



# Community Profile

44750-Campus Marketplace  
 300 S Twin Oaks Valley Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 33.13070  
 Longitude: -117.16488

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	10,635	57,900	145,318
2010 Total Population	13,857	81,018	184,546
2019 Total Population	15,247	93,448	206,480
2019 Group Quarters	383	1,052	2,401
2024 Total Population	16,202	98,850	216,574
2019-2024 Annual Rate	1.22%	1.13%	0.96%
2019 Total Daytime Population	16,128	92,074	222,515
Workers	8,072	42,974	115,552
Residents	8,056	49,100	106,963
<b>Household Summary</b>			
2000 Households	2,917	19,656	50,731
2000 Average Household Size	3.64	2.93	2.84
2010 Households	4,111	26,832	62,946
2010 Average Household Size	3.27	2.98	2.89
2019 Households	4,511	30,599	69,663
2019 Average Household Size	3.30	3.02	2.93
2024 Households	4,790	32,266	72,779
2024 Average Household Size	3.30	3.03	2.94
2019-2024 Annual Rate	1.21%	1.07%	0.88%
2010 Families	2,852	19,198	44,224
2010 Average Family Size	3.70	3.44	3.37
2019 Families	3,110	21,771	48,802
2019 Average Family Size	3.74	3.50	3.42
2024 Families	3,303	22,966	51,057
2024 Average Family Size	3.75	3.51	3.43
2019-2024 Annual Rate	1.21%	1.07%	0.91%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,072	20,520	52,832
Owner Occupied Housing Units	44.9%	64.2%	57.9%
Renter Occupied Housing Units	50.0%	31.6%	38.1%
Vacant Housing Units	5.0%	4.2%	4.0%
2010 Housing Units	4,394	28,339	66,604
Owner Occupied Housing Units	43.9%	59.6%	56.1%
Renter Occupied Housing Units	49.6%	35.1%	38.4%
Vacant Housing Units	6.4%	5.3%	5.5%
2019 Housing Units	4,666	31,712	72,395
Owner Occupied Housing Units	46.8%	60.3%	57.0%
Renter Occupied Housing Units	49.8%	36.2%	39.2%
Vacant Housing Units	3.3%	3.5%	3.8%
2024 Housing Units	4,942	33,382	75,494
Owner Occupied Housing Units	47.8%	60.7%	57.6%
Renter Occupied Housing Units	49.1%	36.0%	38.8%
Vacant Housing Units	3.1%	3.3%	3.6%
<b>Median Household Income</b>			
2019	\$60,515	\$71,046	\$71,166
2024	\$72,573	\$83,894	\$83,532
<b>Median Home Value</b>			
2019	\$481,932	\$544,016	\$570,651
2024	\$534,624	\$598,905	\$625,479
<b>Per Capita Income</b>			
2019	\$27,688	\$31,352	\$33,446
2024	\$32,966	\$36,916	\$39,189
<b>Median Age</b>			
2010	28.3	33.6	34.7
2019	30.4	34.8	35.8
2024	31.4	35.8	36.7

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	4,511	30,599	69,663
<\$15,000	6.7%	8.6%	8.5%
\$15,000 - \$24,999	7.7%	7.4%	7.1%
\$25,000 - \$34,999	11.0%	8.0%	8.8%
\$35,000 - \$49,999	14.7%	10.6%	10.6%
\$50,000 - \$74,999	19.1%	17.3%	16.9%
\$75,000 - \$99,999	10.3%	12.3%	12.4%
\$100,000 - \$149,999	14.6%	17.6%	17.2%
\$150,000 - \$199,999	9.8%	9.3%	8.5%
\$200,000+	6.2%	8.9%	10.0%
Average Household Income	\$86,605	\$96,036	\$99,046
<b>2024 Households by Income</b>			
Household Income Base	4,790	32,266	72,779
<\$15,000	5.2%	7.2%	6.9%
\$15,000 - \$24,999	5.8%	5.9%	5.7%
\$25,000 - \$34,999	9.1%	6.7%	7.5%
\$35,000 - \$49,999	12.9%	9.1%	9.3%
\$50,000 - \$74,999	18.2%	16.0%	15.7%
\$75,000 - \$99,999	10.5%	12.1%	12.3%
\$100,000 - \$149,999	17.1%	19.5%	18.9%
\$150,000 - \$199,999	12.9%	11.8%	10.8%
\$200,000+	8.2%	11.7%	13.0%
Average Household Income	\$103,110	\$113,441	\$116,506
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,185	19,114	41,245
<\$50,000	1.0%	1.1%	1.5%
\$50,000 - \$99,999	0.8%	1.3%	1.5%
\$100,000 - \$149,999	0.7%	0.8%	0.9%
\$150,000 - \$199,999	1.7%	1.2%	1.6%
\$200,000 - \$249,999	2.8%	2.2%	2.1%
\$250,000 - \$299,999	2.5%	2.7%	2.5%
\$300,000 - \$399,999	7.5%	7.7%	8.5%
\$400,000 - \$499,999	40.3%	26.0%	21.2%
\$500,000 - \$749,999	25.9%	39.5%	35.7%
\$750,000 - \$999,999	11.9%	10.9%	13.8%
\$1,000,000 - \$1,499,999	3.9%	5.0%	8.1%
\$1,500,000 - \$1,999,999	0.2%	0.5%	1.0%
\$2,000,000 +	0.7%	1.1%	1.5%
Average Home Value	\$560,966	\$598,501	\$638,164
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,364	20,264	43,461
<\$50,000	0.5%	0.6%	1.0%
\$50,000 - \$99,999	0.3%	0.6%	0.8%
\$100,000 - \$149,999	0.3%	0.4%	0.4%
\$150,000 - \$199,999	1.1%	0.7%	0.9%
\$200,000 - \$249,999	1.8%	1.1%	1.2%
\$250,000 - \$299,999	2.2%	1.8%	2.3%
\$300,000 - \$399,999	4.1%	5.7%	5.9%
\$400,000 - \$499,999	35.6%	22.0%	18.2%
\$500,000 - \$749,999	29.8%	43.0%	38.4%
\$750,000 - \$999,999	18.1%	15.9%	17.7%
\$1,000,000 - \$1,499,999	4.9%	5.7%	9.8%
\$1,500,000 - \$1,999,999	0.3%	0.7%	1.4%
\$2,000,000 +	1.1%	1.7%	2.0%
Average Home Value	\$621,818	\$658,719	\$700,352

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	13,859	81,017	184,547
0 - 4	9.3%	7.9%	7.7%
5 - 9	7.9%	7.5%	7.3%
10 - 14	6.6%	7.1%	6.8%
15 - 24	20.0%	15.5%	14.5%
25 - 34	17.9%	14.0%	14.1%
35 - 44	14.8%	15.1%	14.5%
45 - 54	9.7%	12.6%	13.1%
55 - 64	6.9%	9.1%	10.0%
65 - 74	3.7%	5.5%	5.8%
75 - 84	2.3%	3.8%	4.0%
85 +	0.9%	2.0%	2.2%
18 +	72.4%	73.2%	74.1%
<b>2019 Population by Age</b>			
Total	15,247	93,448	206,481
0 - 4	8.6%	7.3%	7.1%
5 - 9	8.1%	7.4%	7.2%
10 - 14	7.2%	7.1%	6.9%
15 - 24	15.9%	12.8%	12.3%
25 - 34	19.1%	15.7%	15.4%
35 - 44	14.8%	14.0%	13.7%
45 - 54	10.8%	12.1%	12.0%
55 - 64	7.5%	10.4%	11.0%
65 - 74	4.8%	7.2%	8.0%
75 - 84	2.3%	3.8%	4.1%
85 +	1.0%	2.2%	2.4%
18 +	72.5%	74.6%	75.3%
<b>2024 Population by Age</b>			
Total	16,203	98,849	216,574
0 - 4	8.6%	7.3%	7.2%
5 - 9	7.9%	7.1%	6.9%
10 - 14	7.3%	7.1%	6.8%
15 - 24	15.9%	12.4%	12.0%
25 - 34	16.8%	14.8%	14.5%
35 - 44	16.2%	15.2%	14.8%
45 - 54	10.9%	11.7%	11.5%
55 - 64	7.8%	10.1%	10.6%
65 - 74	5.0%	7.8%	8.6%
75 - 84	2.6%	4.4%	4.9%
85 +	1.0%	2.1%	2.3%
18 +	72.9%	74.9%	75.6%
<b>2010 Population by Sex</b>			
Males	6,834	39,671	90,356
Females	7,023	41,347	94,190
<b>2019 Population by Sex</b>			
Males	7,517	45,767	101,165
Females	7,730	47,681	105,315
<b>2024 Population by Sex</b>			
Males	7,974	48,383	106,043
Females	8,228	50,467	110,531

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<b>2010 Population by Race/Ethnicity</b>			
Total	13,858	81,018	184,545
White Alone	58.8%	63.9%	65.9%
Black Alone	2.8%	2.4%	2.4%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	8.7%	8.5%	7.5%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	23.6%	19.2%	18.2%
Two or More Races	4.9%	4.9%	4.8%
Hispanic Origin	44.3%	37.1%	35.8%
Diversity Index	82.0	77.8	76.2
<b>2019 Population by Race/Ethnicity</b>			
Total	15,247	93,449	206,479
White Alone	56.0%	60.6%	62.6%
Black Alone	2.8%	2.4%	2.5%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	9.8%	9.8%	8.6%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	24.8%	20.6%	19.8%
Two or More Races	5.5%	5.5%	5.4%
Hispanic Origin	46.4%	39.7%	38.8%
Diversity Index	83.7	80.3	79.0
<b>2024 Population by Race/Ethnicity</b>			
Total	16,203	98,850	216,573
White Alone	54.8%	58.9%	60.9%
Black Alone	2.8%	2.4%	2.4%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	10.6%	10.6%	9.3%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	25.0%	21.3%	20.5%
Two or More Races	5.8%	5.8%	5.8%
Hispanic Origin	47.4%	41.5%	40.7%
Diversity Index	84.4	81.6	80.3
<b>2010 Population by Relationship and Household Type</b>			
Total	13,857	81,018	184,546
In Households	97.1%	98.7%	98.7%
In Family Households	80.7%	85.2%	84.5%
Householder	22.0%	23.6%	24.0%
Spouse	16.0%	18.1%	18.2%
Child	31.8%	33.2%	32.3%
Other relative	6.4%	6.6%	6.3%
Nonrelative	4.5%	3.6%	3.7%
In Nonfamily Households	16.4%	13.5%	14.2%
In Group Quarters	2.9%	1.3%	1.3%
Institutionalized Population	0.0%	0.1%	0.3%
Noninstitutionalized Population	2.9%	1.1%	1.0%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	9,184	61,098	137,365
Less than 9th Grade	14.1%	9.0%	8.4%
9th - 12th Grade, No Diploma	7.2%	5.6%	5.5%
High School Graduate	18.3%	17.9%	17.7%
GED/Alternative Credential	1.4%	1.7%	2.0%
Some College, No Degree	18.1%	19.9%	21.2%
Associate Degree	10.6%	10.9%	10.0%
Bachelor's Degree	21.0%	23.9%	23.4%
Graduate/Professional Degree	9.4%	11.1%	11.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	11,603	73,102	162,764
Never Married	38.6%	31.1%	32.2%
Married	49.9%	53.4%	52.0%
Widowed	2.9%	5.0%	5.0%
Divorced	8.7%	10.5%	10.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.3%	96.4%	95.9%
Civilian Unemployed (Unemployment Rate)	4.7%	3.6%	4.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	7,269	44,911	100,824
Agriculture/Mining	2.4%	1.4%	1.6%
Construction	9.6%	7.8%	7.8%
Manufacturing	12.1%	11.5%	11.0%
Wholesale Trade	2.9%	2.9%	3.2%
Retail Trade	11.1%	10.2%	10.5%
Transportation/Utilities	2.0%	4.0%	4.4%
Information	2.0%	2.0%	1.9%
Finance/Insurance/Real Estate	4.7%	6.0%	5.7%
Services	50.2%	51.3%	51.3%
Public Administration	2.9%	2.7%	2.6%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	7,268	44,915	100,823
White Collar	52.4%	59.5%	60.4%
Management/Business/Financial	13.8%	15.2%	15.6%
Professional	16.2%	20.1%	20.3%
Sales	11.4%	11.0%	11.1%
Administrative Support	11.1%	13.3%	13.3%
Services	26.2%	21.6%	20.9%
Blue Collar	21.4%	18.9%	18.7%
Farming/Forestry/Fishing	2.9%	1.1%	1.3%
Construction/Extraction	6.1%	5.3%	5.2%
Installation/Maintenance/Repair	3.5%	3.0%	2.9%
Production	6.9%	5.9%	5.3%
Transportation/Material Moving	2.0%	3.7%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,857	81,018	184,546
Population Inside Urbanized Area	97.3%	98.8%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.7%	1.2%	1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	4,111	26,832	62,946
Households with 1 Person	17.8%	20.2%	21.7%
Households with 2+ People	82.2%	79.8%	78.3%
Family Households	69.4%	71.5%	70.3%
Husband-wife Families	50.2%	55.1%	53.5%
With Related Children	29.9%	30.1%	27.5%
Other Family (No Spouse Present)	19.2%	16.5%	16.8%
Other Family with Male Householder	6.8%	5.5%	5.6%
With Related Children	4.6%	3.4%	3.4%
Other Family with Female Householder	12.4%	10.9%	11.2%
With Related Children	8.5%	6.9%	7.0%
Nonfamily Households	12.8%	8.3%	8.0%
All Households with Children	43.5%	40.7%	38.5%
Multigenerational Households	5.1%	5.8%	5.4%
Unmarried Partner Households	7.7%	5.7%	6.4%
Male-female	6.9%	5.0%	5.7%
Same-sex	0.9%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	4,111	26,832	62,946
1 Person Household	17.8%	20.2%	21.7%
2 Person Household	28.4%	29.1%	30.5%
3 Person Household	18.0%	16.8%	16.5%
4 Person Household	17.3%	16.7%	15.6%
5 Person Household	9.8%	8.8%	8.1%
6 Person Household	4.6%	4.3%	3.9%
7 + Person Household	4.1%	4.2%	3.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,111	26,832	62,946
Owner Occupied	46.9%	63.0%	59.4%
Owned with a Mortgage/Loan	37.3%	49.7%	46.8%
Owned Free and Clear	9.6%	13.2%	12.6%
Renter Occupied	53.1%	37.0%	40.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,394	28,339	66,604
Housing Units Inside Urbanized Area	97.1%	98.8%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.9%	1.2%	1.5%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals (8C)	Boomburbs (1C)	Boomburbs (1C)
2.	NeWest Residents (13C)	Bright Young Professionals	Pleasantville (2B)
3.	Soccer Moms (4A)	NeWest Residents (13C)	Retirement Communities
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,421,066	\$73,885,986	\$172,751,055
Average Spent	\$2,310.15	\$2,414.65	\$2,479.81
Spending Potential Index	108	113	116
Education: Total \$	\$6,847,603	\$53,431,904	\$127,247,353
Average Spent	\$1,517.98	\$1,746.20	\$1,826.61
Spending Potential Index	95	110	115
Entertainment/Recreation: Total \$	\$14,276,391	\$107,676,039	\$252,395,751
Average Spent	\$3,164.80	\$3,518.94	\$3,623.10
Spending Potential Index	97	108	111
Food at Home: Total \$	\$24,290,977	\$173,719,965	\$406,875,154
Average Spent	\$5,384.83	\$5,677.31	\$5,840.62
Spending Potential Index	104	110	113
Food Away from Home: Total \$	\$17,733,378	\$126,140,031	\$294,911,386
Average Spent	\$3,931.14	\$4,122.36	\$4,233.40
Spending Potential Index	107	112	115
Health Care: Total \$	\$24,886,799	\$190,138,692	\$445,881,573
Average Spent	\$5,516.91	\$6,213.89	\$6,400.55
Spending Potential Index	93	105	108
HH Furnishings & Equipment: Total \$	\$9,804,452	\$72,221,518	\$168,512,482
Average Spent	\$2,173.45	\$2,360.26	\$2,418.97
Spending Potential Index	102	111	113
Personal Care Products & Services: Total \$	\$4,162,329	\$30,441,742	\$70,999,040
Average Spent	\$922.71	\$994.86	\$1,019.18
Spending Potential Index	104	112	115
Shelter: Total \$	\$86,115,052	\$638,873,541	\$1,505,122,969
Average Spent	\$19,090.01	\$20,878.90	\$21,605.77
Spending Potential Index	103	113	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,377,680	\$80,251,870	\$189,069,504
Average Spent	\$2,300.53	\$2,622.70	\$2,714.06
Spending Potential Index	93	106	109
Travel: Total \$	\$9,600,358	\$76,393,235	\$179,113,710
Average Spent	\$2,128.21	\$2,496.59	\$2,571.15
Spending Potential Index	95	111	115
Vehicle Maintenance & Repairs: Total \$	\$5,258,169	\$38,079,225	\$89,325,251
Average Spent	\$1,165.63	\$1,244.46	\$1,282.25
Spending Potential Index	102	109	112

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.