

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	22,697	67,928	120,667	184,169
Average Household Income	\$73,059	\$75,656	\$77,323	\$87,792

Population				
2024 Population	23,535	70,271	124,359	188,747
2019 Population	22,697	67,928	120,667	184,169
2010 Population	21,672	66,018	116,833	182,284
2000 Population	18,667	57,424	102,825	163,948
Absolute Growth 2010 to 2019	4.73%	2.89%	3.28%	1.03%
Projected Growth 2019 to 2024	3.69%	3.45%	3.06%	2.49%

Race & Ethnicity				
% White	39.32%	41.98%	46.32%	55.45%
% Black	2.42%	2.46%	2.56%	2.17%
% Asian	5.50%	5.49%	5.14%	4.84%
% Other	4.42%	4.77%	4.93%	4.84%
% Hispanic	48.34%	45.30%	41.05%	32.70%

Income & Education				
Median Household Income	\$62,663	\$63,345	\$62,878	\$68,825
Average Household Income	\$73,059	\$75,656	\$77,323	\$87,792
% College Graduates	25.55%	27.46%	30.80%	37.49%

Age				
Median Age	35.2	35.6	36.1	38.1
% Age < 18	26.38%	26.12%	25.72%	23.79%
% Age 65 +	11.14%	11.84%	12.66%	15.77%

Households & Housing				
Households	7,182	22,351	42,086	67,578
Average Household Size	3.13	2.98	2.81	2.67
Median Housing Value	\$610,560	\$638,858	\$671,066	\$776,741
% Owner Occupied Housing	51.96%	46.85%	45.48%	50.71%
% Renter Occupied Housing	43.41%	48.12%	49.39%	44.03%
% Vacant Housing	4.64%	5.03%	5.13%	5.27%

Workplace & Workers				
Number of Businesses	460	2,358	4,337	6,638
Total Number of Employees (FTE)	7,517	33,419	62,429	91,698
% White Collar	48.71%	51.47%	53.24%	58.40%
% Blue Collar	51.29%	48.53%	46.76%	41.60%