



# Market Profile

1891 S San Jacinto Ave, San Jacinto, California, 92583  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.76696  
Longitude: -116.95794

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	11,317	105,548	151,097
2020 Total Population	13,556	122,297	173,859
2020 Group Quarters	174	1,460	1,764
2023 Total Population	13,584	123,639	176,420
2023 Group Quarters	174	1,466	1,768
2028 Total Population	13,771	125,576	179,627
2023-2028 Annual Rate	0.27%	0.31%	0.36%
2023 Total Daytime Population	12,487	107,250	148,752
Workers	3,933	29,299	39,167
Residents	8,554	77,951	109,585
<b>Household Summary</b>			
2010 Households	3,940	36,758	52,764
2010 Average Household Size	2.85	2.84	2.84
2020 Total Households	4,420	40,204	57,579
2020 Average Household Size	3.03	3.01	2.99
2023 Total Households	4,436	40,531	58,235
2023 Average Household Size	3.02	3.01	3.00
2028 Total Households	4,484	41,102	59,183
2028 Average Household Size	3.03	3.02	3.01
2023-2028 Annual Rate	0.22%	0.28%	0.32%
2010 Families	2,547	24,785	36,065
2010 Average Family Size	3.55	3.46	3.43
2023 Families	2,807	26,904	39,207
2023 Average Family Size	3.83	3.70	3.66
2028 Families	2,836	27,284	39,845
2028 Average Family Size	3.84	3.71	3.67
2023-2028 Annual Rate	0.21%	0.28%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,751	36,262	50,450
Owner Occupied Housing Units	51.8%	56.2%	60.4%
Renter Occupied Housing Units	36.4%	32.3%	27.5%
Vacant Housing Units	11.8%	11.5%	12.0%
2010 Housing Units	4,552	42,262	60,931
Owner Occupied Housing Units	41.8%	51.7%	56.0%
Renter Occupied Housing Units	44.8%	35.3%	30.6%
Vacant Housing Units	13.4%	13.0%	13.4%
2020 Housing Units	4,647	42,712	61,544
Vacant Housing Units	4.9%	5.9%	6.4%
2023 Housing Units	4,646	42,934	62,077
Owner Occupied Housing Units	49.0%	54.1%	59.4%
Renter Occupied Housing Units	46.4%	40.3%	34.4%
Vacant Housing Units	4.5%	5.6%	6.2%
2028 Housing Units	4,681	43,444	62,898
Owner Occupied Housing Units	50.5%	55.3%	60.6%
Renter Occupied Housing Units	45.3%	39.3%	33.5%
Vacant Housing Units	4.2%	5.4%	5.9%
<b>Median Household Income</b>			
2023	\$46,775	\$51,044	\$54,210
2028	\$53,971	\$58,446	\$62,851
<b>Median Home Value</b>			
2023	\$233,571	\$268,361	\$291,658
2028	\$239,354	\$286,814	\$310,244
<b>Per Capita Income</b>			
2023	\$20,238	\$23,787	\$25,731
2028	\$23,271	\$27,608	\$30,002
<b>Median Age</b>			
2010	31.4	34.1	35.3
2023	33.6	35.9	37.5
2028	34.1	36.5	37.8

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



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<b>2023 Households by Income</b>			
Household Income Base	4,436	40,531	58,233
<\$15,000	11.4%	12.0%	10.8%
\$15,000 - \$24,999	13.1%	11.2%	10.5%
\$25,000 - \$34,999	12.1%	10.0%	9.9%
\$35,000 - \$49,999	16.0%	15.7%	14.5%
\$50,000 - \$74,999	18.6%	17.8%	18.3%
\$75,000 - \$99,999	13.8%	12.1%	12.2%
\$100,000 - \$149,999	10.6%	12.9%	14.1%
\$150,000 - \$199,999	3.5%	5.0%	5.3%
\$200,000+	0.9%	3.4%	4.4%
Average Household Income	\$61,573	\$72,625	\$77,874
<b>2028 Households by Income</b>			
Household Income Base	4,484	41,102	59,181
<\$15,000	10.9%	11.4%	10.3%
\$15,000 - \$24,999	9.4%	8.6%	8.2%
\$25,000 - \$34,999	10.4%	8.7%	8.3%
\$35,000 - \$49,999	15.0%	13.7%	12.4%
\$50,000 - \$74,999	19.2%	17.6%	17.8%
\$75,000 - \$99,999	16.5%	13.6%	13.6%
\$100,000 - \$149,999	12.8%	15.4%	16.7%
\$150,000 - \$199,999	4.6%	6.6%	7.0%
\$200,000+	1.3%	4.3%	5.7%
Average Household Income	\$71,014	\$84,458	\$91,013
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,278	23,240	36,895
<\$50,000	23.4%	15.7%	16.6%
\$50,000 - \$99,999	4.5%	9.5%	8.4%
\$100,000 - \$149,999	6.6%	6.0%	5.4%
\$150,000 - \$199,999	7.2%	6.3%	5.4%
\$200,000 - \$249,999	12.3%	9.5%	7.9%
\$250,000 - \$299,999	7.5%	8.0%	7.5%
\$300,000 - \$399,999	17.0%	15.7%	17.8%
\$400,000 - \$499,999	13.6%	7.4%	7.9%
\$500,000 - \$749,999	3.4%	12.3%	13.2%
\$750,000 - \$999,999	1.3%	4.5%	4.9%
\$1,000,000 - \$1,499,999	2.3%	1.5%	1.7%
\$1,500,000 - \$1,999,999	0.7%	0.8%	0.8%
\$2,000,000 +	0.1%	2.8%	2.4%
Average Home Value	\$275,768	\$373,353	\$377,899
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,362	24,028	38,100
<\$50,000	24.6%	15.1%	16.0%
\$50,000 - \$99,999	5.0%	10.6%	9.4%
\$100,000 - \$149,999	5.7%	5.0%	4.5%
\$150,000 - \$199,999	5.9%	4.9%	4.2%
\$200,000 - \$249,999	11.1%	9.2%	7.5%
\$250,000 - \$299,999	6.9%	7.1%	6.7%
\$300,000 - \$399,999	16.6%	14.8%	16.9%
\$400,000 - \$499,999	13.8%	7.7%	8.0%
\$500,000 - \$749,999	3.8%	12.6%	13.6%
\$750,000 - \$999,999	1.8%	5.6%	6.2%
\$1,000,000 - \$1,499,999	3.3%	2.1%	2.4%
\$1,500,000 - \$1,999,999	1.2%	1.2%	1.1%
\$2,000,000 +	0.3%	4.1%	3.5%
Average Home Value	\$299,164	\$420,650	\$422,648

**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	11,321	105,549	151,096
0 - 4	9.1%	8.0%	7.6%
5 - 9	8.3%	7.7%	7.6%
10 - 14	7.9%	7.9%	8.0%
15 - 24	15.6%	15.0%	14.4%
25 - 34	13.9%	12.5%	12.0%
35 - 44	11.5%	11.6%	11.7%
45 - 54	10.8%	11.8%	11.8%
55 - 64	9.8%	9.5%	9.8%
65 - 74	6.5%	7.3%	7.8%
75 - 84	4.7%	5.6%	6.2%
85 +	1.9%	3.0%	3.0%
18 +	69.6%	71.3%	71.7%
<b>2023 Population by Age</b>			
Total	13,584	123,637	176,421
0 - 4	7.9%	7.2%	6.8%
5 - 9	8.0%	7.2%	6.9%
10 - 14	7.4%	6.8%	6.6%
15 - 24	13.8%	13.2%	12.8%
25 - 34	14.8%	14.5%	14.0%
35 - 44	12.2%	11.4%	11.4%
45 - 54	9.7%	9.7%	9.8%
55 - 64	10.3%	10.7%	10.9%
65 - 74	8.6%	9.9%	10.7%
75 - 84	4.9%	6.3%	7.0%
85 +	2.4%	3.1%	3.2%
18 +	72.3%	74.9%	75.7%
<b>2028 Population by Age</b>			
Total	13,770	125,575	179,629
0 - 4	8.0%	7.3%	6.9%
5 - 9	7.8%	7.0%	6.7%
10 - 14	7.6%	7.0%	6.8%
15 - 24	12.9%	12.1%	11.7%
25 - 34	15.1%	14.6%	14.1%
35 - 44	12.9%	12.3%	12.2%
45 - 54	9.6%	9.6%	9.5%
55 - 64	9.4%	9.8%	10.0%
65 - 74	8.8%	9.9%	10.7%
75 - 84	5.3%	7.0%	7.9%
85 +	2.6%	3.2%	3.4%
18 +	72.4%	74.8%	75.7%
<b>2010 Population by Sex</b>			
Males	5,391	50,534	72,414
Females	5,926	55,014	78,683
<b>2023 Population by Sex</b>			
Males	6,548	59,780	85,339
Females	7,036	63,859	91,081
<b>2028 Population by Sex</b>			
Males	6,623	60,726	86,908
Females	7,148	64,850	92,719

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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<b>2010 Population by Race/Ethnicity</b>			
Total	11,317	105,550	151,097
White Alone	59.3%	63.9%	65.8%
Black Alone	7.3%	6.0%	5.8%
American Indian Alone	1.8%	1.9%	1.9%
Asian Alone	2.1%	2.2%	2.6%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	23.9%	20.6%	18.2%
Two or More Races	5.4%	5.3%	5.3%
Hispanic Origin	48.4%	43.9%	40.3%
Diversity Index	79.1	76.8	75.4
<b>2020 Population by Race/Ethnicity</b>			
Total	13,556	122,297	173,859
White Alone	34.1%	40.1%	42.6%
Black Alone	11.6%	9.0%	8.6%
American Indian Alone	2.7%	2.5%	2.6%
Asian Alone	2.2%	2.7%	3.0%
Pacific Islander Alone	0.3%	0.5%	0.4%
Some Other Race Alone	32.4%	28.9%	26.7%
Two or More Races	16.7%	16.3%	16.0%
Hispanic Origin	58.2%	54.0%	51.0%
Diversity Index	86.5	85.9	85.6
<b>2023 Population by Race/Ethnicity</b>			
Total	13,584	123,639	176,420
White Alone	32.5%	38.4%	40.7%
Black Alone	11.5%	9.0%	8.6%
American Indian Alone	2.7%	2.5%	2.6%
Asian Alone	2.3%	2.7%	3.1%
Pacific Islander Alone	0.3%	0.5%	0.4%
Some Other Race Alone	33.7%	30.2%	28.0%
Two or More Races	17.0%	16.6%	16.5%
Hispanic Origin	60.1%	56.1%	53.2%
Diversity Index	86.3	86.0	85.9
<b>2028 Population by Race/Ethnicity</b>			
Total	13,772	125,575	179,627
White Alone	29.3%	35.1%	37.3%
Black Alone	11.3%	8.9%	8.6%
American Indian Alone	2.9%	2.7%	2.8%
Asian Alone	2.4%	2.9%	3.3%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	36.1%	32.5%	30.3%
Two or More Races	17.7%	17.4%	17.3%
Hispanic Origin	62.6%	58.6%	55.7%
Diversity Index	86.1	86.2	86.3
<b>2010 Population by Relationship and Household Type</b>			
Total	11,317	105,548	151,096
In Households	99.1%	99.1%	99.2%
In Family Households	83.9%	85.0%	85.5%
Householder	22.7%	23.3%	23.8%
Spouse	13.7%	15.4%	16.4%
Child	37.3%	36.1%	35.5%
Other relative	6.2%	6.3%	6.2%
Nonrelative	3.9%	3.9%	3.6%
In Nonfamily Households	15.3%	14.1%	13.7%
In Group Quarters	0.9%	0.9%	0.8%
Institutionalized Population	0.5%	0.4%	0.4%
Noninstitutionalized Population	0.4%	0.5%	0.4%

**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>2023 Population 25+ by Educational Attainment</b>			
Total	8,532	81,175	117,986
Less than 9th Grade	9.2%	8.6%	8.0%
9th - 12th Grade, No Diploma	11.3%	11.3%	10.9%
High School Graduate	32.1%	28.9%	29.0%
GED/Alternative Credential	4.1%	5.3%	4.9%
Some College, No Degree	22.8%	23.4%	23.7%
Associate Degree	8.8%	8.9%	8.8%
Bachelor's Degree	6.6%	9.2%	9.4%
Graduate/Professional Degree	5.2%	4.4%	5.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	10,413	97,490	140,544
Never Married	40.7%	37.6%	35.5%
Married	39.2%	43.8%	46.7%
Widowed	4.9%	6.8%	6.6%
Divorced	15.2%	11.8%	11.1%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,633	50,894	73,420
Population 16+ Employed	91.3%	91.5%	92.5%
Population 16+ Unemployment rate	8.7%	8.5%	7.5%
Population 16-24 Employed	12.4%	14.1%	13.5%
Population 16-24 Unemployment rate	18.0%	15.9%	14.9%
Population 25-54 Employed	70.6%	65.9%	65.4%
Population 25-54 Unemployment rate	6.6%	7.3%	6.5%
Population 55-64 Employed	12.3%	14.6%	14.6%
Population 55-64 Unemployment rate	11.6%	7.5%	6.2%
Population 65+ Employed	4.6%	5.4%	6.4%
Population 65+ Unemployment rate	3.3%	4.1%	3.4%
<b>2023 Employed Population 16+ by Industry</b>			
Total	5,145	46,566	67,914
Agriculture/Mining	0.6%	1.4%	1.3%
Construction	10.9%	11.5%	10.9%
Manufacturing	9.5%	7.6%	7.5%
Wholesale Trade	1.3%	1.4%	1.5%
Retail Trade	13.0%	13.7%	14.1%
Transportation/Utilities	14.2%	10.2%	10.5%
Information	1.7%	1.4%	1.5%
Finance/Insurance/Real Estate	1.8%	3.2%	3.6%
Services	43.4%	44.6%	44.0%
Public Administration	3.5%	4.7%	5.1%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,147	46,565	67,915
White Collar	41.3%	42.1%	44.7%
Management/Business/Financial	10.0%	9.8%	9.6%
Professional	14.6%	14.0%	15.4%
Sales	9.3%	8.7%	9.2%
Administrative Support	7.4%	9.6%	10.6%
Services	20.7%	23.4%	22.0%
Blue Collar	38.1%	34.5%	33.2%
Farming/Forestry/Fishing	0.4%	0.8%	0.6%
Construction/Extraction	10.5%	9.4%	9.1%
Installation/Maintenance/Repair	5.9%	4.3%	3.9%
Production	7.8%	6.5%	5.8%
Transportation/Material Moving	13.4%	13.5%	13.8%

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<b>2010 Households by Type</b>			
Total	3,940	36,758	52,765
Households with 1 Person	29.2%	26.5%	25.8%
Households with 2+ People	70.8%	73.5%	74.2%
Family Households	64.6%	67.4%	68.4%
Husband-wife Families	39.0%	44.5%	47.0%
With Related Children	21.8%	22.7%	23.1%
Other Family (No Spouse Present)	25.6%	23.0%	21.3%
Other Family with Male Householder	6.8%	6.5%	6.1%
With Related Children	4.6%	4.2%	4.0%
Other Family with Female Householder	18.9%	16.5%	15.2%
With Related Children	13.9%	11.3%	10.2%
Nonfamily Households	6.2%	6.0%	5.8%
All Households with Children	40.7%	38.8%	37.9%
Multigenerational Households	7.4%	7.1%	6.9%
Unmarried Partner Households	8.5%	8.1%	7.7%
Male-female	7.7%	7.4%	6.9%
Same-sex	0.8%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,940	36,760	52,764
1 Person Household	29.2%	26.5%	25.8%
2 Person Household	25.5%	28.1%	29.6%
3 Person Household	13.9%	13.9%	13.6%
4 Person Household	13.4%	13.2%	13.1%
5 Person Household	9.1%	9.3%	9.2%
6 Person Household	4.9%	4.7%	4.6%
7 + Person Household	4.0%	4.2%	4.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,940	36,759	52,765
Owner Occupied	48.2%	59.4%	64.7%
Owned with a Mortgage/Loan	30.8%	38.6%	41.2%
Owned Free and Clear	17.5%	20.8%	23.5%
Renter Occupied	51.8%	40.6%	35.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	85	78	76
Percent of Income for Mortgage	30.0%	31.6%	32.3%
Wealth Index	38	55	65
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,552	42,262	60,931
Housing Units Inside Urbanized Area	100.0%	99.6%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	1.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,317	105,548	151,097
Population Inside Urbanized Area	100.0%	99.5%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	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)	Urban Edge Families (7C)	Senior Escapes (9D)
2.	Small Town Sincerity (12C)	Senior Escapes (9D)	Urban Edge Families (7C)
3.	Front Porches (8E)	Fresh Ambitions (13D)	Up and Coming Families (7A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,941,422	\$61,848,947	\$93,739,838
Average Spent	\$1,339.36	\$1,525.97	\$1,609.68
Spending Potential Index	61	69	73
Education: Total \$	\$4,816,119	\$46,728,356	\$70,379,736
Average Spent	\$1,085.69	\$1,152.90	\$1,208.55
Spending Potential Index	61	64	67
Entertainment/Recreation: Total \$	\$9,604,386	\$104,012,490	\$161,224,160
Average Spent	\$2,165.10	\$2,566.25	\$2,768.51
Spending Potential Index	57	68	73
Food at Home: Total \$	\$18,532,473	\$195,448,639	\$297,984,778
Average Spent	\$4,177.74	\$4,822.20	\$5,116.94
Spending Potential Index	61	71	75
Food Away from Home: Total \$	\$9,777,940	\$105,530,484	\$161,350,410
Average Spent	\$2,204.22	\$2,603.70	\$2,770.68
Spending Potential Index	59	70	74
Health Care: Total \$	\$18,475,440	\$206,682,073	\$321,851,129
Average Spent	\$4,164.89	\$5,099.36	\$5,526.76
Spending Potential Index	57	69	75
HH Furnishings & Equipment: Total \$	\$7,477,128	\$81,713,719	\$126,471,977
Average Spent	\$1,685.56	\$2,016.08	\$2,171.75
Spending Potential Index	57	68	73
Personal Care Products & Services: Total \$	\$2,491,148	\$27,305,745	\$42,098,772
Average Spent	\$561.58	\$673.70	\$722.91
Spending Potential Index	59	70	76
Shelter: Total \$	\$66,091,227	\$703,250,856	\$1,074,951,820
Average Spent	\$14,898.83	\$17,350.94	\$18,458.86
Spending Potential Index	60	70	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,509,687	\$86,380,563	\$136,888,523
Average Spent	\$1,692.90	\$2,131.22	\$2,350.62
Spending Potential Index	54	68	75
Travel: Total \$	\$5,495,180	\$60,498,649	\$94,128,928
Average Spent	\$1,238.77	\$1,492.65	\$1,616.36
Spending Potential Index	55	66	72
Vehicle Maintenance & Repairs: Total \$	\$3,425,352	\$37,665,617	\$58,127,899
Average Spent	\$772.17	\$929.30	\$998.16
Spending Potential Index	59	71	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.