

LathropSMART

Lathrop is perfectly situated in the center of its retail trade area, which includes the cities of Tracy, Manteca, Ripon and South Stockton. As a young city Lathrop is experiencing growth in all areas of residential, commercial and industrial development.

The region's population is exploding as San Francisco Bay Area workers are choosing SMART communities like Lathrop to purchase affordable homes that offer a family friendly environment and great quality of life. The region has more than 80,000 people who commute back to the Bay Area daily for work.

Innovative city leadership focuses on intelligently planned growth and development. River Islands at Lathrop and Stanford Crossings are two such master planned communities with 18,000± single family homes included over a 20± year build out. Multifamily apartment projects are currently under development for a total of 350 units.

Residents and commuters are excited and ready for new retail in their community. They desire to shop, dine, and enjoy recreation and entertainment activities close to home.



Photo Courtesy of River Islands Residential Development

Why Lathrop?



Population Growth from Housing Production – 6.3%

In terms of population growth from housing production, the top five cities included: Paradise (31.2%), Calimesa (7.5%), **Lathrop (6.3%)**, Guadalupe (5.0%), and Winters (5.0%).



Percent Single-Family Housing Unit Growth – 4.39%

Paradise (40.69%), Calimesa (7.69%), Winters (7.51%), Guadalupe (5.34%), Merced (5.28%), McFarland (4.77%), Woodlake (4.63%), Banning (4.50%), Imperial (4.40%), **Lathrop (4.39%)**.



Financially Sound City Government

Lathrop – by standards established by the state auditor – is the thirteenth most financially sound city in all of California. Based on FY 2019-2020 review completed in October 2021.

Growth signals opportunity.
Capitalizing on opportunity is smart.
LathropSMART.



LathropSMART

Fast Facts



Population
28,503



5 Year Projected Population
35,170



Median Home Sold
\$601,000



Regional Workforce
3,000,000



Average HH Income
\$98,594



Average HH Size
3.89

Workforce

Employment by Occupation	# of Employees	%
White Collar	6,244	40.0%
Managerial executive	1,197	7.7%
Prof specialty	1,596	10.2%
Healthcare support	687	4.4%
Sales	1,201	7.7%
Office Admin	1,563	10.0%
Blue Collar	9,358	60.0%
Protective	239	1.5%
Food Prep Serving	678	4.3%
Bldg Maint/Cleaning	432	2.8%
Personal Care	335	2.1%
Farming/Fishing/Forestry	290	1.9%
Construction	1,065	6.8%
Production/Transportation*	6,319	40.5%



15 – Minute Drive Time

Trade Area Demographics

	LATHROP	5 Minutes	15 Minutes	30 Minutes
Population	28,503	31,688	280,588	775,756
Daytime Population	26,407	32,588	290,976	785,033
Households	7,747	8,816	84,265	242,280
Avg. HHI	\$98,594	\$94,566	\$79,105	\$89,216
Avg. Age	36.5	36.8	37.0	37.7
Education	17,880	20,114	179,059	500,667
Bachelor/Grad	15.9%	16.2%	12.8%	16.9%
Associates/Some College	34.9%	38.9%	29.2%	32.3%

Source: HDL EconSolutions, "Insight Market Analytics" (12/2021);
*Production/Transportation Estimate from City of Lathrop Employer Database;
Realtor.com; "Dept of Finance "Population Estimates" (January/2021)
Demographic data by PopStats.

