674
Less than 9th Grade	4.6%	3.6%	3.2%
9th - 12th Grade, No Diploma	3.1%	3.9%	3.7%
High School Graduate	21.4%	22.1%	20.4%
GED/Alternative Credential	1.3%	2.1%	2.6%
Some College, No Degree	24.3%	25.8%	25.0%
Associate Degree	10.2%	10.2%	11.0%
Bachelor's Degree	25.5%	23.0%	23.3%
Graduate/Professional Degree	9.6%	9.3%	10.8%
2023 Population 15+ by Marital Status			
Total	7,728	73,423	144,356
Never Married	32.5%	30.6%	29.9%
Married	57.7%	54.3%	56.4%
Widowed	1.9%	5.0%	4.3%
Divorced	7.9%	10.2%	9.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,655	45,782	91,077
Population 16+ Employed	94.7%	94.9%	95.0%
Population 16+ Unemployment rate	5.3%	5.1%	5.0%
Population 16-24 Employed	14.1%	13.0%	13.0%
Population 16-24 Unemployment rate	8.9%	10.0%	9.8%
Population 25-54 Employed	69.8%	68.0%	68.4%
Population 25-54 Unemployment rate	4.5%	4.6%	4.4%
Population 55-64 Employed	12.5%	13.8%	13.9%
Population 55-64 Unemployment rate	4.8%	3.4%	4.1%
Population 65+ Employed	3.7%	5.2%	4.7%
Population 65+ Unemployment rate	7.9%	3.8%	3.0%
2023 Employed Population 16+ by Industry			
Total	5,355	43,435	86,493
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	6.8%	6.4%	6.9%
Manufacturing	8.8%	8.5%	9.3%
Wholesale Trade	1.0%	2.1%	1.9%
Retail Trade	9.6%	12.8%	12.1%
Transportation/Utilities	2.4%	5.5%	5.6%
Information	1.1%	2.8%	2.4%
Finance/Insurance/Real Estate	6.7%	6.2%	6.2%
Services	58.5%	49.2%	48.6%
Public Administration	4.6%	6.2%	6.7%
2023 Employed Population 16+ by Occupation			
Total	5,355	43,433	86,494
White Collar	59.4%	63.4%	64.4%
Management/Business/Financial	14.7%	17.2%	18.1%
Professional	27.2%	25.5%	25.1%
Sales	8.1%	10.8%	11.0%
Administrative Support	9.3%	9.9%	10.2%
Services	23.0%	19.4%	18.5%
Blue Collar	17.6%	17.3%	17.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.1%	3.5%	3.7%
Installation/Maintenance/Repair	4.6%	3.6%	2.9%
Production	5.1%	4.1%	4.2%
Transportation/Material Moving	5.6%	6.0%	6.3%

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2010 Households by Type			
Total	2,647	28,261	52,182
Households with 1 Person	13.7%	18.3%	16.0%
Households with 2+ People	86.3%	81.7%	84.0%
Family Households	80.8%	77.0%	79.0%
Husband-wife Families	58.6%	59.8%	61.8%
With Related Children	37.6%	33.8%	35.2%
Other Family (No Spouse Present)	22.2%	17.1%	17.2%
Other Family with Male Householder	6.8%	5.1%	5.2%
With Related Children	4.9%	3.3%	3.3%
Other Family with Female Householder	15.4%	12.0%	12.1%
With Related Children	12.4%	8.3%	8.4%
Nonfamily Households	5.5%	4.7%	5.0%
All Households with Children	55.5%	46.0%	47.5%
Multigenerational Households	7.8%	6.3%	6.4%
Unmarried Partner Households	7.1%	5.6%	5.7%
Male-female	6.2%	5.0%	5.1%
Same-sex	0.9%	0.6%	0.6%
2010 Households by Size			
Total	2,649	28,262	52,184
1 Person Household	13.7%	18.3%	16.0%
2 Person Household	24.3%	27.8%	27.8%
3 Person Household	19.1%	17.0%	17.8%
4 Person Household	20.8%	18.8%	19.8%
5 Person Household	13.2%	10.5%	10.8%
6 Person Household	5.8%	4.5%	4.7%
7 + Person Household	3.1%	3.0%	3.1%
2010 Households by Tenure and Mortgage Status			
Total	2,647	28,261	52,186
Owner Occupied	53.3%	66.6%	67.3%
Owned with a Mortgage/Loan	48.1%	57.1%	58.8%
Owned Free and Clear	5.1%	9.5%	8.4%
Renter Occupied	46.7%	33.4%	32.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	71	71
Percent of Income for Mortgage	31.8%	33.6%	33.6%
Wealth Index	106	119	130
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,855	30,441	56,290
Housing Units Inside Urbanized Area	99.8%	98.9%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	1.1%	1.7%
2010 Population By Urban/ Rural Status			
Total Population	8,863	86,469	163,501
Population Inside Urbanized Area	99.8%	99.0%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	1.0%	1.6%

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.	Bright Young Professionals (8C)	Boomburbs (1C)	Boomburbs (1C)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$8,633,913	\$79,683,113	\$162,961,909
Average Spent	\$2,730.52	\$2,588.63	\$2,736.97
Spending Potential Index	124	118	124
Education: Total \$	\$6,535,553	\$64,393,591	\$132,204,444
Average Spent	\$2,066.90	\$2,091.92	\$2,220.39
Spending Potential Index	115	117	124
Entertainment/Recreation: Total \$	\$14,661,142	\$138,269,721	\$281,505,981
Average Spent	\$4,636.67	\$4,491.90	\$4,727.94
Spending Potential Index	123	119	125
Food at Home: Total \$	\$25,731,531	\$240,258,611	\$487,697,212
Average Spent	\$8,137.74	\$7,805.17	\$8,190.95
Spending Potential Index	120	115	120
Food Away from Home: Total \$	\$14,972,826	\$137,863,103	\$281,834,875
Average Spent	\$4,735.24	\$4,478.69	\$4,733.46
Spending Potential Index	127	120	127
Health Care: Total \$	\$27,893,836	\$263,166,706	\$530,403,194
Average Spent	\$8,821.58	\$8,549.37	\$8,908.20
Spending Potential Index	120	116	121
HH Furnishings & Equipment: Total \$	\$11,695,892	\$109,449,417	\$222,809,744
Average Spent	\$3,698.89	\$3,555.63	\$3,742.12
Spending Potential Index	125	120	127
Personal Care Products & Services: Total \$	\$3,800,519	\$35,755,070	\$72,402,740
Average Spent	\$1,201.94	\$1,161.56	\$1,216.01
Spending Potential Index	126	121	127
Shelter: Total \$	\$96,311,060	\$908,669,061	\$1,848,991,963
Average Spent	\$30,458.91	\$29,519.49	\$31,054.10
Spending Potential Index	123	119	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,456,871	\$119,752,929	\$241,505,180
Average Spent	\$3,939.55	\$3,890.36	\$4,056.12
Spending Potential Index	126	124	130
Travel: Total \$	\$8,988,303	\$85,269,417	\$174,636,018
Average Spent	\$2,842.60	\$2,770.11	\$2,933.04
Spending Potential Index	126	123	130
Vehicle Maintenance & Repairs: Total \$	\$5,225,002	\$47,534,555	\$96,625,417
Average Spent	\$1,652.44	\$1,544.23	\$1,622.84
Spending Potential Index	126	118	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 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.