

# Summary Report

Stony Point Plaza  
Stony Point Rd at State Hwy 12 - Santa Rosa, CA

**WEINGARTEN REALTY**  
Real Estate for Everyday Retail

Longitude: -122.742655

Latitude: 38.428423

| Key Variables            | 1.00 Mile Radius | 2.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--------------------------|------------------|------------------|------------------|------------------|
| Population               | 22,871           | 68,886           | 121,589          | 184,900          |
| Average Household Income | \$68,015         | \$70,365         | \$72,469         | \$83,040         |

| Population                    |        |        |         |         |
|-------------------------------|--------|--------|---------|---------|
| 2023 Population               | 23,573 | 70,899 | 125,008 | 188,968 |
| 2018 Population               | 22,871 | 68,886 | 121,589 | 184,900 |
| 2010 Population               | 21,672 | 66,018 | 116,833 | 182,284 |
| 2000 Population               | 18,667 | 57,424 | 102,825 | 163,948 |
| Absolute Growth 2010 to 2018  | 5.53%  | 4.34%  | 4.07%   | 1.43%   |
| Projected Growth 2018 to 2023 | 3.07%  | 2.92%  | 2.81%   | 2.20%   |

| Race & Ethnicity |        |        |        |        |
|------------------|--------|--------|--------|--------|
| % White          | 40.24% | 42.54% | 46.86% | 55.91% |
| % Black          | 2.37%  | 2.41%  | 2.46%  | 2.10%  |
| % Asian          | 5.78%  | 5.51%  | 5.16%  | 4.79%  |
| % Other          | 4.53%  | 4.71%  | 4.79%  | 4.72%  |
| % Hispanic       | 47.07% | 44.83% | 40.74% | 32.47% |

| Income & Education       |          |          |          |          |
|--------------------------|----------|----------|----------|----------|
| Median Household Income  | \$59,993 | \$59,455 | \$59,132 | \$64,982 |
| Average Household Income | \$68,015 | \$70,365 | \$72,469 | \$83,040 |
| % College Graduates      | 25.43%   | 27.00%   | 30.09%   | 36.63%   |

| Age        |        |        |        |        |
|------------|--------|--------|--------|--------|
| Median Age | 34.8   | 35.2   | 35.7   | 37.8   |
| % Age < 18 | 26.45% | 26.15% | 25.70% | 23.81% |
| % Age 65 + | 10.77% | 11.40% | 12.18% | 15.24% |

| Households & Housing      |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|
| Households                | 7,242     | 22,667    | 42,380    | 67,828    |
| Average Household Size    | 3.13      | 2.98      | 2.81      | 2.68      |
| Median Housing Value      | \$613,798 | \$636,506 | \$667,293 | \$770,848 |
| % Owner Occupied Housing  | 51.69%    | 46.78%    | 45.43%    | 50.66%    |
| % Renter Occupied Housing | 43.06%    | 48.04%    | 49.35%    | 44.07%    |
| % Vacant Housing          | 5.25%     | 5.17%     | 5.23%     | 5.27%     |

| Workplace & Workers             |        |        |        |        |
|---------------------------------|--------|--------|--------|--------|
| Number of Businesses            | 458    | 2,365  | 4,368  | 6,655  |
| Total Number of Employees (FTE) | 7,241  | 32,519 | 60,609 | 88,866 |
| % White Collar                  | 48.75% | 51.81% | 53.58% | 58.59% |
| % Blue Collar                   | 51.25% | 48.19% | 46.42% | 41.41% |