



Demographic and Income Profile

Stater Plaza
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.73070
Longitude: -116.97023

Summary	Census 2010	Census 2020	2023	2028
Population	18,225	20,496	20,668	20,922
Households	6,790	7,194	7,237	7,325
Families	4,378	-	4,569	4,616
Average Household Size	2.64	2.80	2.80	2.81
Owner Occupied Housing Units	3,779	-	3,907	4,058
Renter Occupied Housing Units	3,010	-	3,330	3,267
Median Age	36.2	-	38.0	38.0

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.24%	0.13%	0.30%
Households	0.24%	0.25%	0.49%
Families	0.20%	0.24%	0.44%
Owner HHs	0.76%	0.40%	0.66%
Median Household Income	2.59%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	944	13.0%	951	13.0%
\$15,000 - \$24,999	912	12.6%	823	11.2%
\$25,000 - \$34,999	758	10.5%	568	7.8%
\$35,000 - \$49,999	1,103	15.2%	916	12.5%
\$50,000 - \$74,999	1,420	19.6%	1,507	20.6%
\$75,000 - \$99,999	686	9.5%	766	10.5%
\$100,000 - \$149,999	852	11.8%	1,065	14.5%
\$150,000 - \$199,999	340	4.7%	439	6.0%
\$200,000+	221	3.1%	289	3.9%

Median Household Income	\$48,218	\$54,798
Average Household Income	\$69,057	\$79,887
Per Capita Income	\$23,928	\$27,649

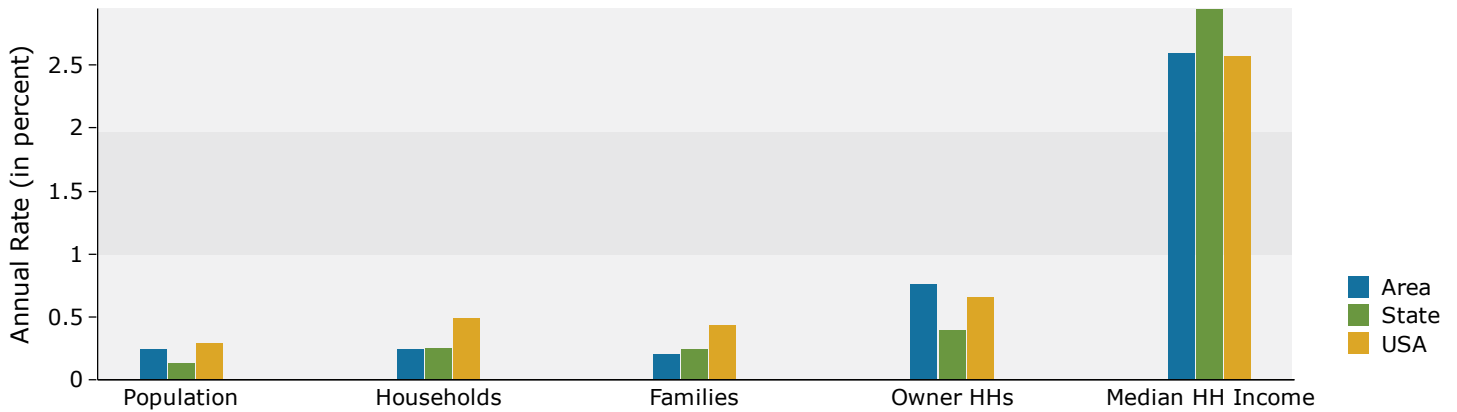
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,380	7.6%	1,399	6.8%	1,446	6.9%
5 - 9	1,317	7.2%	1,354	6.6%	1,383	6.6%
10 - 14	1,373	7.5%	1,296	6.3%	1,367	6.5%
15 - 19	1,415	7.8%	1,289	6.2%	1,234	5.9%
20 - 24	1,215	6.7%	1,419	6.9%	1,307	6.2%
25 - 34	2,172	11.9%	2,910	14.1%	2,910	13.9%
35 - 44	2,036	11.2%	2,191	10.6%	2,444	11.7%
45 - 54	2,129	11.7%	2,002	9.7%	2,016	9.6%
55 - 64	1,810	9.9%	2,197	10.6%	2,125	10.2%
65 - 74	1,516	8.3%	2,318	11.2%	2,218	10.6%
75 - 84	1,236	6.8%	1,562	7.6%	1,720	8.2%
85+	627	3.4%	732	3.5%	752	3.6%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	11,912	65.4%	8,942	43.6%	8,610	41.7%	7,977	38.1%
Black Alone	1,023	5.6%	1,711	8.3%	1,718	8.3%	1,741	8.3%
American Indian Alone	271	1.5%	396	1.9%	404	2.0%	440	2.1%
Asian Alone	350	1.9%	559	2.7%	584	2.8%	629	3.0%
Pacific Islander Alone	70	0.4%	81	0.4%	81	0.4%	82	0.4%
Some Other Race Alone	3,621	19.9%	5,619	27.4%	5,966	28.9%	6,540	31.3%
Two or More Races	978	5.4%	3,188	15.6%	3,305	16.0%	3,513	16.8%
Hispanic Origin (Any Race)	7,785	42.7%	10,569	51.6%	11,130	53.9%	11,820	56.5%

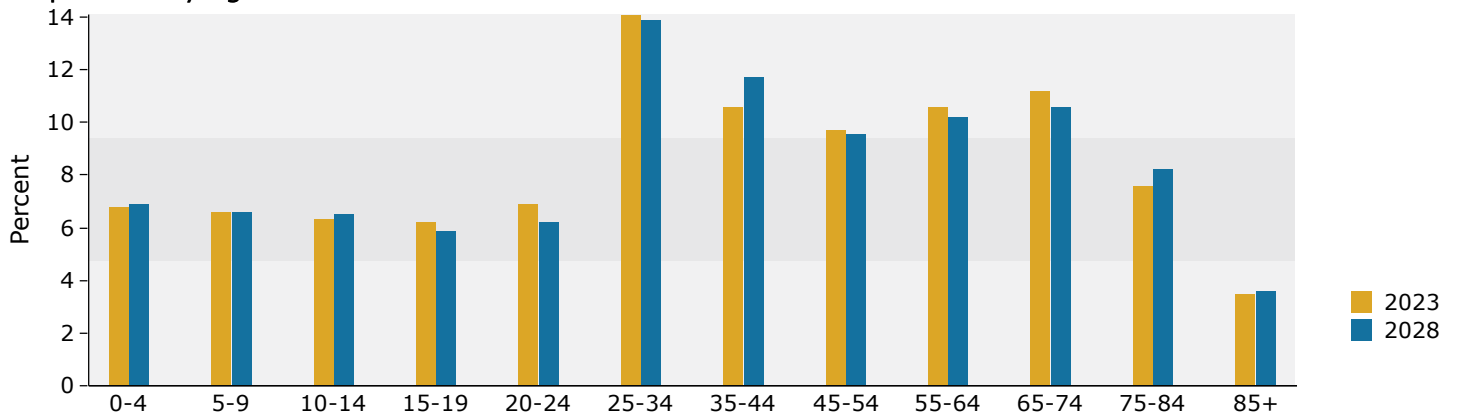
Data Note: Income is expressed in current dollars.

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

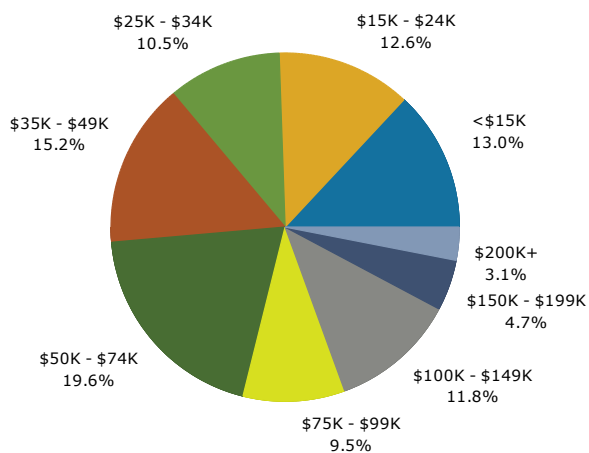
Trends 2023-2028



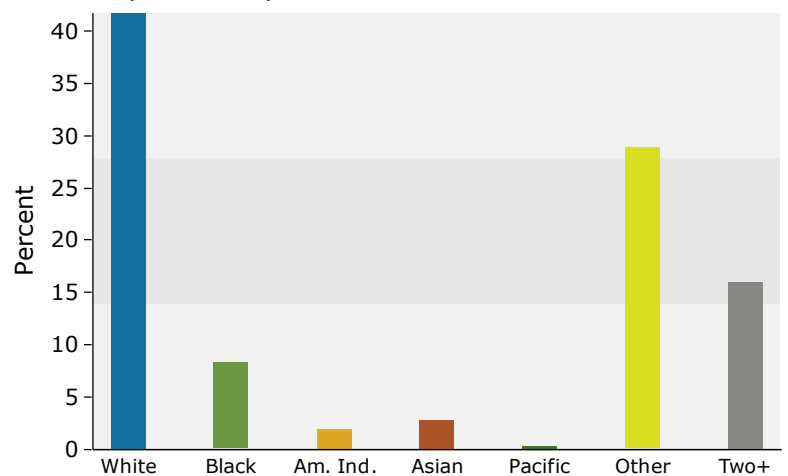
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 53.9%



Demographic and Income Profile

Stater Plaza
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.73070
Longitude: -116.97023

Summary	Census 2010	Census 2020	2023	2028
Population	84,746	96,509	98,440	99,991
Households	31,347	33,848	34,265	34,737
Families	20,362	-	21,881	22,183
Average Household Size	2.68	2.82	2.84	2.84
Owner Occupied Housing Units	18,502	-	19,694	20,366
Renter Occupied Housing Units	12,845	-	14,571	14,371
Median Age	36.9	-	39.1	39.3

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.31%	0.13%	0.30%
Households	0.27%	0.25%	0.49%
Families	0.27%	0.24%	0.44%
Owner HHs	0.67%	0.40%	0.66%
Median Household Income	2.70%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	4,067	11.9%	4,004	11.5%
\$15,000 - \$24,999	4,244	12.4%	3,389	9.8%
\$25,000 - \$34,999	3,602	10.5%	3,008	8.7%
\$35,000 - \$49,999	5,244	15.3%	4,585	13.2%
\$50,000 - \$74,999	6,308	18.4%	6,479	18.7%
\$75,000 - \$99,999	3,892	11.4%	4,552	13.1%
\$100,000 - \$149,999	4,234	12.4%	5,176	14.9%
\$150,000 - \$199,999	1,418	4.1%	1,894	5.5%
\$200,000+	1,254	3.7%	1,648	4.7%
Median Household Income	\$49,901		\$57,001	
Average Household Income	\$71,713		\$83,709	
Per Capita Income	\$25,053		\$29,172	

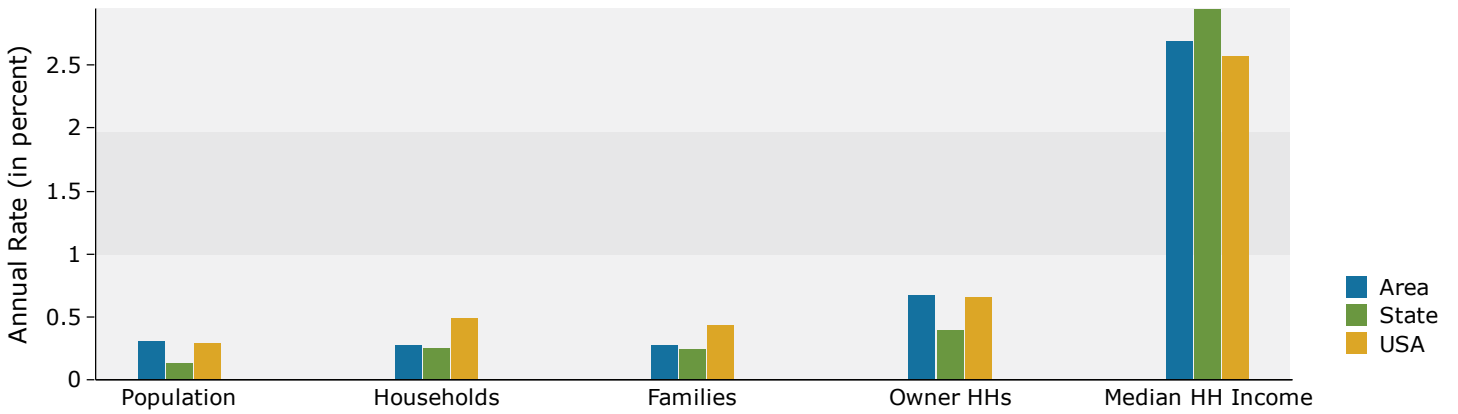
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,324	7.5%	6,462	6.6%	6,679	6.7%
5 - 9	6,002	7.1%	6,410	6.5%	6,382	6.4%
10 - 14	6,300	7.4%	6,188	6.3%	6,519	6.5%
15 - 19	6,643	7.8%	6,036	6.1%	5,864	5.9%
20 - 24	5,519	6.5%	6,352	6.5%	5,673	5.7%
25 - 34	9,868	11.6%	13,329	13.5%	13,441	13.4%
35 - 44	9,263	10.9%	10,474	10.6%	11,674	11.7%
45 - 54	9,848	11.6%	9,328	9.5%	9,233	9.2%
55 - 64	8,545	10.1%	10,905	11.1%	10,133	10.1%
65 - 74	7,169	8.5%	11,213	11.4%	11,268	11.3%
75 - 84	6,053	7.1%	7,819	7.9%	8,933	8.9%
85+	3,213	3.8%	3,922	4.0%	4,191	4.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	57,066	67.3%	42,927	44.5%	42,001	42.7%	39,194	39.2%
Black Alone	5,179	6.1%	9,168	9.5%	9,335	9.5%	9,529	9.5%
American Indian Alone	1,354	1.6%	2,093	2.2%	2,157	2.2%	2,355	2.4%
Asian Alone	2,026	2.4%	2,858	3.0%	3,045	3.1%	3,301	3.3%
Pacific Islander Alone	271	0.3%	356	0.4%	365	0.4%	370	0.4%
Some Other Race Alone	14,446	17.0%	24,554	25.4%	26,286	26.7%	28,934	28.9%
Two or More Races	4,403	5.2%	14,553	15.1%	15,251	15.5%	16,307	16.3%
Hispanic Origin (Any Race)	31,945	37.7%	46,667	48.4%	49,648	50.4%	53,013	53.0%

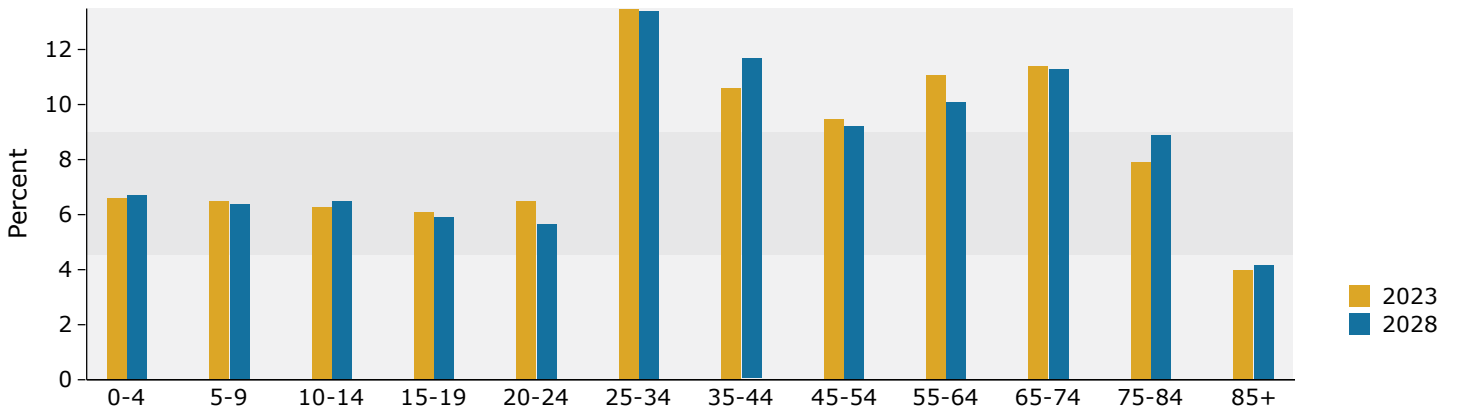
Data Note: Income is expressed in current dollars.

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

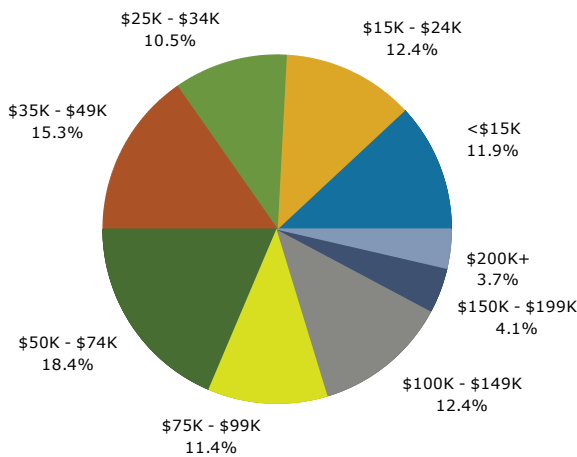
Trends 2023-2028



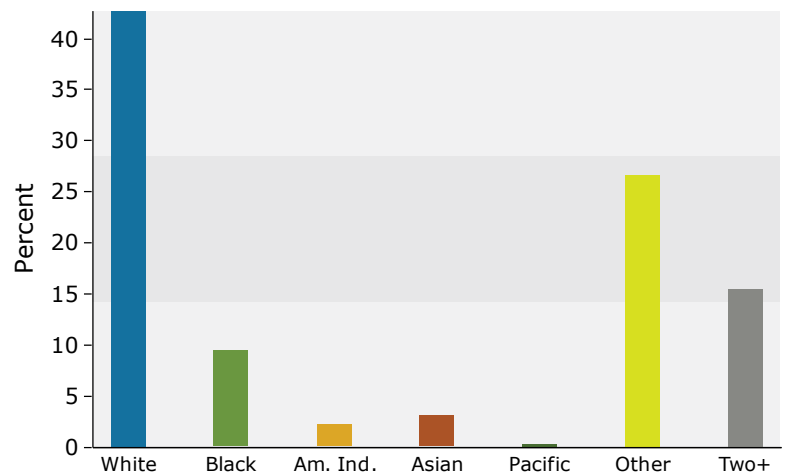
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 50.4%



Demographic and Income Profile

Stater Plaza
Ring: 5 mile radius

Prepared by Esri
Latitude: 33.73070
Longitude: -116.97023

Summary	Census 2010	Census 2020	2023	2028
Population	145,729	167,162	170,586	173,823
Households	50,450	55,020	55,920	56,848
Families	34,613	-	37,868	38,509
Average Household Size	2.87	3.01	3.02	3.03
Owner Occupied Housing Units	32,357	-	35,182	36,357
Renter Occupied Housing Units	18,092	-	20,738	20,491
Median Age	35.2	-	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	2.99%	2.95%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	6,050	10.8%	5,881	10.3%
\$15,000 - \$24,999	5,849	10.5%	4,654	8.2%
\$25,000 - \$34,999	5,402	9.7%	4,555	8.0%
\$35,000 - \$49,999	8,158	14.6%	7,083	12.5%
\$50,000 - \$74,999	10,251	18.3%	10,178	17.9%
\$75,000 - \$99,999	6,839	12.2%	7,711	13.6%
\$100,000 - \$149,999	8,049	14.4%	9,680	17.0%
\$150,000 - \$199,999	2,988	5.3%	4,032	7.1%
\$200,000+	2,332	4.2%	3,071	5.4%
Median Household Income	\$54,416		\$63,050	
Average Household Income	\$77,596		\$90,495	
Per Capita Income	\$25,607		\$29,793	

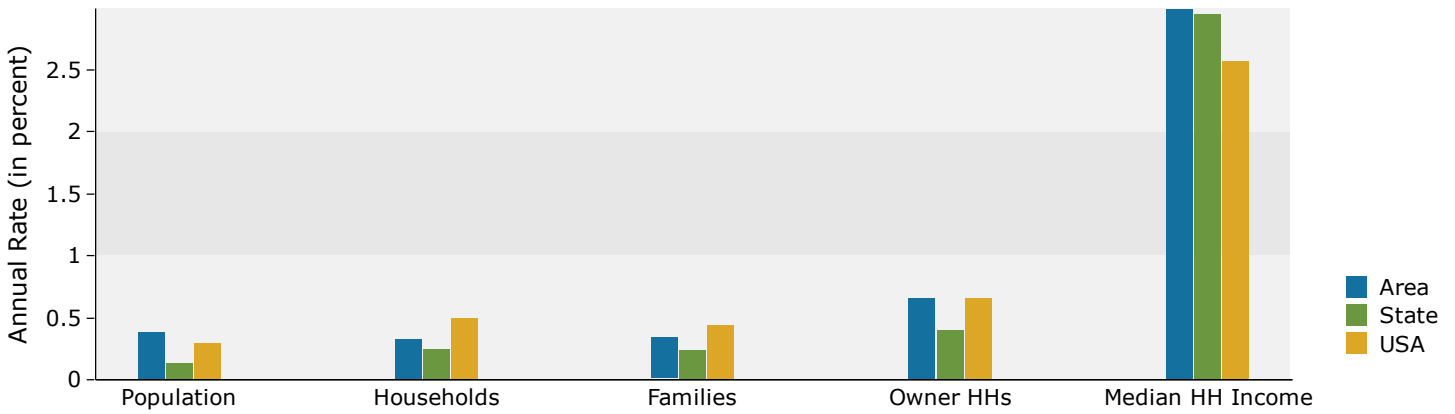
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,138	7.6%	11,709	6.9%	12,150	7.0%
5 - 9	11,099	7.6%	11,796	6.9%	11,790	6.8%
10 - 14	11,624	8.0%	11,343	6.6%	11,967	6.9%
15 - 19	11,918	8.2%	10,916	6.4%	10,547	6.1%
20 - 24	9,153	6.3%	11,004	6.5%	9,848	5.7%
25 - 34	17,631	12.1%	24,107	14.1%	24,811	14.3%
35 - 44	17,029	11.7%	19,437	11.4%	21,342	12.3%
45 - 54	17,139	11.8%	16,736	9.8%	16,652	9.6%
55 - 64	14,219	9.8%	18,518	10.9%	17,232	9.9%
65 - 74	11,392	7.8%	17,953	10.5%	18,258	10.5%
75 - 84	8,978	6.2%	11,715	6.9%	13,433	7.7%
85+	4,409	3.0%	5,351	3.1%	5,794	3.3%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	95,903	65.8%	71,482	42.8%	69,905	41.0%	65,281	37.6%
Black Alone	8,550	5.9%	14,619	8.7%	14,894	8.7%	15,203	8.7%
American Indian Alone	2,551	1.8%	4,032	2.4%	4,149	2.4%	4,530	2.6%
Asian Alone	3,962	2.7%	5,190	3.1%	5,510	3.2%	5,973	3.4%
Pacific Islander Alone	465	0.3%	722	0.4%	733	0.4%	741	0.4%
Some Other Race Alone	26,604	18.3%	44,427	26.6%	47,452	27.8%	52,208	30.0%
Two or More Races	7,694	5.3%	26,689	16.0%	27,943	16.4%	29,886	17.2%
Hispanic Origin (Any Race)	58,811	40.4%	84,808	50.7%	90,029	52.8%	96,195	55.3%

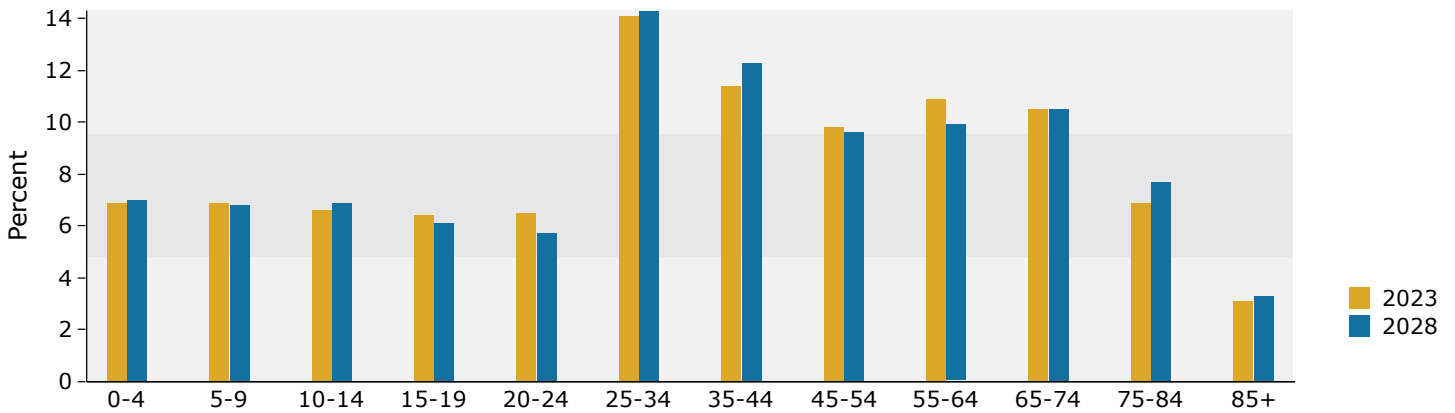
Data Note: Income is expressed in current dollars.

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

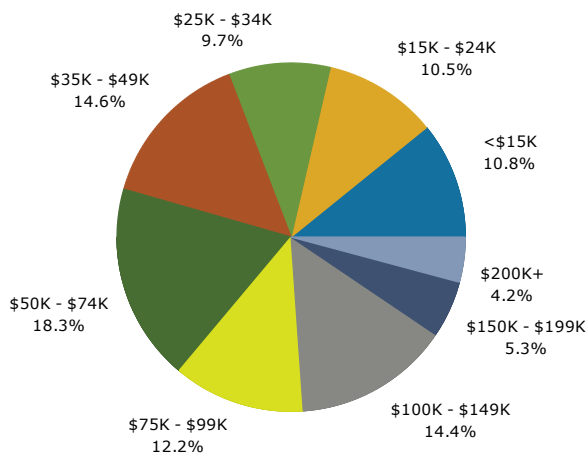
Trends 2023-2028



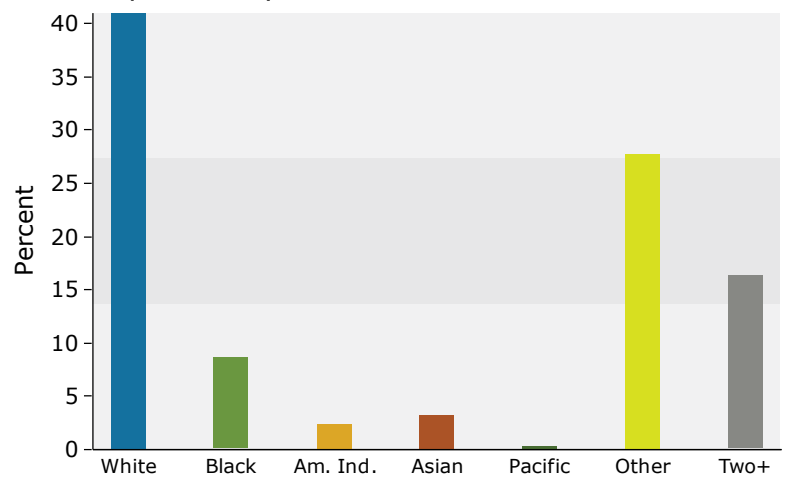
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 52.8%