LOCAL ECONOMIC AREA REPORT

Temecula, California

Presented by
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### Criteria Used for Analysis

<table>
<thead>
<tr>
<th>Income:</th>
<th>Median Household Income</th>
<th>$93,952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age:</td>
<td>Median Age</td>
<td>34.8</td>
</tr>
<tr>
<td>Population Stats:</td>
<td>Total Population</td>
<td>112,632</td>
</tr>
<tr>
<td>Segmentation:</td>
<td>1st Dominant Segment</td>
<td>Boomburbs</td>
</tr>
</tbody>
</table>

### Consumer Segmentation

#### Life Mode
**What are the people like that live in this area?**

- **Affluent Estates**: Established wealth—educated, well-travelled married couples

#### Urbanization
**Where do people like this usually live?**

- **Suburban Periphery**: Affluence in the suburbs, married couple-families, longer commutes

### Top Tapestry Segments

<table>
<thead>
<tr>
<th></th>
<th>Boomburbs</th>
<th>Soccer Moms</th>
<th>Home Improvement</th>
<th>Up and Coming</th>
<th>Savvy Suburbanites</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>% of Households</strong></td>
<td>10,471 (29.4%)</td>
<td>6,702 (18.8%)</td>
<td>3,743 (10.5%)</td>
<td>2,929 (8.2%)</td>
<td>2,627 (7.4%)</td>
</tr>
<tr>
<td><strong>Lifestyle Group</strong></td>
<td>Affluent Estates</td>
<td>Family Landscapes</td>
<td>Family Landscapes</td>
<td>Ethnic Enclaves</td>
<td>Affluent Estates</td>
</tr>
<tr>
<td><strong>Urbanization Group</strong></td>
<td>Suburban Periphery</td>
<td>Suburban Periphery</td>
<td>Suburban Periphery</td>
<td>Suburban Periphery</td>
<td>Suburban Periphery</td>
</tr>
<tr>
<td><strong>Residence Type</strong></td>
<td>Single Family</td>
<td>Single Family</td>
<td>Single Family</td>
<td>Single Family</td>
<td>Single Family</td>
</tr>
<tr>
<td><strong>Household Type</strong></td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
</tr>
<tr>
<td><strong>Average Household Size</strong></td>
<td>3.22</td>
<td>2.96</td>
<td>2.86</td>
<td>3.1</td>
<td>2.83</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>33.6</td>
<td>36.6</td>
<td>37</td>
<td>30.7</td>
<td>44.1</td>
</tr>
<tr>
<td><strong>Diversity Index</strong></td>
<td>60.9</td>
<td>48.3</td>
<td>63.4</td>
<td>72.4</td>
<td>33.2</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$105,000</td>
<td>$75,000</td>
<td>$90,000</td>
<td>$110,000</td>
<td>$117,000</td>
</tr>
<tr>
<td><strong>Median Net Worth</strong></td>
<td>$304,000</td>
<td>$242,000</td>
<td>$129,000</td>
<td>$248,000</td>
<td>$258,000</td>
</tr>
<tr>
<td><strong>Median Home Value</strong></td>
<td>$293,000</td>
<td>$226,000</td>
<td>$174,000</td>
<td>$174,000</td>
<td>$311,000</td>
</tr>
<tr>
<td><strong>Homeownership</strong></td>
<td>84.5 %</td>
<td>85.5 %</td>
<td>80.3 %</td>
<td>74.1 %</td>
<td>91 %</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>Professional or Management</td>
<td>Professional or Management</td>
<td>Professional or Services</td>
<td>Professional or Services</td>
<td>Professional or Management</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
</tr>
<tr>
<td><strong>Preferred Activities</strong></td>
<td>Hold gym membership; own home equipment; Prioritize physical fitness.</td>
<td>Go jogging, biking, target shooting. Visit theme parks, zoos.</td>
<td>Eat at Chili’s, Chick-fil-A, Panera Bread. Shop warehouse/club, home improvement stores.</td>
<td>Visit theme parks, zoos. Contract for home and landscaping services.</td>
<td>Enjoy good food, wine. DIY gardening, home remodeling.</td>
</tr>
<tr>
<td><strong>Financial</strong></td>
<td>Have home mortgage</td>
<td>Carry high level of debt</td>
<td>Invest conservatively</td>
<td>Hold student loans, mortgages</td>
<td>Carry first, second mortgages</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Own, use latest devices</td>
<td>Shop, bank online</td>
<td>Watch DIY Network</td>
<td>Go online to shop, bank, for entertainment</td>
<td>Shop, bank online</td>
</tr>
<tr>
<td><strong>Vehicle</strong></td>
<td>Prefer SUVs, luxury cars, minivans</td>
<td>Own 2+ vehicles (minivans, SUVs)</td>
<td>Own minivan, SUV</td>
<td>Own late-model compact car, SUV</td>
<td>Prefer late-model SUVs, minivans, station wagons</td>
</tr>
</tbody>
</table>
About this segment
Boomburbs

Who We Are
Young professionals with families who have opted to trade up to the newest housing in the suburbs make up this growth market. Original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Our Neighborhood
- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with the highest rate of mortgages, 78%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000.
- Median home value is $293,000.
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines.

Socioeconomic Traits
- Well-educated young professionals, 52% are college graduates.
- Unemployment is low at 5.2%, high labor force participation at 72%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Market Profile
- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.
Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is $226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county.

Socioeconomic Traits

- Education: 37.7% college graduates, more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.
An overview of who makes up this segment across the United States

Who We Are
Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood
- These are low-density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits
- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile
- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A and Panera Bread.
- Frequently buy children's clothes and toys.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.
About this segment
Up and Coming Families

Who We Are
Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood
- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits
- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile
- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.
### About this segment

**Savvy Suburbanites**

<table>
<thead>
<tr>
<th>This is the</th>
<th>In this area</th>
<th>In the United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>#5 dominant segment for this area</td>
<td>7.4% of households fall into this segment</td>
<td>3.0% of households fall into this segment</td>
</tr>
</tbody>
</table>

An overview of who makes up this segment across the United States

**Who We Are**

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

**Our Neighborhood**

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged.
- Primarily single-family homes, with a median value of $311,000.
- Low vacancy rate at 4.5%.

**Socioeconomic Traits**

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8%; higher labor force participation rate at 68.5% with proportionately more two-worker households at 65.4%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

**Market Profile**

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.
# Temecula, California: Population Comparison

## Total Population
This chart shows the total population in an area, compared with other geographies.

<table>
<thead>
<tr>
<th>Area</th>
<th>2020</th>
<th>2025 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>112,632</td>
<td></td>
</tr>
<tr>
<td>Riverside County</td>
<td>2,447,782</td>
<td>2,597,546</td>
</tr>
<tr>
<td>California</td>
<td>38,815,541</td>
<td>41,166,355</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

## Population Density
This chart shows the number of people per square mile in an area, compared with other geographies.

<table>
<thead>
<tr>
<th>Area</th>
<th>2020</th>
<th>2025 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>5,021.8</td>
<td></td>
</tr>
<tr>
<td>Riverside County</td>
<td>3,214.8</td>
<td>3,552.6</td>
</tr>
<tr>
<td>California</td>
<td>251.6</td>
<td>255.5</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

## Population Change Since 2010
This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

<table>
<thead>
<tr>
<th>Area</th>
<th>2010 Change</th>
<th>2020 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>32.51%</td>
<td>6.43%</td>
</tr>
<tr>
<td>Riverside County</td>
<td>11.79%</td>
<td>6.12%</td>
</tr>
<tr>
<td>California</td>
<td>6.37%</td>
<td>3.49%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

## Total Daytime Population
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

<table>
<thead>
<tr>
<th>Area</th>
<th>2020</th>
<th>2025 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>121,833</td>
<td></td>
</tr>
<tr>
<td>Riverside County</td>
<td>2,235,177</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>39,580,279</td>
<td></td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually
Daytime Population Density
This chart shows the number of people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

Average Household Size
This chart shows the average household size in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

Population Living in Family Households
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

Female / Male Ratio
This chart shows the ratio of females to males in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually
Temecula, California: Age Comparison

Median Age
This chart shows the median age in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2025 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>36.6</td>
<td>35.2</td>
</tr>
<tr>
<td>Riverside County</td>
<td>36.8</td>
<td>35.5</td>
</tr>
<tr>
<td>California</td>
<td>36.3</td>
<td>37.2</td>
</tr>
</tbody>
</table>

Population by Age
This chart breaks down the population of an area by age group.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2020</th>
<th>2025 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>13.9%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Tweens</td>
<td>4.8%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Teens</td>
<td>19.5%</td>
<td>9.6%</td>
</tr>
<tr>
<td>20s</td>
<td>13.6%</td>
<td>11.9%</td>
</tr>
<tr>
<td>30s</td>
<td>14.5%</td>
<td>18.0%</td>
</tr>
<tr>
<td>40s</td>
<td>13.7%</td>
<td>12.9%</td>
</tr>
<tr>
<td>50s</td>
<td>13.2%</td>
<td>11.6%</td>
</tr>
<tr>
<td>60s</td>
<td>3.5%</td>
<td>9.6%</td>
</tr>
<tr>
<td>70s</td>
<td>4.0%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Over 80</td>
<td>2.2%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
Married / Unmarried Adults Ratio
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- Married: 57.4%
- Unmarried: 42.6%

Married
This chart shows the number of people in an area who are married, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- Married: 57.4%

Never Married
This chart shows the number of people in an area who have never been married, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- Never Married: 26.5%

Widowed
This chart shows the number of people in an area who are widowed, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- Widowed: 3.5%

Divorced
This chart shows the number of people in an area who are divorced, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- Divorced: 9.5%
Temecula, California: Economic Comparison

Average Household Income
This chart shows the average household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$110,385</td>
<td>$89,482</td>
<td>$106,321</td>
</tr>
<tr>
<td>2025 (Projected)</td>
<td>$127,320</td>
<td>$103,824</td>
<td>$123,187</td>
</tr>
</tbody>
</table>

Median Household Income
This chart shows the median household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$93,952</td>
<td>$65,875</td>
<td>$74,520</td>
</tr>
<tr>
<td>2025 (Projected)</td>
<td>$104,480</td>
<td>$77,175</td>
<td>$86,333</td>
</tr>
</tbody>
</table>

Per Capita Income
This chart shows per capita income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$94,479</td>
<td>$27,450</td>
<td>$55,730</td>
</tr>
<tr>
<td>2025 (Projected)</td>
<td>$39,938</td>
<td>$52,802</td>
<td>$41,278</td>
</tr>
</tbody>
</table>

Average Disposable Income
This chart shows the average disposable income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$53,148</td>
<td>$67,845</td>
<td>$77,146</td>
</tr>
</tbody>
</table>
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL
Update Frequency: Monthly

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020
Update Frequency: Annually
Temecula, California: Education Comparison

Less than 9th Grade
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.8%</td>
<td>8.6%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

Some High School
This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28.8%</td>
<td>24.7%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

High School GED
This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.3%</td>
<td>2.9%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

High School Graduate
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18.8%</td>
<td>25.3%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

Some College
This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Temecula</th>
<th>Riverside County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28.8%</td>
<td>24.7%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- **Temecula**: 10.2%
- **Riverside County**: 8.8%
- **California**: 7.8%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- **Temecula**: 21.5%
- **Riverside County**: 14.5%
- **California**: 21.4%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

- **Temecula**: 12.4%
- **Riverside County**: 8.4%
- **California**: 12.8%
Temecula, California: Commute Comparison

**Average Commute Time**

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5 Minutes</td>
<td>1.7%</td>
</tr>
<tr>
<td>5-10 Minutes</td>
<td>10.4%</td>
</tr>
<tr>
<td>10-15 Minutes</td>
<td>14.3%</td>
</tr>
<tr>
<td>15-20 Minutes</td>
<td>14.1%</td>
</tr>
<tr>
<td>20-25 Minutes</td>
<td>6.5%</td>
</tr>
<tr>
<td>25-30 Minutes</td>
<td>3.3%</td>
</tr>
<tr>
<td>30-35 Minutes</td>
<td>6.0%</td>
</tr>
<tr>
<td>35-40 Minutes</td>
<td>2.7%</td>
</tr>
<tr>
<td>40-45 Minutes</td>
<td>2.9%</td>
</tr>
<tr>
<td>45-60 Minutes</td>
<td>11.5%</td>
</tr>
<tr>
<td>60-90 Minutes</td>
<td>16.8%</td>
</tr>
<tr>
<td>&gt;90 Minutes</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

**How People Get to Work**

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>84.1%</td>
</tr>
<tr>
<td>Carpool</td>
<td>12.1%</td>
</tr>
<tr>
<td>Work at Home</td>
<td>7.8%</td>
</tr>
<tr>
<td>Walk</td>
<td>1.4%</td>
</tr>
<tr>
<td>Other</td>
<td>1.2%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.6%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0.4%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>0.2%</td>
</tr>
<tr>
<td>Bus</td>
<td>0.2%</td>
</tr>
<tr>
<td>Subway/El</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Temecula, California: Home Value Comparison

Median Estimated Home Value
This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.
Data Source: Valuation calculations based on public records and MLS sources where licensed
Update Frequency: Monthly

<table>
<thead>
<tr>
<th>Location</th>
<th>Median Estimated Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>$577,319</td>
</tr>
<tr>
<td>Riverside County</td>
<td>$448,199</td>
</tr>
<tr>
<td>California</td>
<td>$635,779</td>
</tr>
</tbody>
</table>

12 mo. Change in Median Estimated Home Value
This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.
Data Source: Valuation calculations based on public records and MLS sources where licensed
Update Frequency: Monthly

<table>
<thead>
<tr>
<th>Location</th>
<th>12 mo. Change in Median Estimated Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temecula</td>
<td>+21.2%</td>
</tr>
<tr>
<td>Riverside County</td>
<td>+14.4%</td>
</tr>
<tr>
<td>California</td>
<td>+13.3%</td>
</tr>
</tbody>
</table>
About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

About RPR’s Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narpr.com