



Community Profile

Rings: 1, 3, 5 mile radii

1202 S Main Ave, Fallbrook, CA 92028, USA

Latitude: 33.3711

Longitude: -117.2509

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	14,496	28,825	40,775
2010 Total Population	14,623	30,338	43,755
2018 Total Population	15,464	31,971	46,448
2018 Group Quarters	51	151	1,994
2023 Total Population	16,040	33,117	48,219
2018-2023 Annual Rate	0.73%	0.71%	0.75%
2018 Total Daytime Population	15,260	28,125	48,553
Workers	6,110	9,086	21,978
Residents	9,150	19,039	26,575
Household Summary			
2000 Households	4,381	9,282	13,559
2000 Average Household Size	3.28	3.07	2.86
2010 Households	4,464	9,933	14,839
2010 Average Household Size	3.27	3.04	2.82
2018 Households	4,703	10,452	15,748
2018 Average Household Size	3.28	3.04	2.82
2023 Households	4,865	10,803	16,351
2023 Average Household Size	3.29	3.05	2.83
2018-2023 Annual Rate	0.68%	0.66%	0.75%
2010 Families	3,408	7,595	11,649
2010 Average Family Size	3.65	3.41	3.11
2018 Families	3,594	8,002	12,369
2018 Average Family Size	3.68	3.43	3.13
2023 Families	3,724	8,284	12,870
2023 Average Family Size	3.69	3.44	3.13
2018-2023 Annual Rate	0.71%	0.70%	0.80%
Housing Unit Summary			
2000 Housing Units	4,473	9,537	14,039
Owner Occupied Housing Units	38.3%	57.2%	59.3%
Renter Occupied Housing Units	59.7%	40.1%	37.3%
Vacant Housing Units	2.1%	2.7%	3.4%
2010 Housing Units	4,938	10,792	16,167
Owner Occupied Housing Units	35.4%	54.4%	56.5%
Renter Occupied Housing Units	55.0%	37.7%	35.2%
Vacant Housing Units	9.6%	8.0%	8.2%
2018 Housing Units	5,112	11,135	16,717
Owner Occupied Housing Units	34.7%	54.3%	57.0%
Renter Occupied Housing Units	57.3%	39.6%	37.2%
Vacant Housing Units	8.0%	6.1%	5.8%
2023 Housing Units	5,292	11,517	17,321
Owner Occupied Housing Units	37.4%	56.8%	59.3%
Renter Occupied Housing Units	54.6%	37.0%	35.1%
Vacant Housing Units	8.1%	6.2%	5.6%
Median Household Income			
2018	\$48,718	\$59,970	\$67,066
2023	\$55,044	\$70,645	\$78,760
Median Home Value			
2018	\$451,818	\$576,819	\$650,211
2023	\$536,241	\$653,222	\$724,495
Per Capita Income			
2018	\$19,937	\$31,127	\$35,930
2023	\$23,571	\$37,075	\$42,514
Median Age			
2010	27.0	34.8	35.1
2018	29.1	35.4	36.0
2023	30.7	37.2	37.6

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	4,703	10,452	15,748
<\$15,000	11.1%	9.5%	8.3%
\$15,000 - \$24,999	9.5%	7.9%	7.3%
\$25,000 - \$34,999	14.6%	10.4%	8.9%
\$35,000 - \$49,999	15.8%	13.9%	13.2%
\$50,000 - \$74,999	19.8%	16.8%	16.3%
\$75,000 - \$99,999	11.3%	11.3%	11.8%
\$100,000 - \$149,999	10.8%	13.9%	14.2%
\$150,000 - \$199,999	3.9%	6.6%	7.8%
\$200,000+	3.1%	9.6%	12.2%
Average Household Income	\$66,157	\$94,009	\$105,166
2023 Households by Income			
Household Income Base	4,865	10,803	16,351
<\$15,000	9.1%	7.9%	6.7%
\$15,000 - \$24,999	7.8%	6.5%	5.8%
\$25,000 - \$34,999	12.6%	8.8%	7.5%
\$35,000 - \$49,999	14.8%	12.5%	11.8%
\$50,000 - \$74,999	20.4%	16.5%	15.9%
\$75,000 - \$99,999	12.6%	11.8%	12.0%
\$100,000 - \$149,999	12.8%	15.2%	15.2%
\$150,000 - \$199,999	5.2%	7.8%	9.0%
\$200,000+	4.8%	13.0%	16.0%
Average Household Income	\$78,566	\$112,340	\$125,150
2018 Owner Occupied Housing Units by Value			
Total	1,774	6,041	9,536
<\$50,000	1.9%	1.2%	0.8%
\$50,000 - \$99,999	0.2%	0.4%	0.4%
\$100,000 - \$149,999	0.8%	0.4%	0.4%
\$150,000 - \$199,999	1.4%	0.7%	0.6%
\$200,000 - \$249,999	4.7%	2.4%	1.8%
\$250,000 - \$299,999	5.9%	4.6%	3.3%
\$300,000 - \$399,999	25.5%	15.3%	12.6%
\$400,000 - \$499,999	18.6%	15.6%	13.1%
\$500,000 - \$749,999	31.7%	30.5%	28.5%
\$750,000 - \$999,999	7.2%	15.0%	18.7%
\$1,000,000 - \$1,499,999	1.9%	12.7%	16.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	1.5%
\$2,000,000 +	0.2%	1.2%	2.0%
Average Home Value	\$493,799	\$650,720	\$736,279
2023 Owner Occupied Housing Units by Value			
Total	1,978	6,542	10,263
<\$50,000	0.8%	0.5%	0.3%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	0.1%	0.1%
\$150,000 - \$199,999	0.5%	0.2%	0.2%
\$200,000 - \$249,999	2.9%	1.3%	0.9%
\$250,000 - \$299,999	2.6%	2.0%	1.4%
\$300,000 - \$399,999	18.4%	10.7%	8.7%
\$400,000 - \$499,999	18.6%	14.7%	11.9%
\$500,000 - \$749,999	41.2%	33.4%	29.4%
\$750,000 - \$999,999	11.4%	19.6%	22.9%
\$1,000,000 - \$1,499,999	3.1%	15.9%	20.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	1.6%
\$2,000,000 +	0.3%	1.6%	2.3%
Average Home Value	\$565,950	\$727,022	\$806,505

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	14,625	30,340	43,756
0 - 4	9.5%	7.4%	7.0%
5 - 9	8.0%	6.8%	6.3%
10 - 14	7.7%	7.1%	6.4%
15 - 24	21.5%	17.4%	19.2%
25 - 34	14.3%	11.6%	11.1%
35 - 44	12.0%	11.4%	10.2%
45 - 54	10.7%	13.1%	12.9%
55 - 64	7.8%	11.3%	12.0%
65 - 74	3.9%	7.3%	8.1%
75 - 84	2.9%	4.5%	4.7%
85 +	1.7%	2.3%	2.2%
18 +	69.4%	73.8%	75.8%
2018 Population by Age			
Total	15,461	31,972	46,447
0 - 4	9.2%	7.1%	6.7%
5 - 9	8.3%	6.9%	6.3%
10 - 14	7.6%	6.7%	6.0%
15 - 24	16.1%	13.2%	15.9%
25 - 34	19.4%	15.6%	14.2%
35 - 44	11.2%	10.6%	9.5%
45 - 54	10.0%	11.1%	10.7%
55 - 64	8.5%	12.0%	12.6%
65 - 74	5.5%	9.3%	10.4%
75 - 84	2.6%	5.0%	5.4%
85 +	1.6%	2.4%	2.4%
18 +	70.7%	75.4%	77.6%
2023 Population by Age			
Total	16,039	33,114	48,222
0 - 4	9.2%	7.0%	6.7%
5 - 9	8.3%	6.8%	6.2%
10 - 14	7.8%	6.9%	6.0%
15 - 24	15.1%	12.1%	14.7%
25 - 34	17.6%	14.0%	13.0%
35 - 44	13.7%	13.0%	11.4%
45 - 54	9.3%	10.2%	9.7%
55 - 64	8.4%	11.3%	11.7%
65 - 74	6.1%	10.3%	11.5%
75 - 84	3.1%	5.9%	6.5%
85 +	1.4%	2.4%	2.5%
18 +	70.5%	75.4%	77.6%
2010 Population by Sex			
Males	7,401	15,137	22,609
Females	7,222	15,201	21,146
2018 Population by Sex			
Males	7,826	15,903	23,930
Females	7,638	16,069	22,518
2023 Population by Sex			
Males	8,112	16,474	24,821
Females	7,929	16,643	23,398

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	14,623	30,338	43,755
White Alone	55.7%	66.9%	71.9%
Black Alone	2.5%	1.6%	2.0%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	1.7%	1.9%	2.3%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	34.2%	24.2%	18.5%
Two or More Races	4.9%	4.3%	4.2%
Hispanic Origin	60.9%	45.3%	36.7%
Diversity Index	83.7	77.4	72.3
2018 Population by Race/Ethnicity			
Total	15,463	31,971	46,448
White Alone	53.3%	64.5%	69.6%
Black Alone	2.4%	1.6%	2.0%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	1.8%	2.1%	2.6%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	36.3%	26.1%	20.0%
Two or More Races	5.1%	4.7%	4.7%
Hispanic Origin	64.3%	48.7%	39.7%
Diversity Index	84.6	79.2	74.7
2023 Population by Race/Ethnicity			
Total	16,040	33,115	48,220
White Alone	52.0%	63.0%	68.1%
Black Alone	2.3%	1.6%	2.0%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	1.9%	2.3%	2.9%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	37.5%	27.3%	20.9%
Two or More Races	5.3%	5.0%	5.0%
Hispanic Origin	66.8%	51.2%	42.1%
Diversity Index	84.9	80.1	76.2
2010 Population by Relationship and Household Type			
Total	14,623	30,338	43,755
In Households	99.7%	99.6%	95.6%
In Family Households	89.6%	89.1%	85.9%
Householder	23.1%	25.1%	25.4%
Spouse	16.6%	19.5%	20.6%
Child	38.0%	34.3%	31.6%
Other relative	7.4%	6.4%	5.3%
Nonrelative	4.5%	3.7%	3.1%
In Nonfamily Households	10.2%	10.5%	9.7%
In Group Quarters	0.3%	0.4%	4.4%
Institutionalized Population	0.2%	0.2%	0.1%
Noninstitutionalized Population	0.1%	0.3%	4.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	9,078	21,116	30,271
Less than 9th Grade	22.2%	13.6%	10.0%
9th - 12th Grade, No Diploma	10.3%	6.9%	5.7%
High School Graduate	20.9%	19.9%	18.7%
GED/Alternative Credential	4.0%	3.2%	2.6%
Some College, No Degree	19.2%	23.3%	23.8%
Associate Degree	8.1%	9.3%	10.2%
Bachelor's Degree	11.1%	16.1%	19.5%
Graduate/Professional Degree	4.2%	7.7%	9.5%
2018 Population 15+ by Marital Status			
Total	11,573	25,345	37,645
Never Married	33.2%	28.2%	28.2%
Married	54.7%	58.1%	59.6%
Widowed	3.4%	4.7%	4.7%
Divorced	8.7%	8.9%	7.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	95.7%	95.8%
Civilian Unemployed (Unemployment Rate)	5.3%	4.3%	4.2%
2018 Employed Population 16+ by Industry			
Total	5,979	12,595	17,239
Agriculture/Mining	12.0%	8.2%	6.9%
Construction	7.4%	8.1%	8.1%
Manufacturing	8.1%	8.8%	9.4%
Wholesale Trade	2.5%	2.5%	2.7%
Retail Trade	12.7%	12.2%	11.8%
Transportation/Utilities	3.6%	3.2%	3.5%
Information	0.7%	1.3%	1.1%
Finance/Insurance/Real Estate	3.5%	4.1%	4.9%
Services	43.2%	45.4%	45.2%
Public Administration	6.4%	6.2%	6.4%
2018 Employed Population 16+ by Occupation			
Total	5,979	12,596	17,238
White Collar	41.5%	51.7%	55.9%
Management/Business/Financial	7.7%	12.8%	15.2%
Professional	14.7%	18.1%	19.4%
Sales	9.9%	10.9%	11.5%
Administrative Support	9.3%	9.9%	9.9%
Services	27.1%	22.2%	19.6%
Blue Collar	31.3%	26.1%	24.4%
Farming/Forestry/Fishing	10.0%	6.9%	5.6%
Construction/Extraction	5.9%	6.2%	5.8%
Installation/Maintenance/Repair	4.5%	3.9%	3.7%
Production	5.3%	3.9%	4.2%
Transportation/Material Moving	5.7%	5.2%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	14,623	30,338	43,755
Population Inside Urbanized Area	100.0%	97.3%	91.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	0.0%	2.7%	8.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	4,464	9,933	14,838
Households with 1 Person	17.5%	18.1%	16.6%
Households with 2+ People	82.5%	81.9%	83.4%
Family Households	76.3%	76.5%	78.5%
Husband-wife Families	54.9%	59.3%	64.0%
With Related Children	31.2%	27.2%	28.7%
Other Family (No Spouse Present)	21.5%	17.1%	14.5%
Other Family with Male Householder	7.4%	5.7%	4.8%
With Related Children	4.7%	3.5%	2.8%
Other Family with Female Householder	14.1%	11.4%	9.7%
With Related Children	10.2%	7.5%	6.3%
Nonfamily Households	6.2%	5.5%	4.9%
All Households with Children	47.4%	39.1%	38.5%
Multigenerational Households	7.4%	6.6%	5.6%
Unmarried Partner Households	6.8%	5.7%	4.9%
Male-female	6.3%	5.3%	4.4%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	4,464	9,933	14,838
1 Person Household	17.5%	18.1%	16.6%
2 Person Household	26.6%	33.1%	35.6%
3 Person Household	16.9%	15.9%	16.6%
4 Person Household	15.5%	14.5%	15.0%
5 Person Household	10.2%	8.5%	8.3%
6 Person Household	6.4%	4.7%	4.0%
7 + Person Household	7.0%	5.1%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	4,464	9,933	14,839
Owner Occupied	39.2%	59.1%	61.6%
Owned with a Mortgage/Loan	28.6%	43.6%	45.5%
Owned Free and Clear	10.5%	15.5%	16.1%
Renter Occupied	60.8%	40.9%	38.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,938	10,792	16,167
Housing Units Inside Urbanized Area	100.0%	96.7%	91.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.2%
Rural Housing Units	0.0%	3.3%	8.8%

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. Pleasantville (2B)	Exurbanites (1E)	Exurbanites (1E)
	2. Bright Young Professionals	Pleasantville (2B)	Military Proximity (14A)
	3. NeWest Residents (13C)	Midlife Constants (5E)	Pleasantville (2B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$8,401,714	\$25,387,110	\$42,655,078
Average Spent	\$1,786.46	\$2,428.92	\$2,708.60
Spending Potential Index	82	112	125
Education: Total \$	\$5,463,279	\$17,049,064	\$29,128,781
Average Spent	\$1,161.66	\$1,631.18	\$1,849.68
Spending Potential Index	80	113	128
Entertainment/Recreation: Total \$	\$11,765,863	\$37,449,430	\$62,905,553
Average Spent	\$2,501.78	\$3,582.99	\$3,994.51
Spending Potential Index	78	111	124
Food at Home: Total \$	\$19,259,200	\$57,963,295	\$96,397,192
Average Spent	\$4,095.09	\$5,545.67	\$6,121.23
Spending Potential Index	82	110	122
Food Away from Home: Total \$	\$13,433,046	\$40,879,030	\$68,953,203
Average Spent	\$2,856.27	\$3,911.12	\$4,378.54
Spending Potential Index	81	111	125
Health Care: Total \$	\$20,196,181	\$66,228,480	\$110,548,493
Average Spent	\$4,294.32	\$6,336.44	\$7,019.84
Spending Potential Index	75	111	123
HH Furnishings & Equipment: Total \$	\$7,753,902	\$24,664,939	\$41,477,220
Average Spent	\$1,648.71	\$2,359.83	\$2,633.81
Spending Potential Index	79	113	126
Personal Care Products & Services: Total \$	\$3,114,869	\$9,789,306	\$16,525,054
Average Spent	\$662.32	\$936.60	\$1,049.34
Spending Potential Index	80	113	127
Shelter: Total \$	\$65,840,190	\$199,175,796	\$334,318,714
Average Spent	\$13,999.62	\$19,056.24	\$21,229.28
Spending Potential Index	83	114	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,805,757	\$29,499,201	\$49,815,287
Average Spent	\$1,872.37	\$2,822.35	\$3,163.28
Spending Potential Index	75	114	127
Travel: Total \$	\$7,984,710	\$26,275,395	\$44,605,590
Average Spent	\$1,697.79	\$2,513.91	\$2,832.46
Spending Potential Index	79	117	132
Vehicle Maintenance & Repairs: Total \$	\$4,061,741	\$12,624,422	\$21,079,819
Average Spent	\$863.65	\$1,207.85	\$1,338.57
Spending Potential Index	80	112	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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