

TRADE AREA REPORT

Stockton, CA 95202



Presented by

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Criteria Used for Analysis

Median Household Income
\$17,906

Median Age
39.0

Total Population
7,256

1st Dominant Segment
Social Security Set

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Senior Styles</p> <p>Senior lifestyles reveal the effects of saving for retirement</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Metro Cities</p> <p>Affordable city life, including smaller metros, satellite cities</p>
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Top Tapestry Segments

	Social Security Set	Fresh Ambitions	Small Town Sincerity	Hometown Heritage
% of Households	1,652 (49.5%)	935 (28.0%)	544 (16.3%)	208 (6.2%)
% of Stockton	2,414 (2.4%)	9,592 (9.7%)	2,026 (2.1%)	1,645 (1.7%)
Lifestyle Group	Senior Styles	Next Wave	Hometown	Middle Ground
Urbanization Group	Metro Cities	Principal Urban Centers	Semirural	Metro Cities
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals; Single Family	Single Family	Single Family
Household Type	Singles	Single Parents	Singles	Singles
Average Household Size	1.79	2.93	2.24	2.54
Median Age	46.8	29.6	41.8	33.3
Diversity Index	79.9	88.3	58.8	80.4
Median Household Income	\$26,200	\$39,000	\$39,900	\$36,600
Median Net Worth	\$11,100	\$12,600	\$31,600	\$14,600
Median Home Value	\$222,800	\$191,700	\$127,800	\$89,600
Homeownership	16.1 %	28.8 %	53 %	42.4 %
Employment	Professional or Services	Services or Transport/Material Moving	Services or Professional	Services or Transport/Material Moving
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Prefer to cook, eat at home . Activities are limited, but bingo is a favorite.	When traveling, seek out discount fares over convenience . Buy baby/children's products.	Community-oriented residents . Enjoy outdoor activities like hunting and fishing.	Favorite sports are NASCAR, wrestling and basketball . Shop via sales rep, QVC or HSN.
Financial	Fixed incomes so remain price sensitive	Nearly 1/3 maintain savings account, send money to family abroad	Price-conscious consumers that shop accordingly	Save money for a specific purpose
Media	TV is an important part of their lives.	Subscribe to cable TV; watch Spanish TV	Rely on television or newspapers to stay informed	Read parenting and health magazines
Vehicle	Take public transportation	Own vehicle; take public transportstion	Own, maintain domestic trucks, ATVs	Own 1-2 vehicles

About this segment

Social Security Set

This is the

#1

dominant segment
for this area

In this area

49.5%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

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

Who We Are

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Our Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old. Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979. Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance. Wages and salary income are still earned by almost half of all households. With fixed incomes, consumers remain price sensitive. A trusted source of information, TV is an important part of their lives. An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations. Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship. Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings. They steer away from cell phones, computers, and digital cameras. Many residents are dependent on Medicare and Medicaid for health care expenses. They don't eat out often, but KFC and McDonald's are their restaurants of choice.

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 2023. Update Frequency: Annually.

About this segment

Fresh Ambitions

This is the

#2

dominant segment for this area

In this area

28.0%

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

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

Our Neighborhood

- Reside in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities. Predominantly renters; average gross rent is a little below the US average. Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too. Nearly half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

Socioeconomic Traits

- Nearly one in four is foreign-born. Supporting large families, many earners will take on overtime work when possible. One in three has earned a high school diploma. Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand savvy children. When traveling, seek out discount fares over convenience.

Market Profile

- Young families are the focus; Fresh Ambitions residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material. These young, newly established residents own cell phones, not landlines. Almost half of all households can access the Internet via home PC; Spanish language web sites and downloading video games and music are popular. Nearly half of all households subscribe to a cable service; Spanish TV networks, and children’s shows are popular. Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.

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 2023. Update Frequency: Annually.

About this segment

Small Town Sincerity

This is the

#3

dominant segment for this area

In this area

16.3%

of households fall into this segment

In the United States

1.8%

of households fall into this segment

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

Who We Are

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Our Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas. Homes are a mix of older single-family houses (61%), apartments, and mobile homes. Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median. Average rent is \$639. This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college. Labor force participation lower at 52%, which could result from lack of jobs or retirement. Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income. Price-conscious consumers that shop accordingly, with coupons at discount centers. Connected, but not to the latest or greatest gadgets; keep their landlines. Community-oriented residents; more conservative than middle-of-the-road. Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens. Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV. A large senior population visit doctors and health practitioners regularly. However, a largely single population favors convenience over cooking, frozen meals and fast food. Home improvement is not a priority, but vehicle maintenance is.

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 2023. Update Frequency: Annually.

About this segment

Hometown Heritage

This is the

#4

dominant segment for this area

In this area

6.2%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

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

Who We Are

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Our Neighborhood

- Renters: About three-fifths of households. Primarily family households, married couples with or without children, single parents, and multigenerational households. Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings. Older housing, built before 1960 (59%), with a higher proportion built in the 1940s or earlier. Higher percentage of vacant housing units at 18%. Most households with 1 or 2 vehicles (71%), but 19% have no vehicle.

Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 28% with some college or an associate’s degree. Higher rates of employment in Manufacturing. Labor force participation rate is lower at 57.1%. Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%. These cost-conscious consumers purchase sale items in bulk and buy generic over name brands. They tend to save money for a specific purpose.

Market Profile

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children’s clothing are priority expenditures. Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives. Read parenting and health magazines. Watch programs on VH1 and Game Show Network. Prefer to listen to gospel, R&B, rap, and hip-hop music. Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

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 2023. Update Frequency: Annually.

Stockton, CA 95202: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



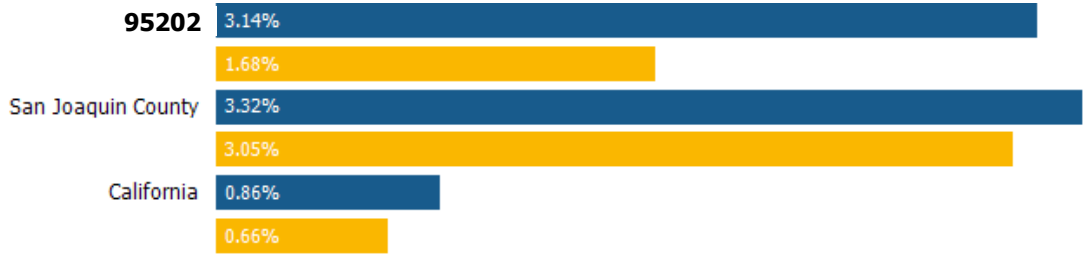
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually

■ 95202



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, 2023

Update Frequency: Annually

■ 95202



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



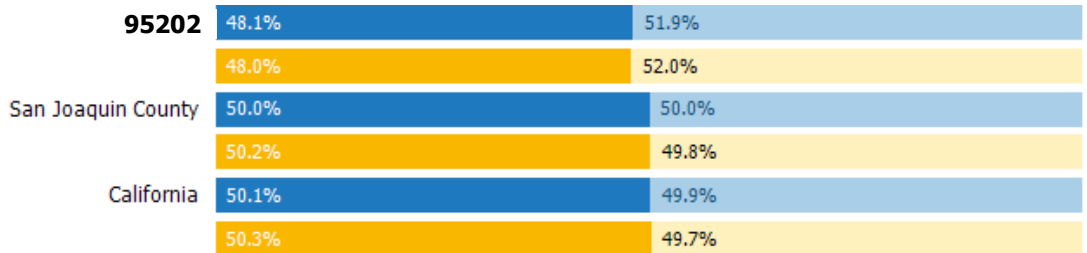
Female / Male Ratio

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, 2023

Update Frequency: Annually

■ Women 2023
■ Men 2023
■ Women 2028 (Projected)
■ Men 2028 (Projected)



Stockton, CA 95202: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



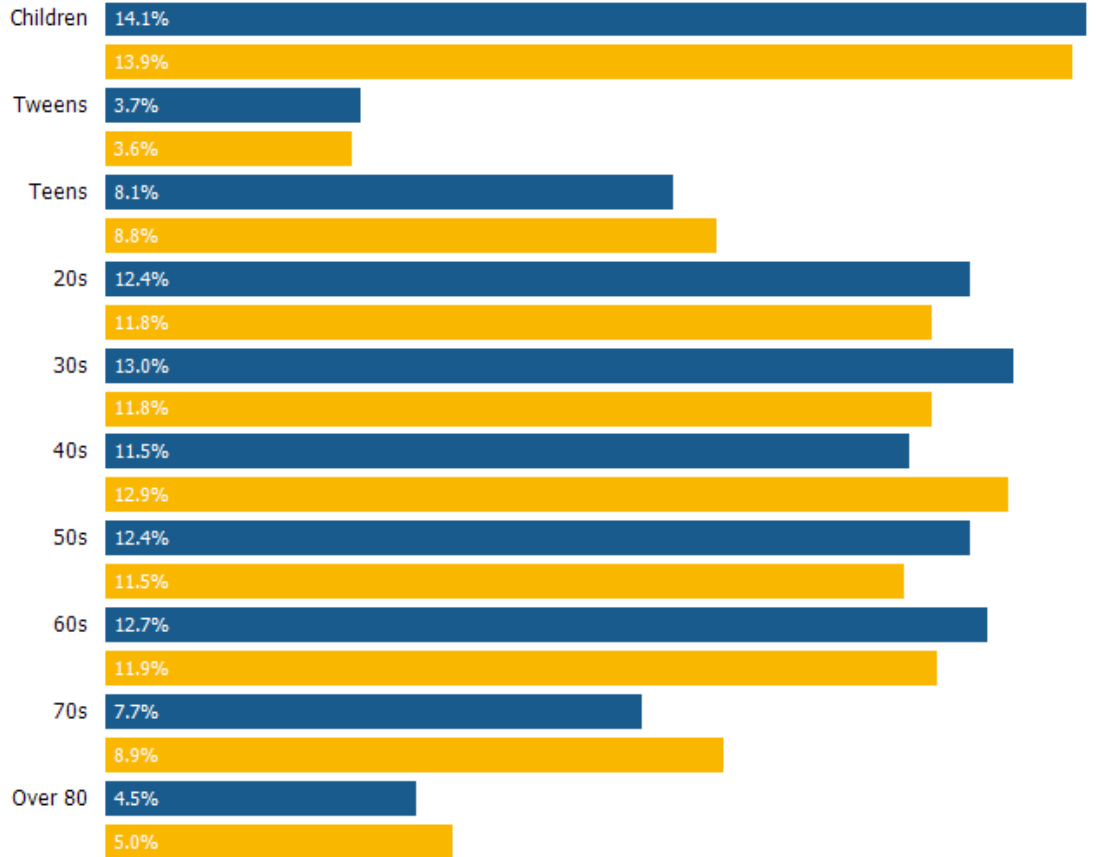
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



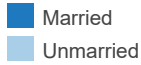
Stockton, CA 95202: Marital Status Comparison

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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



Stockton, CA 95202: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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, 2023

Update Frequency: Annually



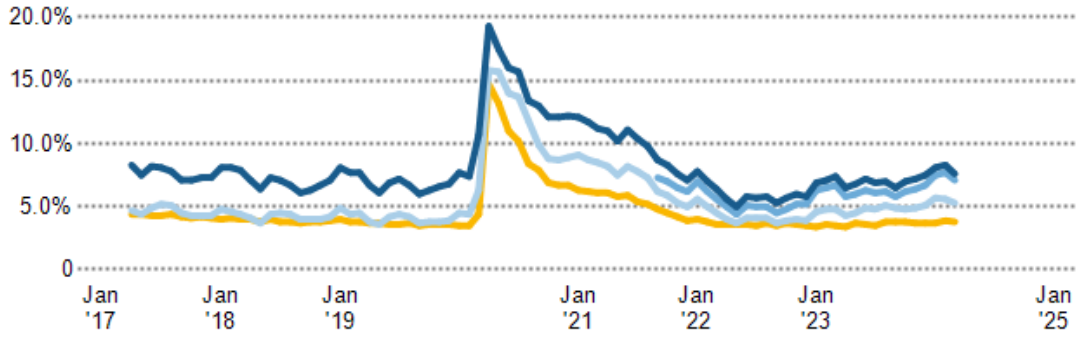
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Stockton
- San Joaquin County
- California
- USA

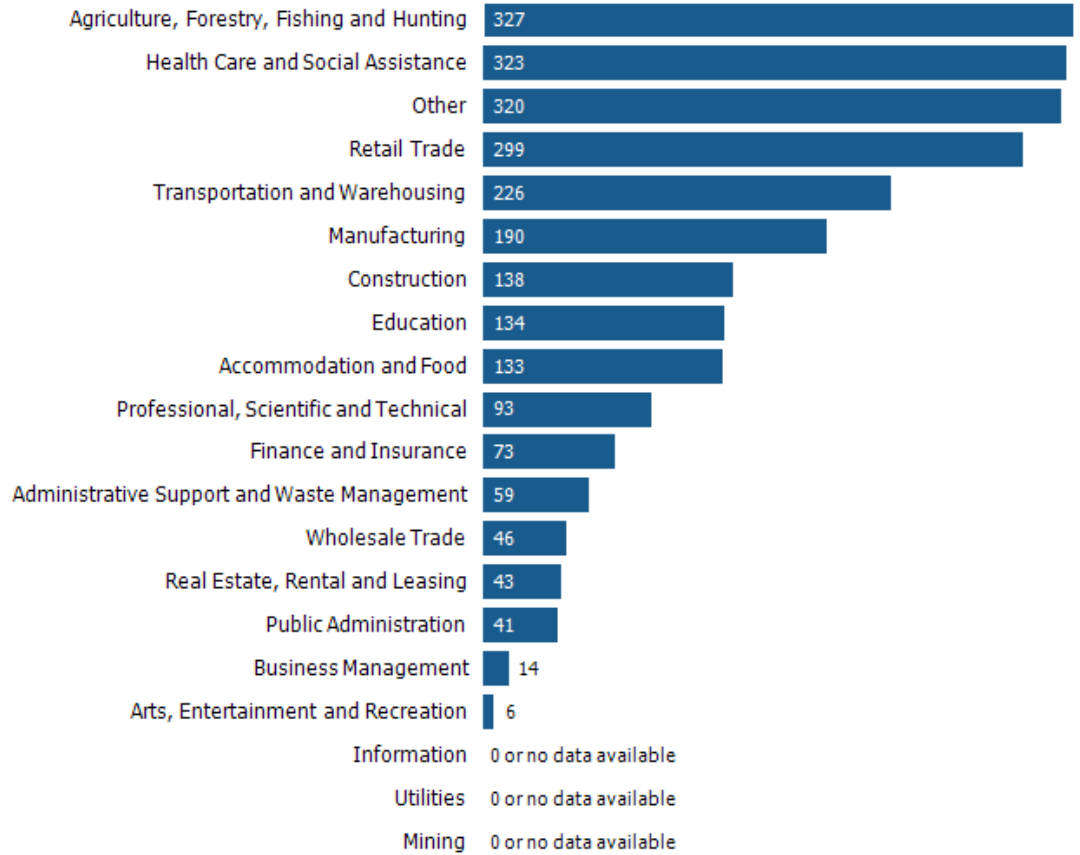


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



Stockton, CA 95202: 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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



Stockton, CA 95202: 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, 2023

Update Frequency: Annually

■ 95202



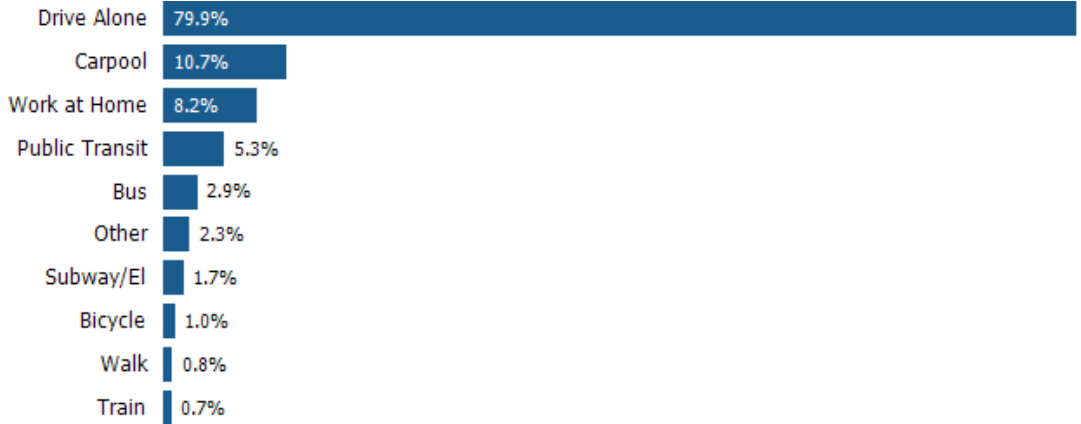
How People Get to Work

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, 2023

Update Frequency: Annually

■ 95202



Stockton, CA 95202: 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

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

Median Listing Price



This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

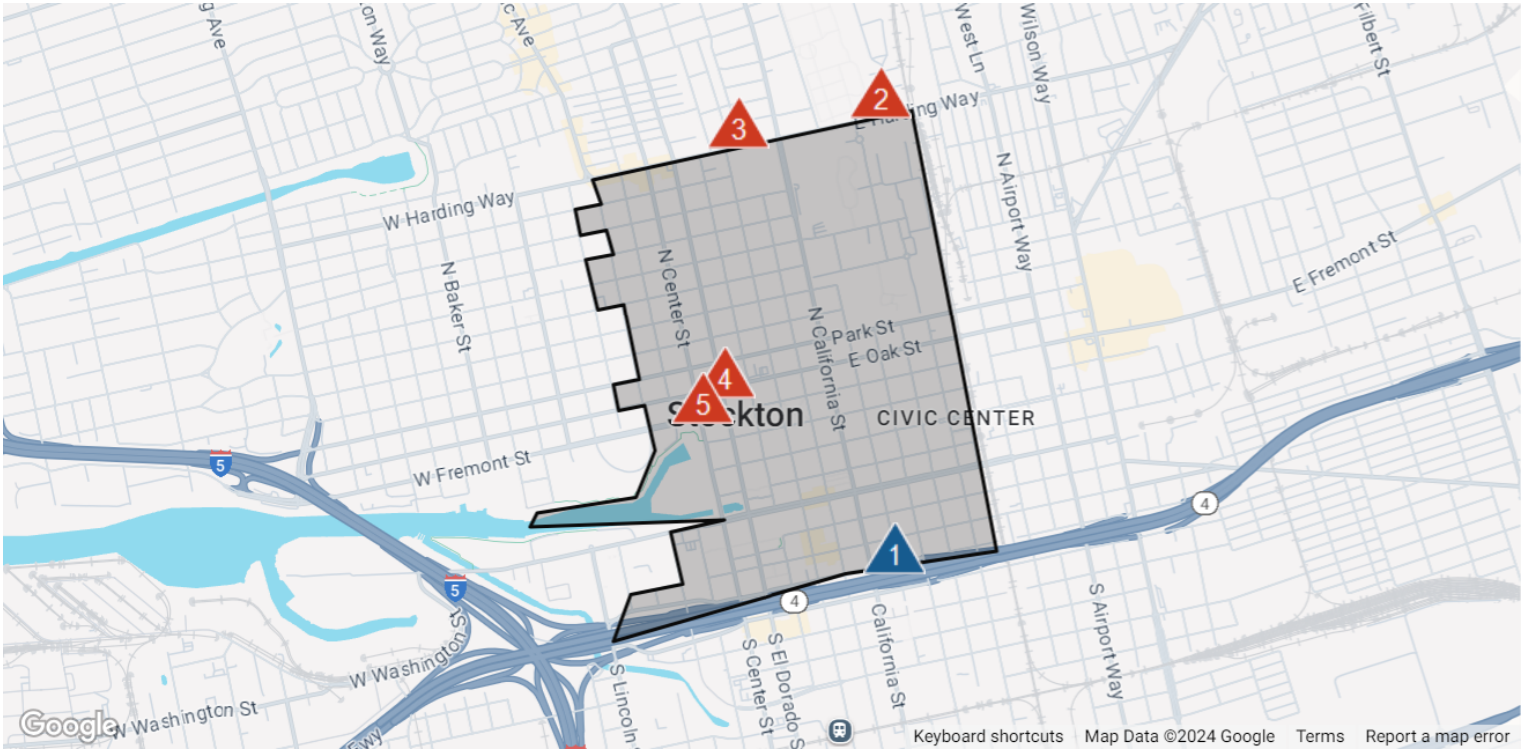


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1
102,241

2023 Est. daily traffic counts

Street: 4
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2021	112,000	AADT
2018	79,300	AADT

2
21,515

2023 Est. daily traffic counts

Street: E Harding Way
Cross: E Palm Ave
Cross Dir: W
Dist: 0.07 miles

Historical counts

Year	Count	Type
2014	18,600	ADT
2007	20,500	ADT
2005	26,000	ADT
2003	23,000	ADT
2002	18,800	ADT

3
20,977

2023 Est. daily traffic counts

Street: E Harding Way
Cross: N Wood Ln
Cross Dir: E
Dist: 0.01 miles

Historical counts

Year	Count	Type
2014	20,400	ADT
2007	21,200	ADT
2005	21,000	ADT
2003	21,000	ADT
2002	20,300	ADT

4
20,686

2023 Est. daily traffic counts

Street: N el Dorado St
Cross: E Oak St
Cross Dir: N
Dist: 0.03 miles

Historical counts

Year	Count	Type
2014	19,600	ADT
2007	19,300	ADT
2005	23,100	ADT
2003	21,900	ADT
2002	21,600	ADT

5
20,542

2023 Est. daily traffic counts

Street: Center St
Cross: Civic Ct
Cross Dir: S
Dist: 0.01 miles

Historical counts

Year	Count	Type
2014	19,300	ADT
2007	17,600	ADT
2005	24,500	ADT
2003	22,300	ADT
2002	27,000	ADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

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>

