



Market Profile

Stater Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.73070
Longitude: -116.97023

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	18,225	84,746	145,729
2020 Total Population	20,496	96,509	167,162
2020 Group Quarters	370	1,204	1,599
2023 Total Population	20,668	98,440	170,586
2023 Group Quarters	370	1,205	1,610
2028 Total Population	20,922	99,991	173,823
2023-2028 Annual Rate	0.24%	0.31%	0.38%
2023 Total Daytime Population	16,424	90,276	144,258
Workers	2,748	27,484	37,716
Residents	13,676	62,792	106,542
Household Summary			
2010 Households	6,790	31,347	50,450
2010 Average Household Size	2.64	2.68	2.87
2020 Total Households	7,194	33,848	55,020
2020 Average Household Size	2.80	2.82	3.01
2023 Total Households	7,237	34,265	55,920
2023 Average Household Size	2.80	2.84	3.02
2028 Total Households	7,325	34,737	56,848
2028 Average Household Size	2.81	2.84	3.03
2023-2028 Annual Rate	0.24%	0.27%	0.33%
2010 Families	4,378	20,362	34,613
2010 Average Family Size	3.27	3.31	3.45
2023 Families	4,569	21,881	37,868
2023 Average Family Size	3.52	3.55	3.67
2028 Families	4,616	22,183	38,509
2028 Average Family Size	3.53	3.55	3.68
2023-2028 Annual Rate	0.20%	0.27%	0.34%
Housing Unit Summary			
2000 Housing Units	7,467	33,750	47,902
Owner Occupied Housing Units	55.7%	56.9%	59.7%
Renter Occupied Housing Units	35.4%	30.7%	28.3%
Vacant Housing Units	8.9%	12.4%	12.0%
2010 Housing Units	7,714	36,590	58,217
Owner Occupied Housing Units	49.0%	50.6%	55.6%
Renter Occupied Housing Units	39.0%	35.1%	31.1%
Vacant Housing Units	12.0%	14.3%	13.3%
2020 Housing Units	7,638	36,454	58,754
Vacant Housing Units	5.8%	7.1%	6.4%
2023 Housing Units	7,665	36,791	59,541
Owner Occupied Housing Units	51.0%	53.5%	59.1%
Renter Occupied Housing Units	43.4%	39.6%	34.8%
Vacant Housing Units	5.6%	6.9%	6.1%
2028 Housing Units	7,753	37,248	60,358
Owner Occupied Housing Units	52.3%	54.7%	60.2%
Renter Occupied Housing Units	42.1%	38.6%	33.9%
Vacant Housing Units	5.5%	6.7%	5.8%
Median Household Income			
2023	\$48,218	\$49,901	\$54,416
2028	\$54,798	\$57,001	\$63,050
Median Home Value			
2023	\$164,959	\$257,775	\$303,073
2028	\$179,898	\$279,258	\$320,280
Per Capita Income			
2023	\$23,928	\$25,053	\$25,607
2028	\$27,649	\$29,172	\$29,793
Median Age			
2010	36.2	36.9	35.2
2023	38.0	39.1	37.2
2028	38.0	39.3	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	7,237	34,263	55,918
<\$15,000	13.0%	11.9%	10.8%
\$15,000 - \$24,999	12.6%	12.4%	10.5%
\$25,000 - \$34,999	10.5%	10.5%	9.7%
\$35,000 - \$49,999	15.2%	15.3%	14.6%
\$50,000 - \$74,999	19.6%	18.4%	18.3%
\$75,000 - \$99,999	9.5%	11.4%	12.2%
\$100,000 - \$149,999	11.8%	12.4%	14.4%
\$150,000 - \$199,999	4.7%	4.1%	5.3%
\$200,000+	3.1%	3.7%	4.2%
Average Household Income	\$69,057	\$71,713	\$77,596
2028 Households by Income			
Household Income Base	7,325	34,735	56,846
<\$15,000	13.0%	11.5%	10.3%
\$15,000 - \$24,999	11.2%	9.8%	8.2%
\$25,000 - \$34,999	7.8%	8.7%	8.0%
\$35,000 - \$49,999	12.5%	13.2%	12.5%
\$50,000 - \$74,999	20.6%	18.7%	17.9%
\$75,000 - \$99,999	10.5%	13.1%	13.6%
\$100,000 - \$149,999	14.5%	14.9%	17.0%
\$150,000 - \$199,999	6.0%	5.5%	7.1%
\$200,000+	3.9%	4.7%	5.4%
Average Household Income	\$79,887	\$83,709	\$90,495
2023 Owner Occupied Housing Units by Value			
Total	3,907	19,692	35,180
<\$50,000	20.6%	16.6%	15.7%
\$50,000 - \$99,999	15.1%	9.5%	7.8%
\$100,000 - \$149,999	10.6%	6.4%	5.4%
\$150,000 - \$199,999	12.5%	7.2%	5.4%
\$200,000 - \$249,999	8.3%	9.3%	7.7%
\$250,000 - \$299,999	4.9%	7.1%	7.5%
\$300,000 - \$399,999	6.0%	15.2%	18.4%
\$400,000 - \$499,999	5.7%	6.6%	8.5%
\$500,000 - \$749,999	8.8%	12.6%	13.5%
\$750,000 - \$999,999	5.5%	6.0%	5.4%
\$1,000,000 - \$1,499,999	0.6%	0.7%	1.8%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.5%
\$2,000,000 +	0.9%	2.5%	2.5%
Average Home Value	\$269,614	\$357,757	\$384,912
2028 Owner Occupied Housing Units by Value			
Total	4,058	20,364	36,355
<\$50,000	20.6%	15.8%	15.2%
\$50,000 - \$99,999	15.8%	10.5%	8.8%
\$100,000 - \$149,999	7.8%	5.1%	4.4%
\$150,000 - \$199,999	9.7%	5.5%	4.1%
\$200,000 - \$249,999	9.2%	9.3%	7.3%
\$250,000 - \$299,999	4.4%	6.5%	6.7%
\$300,000 - \$399,999	5.8%	14.6%	17.5%
\$400,000 - \$499,999	9.5%	7.2%	8.7%
\$500,000 - \$749,999	8.1%	13.0%	13.9%
\$750,000 - \$999,999	6.1%	7.4%	6.7%
\$1,000,000 - \$1,499,999	0.8%	0.9%	2.4%
\$1,500,000 - \$1,999,999	0.8%	0.6%	0.8%
\$2,000,000 +	1.6%	3.6%	3.6%
Average Home Value	\$301,244	\$399,001	\$428,807

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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2010 Population by Age			
Total	18,225	84,749	145,727
0 - 4	7.6%	7.5%	7.6%
5 - 9	7.2%	7.1%	7.6%
10 - 14	7.5%	7.4%	8.0%
15 - 24	14.4%	14.4%	14.5%
25 - 34	11.9%	11.6%	12.1%
35 - 44	11.2%	10.9%	11.7%
45 - 54	11.7%	11.6%	11.8%
55 - 64	9.9%	10.1%	9.8%
65 - 74	8.3%	8.5%	7.8%
75 - 84	6.8%	7.1%	6.2%
85 +	3.4%	3.8%	3.0%
18 +	72.9%	73.2%	71.6%
2023 Population by Age			
Total	20,669	98,438	170,585
0 - 4	6.8%	6.6%	6.9%
5 - 9	6.6%	6.5%	6.9%
10 - 14	6.3%	6.3%	6.6%
15 - 24	13.1%	12.6%	12.8%
25 - 34	14.1%	13.5%	14.1%
35 - 44	10.6%	10.6%	11.4%
45 - 54	9.7%	9.5%	9.8%
55 - 64	10.6%	11.1%	10.9%
65 - 74	11.2%	11.4%	10.5%
75 - 84	7.6%	7.9%	6.9%
85 +	3.5%	4.0%	3.1%
18 +	76.6%	76.8%	75.6%
2028 Population by Age			
Total	20,922	99,990	173,824
0 - 4	6.9%	6.7%	7.0%
5 - 9	6.6%	6.4%	6.8%
10 - 14	6.5%	6.5%	6.9%
15 - 24	12.1%	11.5%	11.7%
25 - 34	13.9%	13.4%	14.3%
35 - 44	11.7%	11.7%	12.3%
45 - 54	9.6%	9.2%	9.6%
55 - 64	10.2%	10.1%	9.9%
65 - 74	10.6%	11.3%	10.5%
75 - 84	8.2%	8.9%	7.7%
85 +	3.6%	4.2%	3.3%
18 +	76.3%	76.7%	75.5%
2010 Population by Sex			
Males	8,573	40,218	69,850
Females	9,652	44,529	75,879
2023 Population by Sex			
Males	9,849	47,232	82,530
Females	10,819	51,208	88,056
2028 Population by Sex			
Males	10,016	48,021	84,112
Females	10,906	51,971	89,711

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



Market Profile

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2010 Population by Race/Ethnicity			
Total	18,225	84,745	145,729
White Alone	65.4%	67.3%	65.8%
Black Alone	5.6%	6.1%	5.9%
American Indian Alone	1.5%	1.6%	1.8%
Asian Alone	1.9%	2.4%	2.7%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	19.9%	17.0%	18.3%
Two or More Races	5.4%	5.2%	5.3%
Hispanic Origin	42.7%	37.7%	40.4%
Diversity Index	75.8	74.0	75.4
2020 Population by Race/Ethnicity			
Total	20,496	96,509	167,162
White Alone	43.6%	44.5%	42.8%
Black Alone	8.3%	9.5%	8.7%
American Indian Alone	1.9%	2.2%	2.4%
Asian Alone	2.7%	3.0%	3.1%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	27.4%	25.4%	26.6%
Two or More Races	15.6%	15.1%	16.0%
Hispanic Origin	51.6%	48.4%	50.7%
Diversity Index	85.1	85.2	85.6
2023 Population by Race/Ethnicity			
Total	20,668	98,440	170,586
White Alone	41.7%	42.7%	41.0%
Black Alone	8.3%	9.5%	8.7%
American Indian Alone	2.0%	2.2%	2.4%
Asian Alone	2.8%	3.1%	3.2%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	28.9%	26.7%	27.8%
Two or More Races	16.0%	15.5%	16.4%
Hispanic Origin	53.9%	50.4%	52.8%
Diversity Index	85.4	85.6	85.9
2028 Population by Race/Ethnicity			
Total	20,922	99,990	173,822
White Alone	38.1%	39.2%	37.6%
Black Alone	8.3%	9.5%	8.7%
American Indian Alone	2.1%	2.4%	2.6%
Asian Alone	3.0%	3.3%	3.4%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	31.3%	28.9%	30.0%
Two or More Races	16.8%	16.3%	17.2%
Hispanic Origin	56.5%	53.0%	55.3%
Diversity Index	85.8	86.2	86.3
2010 Population by Relationship and Household Type			
Total	18,225	84,747	145,728
In Households	98.5%	99.2%	99.3%
In Family Households	82.3%	83.3%	85.7%
Householder	23.7%	24.0%	23.8%
Spouse	14.9%	15.9%	16.4%
Child	34.1%	33.9%	35.6%
Other relative	5.9%	5.8%	6.2%
Nonrelative	3.8%	3.7%	3.6%
In Nonfamily Households	16.2%	15.9%	13.6%
In Group Quarters	1.5%	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.

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2023 Population 25+ by Educational Attainment			
Total	13,911	66,992	113,818
Less than 9th Grade	8.4%	7.9%	7.9%
9th - 12th Grade, No Diploma	14.7%	11.3%	10.9%
High School Graduate	25.0%	28.8%	29.0%
GED/Alternative Credential	4.1%	4.2%	4.8%
Some College, No Degree	23.9%	24.0%	23.6%
Associate Degree	10.1%	9.5%	9.0%
Bachelor's Degree	8.3%	9.2%	9.5%
Graduate/Professional Degree	5.5%	5.1%	5.2%
2023 Population 15+ by Marital Status			
Total	16,619	79,379	135,738
Never Married	34.7%	34.1%	35.6%
Married	44.7%	45.4%	46.9%
Widowed	7.6%	7.7%	6.6%
Divorced	13.0%	12.8%	10.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,996	39,691	70,641
Population 16+ Employed	89.2%	91.5%	92.3%
Population 16+ Unemployment rate	10.8%	8.5%	7.7%
Population 16-24 Employed	13.6%	14.5%	13.6%
Population 16-24 Unemployment rate	17.3%	15.3%	14.9%
Population 25-54 Employed	66.4%	64.0%	66.2%
Population 25-54 Unemployment rate	11.4%	7.8%	6.7%
Population 55-64 Employed	14.2%	15.1%	14.6%
Population 55-64 Unemployment rate	3.8%	5.5%	6.2%
Population 65+ Employed	5.9%	6.4%	5.6%
Population 65+ Unemployment rate	2.1%	5.1%	4.9%
2023 Employed Population 16+ by Industry			
Total	7,136	36,316	65,168
Agriculture/Mining	2.4%	1.4%	1.3%
Construction	17.1%	12.0%	11.2%
Manufacturing	9.2%	7.2%	7.3%
Wholesale Trade	1.2%	1.3%	1.5%
Retail Trade	10.2%	13.8%	14.0%
Transportation/Utilities	7.8%	9.9%	10.2%
Information	0.9%	1.6%	1.5%
Finance/Insurance/Real Estate	4.3%	3.1%	3.2%
Services	43.7%	45.0%	44.1%
Public Administration	3.2%	4.7%	5.7%
2023 Employed Population 16+ by Occupation			
Total	7,136	36,316	65,169
White Collar	40.6%	42.2%	44.1%
Management/Business/Financial	11.1%	9.5%	9.8%
Professional	11.1%	13.5%	15.0%
Sales	7.7%	8.9%	9.3%
Administrative Support	10.7%	10.3%	10.0%
Services	21.8%	24.7%	22.6%
Blue Collar	37.6%	33.1%	33.2%
Farming/Forestry/Fishing	1.3%	0.6%	0.6%
Construction/Extraction	13.2%	10.1%	9.6%
Installation/Maintenance/Repair	4.5%	3.6%	3.9%
Production	6.1%	6.0%	5.9%
Transportation/Material Moving	12.5%	12.8%	13.3%

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2010 Households by Type			
Total	6,790	31,346	50,449
Households with 1 Person	29.0%	28.9%	25.6%
Households with 2+ People	71.0%	71.1%	74.4%
Family Households	64.5%	65.0%	68.6%
Husband-wife Families	40.4%	43.0%	47.3%
With Related Children	18.9%	19.4%	23.3%
Other Family (No Spouse Present)	24.1%	22.0%	21.4%
Other Family with Male Householder	6.4%	6.0%	6.1%
With Related Children	4.1%	3.9%	4.0%
Other Family with Female Householder	17.6%	15.9%	15.2%
With Related Children	11.8%	10.8%	10.3%
Nonfamily Households	6.5%	6.2%	5.8%
All Households with Children	35.3%	34.7%	38.2%
Multigenerational Households	6.4%	6.1%	7.0%
Unmarried Partner Households	8.6%	8.0%	7.7%
Male-female	7.9%	7.2%	7.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,791	31,344	50,449
1 Person Household	29.0%	28.9%	25.6%
2 Person Household	30.0%	30.4%	29.5%
3 Person Household	13.8%	13.4%	13.7%
4 Person Household	12.1%	12.1%	13.2%
5 Person Household	8.4%	8.1%	9.2%
6 Person Household	3.6%	3.8%	4.6%
7 + Person Household	3.2%	3.4%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	6,789	31,347	50,449
Owner Occupied	55.7%	59.0%	64.1%
Owned with a Mortgage/Loan	32.6%	35.1%	41.2%
Owned Free and Clear	23.1%	23.9%	22.9%
Renter Occupied	44.3%	41.0%	35.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	79	73
Percent of Income for Mortgage	20.6%	31.0%	33.5%
Wealth Index	49	58	64
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,714	36,590	58,217
Housing Units Inside Urbanized Area	99.2%	99.2%	98.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.8%	0.8%	1.8%
2010 Population By Urban/ Rural Status			
Total Population	18,225	84,746	145,729
Population Inside Urbanized Area	99.4%	99.1%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	0.9%	1.9%

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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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 \$	\$10,432,154	\$51,102,595	\$90,021,058
Average Spent	\$1,441.50	\$1,491.39	\$1,609.82
Spending Potential Index	66	68	73
Education: Total \$	\$7,359,741	\$38,188,245	\$67,626,327
Average Spent	\$1,016.96	\$1,114.50	\$1,209.34
Spending Potential Index	57	62	67
Entertainment/Recreation: Total \$	\$17,884,317	\$87,181,711	\$153,933,899
Average Spent	\$2,471.23	\$2,544.34	\$2,752.75
Spending Potential Index	65	67	73
Food at Home: Total \$	\$33,625,140	\$162,719,943	\$284,690,408
Average Spent	\$4,646.28	\$4,748.87	\$5,091.03
Spending Potential Index	68	70	75
Food Away from Home: Total \$	\$17,981,980	\$87,520,052	\$154,731,794
Average Spent	\$2,484.73	\$2,554.21	\$2,767.02
Spending Potential Index	67	69	74
Health Care: Total \$	\$36,150,551	\$175,071,000	\$306,711,566
Average Spent	\$4,995.24	\$5,109.32	\$5,484.83
Spending Potential Index	68	69	75
HH Furnishings & Equipment: Total \$	\$14,014,118	\$68,438,974	\$120,943,637
Average Spent	\$1,936.45	\$1,997.34	\$2,162.80
Spending Potential Index	66	68	73
Personal Care Products & Services: Total \$	\$4,634,270	\$22,937,626	\$40,233,882
Average Spent	\$640.36	\$669.42	\$719.49
Spending Potential Index	67	70	75
Shelter: Total \$	\$118,497,881	\$586,123,690	\$1,028,261,211
Average Spent	\$16,373.90	\$17,105.61	\$18,388.08
Spending Potential Index	66	69	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,803,074	\$73,747,354	\$130,362,378
Average Spent	\$2,045.47	\$2,152.26	\$2,331.23
Spending Potential Index	65	69	75
Travel: Total \$	\$10,276,613	\$50,710,785	\$90,051,455
Average Spent	\$1,420.01	\$1,479.96	\$1,610.36
Spending Potential Index	63	66	72
Vehicle Maintenance & Repairs: Total \$	\$6,576,474	\$31,477,456	\$55,494,368
Average Spent	\$908.73	\$918.65	\$992.39
Spending Potential Index	69	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.