LOCAL ECONOMIC AREA REPORT

Mission Viejo, California
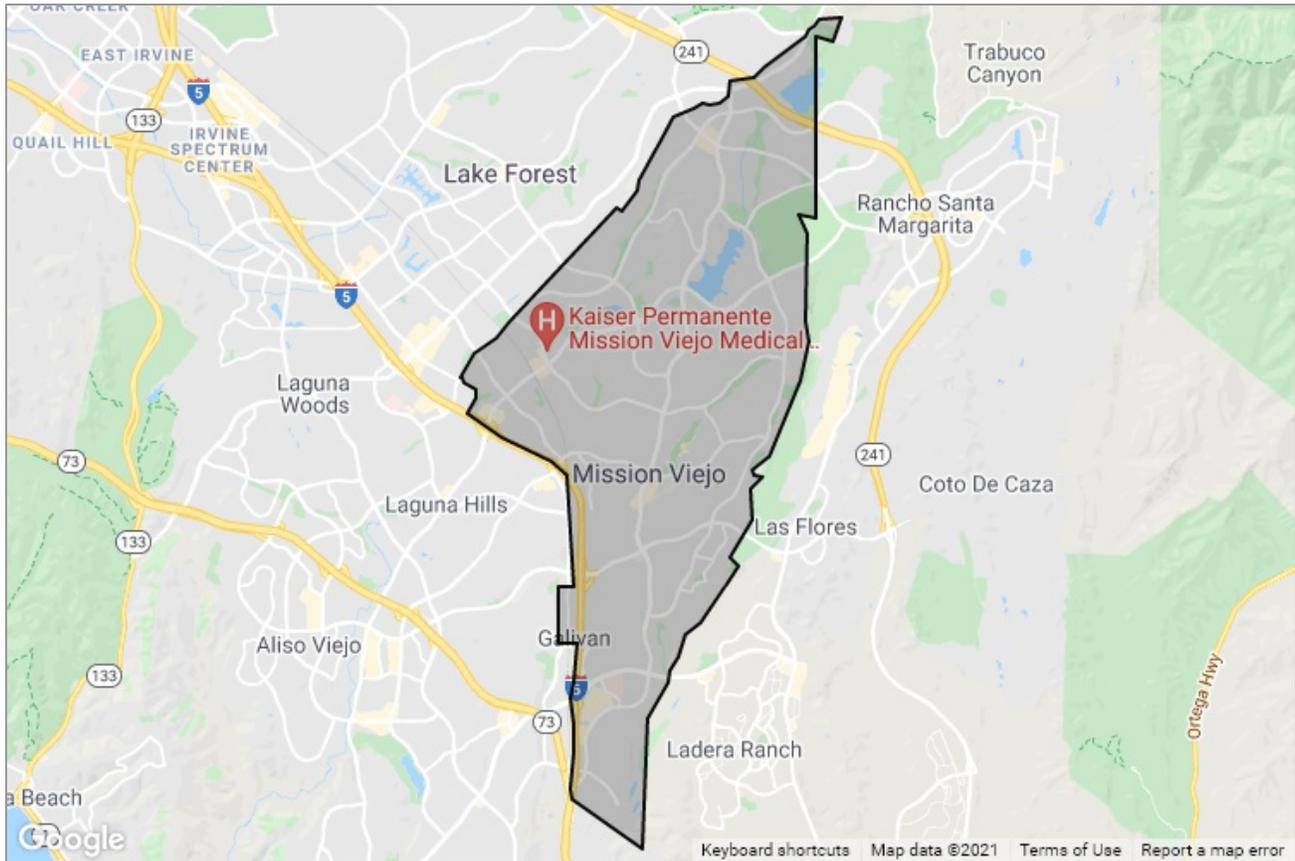
Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$110,131	**44.2**	**97,826**	**Savvy Suburbanites**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Affluent Estates** Established wealth--educated, well-travelled married couples	Where do people like this usually live?	**Suburban Periphery** Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Savvy Suburbanites	Professional Pride	Enterprising Professionals	Pleasantville	The Elders
% of Households	8,361 (24.3%)	5,154 (15.0%)	5,145 (15.0%)	4,747 (13.8%)	2,982 (8.7%)
Lifestyle Group	Affluent Estates	Affluent Estates	Upscale Avenues	Upscale Avenues	Senior Styles
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Multi-Units; Single Family	Single Family	Single Family, High-Rise, Mobile Homes or Seasonal
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples Without Kids
Average Household Size	2.83	3.11	2.46	2.86	1.67
Median Age	44.1	40.5	34.8	41.9	71.8
Diversity Index	33.2	41.2	71.2	58.1	20.3
Median Household Income	$104,000	$127,000	$77,000	$85,000	$35,000
Median Net Worth	$502,000	$540,000	$78,000	$285,000	$194,000
Median Home Value	$311,000	$387,000	$295,000	$31,200	$153,000
Homeownership	91 %	92 %	52.3 %	83.6 %	82.1 %
Employment	Professional or Management	Professional or Management	Professional or Management	Professional or Management	Retired, Services, Professional or Administration
Education	College Degree	College Degree	College Degree	Some College or College Degree	College Degree
Preferred Activities	Enjoy good food, wine . DIY gardening, home remodeling.	Own latest tablets, smartphones and laptops . Upgrade picture-perfect homes.	Gamble; visit museums . Buy trendy clothes online.	Enjoy outdoor gardening . Go to the beach, theme parks, museums.	Buy clothing, exercise equipment . Shop by phone or in person.
Financial	Carry first, second mortgages	Hold 401(k) and IRA plans/securities	Own 401(k) through work	Invest conservatively	Bank in person
Media	Shop, bank online	Read epicurean, sports, home service magazines	Watch movies, TV on demand; use tablets	Have bundled services (TV/Internet/phone)	Watch news, movies, golf, travel, history on TV
Vehicle	Prefer late-model SUVs, minivans, station wagons	Own 2-3 vehicles	Own or lease an imported sedan	Own/Lease imported SUV	Drive luxury sedans aged 5+ years

About this segment
Savvy Suburbanites

This is the	In this area	In the United States
#1	**24.3%**	**3.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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.

About this segment
Professional Pride

This is the	In this area	In the United States
#2	**15.0%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Professional Pride consumers are well-educated career professionals who have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of $1.5 million in net worth, and their annual household income runs at more than twice the U.S. average. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the U.S. median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets and e-readers but also read hard copies of epicurean, home service and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones and laptops but actually use the features each has to offer.

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
Enterprising Professionals

This is the
#3
dominant segment
for this area

In this area
15.0%
of households fall
into this segment

In the United States
1.4%
of households fall
into this segment

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

Who We Are

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 30% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger mult-iunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the U.S.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key–shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

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.

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About this segment
Pleasantville

This is the	In this area	In the United States
#4	**13.8%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority--preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7%.
- Suburban households with 1 or 2 vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases and track investments.
- Subscribe to premium channels (HBO, Showtime or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts.

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
The Elders

This is the
#5
dominant segment
for this area

In this area
8.7%
of households fall
into this segment

In the United States
0.7%
of households fall
into this segment

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

Who We Are

With a median age of 71.8, The Elders is the oldest market. Residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent and involved.

Our Neighborhood

- Predominantly retirees, The Elders has a low labor force participation rate of 21.3%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the U.S. average, but median net worth is much higher.
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

Socioeconomic Traits

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 44% married couples without children; 44% single households; average household size, 1.67.
- Owner-occupied housing units; median home value of $153,000.
- Housing mix of single-family homes (43%), town homes and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

Market Profile

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, travel and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

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.

Mission Viejo, California: Population Comparison

Total Population

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

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

Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Mission Viejo	97,826
	100,225
Orange County	3,252,459
	3,368,861
California	39,813,541
	41,166,386

Population Density

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

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

Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Mission Viejo	5,413.3
	5,546.0
Orange County	4,070.0
	4,215.6
California	251.0
	259.5

Population Change Since 2010

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

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

Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Mission Viejo	4.83%
	2.45%
Orange County	8.05%
	3.58%
California	6.87%
	3.40%

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.

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

Update Frequency: Annually

- ■ Mission Viejo

Mission Viejo	85,665
Orange County	3,338,492
California	39,580,279

Daytime Population Density

This chart shows the number 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

■ Mission Viejo

Area	Value
Mission Viejo	4,740.3
Orange County	4,177.6
California	249.5

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

■ 2020
■ 2025 (Projected)

Area	2020	2025 (Projected)
Mission Viejo	2.81	2.83
Orange County	3.02	3.03
California	2.92	2.93

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

■ 2020
■ 2025 (Projected)

Area	2020	2025 (Projected)
Mission Viejo	83,375	85,447
Orange County	2,654,050	2,750,758
California	31,890,294	33,003,912

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

■ Women 2020
■ Men 2020
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Area	Women 2020	Men 2020	Women 2025 (Projected)	Men 2025 (Projected)
Mission Viejo	51.1%	48.9%	51.0%	49.0%
Orange County	50.5%	49.5%	50.5%	49.5%
California	50.3%	49.7%	50.3%	49.7%

Mission Viejo, 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

■ 2020
■ 2025 (Projected)

Geography	2020	2025 (Projected)
Mission Viejo	44.2	44.5
Orange County	37.4	38.5
California	36.3	37.2

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

■ 2020
■ 2025 (Projected)

Age Group	2020	2025 (Projected)
Children	9.5%	9.4%
Tweens	3.5%	3.1%
Teens	8.2%	7.4%
20s	11.5%	9.1%
30s	12.6%	15.3%
40s	11.9%	11.9%
50s	15.7%	13.2%
60s	13.7%	14.7%
70s	8.4%	10.2%
Over 80	5.0%	5.7%

Mission Viejo, California: Marital Status Comparison

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
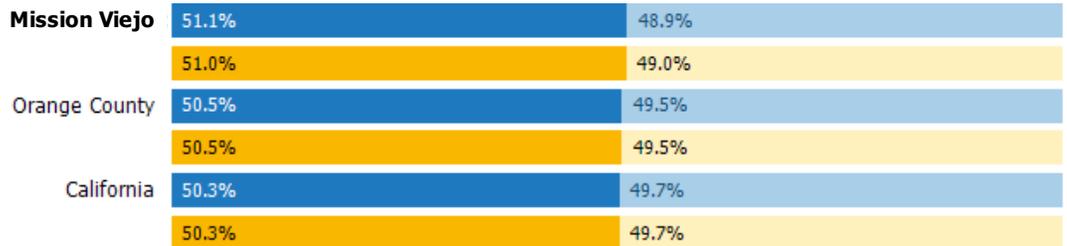
Update Frequency: Annually

- ■ Married
- ■ Unmarried

	Married	Unmarried
Mission Viejo	58.1%	41.9%
Orange County	51.8%	48.2%
California	48.6%	51.4%

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

Mission Viejo	58.1%
Orange County	51.8%
California	48.6%

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

Mission Viejo	26.8%
Orange County	34.7%
California	37.3%

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

Mission Viejo	5.5%
Orange County	4.6%
California	4.8%

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

Mission Viejo	9.6%
Orange County	8.8%
California	9.2%

Mission Viejo, 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

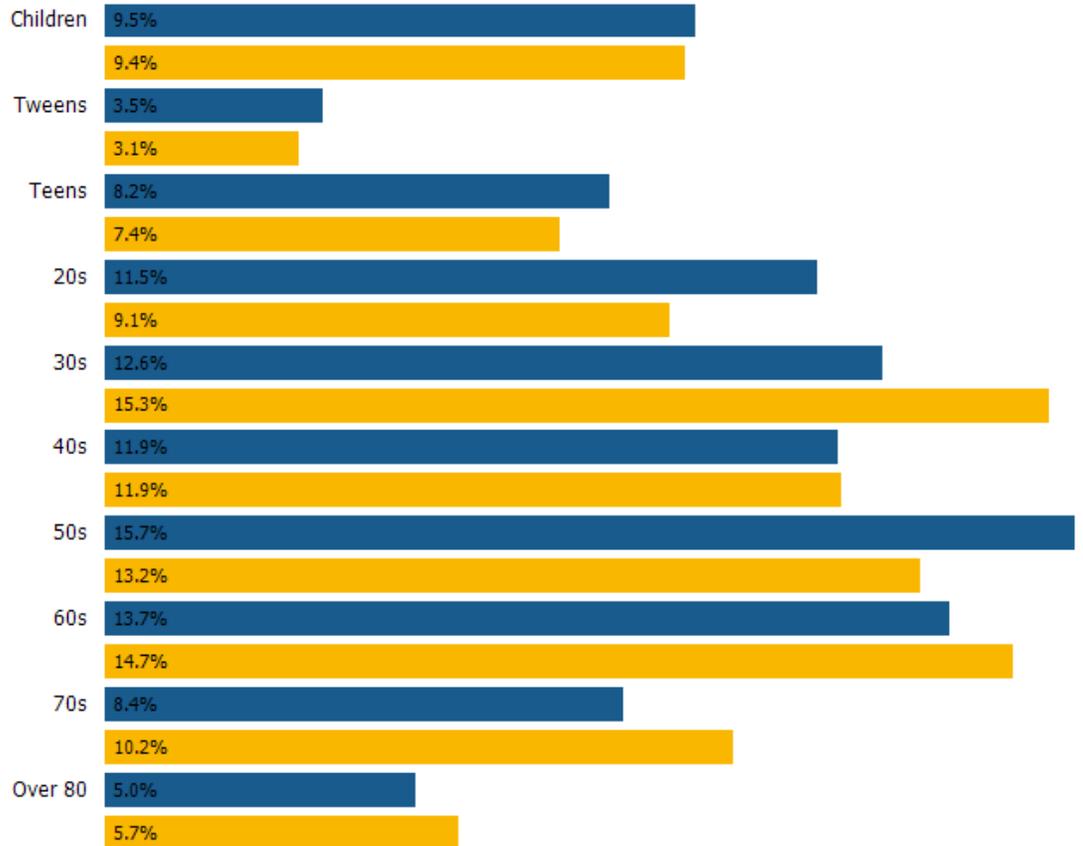Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Geography	2020	2025 (Projected)
Mission Viejo	$139,470	$158,890
Orange County	$121,359	$139,918
California	$106,321	$123,187

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

- ■ 2020
- ■ 2025 (Projected)

Geography	2020	2025 (Projected)
Mission Viejo	$110,131	$121,695
Orange County	$88,453	$102,755
California	$74,520	$86,333

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

- ■ 2020
- ■ 2025 (Projected)

Geography	2020	2025 (Projected)
Mission Viejo	$49,146	$55,723
Orange County	$39,619	$45,530
California	$35,730	$41,278

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
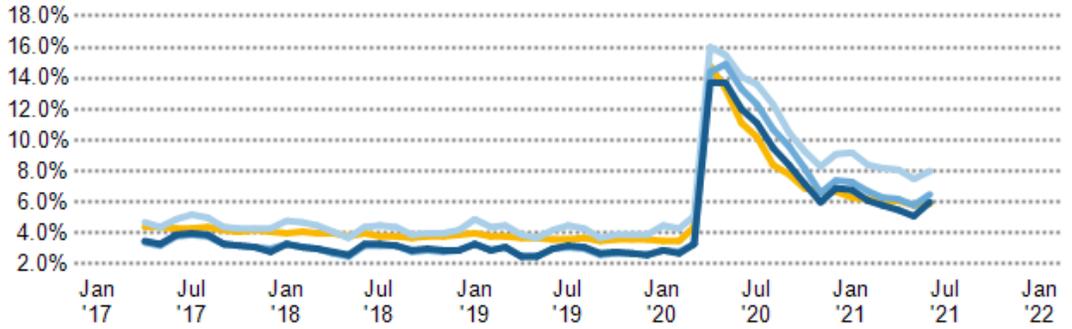
Update Frequency: Annually

Geography	Amount
Mission Viejo	$99,747
Orange County	$86,788
California	$77,146

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

- Mission Viejo
- Orange County
- California
- USA

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

Industry	Count
Professional, Scientific and Technical	6,851
Health Care and Social Assistance	5,911
Manufacturing	5,428
Education	4,930
Retail Trade	4,914
Accommodation and Food	3,410
Construction	2,886
Finance and Insurance	2,884
Other	2,712
Public Administration	2,044
Administrative Support and Waste Management	1,759
Real Estate, Rental and Leasing	1,656
Transportation and Warehousing	1,576
Wholesale Trade	1,485
Information	1,371
Arts, Entertainment and Recreation	1,072
Business Management	323
Utilities	246
Agriculture, Forestry, Fishing and Hunting	83
Mining	7

Mission Viejo, 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

Mission Viejo	2.1%
Orange County	7.8%
California	9.0%

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

Mission Viejo	21.4%
Orange County	19.8%
California	21.0%

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

Mission Viejo	1.7%
Orange County	1.7%
California	2.2%

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

Mission Viejo	13.2%
Orange County	15.7%
California	18.6%

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

Mission Viejo	21.4%
Orange County	19.8%
California	21.0%

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

Mission Viejo	9.7%
Orange County	7.7%
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

Mission Viejo	32.6%
Orange County	26.4%
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

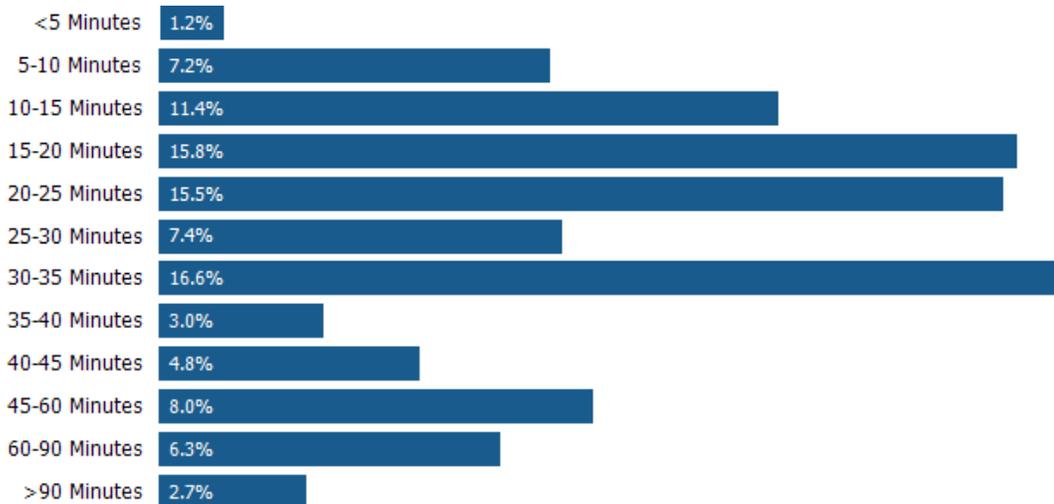|	
Mission Viejo	16.5%
Orange County	14.7%
California	12.8%

Mission Viejo, 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

■ Mission Viejo

Commute Time	Percentage
<5 Minutes	1.2%
5-10 Minutes	7.2%
10-15 Minutes	11.4%
15-20 Minutes	15.8%
20-25 Minutes	15.5%
25-30 Minutes	7.4%
30-35 Minutes	16.6%
35-40 Minutes	3.0%
40-45 Minutes	4.8%
45-60 Minutes	8.0%
60-90 Minutes	6.3%
>90 Minutes	2.7%

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

■ Mission Viejo

Transportation	Percentage
Drive Alone	89.1%
Work at Home	9.1%
Carpool	7.7%
Public Transit	1.2%
Walk	0.8%
Other	0.7%
Bus	0.6%
Train	0.6%
Motorcycle	0.5%
Bicycle	0.1%
Streetcar/Trolley	0.0%
Subway/El	0.0%
Taxi	0.0%

Mission Viejo, 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

Mission Viejo	$921,240
Orange County	$874,860
California	$683,080

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

Mission Viejo	+17.2%
Orange County	+14.7%
California	+17.2%

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.narrpr.com