



Demographic and Income Profile

Diamond Valley Shopping Center
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.72835
Longitude: -116.97308

Summary	Census 2010	Census 2020	2023	2028
Population	15,577	17,614	17,845	18,123
Households	6,109	6,454	6,521	6,614
Families	3,800	-	3,966	4,017
Average Household Size	2.51	2.68	2.69	2.70
Owner Occupied Housing Units	3,532	-	3,658	3,805
Renter Occupied Housing Units	2,577	-	2,863	2,809
Median Age	38.9	-	40.9	40.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.31%	0.13%	0.30%
Households	0.28%	0.25%	0.49%
Families	0.26%	0.24%	0.44%
Owner HHs	0.79%	0.40%	0.66%
Median Household Income	2.91%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	891	13.7%	905	13.7%
\$15,000 - \$24,999	845	13.0%	782	11.8%
\$25,000 - \$34,999	720	11.0%	525	7.9%
\$35,000 - \$49,999	1,005	15.4%	826	12.5%
\$50,000 - \$74,999	1,304	20.0%	1,398	21.1%
\$75,000 - \$99,999	581	8.9%	657	9.9%
\$100,000 - \$149,999	718	11.0%	913	13.8%
\$150,000 - \$199,999	249	3.8%	334	5.0%
\$200,000+	208	3.2%	273	4.1%

Median Household Income	\$46,169	\$53,295
Average Household Income	\$67,220	\$78,086
Per Capita Income	\$24,349	\$28,210

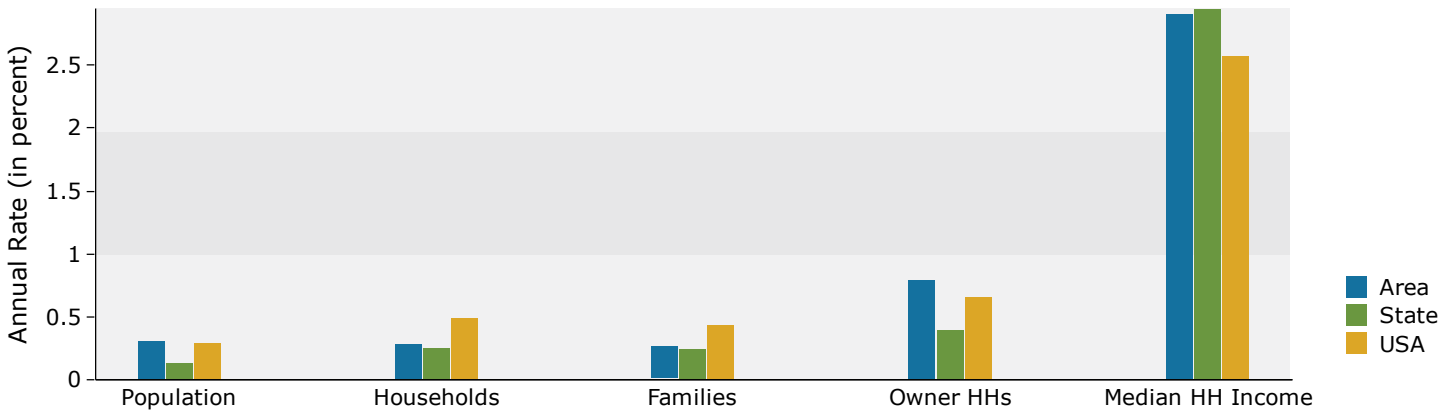
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,104	7.1%	1,133	6.3%	1,172	6.5%
5 - 9	1,057	6.8%	1,089	6.1%	1,123	6.2%
10 - 14	1,094	7.0%	1,051	5.9%	1,103	6.1%
15 - 19	1,133	7.3%	1,064	6.0%	1,010	5.6%
20 - 24	969	6.2%	1,165	6.5%	1,096	6.0%
25 - 34	1,774	11.4%	2,331	13.1%	2,381	13.1%
35 - 44	1,662	10.7%	1,835	10.3%	1,997	11.0%
45 - 54	1,774	11.4%	1,693	9.5%	1,731	9.6%
55 - 64	1,628	10.5%	1,925	10.8%	1,886	10.4%
65 - 74	1,479	9.5%	2,237	12.5%	2,108	11.6%
75 - 84	1,261	8.1%	1,575	8.8%	1,750	9.7%
85+	642	4.1%	745	4.2%	763	4.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	10,474	67.2%	7,970	45.2%	7,712	43.2%	7,181	39.6%
Black Alone	852	5.5%	1,438	8.2%	1,453	8.1%	1,480	8.2%
American Indian Alone	219	1.4%	329	1.9%	338	1.9%	369	2.0%
Asian Alone	320	2.1%	508	2.9%	533	3.0%	578	3.2%
Pacific Islander Alone	62	0.4%	70	0.4%	69	0.4%	71	0.4%
Some Other Race Alone	2,828	18.2%	4,602	26.1%	4,925	27.6%	5,434	30.0%
Two or More Races	821	5.3%	2,698	15.3%	2,815	15.8%	3,010	16.6%
Hispanic Origin (Any Race)	6,197	39.8%	8,724	49.5%	9,256	51.9%	9,891	54.6%

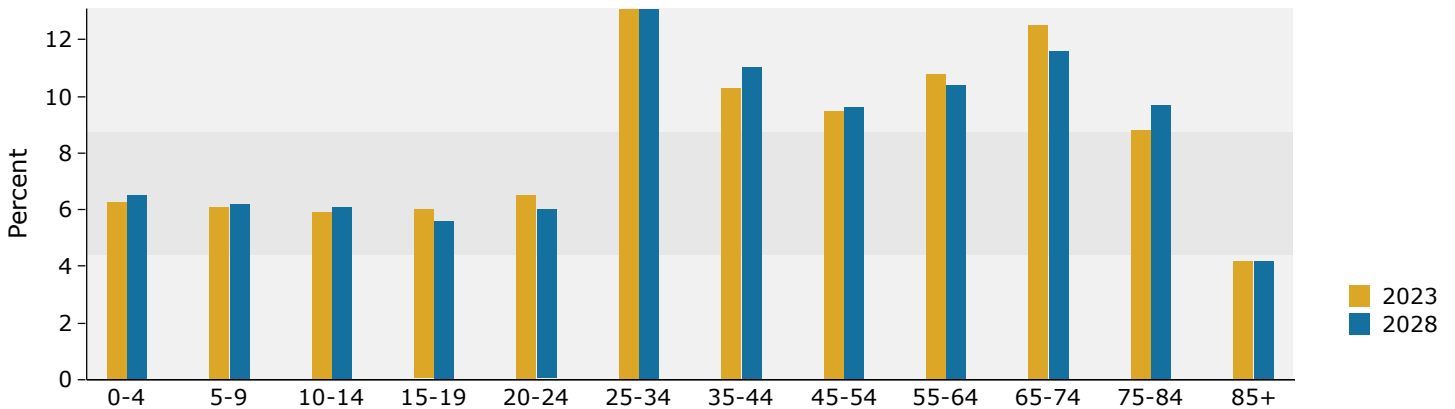
Data Note: Income is expressed in current dollars.

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

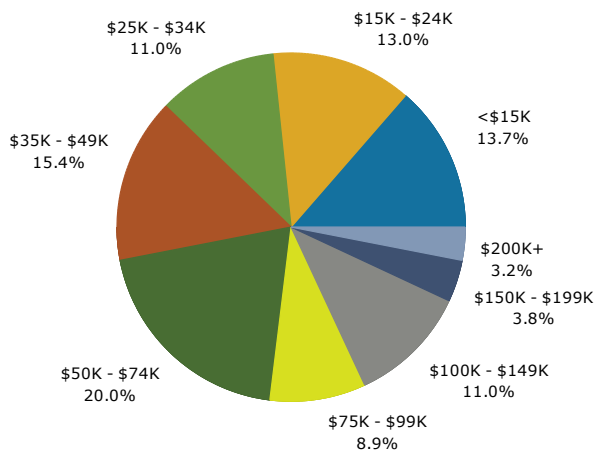
Trends 2023-2028



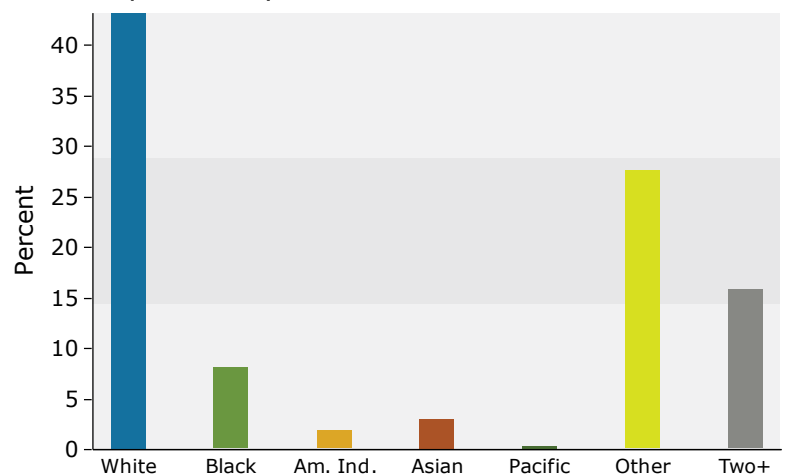
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 51.9%



Demographic and Income Profile

Diamond Valley Shopping Center
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.72835
Longitude: -116.97308

Summary	Census 2010	Census 2020	2023	2028
Population	83,310	94,525	96,686	98,272
Households	30,752	33,207	33,673	34,147
Families	19,970	-	21,506	21,815
Average Household Size	2.69	2.81	2.84	2.84
Owner Occupied Housing Units	18,132	-	19,468	20,137
Renter Occupied Housing Units	12,620	-	14,205	14,010
Median Age	36.9	-	39.1	39.4

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.33%	0.13%	0.30%
Households	0.28%	0.25%	0.49%
Families	0.29%	0.24%	0.44%
Owner HHs	0.68%	0.40%	0.66%
Median Household Income	2.65%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	4,033	12.0%	3,971	11.6%
\$15,000 - \$24,999	4,117	12.2%	3,306	9.7%
\$25,000 - \$34,999	3,497	10.4%	2,913	8.5%
\$35,000 - \$49,999	5,158	15.3%	4,488	13.1%
\$50,000 - \$74,999	6,281	18.7%	6,447	18.9%
\$75,000 - \$99,999	3,780	11.2%	4,418	12.9%
\$100,000 - \$149,999	4,182	12.4%	5,119	15.0%
\$150,000 - \$199,999	1,415	4.2%	1,897	5.6%
\$200,000+	1,208	3.6%	1,586	4.6%
Median Household Income	\$50,079		\$57,073	
Average Household Income	\$71,626		\$83,560	
Per Capita Income	\$25,124		\$29,229	

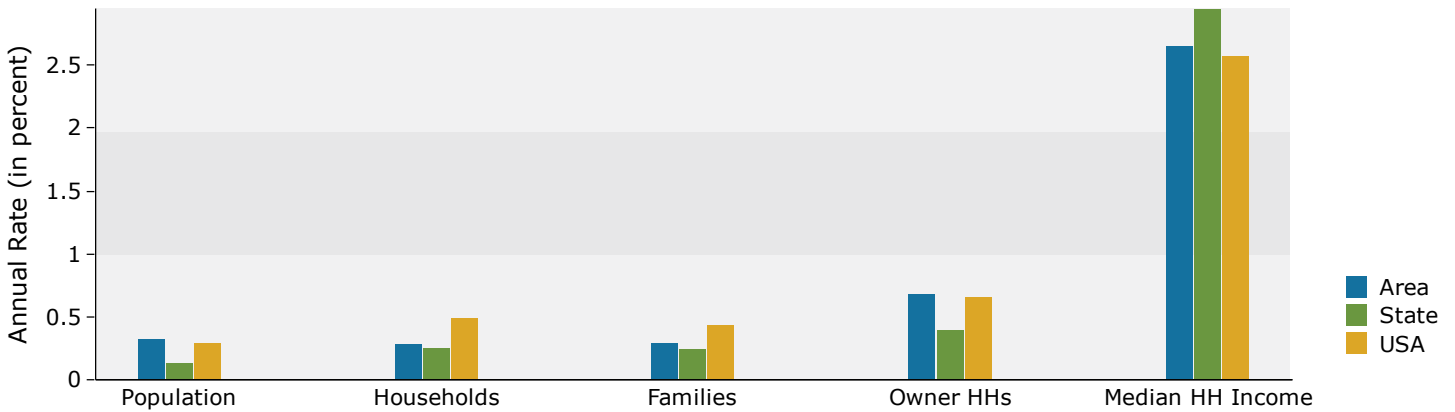
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,218	7.5%	6,338	6.6%	6,554	6.7%
5 - 9	5,923	7.1%	6,281	6.5%	6,256	6.4%
10 - 14	6,213	7.5%	6,090	6.3%	6,403	6.5%
15 - 19	6,523	7.8%	5,941	6.1%	5,767	5.9%
20 - 24	5,414	6.5%	6,245	6.5%	5,589	5.7%
25 - 34	9,674	11.6%	13,048	13.5%	13,183	13.4%
35 - 44	9,133	11.0%	10,280	10.6%	11,439	11.6%
45 - 54	9,621	11.5%	9,150	9.5%	9,055	9.2%
55 - 64	8,359	10.0%	10,659	11.0%	9,916	10.1%
65 - 74	7,066	8.5%	11,056	11.4%	11,108	11.3%
75 - 84	5,980	7.2%	7,721	8.0%	8,854	9.0%
85+	3,189	3.8%	3,878	4.0%	4,147	4.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	56,079	67.3%	42,244	44.7%	41,449	42.9%	38,713	39.4%
Black Alone	5,175	6.2%	9,051	9.6%	9,240	9.6%	9,443	9.6%
American Indian Alone	1,309	1.6%	2,032	2.1%	2,104	2.2%	2,301	2.3%
Asian Alone	2,085	2.5%	2,889	3.1%	3,100	3.2%	3,370	3.4%
Pacific Islander Alone	275	0.3%	351	0.4%	361	0.4%	368	0.4%
Some Other Race Alone	14,048	16.9%	23,777	25.2%	25,522	26.4%	28,115	28.6%
Two or More Races	4,338	5.2%	14,181	15.0%	14,910	15.4%	15,961	16.2%
Hispanic Origin (Any Race)	31,305	37.6%	45,282	47.9%	48,312	50.0%	51,628	52.5%

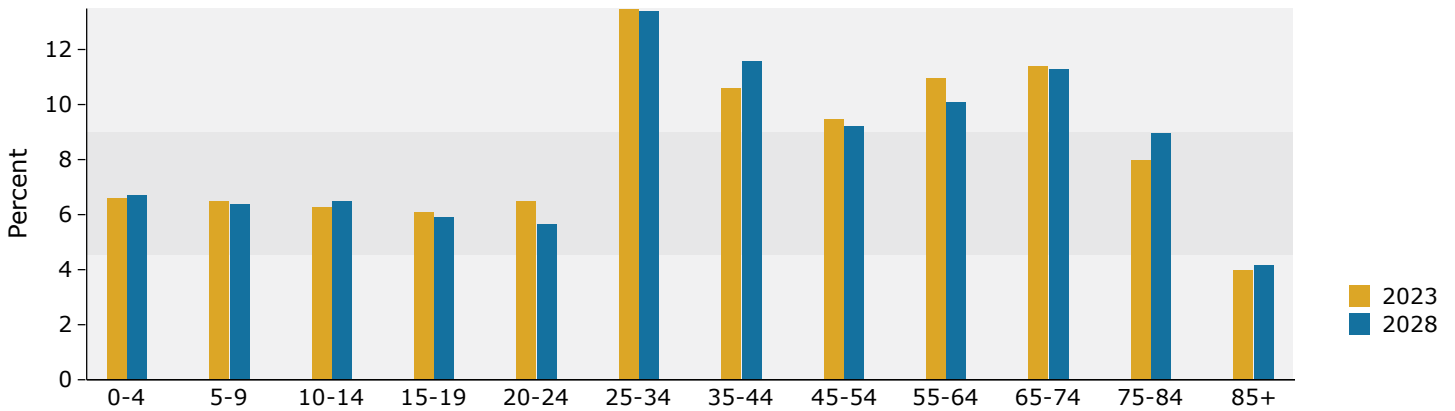
Data Note: Income is expressed in current dollars.

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

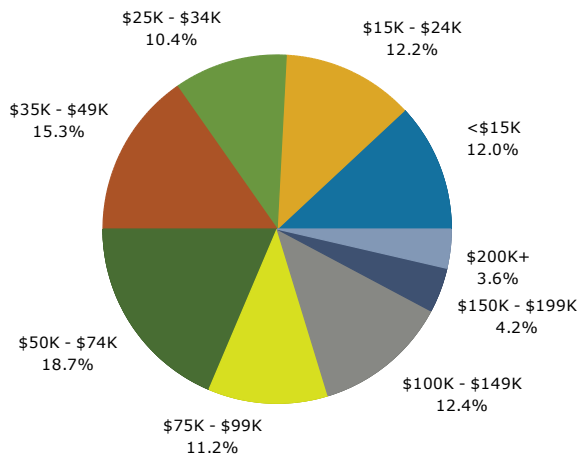
Trends 2023-2028



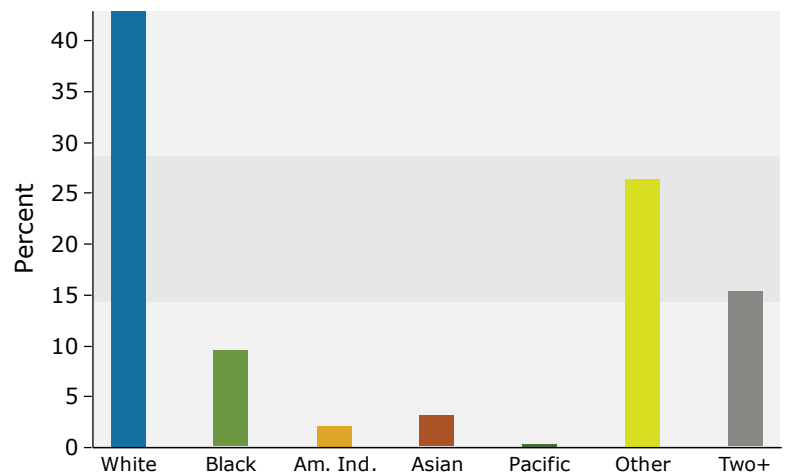
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 50.0%

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



Demographic and Income Profile

Diamond Valley Shopping Center
Ring: 5 mile radius

Prepared by Esri
Latitude: 33.72835
Longitude: -116.97308

Summary	Census 2010	Census 2020	2023	2028
Population	145,003	166,419	169,870	173,084
Households	50,476	55,092	56,000	56,930
Families	34,639	-	37,931	38,573
Average Household Size	2.85	2.99	3.00	3.01
Owner Occupied Housing Units	32,390	-	35,249	36,422
Renter Occupied Housing Units	18,086	-	20,751	20,508
Median Age	35.3	-	37.2	37.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.38%	0.13%	0.30%
Households	0.33%	0.25%	0.49%
Families	0.34%	0.24%	0.44%
Owner HHs	0.66%	0.40%	0.66%
Median Household Income	3.00%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	6,039	10.8%	5,869	10.3%
\$15,000 - \$24,999	5,849	10.4%	4,652	8.2%
\$25,000 - \$34,999	5,394	9.6%	4,534	8.0%
\$35,000 - \$49,999	8,185	14.6%	7,102	12.5%
\$50,000 - \$74,999	10,264	18.3%	10,204	17.9%
\$75,000 - \$99,999	6,851	12.2%	7,725	13.6%
\$100,000 - \$149,999	8,074	14.4%	9,711	17.1%
\$150,000 - \$199,999	3,000	5.4%	4,049	7.1%
\$200,000+	2,342	4.2%	3,083	5.4%
Median Household Income	\$54,472		\$63,159	
Average Household Income	\$77,687		\$90,612	
Per Capita Income	\$25,663		\$29,856	

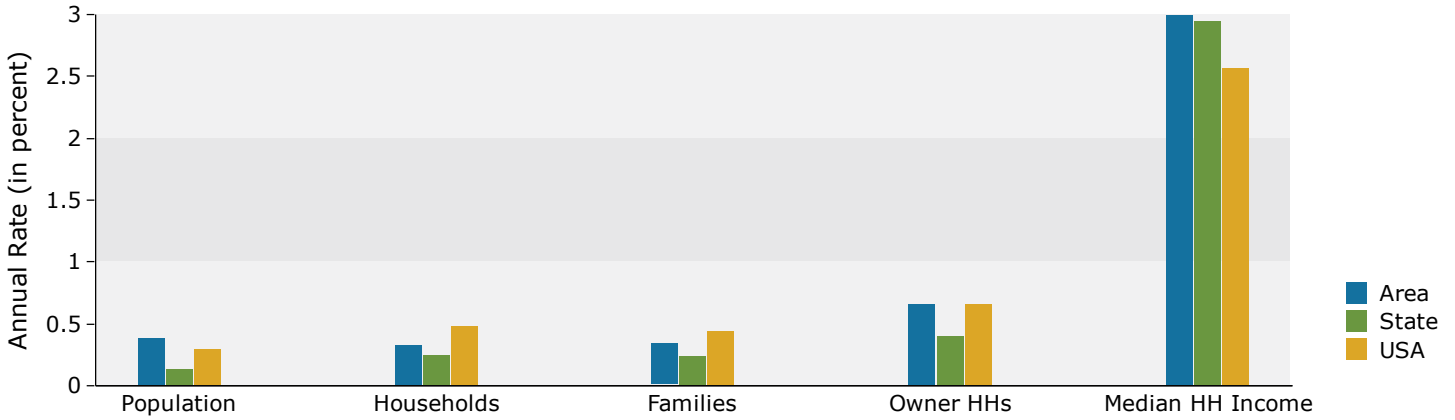
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,048	7.6%	11,640	6.9%	12,083	7.0%
5 - 9	11,012	7.6%	11,730	6.9%	11,725	6.8%
10 - 14	11,540	8.0%	11,279	6.6%	11,903	6.9%
15 - 19	11,830	8.2%	10,859	6.4%	10,489	6.1%
20 - 24	9,092	6.3%	10,960	6.5%	9,804	5.7%
25 - 34	17,502	12.1%	23,987	14.1%	24,717	14.3%
35 - 44	16,911	11.7%	19,335	11.4%	21,234	12.3%
45 - 54	17,030	11.7%	16,657	9.8%	16,571	9.6%
55 - 64	14,247	9.8%	18,437	10.9%	17,132	9.9%
65 - 74	11,451	7.9%	17,958	10.6%	18,222	10.5%
75 - 84	8,944	6.2%	11,698	6.9%	13,430	7.8%
85+	4,394	3.0%	5,330	3.1%	5,774	3.3%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	95,470	65.8%	71,290	42.8%	69,744	41.1%	65,140	37.6%
Black Alone	8,512	5.9%	14,564	8.8%	14,840	8.7%	15,149	8.8%
American Indian Alone	2,496	1.7%	3,962	2.4%	4,079	2.4%	4,457	2.6%
Asian Alone	3,971	2.7%	5,193	3.1%	5,516	3.2%	5,981	3.5%
Pacific Islander Alone	463	0.3%	718	0.4%	730	0.4%	738	0.4%
Some Other Race Alone	26,447	18.2%	44,139	26.5%	47,152	27.8%	51,874	30.0%
Two or More Races	7,645	5.3%	26,553	16.0%	27,810	16.4%	29,746	17.2%
Hispanic Origin (Any Race)	58,422	40.3%	84,260	50.6%	89,466	52.7%	95,589	55.2%

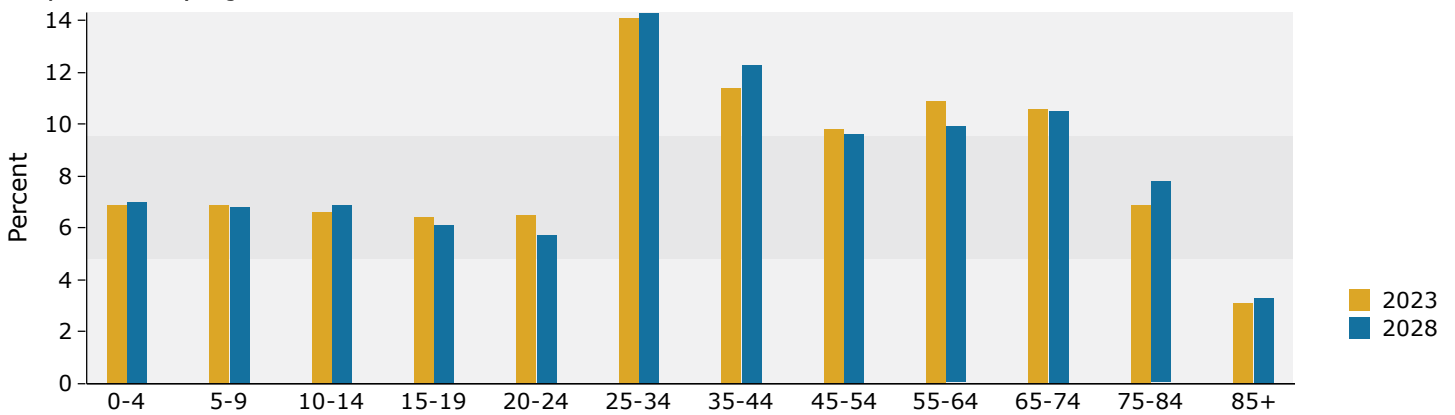
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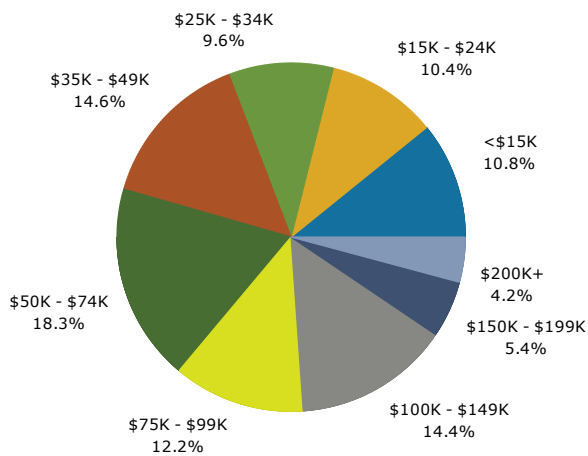
Trends 2023-2028



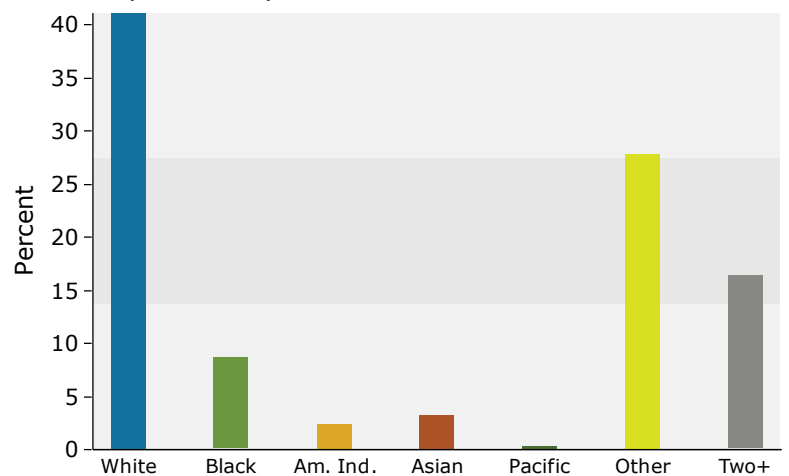
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 52.7%

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