

Wildomar city...

Population Summary	
2010 Total Population	32,198
2020 Total Population	36,890
2020 Group Quarters	164
2024 Total Population	37,178
2024 Group Quarters	157
2029 Total Population	38,432
2024-2029 Annual Rate	0.67%
2024 Total Daytime Population	28,668
Workers	7,694
Residents	20,974
Household Summary	
2010 Households	9,998
2010 Average Household Size	3.22
2020 Total Households	11,272
2020 Average Household Size	3.26
2024 Households	11,447
2024 Average Household Size	3.23
2029 Households	11,935
2029 Average Household Size	3.21
2024-2029 Annual Rate	0.84%
2010 Families	7,808
2010 Average Family Size	3.58
2024 Families	8,904
2024 Average Family Size	3.56
2029 Families	9,283
2029 Average Family Size	3.53
2024-2029 Annual Rate	0.84%
Housing Unit Summary	
2000 Housing Units	7,079
Owner Occupied Housing Units	77.8%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	5.5%
2010 Housing Units	10,812
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	7.5%
2020 Housing Units	11,729
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	3.9%
2024 Housing Units	12,054
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	5.0%
2029 Housing Units	12,508
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	4.6%

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

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2024 Households by Income

Household Income Base	11,447
<\$15,000	5.2%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	14.1%
\$200,000+	14.3%
Average Household Income	\$126,289

2029 Households by Income

Household Income Base	11,935
<\$15,000	4.5%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	13.9%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	16.9%
\$200,000+	18.3%
Average Household Income	\$147,009

2024 Owner Occupied Housing Units by Value

Total	8,393
<\$50,000	0.9%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	1.0%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	17.4%
\$500,000 - \$749,999	54.7%
\$750,000 - \$999,999	10.5%
\$1,000,000 - \$1,499,999	2.7%
\$1,500,000 - \$1,999,999	1.3%
\$2,000,000 +	1.2%
Average Home Value	\$626,588

2029 Owner Occupied Housing Units by Value

Total	8,674
<\$50,000	0.6%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	1.5%
\$400,000 - \$499,999	9.4%
\$500,000 - \$749,999	56.9%
\$750,000 - \$999,999	18.7%
\$1,000,000 - \$1,499,999	5.0%
\$1,500,000 - \$1,999,999	2.7%
\$2,000,000 +	3.6%
Average Home Value	\$760,903

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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Median Household Income	
2024	\$102,711
2029	\$114,505
Median Home Value	
2024	\$593,314
2029	\$662,346
Per Capita Income	
2024	\$38,891
2029	\$45,661
Median Age	
2010	34.6
2020	37.2
2024	38.2
2029	38.8
2020 Population by Age	
Total	36,890
0 - 4	5.6%
5 - 9	6.7%
10 - 14	7.3%
15 - 24	14.0%
25 - 34	13.6%
35 - 44	12.5%
45 - 54	12.9%
55 - 64	13.3%
65 - 74	8.4%
75 - 84	4.0%
85 +	1.7%
18 +	75.8%
2024 Population by Age	
Total	37,178
0 - 4	5.6%
5 - 9	6.1%
10 - 14	6.7%
15 - 24	13.6%
25 - 34	13.8%
35 - 44	13.4%
45 - 54	12.5%
55 - 64	12.7%
65 - 74	9.5%
75 - 84	4.5%
85 +	1.8%
18 +	77.7%
2029 Population by Age	
Total	38,432
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.1%
15 - 24	12.1%
25 - 34	14.7%
35 - 44	14.1%
45 - 54	12.0%
55 - 64	11.6%
65 - 74	10.5%
75 - 84	5.5%
85 +	1.9%
18 +	78.7%
2020 Population by Sex	

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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Males	18,237
Females	18,653
2024 Population by Sex	
Males	18,620
Females	18,558
2029 Population by Sex	
Males	19,092
Females	19,340
2010 Population by Race/Ethnicity	
Total	32,198
White Alone	69.5%
Black Alone	3.3%
American Indian Alone	1.2%
Asian Alone	4.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	16.0%
Two or More Races	5.3%
Hispanic Origin	35.3%
Diversity Index	72.0
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
2024 Population by Race/Ethnicity	
Total	37,178
White Alone	48.9%
Black Alone	3.9%
American Indian Alone	1.7%
Asian Alone	6.2%
Pacific Islander Alone	0.6%
Some Other Race Alone	20.9%
Two or More Races	17.8%
Hispanic Origin	43.4%
Diversity Index	83.7
2029 Population by Race/Ethnicity	
Total	38,432
White Alone	46.7%
Black Alone	3.9%
American Indian Alone	1.7%
Asian Alone	6.6%
Pacific Islander Alone	0.6%
Some Other Race Alone	21.9%
Two or More Races	18.6%
Hispanic Origin	45.3%
Diversity Index	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.

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2020 Population by Relationship and Household Type

Total	36,890
In Households	99.6%
Householder	30.5%
Opposite-Sex Spouse	17.2%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.2%
Same-Sex Unmarried Partner	0.1%
Biological Child	30.7%
Adopted Child	0.6%
Stepchild	1.6%
Grandchild	3.9%
Brother or Sister	1.7%
Parent	2.4%
Parent-in-law	0.7%
Son-in-law or Daughter-in-law	1.0%
Other Relatives	2.4%
Foster Child	0.1%
Other Nonrelatives	4.3%
In Group Quarters	0.4%
Institutionalized	0.0%
Noninstitutionalized	0.4%

2024 Population 25+ by Educational Attainment

Total	25,311
Less than 9th Grade	5.9%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	27.2%
GED/Alternative Credential	3.9%
Some College, No Degree	24.7%
Associate Degree	10.3%
Bachelor's Degree	13.7%
Graduate/Professional Degree	7.6%

2024 Population 15+ by Marital Status

Total	30,373
Never Married	35.4%
Married	51.7%
Widowed	4.8%
Divorced	8.2%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	17,467
Population 16+ Employed	93.2%
Population 16+ Unemployment rate	6.8%
Population 16-24 Employed	13.2%
Population 16-24 Unemployment rate	13.7%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	5.7%
Population 55-64 Employed	16.3%
Population 55-64 Unemployment rate	6.2%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	3.5%

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2024 Employed Population 16+ by Industry

Total	16,276
Agriculture/Mining	0.7%
Construction	12.4%
Manufacturing	9.1%
Wholesale Trade	1.7%
Retail Trade	11.4%
Transportation/Utilities	7.9%
Information	1.9%
Finance/Insurance/Real Estate	3.8%
Services	45.0%
Public Administration	6.1%

2024 Employed Population 16+ by Occupation

Total	16,276
White Collar	54.8%
Management/Business/Financial	16.0%
Professional	19.4%
Sales	10.0%
Administrative Support	9.4%
Services	19.8%
Blue Collar	25.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	3.0%
Production	6.4%
Transportation/Material Moving	7.5%

2020 Households by Type

Total	11,272
Married Couple Households	56.8%
With Own Children <18	23.7%
Without Own Children <18	33.0%
Cohabiting Couple Households	7.4%
With Own Children <18	3.1%
Without Own Children <18	4.3%
Male Householder, No Spouse/Partner	15.3%
Living Alone	7.5%
65 Years and over	2.9%
With Own Children <18	2.3%
Without Own Children <18, With Relatives	3.9%
No Relatives Present	1.7%
Female Householder, No Spouse/Partner	20.5%
Living Alone	7.6%
65 Years and over	4.3%
With Own Children <18	3.9%
Without Own Children <18, With Relatives	7.9%
No Relatives Present	1.1%

2020 Households by Size

Total	11,272
1 Person Household	15.0%
2 Person Household	27.2%
3 Person Household	18.2%
4 Person Household	17.7%
5 Person Household	10.7%
6 Person Household	6.0%
7 + Person Household	5.1%

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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2020 Households by Tenure and Mortgage Status

Total	11,272
Owner Occupied	72.9%
Owned with a Mortgage/Loan	60.3%
Owned Free and Clear	12.6%
Renter Occupied	27.1%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	68
Percent of Income for Mortgage	36.2%
Wealth Index	116

2020 Housing Units By Urban/ Rural Status

Total	11,729
Urban Housing Units	83.0%
Rural Housing Units	17.0%

2020 Population By Urban/ Rural Status

Total	36,890
Urban Population	83.9%
Rural Population	16.1%

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.

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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Top 3 Tapestry Segments

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

2024 Consumer Spending

Apparel & Services: Total \$	\$29,468,230
Average Spent	\$2,574.32
Spending Potential Index	108
Education: Total \$	\$21,212,185
Average Spent	\$1,853.08
Spending Potential Index	107
Entertainment/Recreation: Total \$	\$51,038,782
Average Spent	\$4,458.70
Spending Potential Index	109
Food at Home: Total \$	\$90,406,932
Average Spent	\$7,897.87
Spending Potential Index	108
Food Away from Home: Total \$	\$50,603,267
Average Spent	\$4,420.66
Spending Potential Index	114
Health Care: Total \$	\$89,926,132
Average Spent	\$7,855.87
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$39,620,639
Average Spent	\$3,461.22
Spending Potential Index	109
Personal Care Products & Services: Total \$	\$12,989,600
Average Spent	\$1,134.76
Spending Potential Index	114
Shelter: Total \$	\$357,336,990
Average Spent	\$31,216.65
Spending Potential Index	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$40,586,946
Average Spent	\$3,545.64
Spending Potential Index	101
Travel: Total \$	\$39,766,122
Average Spent	\$3,473.93
Spending Potential Index	115
Vehicle Maintenance & Repairs: Total \$	\$18,267,395
Average Spent	\$1,595.82
Spending Potential Index	108

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.