



# Community Profile

Wildomar city, CA (0685446)  
 Wildomar city  
 Geography: Place

Prepared by Esri

	<b>Wildomar city...</b>
<b>Population Summary</b>	
2010 Total Population	32,301
2020 Total Population	36,890
2020 Group Quarters	164
2023 Total Population	36,786
2023 Group Quarters	164
2028 Total Population	37,388
2023-2028 Annual Rate	0.33%
2023 Total Daytime Population	27,415
Workers	7,158
Residents	20,257
<b>Household Summary</b>	
2010 Households	9,951
2010 Average Household Size	3.24
2020 Total Households	11,272
2020 Average Household Size	3.26
2023 Households	11,285
2023 Average Household Size	3.25
2028 Households	11,508
2028 Average Household Size	3.23
2023-2028 Annual Rate	0.39%
2010 Families	7,785
2010 Average Family Size	3.61
2023 Families	8,852
2023 Average Family Size	3.59
2028 Families	9,024
2028 Average Family Size	3.59
2023-2028 Annual Rate	0.39%
<b>Housing Unit Summary</b>	
2000 Housing Units	7,045
Owner Occupied Housing Units	78.8%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	5.3%
2010 Housing Units	10,780
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	7.7%
2020 Housing Units	11,729
Vacant Housing Units	3.9%
2023 Housing Units	11,734
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	3.8%
2028 Housing Units	11,943
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	3.6%
<b>Median Household Income</b>	
2023	\$97,751
2028	\$107,028
<b>Median Home Value</b>	
2023	\$538,115
2028	\$555,892
<b>Per Capita Income</b>	
2023	\$37,806
2028	\$43,823
<b>Median Age</b>	
2010	34.7
2023	36.1
2028	36.5

**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.



# Community Profile

Wildomar city, CA (0685446)  
Wildomar city  
Geography: Place

Prepared by Esri

## Wildomar city...

### 2023 Households by Income

Household Income Base	11,285
<\$15,000	5.4%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	26.7%
\$150,000 - \$199,999	9.5%
\$200,000+	13.0%
Average Household Income	\$123,211

### 2028 Households by Income

Household Income Base	11,508
<\$15,000	4.7%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	6.3%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	28.2%
\$150,000 - \$199,999	11.8%
\$200,000+	16.1%
Average Household Income	\$142,350

### 2023 Owner Occupied Housing Units by Value

Total	8,497
<\$50,000	0.9%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	2.0%
\$300,000 - \$399,999	11.8%
\$400,000 - \$499,999	24.4%
\$500,000 - \$749,999	45.4%
\$750,000 - \$999,999	6.1%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	1.0%
Average Home Value	\$582,035

### 2028 Owner Occupied Housing Units by Value

Total	8,593
<\$50,000	0.8%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.2%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	10.7%
\$400,000 - \$499,999	22.7%
\$500,000 - \$749,999	45.7%
\$750,000 - \$999,999	7.8%
\$1,000,000 - \$1,499,999	3.8%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.4%
Average Home Value	\$609,388

**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.



# Community Profile

Wildomar city, CA (0685446)  
Wildomar city  
Geography: Place

Prepared by Esri

## Wildomar city...

2010 Population by Age	
Total	32,300
0 - 4	7.0%
5 - 9	7.5%
10 - 14	8.0%
15 - 24	15.4%
25 - 34	12.4%
35 - 44	13.4%
45 - 54	15.6%
55 - 64	10.1%
65 - 74	5.6%
75 - 84	3.5%
85 +	1.4%
18 +	72.1%
2023 Population by Age	
Total	36,786
0 - 4	6.4%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	12.6%
25 - 34	15.7%
35 - 44	13.0%
45 - 54	12.0%
55 - 64	12.5%
65 - 74	8.5%
75 - 84	4.2%
85 +	1.4%
18 +	75.8%
2028 Population by Age	
Total	37,388
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	11.3%
25 - 34	15.6%
35 - 44	15.3%
45 - 54	11.0%
55 - 64	10.9%
65 - 74	9.1%
75 - 84	4.8%
85 +	1.5%
18 +	75.7%
2010 Population by Sex	
Males	15,964
Females	16,337
2023 Population by Sex	
Males	18,247
Females	18,539
2028 Population by Sex	
Males	18,486
Females	18,902

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Wildomar city, CA (0685446)  
 Wildomar city  
 Geography: Place

Prepared by Esri

## Wildomar city...

2010 Population by Race/Ethnicity	
Total	32,301
White Alone	70.1%
Black Alone	3.3%
American Indian Alone	1.2%
Asian Alone	4.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	15.3%
Two or More Races	5.3%
Hispanic Origin	34.5%
Diversity Index	71.5
2020 Population by Race/Ethnicity	
Total	36,890
White Alone	51.6%
Black Alone	3.8%
American Indian Alone	1.6%
Asian Alone	5.6%
Pacific Islander Alone	0.6%
Some Other Race Alone	19.7%
Two or More Races	17.2%
Hispanic Origin	40.9%
Diversity Index	82.5
2023 Population by Race/Ethnicity	
Total	36,786
White Alone	50.0%
Black Alone	3.9%
American Indian Alone	1.7%
Asian Alone	5.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	20.4%
Two or More Races	17.6%
Hispanic Origin	42.5%
Diversity Index	83.3
2028 Population by Race/Ethnicity	
Total	37,388
White Alone	46.1%
Black Alone	4.0%
American Indian Alone	1.9%
Asian Alone	6.4%
Pacific Islander Alone	0.6%
Some Other Race Alone	22.3%
Two or More Races	18.8%
Hispanic Origin	45.1%
Diversity Index	84.7
2010 Population by Relationship and Household Type	
Total	32,301
In Households	99.9%
In Family Households	90.5%
Householder	24.4%
Spouse	18.7%
Child	37.4%
Other relative	6.5%
Nonrelative	3.6%
In Nonfamily Households	9.4%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	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.



# Community Profile

Wildomar city, CA (0685446)  
 Wildomar city  
 Geography: Place

Prepared by Esri

## Wildomar city...

2023 Population 25+ by Educational Attainment	
Total	24,738
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	28.4%
GED/Alternative Credential	4.6%
Some College, No Degree	24.0%
Associate Degree	10.2%
Bachelor's Degree	13.6%
Graduate/Professional Degree	6.9%
2023 Population 15+ by Marital Status	
Total	29,362
Never Married	34.3%
Married	52.3%
Widowed	5.0%
Divorced	8.4%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	17,599
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	12.7%
Population 16-24 Unemployment rate	11.4%
Population 25-54 Employed	66.7%
Population 25-54 Unemployment rate	4.7%
Population 55-64 Employed	15.9%
Population 55-64 Unemployment rate	5.4%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	2.3%
2023 Employed Population 16+ by Industry	
Total	16,609
Agriculture/Mining	0.7%
Construction	13.0%
Manufacturing	9.3%
Wholesale Trade	1.6%
Retail Trade	10.8%
Transportation/Utilities	8.7%
Information	1.7%
Finance/Insurance/Real Estate	3.9%
Services	44.3%
Public Administration	5.8%
2023 Employed Population 16+ by Occupation	
Total	16,609
White Collar	54.7%
Management/Business/Financial	15.7%
Professional	19.5%
Sales	9.6%
Administrative Support	9.9%
Services	18.7%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	8.3%
Installation/Maintenance/Repair	3.3%
Production	6.7%
Transportation/Material Moving	8.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 31, 2023



# Community Profile

Wildomar city, CA (0685446)  
 Wildomar city  
 Geography: Place

Prepared by Esri

	<b>Wildomar city...</b>
<b>2010 Households by Type</b>	
Total	9,951
Households with 1 Person	16.0%
Households with 2+ People	84.0%
Family Households	78.2%
Husband-wife Families	60.0%
With Related Children	32.2%
Other Family (No Spouse Present)	18.2%
Other Family with Male Householder	6.4%
With Related Children	3.8%
Other Family with Female Householder	11.8%
With Related Children	7.3%
Nonfamily Households	5.8%
All Households with Children	44.1%
Multigenerational Households	8.9%
Unmarried Partner Households	6.7%
Male-female	6.0%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	9,952
1 Person Household	16.0%
2 Person Household	27.5%
3 Person Household	17.6%
4 Person Household	17.5%
5 Person Household	11.0%
6 Person Household	5.7%
7 + Person Household	4.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	9,951
Owner Occupied	73.5%
Owned with a Mortgage/Loan	61.7%
Owned Free and Clear	11.8%
Renter Occupied	26.5%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	74
Percent of Income for Mortgage	33.1%
Wealth Index	118
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	10,780
Housing Units Inside Urbanized Area	96.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	32,301
Population Inside Urbanized Area	96.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.9%

**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.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Wildomar city, CA (0685446)  
 Wildomar city  
 Geography: Place

Prepared by Esri

## Wildomar city...

### Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Up and Coming Families (7A)
3. Home Improvement (4B)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$28,140,663
Average Spent	\$2,493.63
Spending Potential Index	113
Education: Total \$	\$22,602,579
Average Spent	\$2,002.89
Spending Potential Index	112
Entertainment/Recreation: Total \$	\$48,515,400
Average Spent	\$4,299.11
Spending Potential Index	114
Food at Home: Total \$	\$85,611,980
Average Spent	\$7,586.35
Spending Potential Index	112
Food Away from Home: Total \$	\$48,770,131
Average Spent	\$4,321.68
Spending Potential Index	116
Health Care: Total \$	\$92,188,592
Average Spent	\$8,169.13
Spending Potential Index	111
HH Furnishings & Equipment: Total \$	\$38,447,417
Average Spent	\$3,406.95
Spending Potential Index	115
Personal Care Products & Services: Total \$	\$12,348,832
Average Spent	\$1,094.27
Spending Potential Index	114
Shelter: Total \$	\$321,667,602
Average Spent	\$28,504.00
Spending Potential Index	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$40,698,092
Average Spent	\$3,606.39
Spending Potential Index	115
Travel: Total \$	\$29,771,995
Average Spent	\$2,638.19
Spending Potential Index	117
Vehicle Maintenance & Repairs: Total \$	\$16,769,530
Average Spent	\$1,486.00
Spending Potential Index	113

**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.