

CITY OF LAKE ELSINORE, CALIFORNIA

"One of the Fastest Growing Cities in California!"



Demographics

City of Lake Elsinore

CATEGORY

CITY LIMITS

0-5 MILES

0-10 MILES

Population

2021 Estimated Population	62,236	83,016	267,997
2016 Estimated Population	58,060	78,372	250,404
2016-21 Increase Population (Est.)	4,176	4,644	17,593
Projected New Households (2016-21)	1,174	1,282	4,859

Ethnicity

White Only Ethnicity	57.32%	59.91%	62.63%
Black or African Americ	4.88%	4.31%	5.13%
Hispanic or Latino	53.10%	51.62%	45.93%
Asian	5.51%	4.49%	4.67%

Age Distribution & Family

Ages 17 & Under	29.72%	28.28%	26.94%
Ages 18-34	25.07%	24.81%	23.17%
Ages 35-54	27.34%	26.71%	25.57%
Ages 55 and better	17.85%	20.19%	24.32%
Median Age	31.7	32.8	34.9
Number of Households	16,641	23,069	76,619

Education (Adults 25+)

Less than High School	23.54%	23.54%	19.58%
High School or GED	55.28%	56.21%	56.32%
Associates	6.56%	6.42%	7.91%
Bachelor's Master's, Prof. or Ph	14.61%	13.83%	16.18%

Income

HH < 35,000	27.93%	20.12%	20.29%
HH 35,000-50,000	13.97%	14.19%	14.49%
HH 50,000-75,000	19.63%	19.23%	19.38%
HH >75,000	38.48%	36.57%	36.33%
Median Household Income	\$60,334	\$57,545	\$57,346
Average Household Income	\$72,064	\$70,615	\$72,406

Radius is from intersection of Interstate 15 and Highway 74 (Central Avenue)

Note: Ethnicity calculations do not equal 100% due to multi-ethnic classification by Census Bureau

Sources:

California Department of Transportation
Development Management Group, Inc.

Nielsen/Claritas

United States Census Bureau (American Community Survey)

Retail Market Opportunities

The City of Lake Elsinore is located on Interstate 15 in Southwestern Riverside County with convenient access to Los Angeles, San Diego, Orange County and Ontario.

RETAIL OPPORTUNITIES (Estimated 2016 Consumer Expenditures) (Centroid: I-15 & Highway 74 (Central Avenue))

RETAIL CATEGORY	W/IN CITY	5-MILE RADIUS	10-MILE RADIUS
Total Retail Demand	\$795.82 MM	\$1.09 Billion	\$3.63 Billion
Motor Vehicle Sales	\$134.69 MM	\$ 218.80 MM	\$595.07 MM
Automotive Parts	\$ 11.15 MM	\$ 15.40 MM	\$ 51.29 MM
Furniture/Home Furnishings	\$ 14.95 MM	\$ 20.44 MM	\$ 69.02 MM
Electronics	\$ 14.30 MM	\$ 19.35 MM	\$ 63.51 MM
Building Materials	\$ 78.23 MM	\$108.51 MM	\$372.20 MM
Grocery Stores	\$108.15 MM	\$148.84 MM	\$490.96 MM
Specialty Foods	\$ 9.29 MM	\$ 12.74 MM	\$ 41.84 MM
Pharmacies & Drug (w/HABA)	\$ 37.84 MM	\$ 53.59 MM	\$191.23 MM
Gasoline Stations	\$ 58.92 MM	\$ 80.91 MM	\$262.69 MM
Clothing	\$ 38.79 MM	\$ 52.39 MM	\$170.22 MM
Sporting Goods	\$ 15.06 MM	\$ 20.18 MM	\$ 65.00 MM
Office Supplies	\$ 10.05 MM	\$ 13.75 MM	\$ 45.71 MM
Full-Service Restaurants	\$ 40.22 MM	\$ 54.62 MM	\$179.25 MM
Limited Service Restaurants	\$ 36.03 MM	\$ 48.97 MM	\$160.35 MM

Traffic Counts along Interstate 15 (Measured)

LOCATION	PEAK HOUR	PEAK MONTH (DAILY)	AVERAGE DAILY
I-15 & Railroad Canyon Road	9,200	129,000	124,000
I-15 & Main Street	9,000	126,000	121,000
I-15 & Highway 74 (Central Avenue)	8,500	118,000	114,000
I-15 & Nichols	8,600	120,000	116,000
I-15 & Lake Street	9,100	127,000	122,000



For more information contact Cathy Barrozo at (951) 674-3124 ext 316.

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