Market Profile

Diamond Valley Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.72835
Longitude: -116.97308

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,577	83,310	145,003
2020 Total Population	17,614	94,525	166,419
2020 Group Quarters	293	1,154	1,587
2023 Total Population	17,845	96,686	169,870
2023 Group Quarters	293	1,154	1,598
2028 Total Population	18,123	98,272	173,084
2023-2028 Annual Rate	0.31%	0.33%	0.38%
2023 Total Daytime Population	14,265	88,261	143,795
Workers	2,317	26,599	37,596
Residents	11,948	61,662	106,199
Household Summary			
2010 Households	6,109	30,752	50,476
2010 Average Household Size	2.51	2.69	2.85
2020 Total Households	6,454	33,207	55,092
2020 Average Household Size	2.68	2.81	2.99
2023 Households	6,521	33,673	56,000
2023 Average Household Size	2.69	2.84	3.00
2028 Households	6,614	34,147	56,930
2028 Average Household Size	2.70	2.84	3.01
2023-2028 Annual Rate	0.28%	0.28%	0.33%
2010 Families	3,800	19,970	34,639
2010 Average Family Size	3.17	3.32	3.43
2023 Families	3,966	21,506	37,931
2023 Average Family Size	3.45	3.54	3.65
2028 Families	4,017	21,815	38,573
2028 Average Family Size	3.46	3.55	3.66
2023-2028 Annual Rate	0.26%	0.29%	0.34%
Housing Unit Summary			
2000 Housing Units	6,699	32,934	47,635
Owner Occupied Housing Units	57.9%	56.7%	59.6%
Renter Occupied Housing Units	33.0%	30.8%	28.4%
Vacant Housing Units	9.1%	12.5%	12.0%
2010 Housing Units	6,957	35,906	58,252
Owner Occupied Housing Units	50.8%	50.5%	55.6%
Renter Occupied Housing Units	37.0%	35.1%	31.0%
Vacant Housing Units	12.2%	14.4%	13.3%
2020 Housing Units	6,876	35,779	58,829
Vacant Housing Units	6.1%	7.2%	6.4%
2023 Housing Units	6,923	36,159	59,624
Owner Occupied Housing Units	52.8%	53.8%	59.1%
Renter Occupied Housing Units	41.4%	39.3%	34.8%
Vacant Housing Units	5.8%	6.9%	6.1%
2028 Housing Units	7,014	36,621	60,444
Owner Occupied Housing Units	54.2%	55.0%	60.3%
Renter Occupied Housing Units	40.0%	38.3%	33.9%
Vacant Housing Units	5.7%	6.8%	5.8%
Median Household Income			
2023	$46,169	$50,079	$54,472
2028	$53,295	$57,073	$63,159
Median Home Value			
2023	$148,987	$261,752	$306,683
2028	$161,667	$283,885	$324,021
Per Capita Income			
2023	$24,349	$25,124	$25,663
2028	$28,210	$29,229	$29,856
Median Age			
2010	38.9	36.9	35.3
2023	40.9	39.1	37.2
2028	40.5	39.4	37.5

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	6,521	33,671	55,998
<$15,000	13.7%	12.0%	10.8%
$15,000 - $24,999	13.0%	12.2%	10.4%
$25,000 - $34,999	11.0%	10.4%	9.6%
$35,000 - $49,999	15.4%	15.3%	14.6%
$50,000 - $74,999	20.0%	18.7%	18.3%
$75,000 - $99,999	8.9%	11.2%	12.2%
$100,000 - $149,999	11.0%	12.4%	14.4%
$150,000 - $199,999	3.8%	4.2%	5.4%
$200,000+	3.2%	3.6%	4.2%
Average Household Income	$67,220	$71,626	$77,687
2028 Households by Income			
Household Income Base	6,614	34,145	56,928
<$15,000	13.7%	11.6%	10.3%
$15,000 - $24,999	11.8%	9.7%	8.2%
$25,000 - $34,999	7.9%	8.5%	8.0%
$35,000 - $49,999	12.5%	13.1%	12.5%
$50,000 - $74,999	21.1%	18.9%	17.9%
$75,000 - $99,999	9.9%	12.9%	13.6%
$100,000 - $149,999	13.8%	15.0%	17.1%
$150,000 - $199,999	5.0%	5.6%	7.1%
$200,000+	4.1%	4.6%	5.4%
Average Household Income	$78,086	$83,560	$90,612
2023 Owner Occupied Housing Units by Value			
Total	3,658	19,466	35,247
<$50,000	22.1%	16.1%	15.4%
$50,000 - $99,999	17.3%	9.6%	7.7%
$100,000 - $149,999	10.8%	6.4%	5.3%
$150,000 - $199,999	12.4%	7.0%	5.3%
$200,000 - $249,999	7.6%	9.1%	7.6%
$250,000 - $299,999	4.1%	7.1%	7.4%
$300,000 - $399,999	5.9%	15.7%	18.5%
$400,000 - $499,999	4.6%	6.4%	8.9%
$500,000 - $749,999	8.6%	12.9%	13.7%
$750,000 - $999,999	4.8%	6.0%	5.5%
$1,000,000 - $1,499,999	0.5%	0.7%	1.8%
$1,500,000 - $1,999,999	0.2%	0.4%	0.5%
$2,000,000 +	0.9%	2.5%	2.5%
Average Home Value	$251,121	$359,721	$387,315
2028 Owner Occupied Housing Units by Value			
Total	3,805	20,135	36,420
<$50,000	22.1%	15.3%	14.9%
$50,000 - $99,999	17.9%	10.6%	8.6%
$100,000 - $149,999	7.8%	5.2%	4.3%
$150,000 - $199,999	9.5%	5.4%	4.1%
$200,000 - $249,999	9.2%	9.1%	7.3%
$250,000 - $299,999	3.7%	6.5%	6.7%
$300,000 - $399,999	5.7%	15.1%	17.5%
$400,000 - $499,999	8.5%	7.0%	9.0%
$500,000 - $749,999	7.7%	13.2%	14.1%
$750,000 - $999,999	5.4%	7.4%	6.8%
$1,000,000 - $1,499,999	0.7%	0.9%	2.4%
$1,500,000 - $1,999,999	0.4%	0.6%	0.7%
$2,000,000 +	1.6%	3.6%	3.6%
Average Home Value	$279,828	$401,126	$431,179

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.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,576	83,310	145,004
0 - 4	7.1%	7.5%	7.6%
5 - 9	6.8%	7.1%	7.6%
10 - 14	7.0%	7.5%	8.0%
15 - 24	13.5%	14.3%	14.4%
25 - 34	11.4%	11.6%	12.1%
35 - 44	10.7%	11.0%	11.7%
45 - 54	11.4%	11.5%	11.7%
55 - 64	10.5%	10.0%	9.8%
65 - 74	9.5%	8.5%	7.9%
75 - 84	8.1%	7.2%	6.2%
85 +	4.1%	3.8%	3.0%
18 +	74.6%	73.1%	71.7%
2023 Population by Age			
Total	17,843	96,687	169,870
0 - 4	6.3%	6.6%	6.9%
5 - 9	6.1%	6.5%	6.9%
10 - 14	5.9%	6.3%	6.6%
15 - 24	12.5%	12.6%	12.8%
25 - 34	13.1%	13.5%	14.1%
35 - 44	10.3%	10.6%	11.4%
45 - 54	9.5%	9.5%	9.8%
55 - 64	10.8%	11.0%	10.9%
65 - 74	12.5%	11.4%	10.6%
75 - 84	8.8%	8.0%	6.9%
85 +	4.2%	4.0%	3.1%
18 +	78.0%	76.8%	75.6%
2028 Population by Age			
Total	18,120	98,271	173,084
0 - 4	6.5%	6.7%	7.0%
5 - 9	6.2%	6.4%	6.8%
10 - 14	6.1%	6.5%	6.9%
15 - 24	11.6%	11.6%	11.7%
25 - 34	13.1%	13.4%	14.3%
35 - 44	11.0%	11.6%	12.3%
45 - 54	9.6%	9.2%	9.6%
55 - 64	10.4%	10.1%	9.9%
65 - 74	11.6%	11.3%	10.5%
75 - 84	9.7%	9.0%	7.8%
85 +	4.2%	4.2%	3.3%
18 +	77.8%	76.8%	75.6%
2010 Population by Sex			
Males	7,260	39,525	69,496
Females	8,316	43,785	75,506
2023 Population by Sex			
Males	8,453	46,391	82,185
Females	9,392	50,295	87,685
2028 Population by Sex			
Males	8,637	47,194	83,755
Females	9,486	51,077	89,329

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

Diamond Valley Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.72835
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,576	83,309	145,004
White Alone	67.2%	67.3%	65.8%
Black Alone	5.5%	6.2%	5.9%
American Indian Alone	1.4%	1.6%	1.7%
Asian Alone	2.1%	2.5%	2.7%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	18.2%	16.9%	18.2%
Two or More Races	5.3%	5.2%	5.3%
Hispanic Origin	39.8%	37.6%	40.3%
Diversity Index	74.4	74.0	75.4
2020 Population by Race/Ethnicity			
Total	17,614	94,525	166,419
White Alone	45.2%	44.7%	42.8%
Black Alone	8.2%	9.6%	8.8%
American Indian Alone	1.9%	2.1%	2.4%
Asian Alone	2.9%	3.1%	3.1%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	26.1%	25.2%	26.5%
Two or More Races	15.3%	15.0%	16.0%
Hispanic Origin	49.5%	47.9%	50.6%
Diversity Index	84.8	85.2	85.6
2023 Population by Race/Ethnicity			
Total	17,845	96,686	169,871
White Alone	43.2%	42.9%	41.1%
Black Alone	8.1%	9.6%	8.7%
American Indian Alone	1.9%	2.2%	2.4%
Asian Alone	3.0%	3.2%	3.2%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	27.6%	26.4%	27.8%
Two or More Races	15.8%	15.4%	16.4%
Hispanic Origin	51.9%	50.0%	52.7%
Diversity Index	85.2	85.6	85.9
2028 Population by Race/Ethnicity			
Total	18,123	98,271	173,085
White Alone	39.6%	39.4%	37.6%
Black Alone	8.2%	9.6%	8.8%
American Indian Alone	2.0%	2.3%	2.6%
Asian Alone	3.2%	3.4%	3.5%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	30.0%	28.6%	30.0%
Two or More Races	16.6%	16.2%	17.2%
Hispanic Origin	54.6%	52.5%	55.2%
Diversity Index	85.8	86.2	86.3
2010 Population by Relationship and Household Type			
Total	15,577	83,310	145,003
In Households	98.6%	99.2%	99.3%
In Family Households	80.8%	83.2%	85.7%
Householder	24.2%	24.0%	23.9%
Spouse	15.5%	15.9%	16.5%
Child	32.2%	33.9%	35.5%
Other relative	5.4%	5.8%	6.2%
Nonrelative	3.5%	3.7%	3.6%
In Nonfamily Households	17.8%	15.9%	13.6%
In Group Quarters	1.4%	0.8%	0.7%
Institutionalized Population	1.0%	0.6%	0.4%
Noninstitutionalized Population	0.4%	0.2%	0.3%

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.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	12,343	65,791	113,403
Less than 9th Grade	8.1%	7.8%	7.8%
9th - 12th Grade, No Diploma	14.8%	11.3%	10.9%
High School Graduate	23.8%	28.7%	29.1%
GED/Alternative Credential	3.8%	4.3%	4.8%
Some College, No Degree	24.8%	24.1%	23.6%
Associate Degree	10.5%	9.6%	9.1%
Bachelor's Degree	8.1%	9.1%	9.5%
Graduate/Professional Degree	6.2%	5.1%	5.2%
2023 Population 15+ by Marital Status			
Total	14,572	77,977	135,221
Never Married	33.5%	33.9%	35.6%
Married	44.9%	45.8%	46.9%
Widowed	7.9%	7.7%	6.6%
Divorced	13.7%	12.6%	11.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,753	38,995	70,259
Population 16+ Employed	89.1%	91.5%	92.2%
Population 16+ Unemployment rate	10.9%	8.5%	7.8%
Population 16-24 Employed	13.3%	14.6%	13.6%
Population 16-24 Unemployment rate	17.2%	15.6%	14.9%
Population 25-54 Employed	64.8%	64.1%	66.2%
Population 25-54 Unemployment rate	12.1%	7.8%	6.7%
Population 55-64 Employed	14.7%	15.0%	14.6%
Population 55-64 Unemployment rate	2.9%	5.3%	6.2%
Population 65+ Employed	7.3%	6.4%	5.5%
Population 65+ Unemployment rate	1.8%	5.2%	5.1%
2023 Employed Population 16+ by Industry			
Total	6,017	35,668	64,789
Agriculture/Mining	2.1%	1.4%	1.3%
Construction	16.6%	11.8%	11.2%
Manufacturing	10.0%	7.0%	7.3%
Wholesale Trade	1.1%	1.4%	1.5%
Retail Trade	10.0%	13.9%	14.0%
Transportation/Utilities	6.7%	9.8%	10.2%
Information	0.9%	1.5%	1.6%
Finance/Insurance/Real Estate	4.4%	3.1%	3.2%
Services	44.8%	44.9%	44.1%
Public Administration	3.3%	5.1%	5.6%
2023 Employed Population 16+ by Occupation			
Total	6,018	35,669	64,789
White Collar	42.3%	42.1%	44.2%
Management/Business/Financial	11.7%	9.5%	9.8%
Professional	11.6%	13.4%	15.0%
Sales	7.4%	9.0%	9.3%
Administrative Support	11.6%	10.2%	10.0%
Services	21.3%	24.9%	22.7%
Blue Collar	36.4%	33.0%	33.1%
Farming/Forestry/Fishing	1.1%	0.6%	0.6%
Construction/Extraction	12.7%	10.1%	9.6%
Installation/Maintenance/Repair	4.3%	3.6%	3.9%
Production	6.4%	6.0%	5.8%
Transportation/Material Moving	11.8%	12.8%	13.2%

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2010 Households by Type			
Total	6,110	30,753	50,475
Households with 1 Person	31.4%	28.9%	25.6%
Households with 2+ People	68.6%	71.1%	74.4%
Family Households	62.2%	64.9%	68.6%
Husband-wife Families	39.9%	43.1%	47.4%
With Related Children	17.2%	19.5%	23.2%
Other Family (No Spouse Present)	22.2%	21.9%	21.3%
Other Family with Male Householder	5.8%	6.0%	6.1%
With Related Children	3.6%	3.8%	3.9%
Other Family with Female Householder	16.4%	15.9%	15.2%
With Related Children	10.6%	10.8%	10.3%
Nonfamily Households	6.4%	6.1%	5.8%
All Households with Children	31.9%	34.8%	38.0%
Multigenerational Households	5.7%	6.2%	7.0%
Unmarried Partner Households	8.0%	7.9%	7.7%
Male-female	7.3%	7.2%	6.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,108	30,751	50,475
1 Person Household	31.5%	29.0%	25.6%
2 Person Household	31.6%	30.3%	29.7%
3 Person Household	13.0%	13.4%	13.6%
4 Person Household	10.9%	12.1%	13.1%
5 Person Household	7.4%	8.1%	9.2%
6 Person Household	3.0%	3.8%	4.6%
7 + Person Household	2.6%	3.4%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	6,109	30,752	50,476
Owner Occupied	57.8%	59.0%	64.2%
Owned with a Mortgage/Loan	31.9%	35.2%	41.3%
Owned Free and Clear	25.9%	23.8%	22.9%
Renter Occupied	42.2%	41.0%	35.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	128	78	72
Percent of Income for Mortgage	19.4%	31.4%	33.8%
Wealth Index	49	58	64
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,957	35,906	58,252
Housing Units Inside Urbanized Area	99.2%	99.1%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.8%	0.9%	2.0%
2010 Population By Urban/ Rural Status			
Total Population	15,577	83,310	145,003
Population Inside Urbanized Area	99.3%	99.0%	97.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.0%	2.1%

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Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Urban Edge Families (7C)	Senior Escapes (9D)
2.	Down the Road (10D)	Senior Escapes (9D)	Urban Edge Families (7C)
3.	Small Town Sincerity (12C)	The Elders (9C)	Up and Coming Families (7A)
2023 Consumer Spending			
Apparel & Services: Total $	$9,055,274	$50,180,635	$90,252,468
Average Spent	$1,388.63	$1,490.23	$1,611.65
Spending Potential Index	63	68	73
Education: Total $	$6,299,943	$37,461,456	$67,855,075
Average Spent	$966.10	$1,112.51	$1,211.70
Spending Potential Index	54	62	68
Entertainment/Recreation: Total $	$15,811,891	$85,538,849	$154,324,695
Average Spent	$2,424.76	$2,540.28	$2,755.80
Spending Potential Index	64	67	73
Food at Home: Total $	$29,515,642	$159,669,482	$285,398,473
Average Spent	$4,526.24	$4,741.77	$5,096.40
Spending Potential Index	67	70	75
Food Away from Home: Total $	$15,686,987	$85,964,714	$155,111,005
Average Spent	$2,405.61	$2,552.93	$2,769.84
Spending Potential Index	65	69	74
Health Care: Total $	$32,336,636	$171,701,064	$307,456,865
Average Spent	$4,958.85	$5,099.07	$5,490.30
Spending Potential Index	67	69	75
HH Furnishings & Equipment: Total $	$12,332,858	$67,183,772	$121,248,857
Average Spent	$1,891.25	$1,995.18	$2,165.16
Spending Potential Index	64	68	73
Personal Care Products & Services: Total $	$4,081,760	$22,537,937	$40,333,979
Average Spent	$625.94	$669.32	$720.25
Spending Potential Index	65	70	75
Shelter: Total $	$103,345,841	$575,669,748	$1,030,909,156
Average Spent	$15,848.16	$17,095.89	$18,409.09
Spending Potential Index	64	69	74
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,293,931	$72,425,834	$130,691,001
Average Spent	$2,038.63	$2,150.86	$2,333.77
Spending Potential Index	65	69	75
Travel: Total $	$9,021,513	$49,793,031	$90,283,813
Average Spent	$1,383.46	$1,478.72	$1,612.21
Spending Potential Index	61	66	72
Vehicle Maintenance & Repairs: Total $	$5,808,200	$30,894,037	$55,624,730
Average Spent	$890.69	$917.47	$993.30
Spending Potential Index	68	70	76

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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