



# Market Profile

300 N San Jacinto Ave, San Jacinto, California, 92583  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.79114  
 Longitude: -116.95902

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	13,409	59,779	137,623
2020 Total Population	15,270	71,147	159,072
2020 Group Quarters	79	838	1,879
2022 Total Population	15,244	71,844	160,231
2022 Group Quarters	79	838	1,879
2027 Total Population	15,514	73,760	163,293
2022-2027 Annual Rate	0.35%	0.53%	0.38%
2022 Total Daytime Population	12,274	62,047	137,656
Workers	2,506	17,653	37,067
Residents	9,768	44,394	100,589
<b>Household Summary</b>			
2010 Households	3,885	19,419	47,716
2010 Average Household Size	3.41	3.04	2.86
2020 Total Households	4,286	21,798	51,942
2020 Average Household Size	3.54	3.23	3.03
2022 Total Households	4,347	22,083	52,177
2022 Average Household Size	3.49	3.22	3.03
2027 Total Households	4,427	22,686	53,101
2027 Average Household Size	3.49	3.21	3.04
2022-2027 Annual Rate	0.37%	0.54%	0.35%
2010 Families	2,939	13,603	32,482
2010 Average Family Size	3.84	3.64	3.45
2022 Families	3,261	15,318	35,150
2022 Average Family Size	3.95	3.87	3.69
2027 Families	3,321	15,736	35,790
2027 Average Family Size	3.94	3.87	3.70
2022-2027 Annual Rate	0.37%	0.54%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,924	17,013	46,678
Owner Occupied Housing Units	50.2%	55.8%	59.0%
Renter Occupied Housing Units	39.3%	31.0%	28.8%
Vacant Housing Units	10.4%	13.1%	12.1%
2010 Housing Units	4,406	22,355	55,360
Owner Occupied Housing Units	45.5%	53.9%	54.5%
Renter Occupied Housing Units	42.7%	32.9%	31.7%
Vacant Housing Units	11.8%	13.1%	13.8%
2020 Housing Units	4,491	23,119	55,552
Vacant Housing Units	4.6%	5.7%	6.5%
2022 Housing Units	4,541	23,378	55,745
Owner Occupied Housing Units	49.1%	57.1%	57.6%
Renter Occupied Housing Units	46.7%	37.3%	36.0%
Vacant Housing Units	4.3%	5.5%	6.4%
2027 Housing Units	4,614	23,938	56,640
Owner Occupied Housing Units	49.8%	58.0%	58.2%
Renter Occupied Housing Units	46.1%	36.7%	35.5%
Vacant Housing Units	4.1%	5.2%	6.2%
<b>Median Household Income</b>			
2022	\$45,223	\$52,703	\$51,930
2027	\$53,424	\$63,081	\$62,454
<b>Median Home Value</b>			
2022	\$228,715	\$260,882	\$246,461
2027	\$310,168	\$358,112	\$365,623
<b>Per Capita Income</b>			
2022	\$17,824	\$22,679	\$23,600
2027	\$22,042	\$28,463	\$29,590
<b>Median Age</b>			
2010	28.9	32.3	34.9
2022	30.4	34.0	36.5
2027	31.8	34.4	36.8

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	4,347	22,083	52,175
<\$15,000	13.3%	11.2%	12.4%
\$15,000 - \$24,999	12.8%	11.4%	11.1%
\$25,000 - \$34,999	10.6%	10.2%	9.3%
\$35,000 - \$49,999	17.8%	14.4%	14.9%
\$50,000 - \$74,999	20.1%	18.5%	19.2%
\$75,000 - \$99,999	10.3%	12.2%	11.7%
\$100,000 - \$149,999	9.6%	13.5%	13.2%
\$150,000 - \$199,999	4.0%	5.5%	4.8%
\$200,000+	1.5%	3.2%	3.2%
Average Household Income	\$61,781	\$73,548	\$72,164
<b>2027 Households by Income</b>			
Household Income Base	4,427	22,686	53,099
<\$15,000	10.0%	8.7%	10.0%
\$15,000 - \$24,999	10.2%	8.4%	8.5%
\$25,000 - \$34,999	9.7%	10.0%	8.7%
\$35,000 - \$49,999	15.7%	12.8%	13.0%
\$50,000 - \$74,999	21.9%	16.5%	16.5%
\$75,000 - \$99,999	10.8%	12.5%	11.8%
\$100,000 - \$149,999	12.8%	17.3%	18.4%
\$150,000 - \$199,999	6.4%	8.0%	7.6%
\$200,000+	2.5%	5.8%	5.4%
Average Household Income	\$75,703	\$92,465	\$90,641
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,229	13,360	32,127
<\$50,000	15.3%	16.7%	18.1%
\$50,000 - \$99,999	10.0%	7.5%	8.1%
\$100,000 - \$149,999	7.9%	4.9%	5.9%
\$150,000 - \$199,999	8.5%	5.5%	6.8%
\$200,000 - \$249,999	14.5%	12.7%	12.0%
\$250,000 - \$299,999	19.1%	12.1%	10.4%
\$300,000 - \$399,999	13.0%	24.7%	19.8%
\$400,000 - \$499,999	1.0%	3.9%	6.2%
\$500,000 - \$749,999	3.7%	4.6%	6.8%
\$750,000 - \$999,999	0.8%	1.1%	2.1%
\$1,000,000 - \$1,499,999	2.1%	2.7%	1.7%
\$1,500,000 - \$1,999,999	3.1%	1.2%	0.7%
\$2,000,000 +	1.1%	2.2%	1.4%
Average Home Value	\$305,238	\$335,134	\$309,423
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,299	13,893	32,971
<\$50,000	10.1%	9.3%	12.8%
\$50,000 - \$99,999	4.5%	4.0%	4.8%
\$100,000 - \$149,999	4.2%	2.3%	2.4%
\$150,000 - \$199,999	2.3%	2.1%	2.4%
\$200,000 - \$249,999	8.9%	8.6%	6.8%
\$250,000 - \$299,999	17.6%	8.1%	7.2%
\$300,000 - \$399,999	23.3%	26.8%	20.7%
\$400,000 - \$499,999	11.8%	8.0%	10.8%
\$500,000 - \$749,999	3.7%	12.3%	16.3%
\$750,000 - \$999,999	3.7%	3.6%	6.1%
\$1,000,000 - \$1,499,999	3.7%	8.0%	4.9%
\$1,500,000 - \$1,999,999	4.1%	2.5%	1.6%
\$2,000,000 +	2.0%	4.3%	3.2%
Average Home Value	\$437,212	\$532,940	\$485,672

**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.

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<b>2010 Population by Age</b>			
Total	13,410	59,780	137,622
0 - 4	9.2%	8.6%	7.7%
5 - 9	9.1%	8.3%	7.6%
10 - 14	9.1%	8.4%	7.9%
15 - 24	16.8%	15.1%	14.5%
25 - 34	14.1%	13.1%	12.3%
35 - 44	12.6%	12.2%	11.7%
45 - 54	12.2%	11.5%	11.9%
55 - 64	8.2%	9.0%	9.8%
65 - 74	4.9%	6.5%	7.6%
75 - 84	2.7%	4.8%	6.0%
85 +	1.1%	2.5%	3.0%
18 +	66.9%	69.4%	71.6%
<b>2022 Population by Age</b>			
Total	15,244	71,844	160,229
0 - 4	8.6%	7.9%	7.1%
5 - 9	8.5%	7.8%	7.0%
10 - 14	7.9%	7.3%	6.6%
15 - 24	15.1%	13.5%	12.9%
25 - 34	16.3%	14.9%	14.5%
35 - 44	12.2%	11.9%	11.2%
45 - 54	10.4%	10.0%	10.0%
55 - 64	9.9%	10.2%	11.0%
65 - 74	6.7%	8.6%	9.9%
75 - 84	3.2%	5.4%	6.5%
85 +	1.1%	2.6%	3.3%
18 +	70.4%	72.9%	75.3%
<b>2027 Population by Age</b>			
Total	15,516	73,763	163,292
0 - 4	8.7%	8.0%	7.2%
5 - 9	8.3%	7.7%	7.0%
10 - 14	8.2%	7.6%	6.9%
15 - 24	14.0%	12.4%	11.7%
25 - 34	16.2%	15.3%	14.8%
35 - 44	13.0%	12.5%	12.2%
45 - 54	10.2%	9.7%	9.6%
55 - 64	9.4%	9.4%	10.1%
65 - 74	7.3%	9.0%	10.1%
75 - 84	3.7%	5.9%	7.2%
85 +	1.1%	2.5%	3.1%
18 +	70.5%	72.7%	75.1%
<b>2010 Population by Sex</b>			
Males	6,707	28,744	65,893
Females	6,702	31,034	71,729
<b>2022 Population by Sex</b>			
Males	7,677	34,809	77,271
Females	7,567	37,035	82,961
<b>2027 Population by Sex</b>			
Males	7,831	35,845	79,058
Females	7,683	37,915	84,234

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	13,409	59,779	137,624
White Alone	53.8%	60.5%	65.5%
Black Alone	4.8%	6.3%	5.7%
American Indian Alone	2.1%	1.8%	2.0%
Asian Alone	1.4%	2.4%	2.4%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	31.7%	23.3%	18.9%
Two or More Races	5.7%	5.4%	5.2%
Hispanic Origin	63.0%	48.5%	41.4%
Diversity Index	78.8	78.6	75.7
<b>2020 Population by Race/Ethnicity</b>			
Total	15,270	71,147	159,072
White Alone	29.6%	36.4%	41.7%
Black Alone	8.0%	8.9%	8.6%
American Indian Alone	3.3%	2.8%	2.7%
Asian Alone	1.7%	2.9%	2.9%
Pacific Islander Alone	0.7%	0.5%	0.4%
Some Other Race Alone	37.8%	31.4%	27.6%
Two or More Races	19.0%	17.1%	16.2%
Hispanic Origin	68.2%	58.1%	52.3%
Diversity Index	84.5	86.2	85.7
<b>2022 Population by Race/Ethnicity</b>			
Total	15,243	71,845	160,231
White Alone	28.6%	35.3%	40.7%
Black Alone	7.9%	8.9%	8.6%
American Indian Alone	3.4%	2.9%	2.7%
Asian Alone	1.8%	3.0%	2.9%
Pacific Islander Alone	0.7%	0.5%	0.4%
Some Other Race Alone	38.4%	32.1%	28.1%
Two or More Races	19.2%	17.4%	16.5%
Hispanic Origin	68.7%	58.6%	52.9%
Diversity Index	84.4	86.2	85.9
<b>2027 Population by Race/Ethnicity</b>			
Total	15,516	73,760	163,293
White Alone	25.8%	32.4%	37.7%
Black Alone	7.8%	8.8%	8.6%
American Indian Alone	3.8%	3.2%	3.0%
Asian Alone	1.9%	3.2%	3.2%
Pacific Islander Alone	0.7%	0.5%	0.4%
Some Other Race Alone	40.1%	33.7%	29.8%
Two or More Races	19.9%	18.2%	17.4%
Hispanic Origin	69.6%	59.6%	53.9%
Diversity Index	84.1	86.4	86.4
<b>2010 Population by Relationship and Household Type</b>			
Total	13,409	59,779	137,622
In Households	98.9%	98.9%	99.1%
In Family Households	88.8%	86.8%	85.2%
Householder	21.8%	22.8%	23.7%
Spouse	13.6%	15.4%	16.1%
Child	41.5%	37.9%	35.7%
Other relative	7.3%	6.8%	6.1%
Nonrelative	4.6%	3.8%	3.7%
In Nonfamily Households	10.1%	12.1%	13.9%
In Group Quarters	1.1%	1.1%	0.9%
Institutionalized Population	0.0%	0.3%	0.4%
Noninstitutionalized Population	1.1%	0.8%	0.5%

**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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	9,121	45,653	106,264
Less than 9th Grade	17.1%	9.7%	8.0%
9th - 12th Grade, No Diploma	14.2%	11.8%	11.5%
High School Graduate	26.6%	27.2%	28.0%
GED/Alternative Credential	2.6%	4.3%	4.1%
Some College, No Degree	22.2%	24.0%	26.2%
Associate Degree	8.8%	9.0%	8.8%
Bachelor's Degree	6.1%	9.4%	8.8%
Graduate/Professional Degree	2.3%	4.6%	4.6%
<b>2022 Population 15+ by Marital Status</b>			
Total	11,431	55,331	126,882
Never Married	42.2%	36.0%	33.9%
Married	42.9%	46.0%	46.5%
Widowed	4.6%	6.5%	7.1%
Divorced	10.3%	11.5%	12.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,131	30,535	66,445
Population 16+ Employed	90.3%	91.4%	91.3%
Population 16+ Unemployment rate	9.7%	8.6%	8.7%
Population 16-24 Employed	18.4%	14.2%	14.3%
Population 16-24 Unemployment rate	16.2%	17.5%	16.3%
Population 25-54 Employed	68.3%	67.5%	65.8%
Population 25-54 Unemployment rate	7.4%	6.5%	7.5%
Population 55-64 Employed	11.3%	13.0%	14.0%
Population 55-64 Unemployment rate	12.5%	8.8%	7.1%
Population 65+ Employed	2.1%	5.2%	5.9%
Population 65+ Unemployment rate	3.4%	8.2%	6.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,536	27,898	60,638
Agriculture/Mining	2.6%	1.4%	1.4%
Construction	12.7%	10.0%	10.1%
Manufacturing	5.6%	6.7%	6.7%
Wholesale Trade	2.5%	1.7%	1.9%
Retail Trade	16.8%	15.9%	14.0%
Transportation/Utilities	8.9%	9.7%	9.3%
Information	0.7%	1.3%	1.2%
Finance/Insurance/Real Estate	1.7%	3.1%	3.9%
Services	45.8%	46.5%	46.4%
Public Administration	2.7%	3.7%	5.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,535	27,897	60,639
White Collar	41.5%	46.3%	45.8%
Management/Business/Financial	9.3%	9.2%	9.8%
Professional	12.1%	17.2%	15.6%
Sales	9.1%	9.2%	9.2%
Administrative Support	11.0%	10.8%	11.3%
Services	20.2%	20.5%	21.5%
Blue Collar	38.2%	33.2%	32.6%
Farming/Forestry/Fishing	2.3%	1.1%	1.0%
Construction/Extraction	9.2%	8.9%	9.1%
Installation/Maintenance/Repair	6.2%	4.5%	4.1%
Production	6.2%	5.7%	5.6%
Transportation/Material Moving	14.4%	13.0%	12.8%

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<b>2010 Households by Type</b>			
Total	3,885	19,420	47,716
Households with 1 Person	18.3%	24.4%	26.0%
Households with 2+ People	81.7%	75.6%	74.0%
Family Households	75.6%	70.0%	68.1%
Husband-wife Families	47.0%	47.2%	46.2%
With Related Children	29.9%	26.3%	23.1%
Other Family (No Spouse Present)	28.6%	22.8%	21.9%
Other Family with Male Householder	8.1%	6.4%	6.2%
With Related Children	5.6%	4.3%	4.0%
Other Family with Female Householder	20.5%	16.4%	15.6%
With Related Children	14.8%	11.4%	10.5%
Nonfamily Households	6.0%	5.6%	5.9%
All Households with Children	51.3%	42.6%	38.3%
Multigenerational Households	10.1%	7.9%	6.9%
Unmarried Partner Households	10.4%	7.9%	7.8%
Male-female	9.7%	7.1%	7.0%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,885	19,419	47,715
1 Person Household	18.3%	24.4%	26.0%
2 Person Household	22.6%	26.3%	29.0%
3 Person Household	15.6%	13.8%	13.8%
4 Person Household	15.3%	14.1%	13.2%
5 Person Household	13.4%	10.6%	9.2%
6 Person Household	7.5%	5.6%	4.6%
7 + Person Household	7.2%	5.2%	4.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,885	19,420	47,717
Owner Occupied	51.6%	62.1%	63.2%
Owned with a Mortgage/Loan	36.5%	42.2%	40.7%
Owned Free and Clear	15.0%	19.9%	22.5%
Renter Occupied	48.4%	37.9%	36.8%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	93	91	95
Percent of Income for Mortgage	26.7%	26.1%	25.0%
Wealth Index	41	59	59
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,406	22,355	55,360
Housing Units Inside Urbanized Area	99.3%	99.2%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	0.8%	1.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,409	59,779	137,623
Population Inside Urbanized Area	99.2%	99.1%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.8%	0.9%	1.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Fresh Ambitions (13D)	Fresh Ambitions (13D)	Senior Escapes (9D)
2.	Southwestern Families (7F)	Senior Escapes (9D)	Urban Edge Families (7C)
3.	Urban Edge Families (7C)	Up and Coming Families (7A)	Up and Coming Families (7A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,485,287	\$38,300,276	\$87,543,886
Average Spent	\$1,491.90	\$1,734.38	\$1,677.83
Spending Potential Index	62	72	70
Education: Total \$	\$5,044,087	\$29,527,529	\$66,887,323
Average Spent	\$1,160.36	\$1,337.12	\$1,281.93
Spending Potential Index	59	68	65
Entertainment/Recreation: Total \$	\$9,080,112	\$56,547,641	\$131,439,241
Average Spent	\$2,088.82	\$2,560.69	\$2,519.10
Spending Potential Index	57	70	69
Food at Home: Total \$	\$16,845,317	\$100,409,733	\$231,154,020
Average Spent	\$3,875.16	\$4,546.92	\$4,430.19
Spending Potential Index	63	73	72
Food Away from Home: Total \$	\$11,764,145	\$69,140,846	\$158,643,971
Average Spent	\$2,706.27	\$3,130.95	\$3,040.50
Spending Potential Index	63	73	70
Health Care: Total \$	\$17,744,386	\$111,236,764	\$261,704,714
Average Spent	\$4,081.98	\$5,037.21	\$5,015.71
Spending Potential Index	58	71	71
HH Furnishings & Equipment: Total \$	\$6,479,250	\$39,892,613	\$92,940,185
Average Spent	\$1,490.51	\$1,806.49	\$1,781.25
Spending Potential Index	58	71	70
Personal Care Products & Services: Total \$	\$2,684,835	\$16,252,831	\$37,792,104
Average Spent	\$617.63	\$735.99	\$724.31
Spending Potential Index	61	72	71
Shelter: Total \$	\$61,667,028	\$364,058,738	\$837,699,234
Average Spent	\$14,186.11	\$16,485.93	\$16,054.95
Spending Potential Index	62	72	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,576,869	\$43,232,678	\$102,766,671
Average Spent	\$1,512.97	\$1,957.74	\$1,969.58
Spending Potential Index	56	72	73
Travel: Total \$	\$6,938,043	\$43,196,368	\$101,955,799
Average Spent	\$1,596.05	\$1,956.09	\$1,954.04
Spending Potential Index	56	68	68
Vehicle Maintenance & Repairs: Total \$	\$3,267,317	\$20,207,236	\$46,958,417
Average Spent	\$751.63	\$915.06	\$899.98
Spending Potential Index	60	73	71

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.