

# Complete Demographic Comparison Report



Date: August 5, 2020

20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)    10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)    5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)

## 2019 Demographics:

Q4 2019 Employees	36,621	6,676	1,820
Q4 2019 Establishments*	4,595	824	232
Total Population	115,993	30,341	7,850
Total Households	41,214	10,541	2,647
Female Population	57,938	15,116	3,907
% Female	50.0%	49.8%	49.8%
Male Population	58,055	15,225	3,943
% Male	50.1%	50.2%	50.2%
Population Density (per Sq. Mi.)	440.95	1,082.63	1,736.51

## Employed Civilian Population 16+

Total	62,847	15,693	4,215
White Collar	64.4%	59.2%	59.2%
Blue Collar	35.6%	40.8%	40.8%

## Seasonal Population by Quarter:

Q4 2016	408	231	0
Q1 2017	413	216	0
Q2 2017	455	246	0
Q3 2017	475	254	0
Q4 2017	513	260	0
Q1 2018	501	263	0
Q2 2018	539	269	0
Q3 2018	579	285	0
Q4 2018	582	297	0

## Age:

Age 0 - 4	7.3%	8.2%	7.9%
Age 5 - 14	16.2%	16.6%	16.3%
Age 15 - 19	6.5%	6.2%	6.3%
Age 20 - 24	4.5%	3.9%	3.9%
Age 25 - 34	13.0%	14.2%	13.7%
Age 35 - 44	15.9%	17.3%	17.0%
Age 45 - 54	14.1%	13.4%	13.7%
Age 55 - 64	11.9%	10.8%	11.2%
Age 65 - 74	7.5%	6.8%	7.0%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Age 75 - 84	2.6%	2.2%	2.4%
Age 85 +	0.6%	0.5%	0.5%
Median Age	36.6	35.5	36.1
<b>Housing Units</b>			
Total Housing Units	41,807	10,656	2,647
Occupied Housing Units	98.6%	98.9%	100.0%
Vacant Housing Units	1.4%	1.1%	0.0%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	41,214	10,541	2,647
Owner Occupied Housing Units	32,909	8,725	2,231
Owner Occupied free and clear	19.1%	15.3%	13.6%
Owner Occupied with a mortgage or loan	80.9%	84.7%	86.4%
Renter Occupied Housing Units	8,305	1,816	416
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.8%	0.7%	0.6%
Asian	3.5%	2.2%	2.3%
Black	1.0%	0.8%	0.6%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	82.9%	84.5%	85.2%
Other	8.5%	8.3%	7.6%
Multi-Race	3.3%	3.5%	3.6%
Hispanic Ethnicity	22.3%	20.7%	18.8%
Not of Hispanic Ethnicity	77.7%	79.3%	81.2%
<b>Race of Hispanics</b>			
Hispanics	25,889	6,267	1,473
American Indian	2.0%	1.8%	1.9%
Asian	0.3%	0.2%	0.1%
Black	0.6%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.3%	49.6%	48.3%
Other	37.5%	39.8%	40.0%
Multi-Race	6.3%	8.0%	9.3%
<b>Race of Non Hispanics</b>			
Non Hispanics	90,104	24,075	6,377
American Indian	0.4%	0.3%	0.3%
Asian	4.4%	2.8%	2.8%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Black	1.1%	0.8%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	91.4%	93.5%	93.8%
Other	0.2%	0.1%	0.1%
Multi-Race	2.5%	2.3%	2.3%
<b>Marital Status:</b>			
Age 15 + Population	88,788	22,807	5,953
Divorced	11.4%	13.3%	12.8%
Never Married	25.1%	23.5%	24.1%
Now Married	60.2%	59.8%	60.8%
Now Married - Separated	1.3%	1.3%	1.4%
Widowed	3.3%	3.4%	2.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	75,991	19,758	5,156
Grade K - 8	2.9%	2.7%	3.1%
Grade 9 - 12	4.9%	5.4%	5.1%
High School Graduate	22.1%	25.6%	24.5%
Associates Degree	8.8%	10.2%	11.0%
Bachelor's Degree	25.4%	22.0%	23.3%
Graduate Degree	12.2%	8.2%	8.3%
Some College, No Degree	23.0%	25.5%	24.6%
No Schooling Completed	0.8%	0.4%	0.1%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.3%	3.8%	3.5%
Income \$ 10,000 - \$14,999	2.1%	2.1%	1.7%
Income \$ 15,000 - \$24,999	4.5%	4.8%	4.2%
Income \$ 25,000 - \$34,999	5.2%	5.4%	5.1%
Income \$ 35,000 - \$49,999	9.6%	11.9%	10.5%
Income \$ 50,000 - \$74,999	17.6%	21.0%	22.3%
Income \$ 75,000 - \$99,999	17.4%	19.3%	20.8%
Income \$100,000 - \$124,999	13.8%	13.6%	14.2%
Income \$125,000 - \$149,999	8.6%	6.0%	6.6%
Income \$150,000 +	17.8%	12.1%	11.2%
Average Household Income	\$107,988	\$89,907	\$91,729
Median Household Income	\$85,598	\$76,213	\$78,097
Per Capita Income	\$38,385	\$31,235	\$30,926
<b>Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under</b>			
Total Families (Family Households)	30,999	7,960	2,006

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Husband-Wife Family, Own Children, Below Poverty	542	158	31
Husband-Wife Family, No Own Children, Below Poverty	182	25	7
Male Householder, Own Children, Below Poverty	126	17	6
Male Householder, No Own Children, Below Poverty	17	5	3
Female Householder, Own Children, Below Poverty	712	169	32
Female Householder, No Own Children, Below Poverty	123	19	4
Husband-Wife Family, Own Children, At/Above Poverty	11,870	3,213	810
Husband-Wife Family, No Own Children, At/Above Poverty	12,871	3,115	818
Male Householder, Own Children, At/Above Poverty	921	278	67
Male Householder, No Own Children, At/Above Poverty	816	217	41
Female Householder, Own Children, At/Above Poverty	1,453	383	97
Female Householder, No Own Children, At/Above Poverty	1,367	361	89

#### Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	115,993	30,341	7,850
Less Than .50	3,325	781	196
.50 - .99	4,350	832	107
1.00 - 1.24	3,204	1,063	253
1.25 - 1.49	3,286	798	206
1.50 - 1.84	5,139	1,550	305
1.85 - 1.99	2,921	900	283
2.00+	93,769	24,417	6,500

#### Poverty: Popn by Race

##### By Race

White, Below Poverty Level	5,292	1,220	268
White, Above Poverty Level	90,863	24,409	6,423
Black, Below Poverty Level	136	21	4
Black, Above Poverty Level	998	216	46
AI/Alaskan Native, Below Poverty Level	155	25	2
AI/Alaskan Native, Above Poverty Level	747	173	45

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Asian, Below Poverty Level	171	18	4
Asian, Above Poverty Level	3,848	662	178
NH/PI, Below Poverty Level	11	0	0
NH/PI, Above Poverty Level	50	6	3
Some Other Race, Below Poverty Level	1,537	263	11
Some Other Race, Above Poverty Level	8,307	2,261	586
2+ Races, Below Poverty Level	372	66	14
2+ Races, Above Poverty Level	3,507	1,002	267
<b>Poverty: Popn by Ethnicity</b>			
<b>Hispanic/Latino</b>			
Hispanic/Latino, Below Poverty Level	3,901	627	46
Hispanic/Latino, Above Poverty Level	21,989	5,639	1,427
Non-Hispanic/Latino, Below Poverty Level	3,774	986	256
Non-Hispanic/Latino, Above Poverty Level	86,331	23,089	6,121
<b>Non-Hispanic/Latino by Race</b>			
White, Below Poverty Level	3,263	912	236
White, Above Poverty Level	79,083	21,609	5,744
Other than White, Below Poverty Level	4,411	701	66
Other than White, Above Poverty Level	29,236	7,119	1,804
<b>Vehicles Available</b>			
0 Vehicles Available	2.1%	1.4%	1.4%
1 Vehicle Available	19.8%	19.8%	19.0%
2+ Vehicles Available	78.1%	78.8%	79.6%
Average Vehicles Per Household	2.34	2.35	2.43
Total Vehicles Available	96,519	24,816	6,442

### 2024 Demographics:

Total Population	133,985	35,402	9,021
Total Households	47,725	12,327	3,042
Female Population	66,834	17,619	4,490
% Female	49.9%	49.8%	49.8%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Male Population	67,151	17,784	4,531
% Male	50.1%	50.2%	50.2%
Population Density (per Sq. Mi.)	509.35	1,263.22	1,995.48
<b>Employed Civilian Population 16+</b>			
Total	70,106	17,564	4,662
% White Collar	64.8%	59.1%	59.1%
% Blue Collar	35.2%	40.9%	40.9%
<b>Age:</b>			
Age 0 - 4	7.2%	7.9%	7.6%
Age 5 - 14	15.2%	15.9%	15.4%
Age 15 - 19	6.7%	6.4%	6.5%
Age 20 - 24	4.9%	4.4%	4.5%
Age 25 - 34	11.9%	12.7%	12.3%
Age 35 - 44	16.0%	17.7%	17.2%
Age 45 - 54	13.6%	13.1%	13.4%
Age 55 - 64	11.5%	10.2%	10.6%
Age 65 - 74	8.7%	8.0%	8.3%
Age 75 - 84	3.6%	3.1%	3.5%
Age 85 +	0.7%	0.6%	0.7%
Median Age	37.6	36.5	37.2
<b>Housing Units</b>			
Total Housing Units	48,455	12,482	3,042
Occupied Housing Units	98.5%	98.8%	100.0%
Vacant Housing Units	1.5%	1.2%	0.0%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	47,725	12,327	3,042
Owner Occupied Housing Units	38,334	10,170	2,558
Owner Occupied free and clear	19.5%	15.7%	13.9%
Owner Occupied with a mortgage or loan	80.5%	84.3%	86.1%
Renter Occupied Housing Units	9,392	2,157	484
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.8%	0.6%	0.6%
Asian	3.8%	2.5%	2.6%
Black	1.0%	0.8%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	81.9%	83.2%	83.9%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Other	8.7%	8.9%	8.1%
Multi-Race	3.8%	4.0%	4.1%
Hispanic Ethnicity	22.9%	22.0%	20.1%
Not of Hispanic Ethnicity	77.1%	78.0%	79.9%
<b>Race of Hispanics</b>			
Hispanics	30,711	7,801	1,814
American Indian	1.9%	1.8%	1.7%
Asian	0.3%	0.2%	0.1%
Black	0.6%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.4%	49.4%	48.2%
Other	37.3%	39.9%	40.0%
Multi-Race	6.6%	8.3%	9.6%
<b>Race of Non Hispanics</b>			
Non Hispanics	103,274	27,602	7,207
American Indian	0.4%	0.3%	0.3%
Asian	4.9%	3.1%	3.2%
Black	1.2%	0.9%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	90.4%	92.7%	92.9%
Other	0.1%	0.1%	0.1%
Multi-Race	2.9%	2.8%	2.7%
<b>Marital Status:</b>			
Age 15 + Population	103,989	26,981	6,949
Divorced	11.4%	13.4%	13.0%
Never Married	25.3%	23.8%	24.3%
Now Married	60.0%	59.4%	60.3%
Now Married - Separated	1.3%	1.3%	1.4%
Widowed	3.3%	3.4%	2.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	88,351	23,151	5,957
Grade K - 9	2.7%	2.6%	2.9%
Grade 9 - 12	4.7%	5.2%	4.9%
High School Graduate	21.7%	25.4%	24.3%
Associates Degree	8.8%	10.2%	11.1%
Bachelor's Degree	25.8%	22.2%	23.5%
Graduate Degree	12.7%	8.4%	8.4%
Some College, No Degree	22.9%	25.6%	24.8%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
No Schooling Completed	0.8%	0.4%	0.1%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	2.3%	2.8%	2.6%
Income \$ 10,000 - \$14,999	1.9%	2.0%	1.7%
Income \$ 15,000 - \$24,999	3.7%	4.1%	3.5%
Income \$ 25,000 - \$34,999	4.4%	4.6%	4.2%
Income \$ 35,000 - \$49,999	8.2%	10.3%	9.0%
Income \$ 50,000 - \$74,999	14.3%	17.3%	18.2%
Income \$ 75,000 - \$99,999	17.2%	20.4%	22.0%
Income \$100,000 - \$124,999	15.8%	16.0%	16.7%
Income \$125,000 - \$149,999	10.5%	7.9%	8.5%
Income \$150,000 +	21.7%	14.7%	13.6%
Average Household Income	\$121,987	\$99,926	\$101,397
Median Household Income	\$97,032	\$85,922	\$87,276
Per Capita Income	\$43,465	\$34,794	\$34,187
<b>Vehicles Available</b>			
0 Vehicles Available	2.0%	1.4%	1.4%
1 Vehicle Available	19.2%	19.7%	19.0%
2+ Vehicles Available	78.7%	78.9%	79.7%
Average Vehicles Per Household	2.35	2.35	2.43
Total Vehicles Available	112,356	29,024	7,381

### 2010 Demographics:

Total Population	90,459	23,411	6,243
Total Households	31,730	7,933	2,062
Female Population	45,314	11,690	3,108
% Female	50.1%	49.9%	49.8%
Male Population	45,146	11,721	3,135
% Male	49.9%	50.1%	50.2%
Population Density (per Sq. Mi.)	343.88	835.33	1,380.94

### Employed Civilian Population 16+

Total	43,620	10,947	3,059
% White Collar	64.2%	59.4%	59.5%
% Blue Collar	35.8%	40.6%	40.5%

### Age:

Age 0 - 4	8.5%	9.4%	8.8%
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	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Age 5 - 14	17.0%	17.5%	17.3%
Age 15 - 19	6.4%	6.2%	6.2%
Age 20 - 24	4.4%	3.8%	3.8%
Age 25 - 34	13.8%	15.2%	14.7%
Age 35 - 44	16.7%	17.6%	17.9%
Age 45 - 54	14.8%	13.4%	13.6%
Age 55 - 64	10.7%	10.2%	10.4%
Age 65 - 74	5.2%	4.6%	4.9%
Age 75 - 84	2.0%	1.7%	1.9%
Age 85 +	0.5%	0.5%	0.5%
Median Age	35.0	33.9	34.5
<b>Housing Units</b>			
Total Housing Units	33,456	8,362	2,152
Occupied Housing Units	94.8%	94.9%	95.8%
Vacant Housing Units	5.2%	5.1%	4.2%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	31,730	7,933	2,062
Owner Occupied Housing Units	25,484	6,746	1,772
Owner Occupied free and clear	14.3%	11.9%	10.5%
Owner Occupied with a mortgage or loan	85.7%	88.1%	89.5%
Renter Occupied Housing Units	6,246	1,186	290
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.7%
Asian	2.8%	1.7%	1.8%
Black	0.8%	0.7%	0.6%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	84.0%	86.1%	86.9%
Other	8.5%	7.7%	6.9%
Multi-Race	3.0%	3.2%	3.2%
Hispanic Ethnicity	22.2%	19.2%	17.6%
Not of Hispanic Ethnicity	77.8%	80.8%	82.4%
<b>Race of Hispanics</b>			
Hispanics	20,086	4,503	1,097
American Indian	2.1%	2.0%	2.0%
Asian	0.2%	0.2%	0.1%
Black	0.6%	0.7%	0.7%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.0%	49.7%	49.1%
Other	37.7%	39.3%	38.6%
Multi-Race	6.2%	8.2%	9.5%
<b>Race of Non Hispanics</b>			
Non Hispanics	70,374	18,907	5,146
American Indian	0.5%	0.4%	0.4%
Asian	3.5%	2.1%	2.1%
Black	0.9%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.8%	94.7%	94.9%
Other	0.2%	0.2%	0.2%
Multi-Race	2.1%	2.0%	1.8%
<b>Marital Status:</b>			
Age 15 + Population	67,383	17,117	4,611
Divorced	11.2%	13.8%	12.9%
Never Married	24.7%	24.3%	25.0%
Now Married	60.9%	59.0%	59.9%
Now Married - Separated	2.0%	3.1%	4.0%
Widowed	3.3%	3.0%	2.2%
<b>Educational Attainment:</b>			
Total Population Age 25+	57,662	14,765	3,986
Grade K - 8	4.3%	4.3%	5.3%
Grade 9 - 12	5.9%	7.4%	7.3%
High School Graduate	23.8%	27.1%	26.0%
Associates Degree	8.6%	9.7%	9.8%
Bachelor's Degree	23.3%	19.4%	20.6%
Graduate Degree	10.0%	6.9%	6.8%
Some College, No Degree	23.7%	25.0%	24.0%
No Schooling Completed	0.5%	0.2%	0.1%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.7%	3.8%	3.6%
Income \$ 10,000 - \$14,999	2.4%	2.1%	1.6%
Income \$ 15,000 - \$24,999	6.4%	6.3%	5.1%
Income \$ 25,000 - \$34,999	6.3%	6.2%	6.0%
Income \$ 35,000 - \$49,999	12.1%	14.2%	13.1%
Income \$ 50,000 - \$74,999	21.0%	23.0%	24.1%
Income \$ 75,000 - \$99,999	18.0%	19.8%	21.5%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Income \$100,000 - \$124,999	12.8%	11.9%	11.9%
Income \$125,000 - \$149,999	7.0%	5.1%	5.4%
Income \$150,000 +	10.3%	7.7%	7.6%
Average Household Income	\$89,774	\$80,260	\$84,096
Median Household Income	\$72,425	\$68,693	\$71,144
Per Capita Income	\$31,506	\$27,196	\$27,779

#### **Vehicles Available**

0 Vehicles Available	2.0%	1.5%	1.5%
1 Vehicle Available	21.7%	21.2%	20.1%
2+ Vehicles Available	76.3%	77.4%	78.4%
Average Vehicles Per Household	2.30	2.34	2.45
Total Vehicles Available	72,899	18,572	5,058

#### **2000 Census Demographics:**

Total Population	49,616	9,344	3,054
Total Households	17,144	3,268	1,016
Female Population	24,278	4,643	1,506
% Female	48.9%	49.7%	49.3%
Male Population	25,338	4,702	1,548
% Male	51.1%	50.3%	50.7%

#### **Employed Civilian Population 16+**

Total	25,450	4,696	1,603
% White Collar	57.6%	49.0%	52.5%
% Blue Collar	42.4%	51.1%	47.5%

#### **Age:**

Age 0 - 4	8.5%	8.0%	8.8%
Age 5 - 14	17.2%	16.8%	17.3%
Age 15 - 19	6.7%	6.2%	6.3%
Age 20 - 24	6.1%	5.8%	5.3%
Age 25 - 34	15.8%	16.2%	16.7%
Age 35 - 44	18.7%	17.5%	17.6%
Age 45 - 54	13.6%	13.8%	13.7%
Age 55 - 64	7.5%	8.8%	8.1%
Age 65 - 74	3.8%	4.2%	3.8%
Age 75 - 84	1.6%	1.8%	1.4%
Age 85 +	0.6%	0.9%	0.9%
Median Age	32.5	33.3	32.5

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
<b>Housing Units</b>			
Total Housing Units	17,764	3,428	1,059
Owner Occupied Housing Units	75.3%	81.1%	82.7%
Renter Occupied Housing Units	21.3%	14.3%	13.2%
Vacant Housing Units	3.5%	4.7%	4.1%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	1.1%	1.0%	1.1%
Asian	1.6%	0.7%	0.4%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.4%	0.2%	0.2%
White	81.5%	81.1%	83.7%
Other	12.3%	13.3%	11.4%
Two or More Races	3.1%	3.7%	3.2%
Hispanic Ethnicity	26.1%	26.0%	25.5%
Not of Hispanic Ethnicity	73.9%	74.0%	74.5%
<b>Marital Status:</b>			
Age 15 + Population	36,874	7,029	2,257
Divorced	9.8%	11.0%	10.8%
Never Married	22.7%	21.8%	21.0%
Now Married	60.8%	60.0%	62.6%
Separated	3.9%	2.8%	2.7%
Widowed	3.3%	4.1%	3.6%
<b>Educational Attainment:</b>			
Total Population Age 25+	30,642	5,884	1,913
Grade K - 8	6.9%	6.0%	4.9%
Grade 9 - 11, No diploma	9.9%	14.0%	11.5%
High School Graduate	26.4%	32.5%	32.1%
Associates Degree	7.4%	8.1%	7.3%
Bachelor's Degree	16.9%	10.2%	11.3%
Graduate Degree	7.4%	3.1%	4.1%
Some College, No Degree	23.3%	24.2%	27.2%
No Schooling Completed	1.8%	2.0%	1.6%
Public School Enrollment	88.7%	91.4%	91.3%
Private School Enrollment	11.3%	8.6%	8.7%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	5.1%	4.0%	4.1%

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Income \$ 10,000 - \$14,999	3.3%	5.0%	4.4%
Income \$ 15,000 - \$24,999	8.9%	10.1%	8.8%
Income \$ 25,000 - \$34,999	10.4%	13.1%	9.8%
Income \$ 35,000 - \$49,999	17.5%	21.3%	19.3%
Income \$ 50,000 - \$74,999	24.1%	24.7%	26.1%
Income \$ 75,000 - \$99,999	15.7%	12.9%	16.4%
Income \$100,000 - \$124,999	6.9%	4.1%	4.6%
Income \$125,000 - \$149,999	3.3%	2.3%	2.9%
Income \$150,000 - \$199,999	2.7%	1.1%	1.3%
Income \$200,000 or More	2.3%	1.2%	1.7%
Average Household Income	\$65,390	\$55,233	\$59,596
Median Household Income	\$54,642	\$46,866	\$53,022
Per Capita Income	\$22,595	\$19,319	\$19,830

#### Vehicles Available

0 Vehicles Available	3.9%	3.6%	3.5%
1 Vehicle Available	22.1%	20.9%	20.2%
2 Vehicles Available	43.1%	41.4%	40.0%
3+ Vehicles Available	30.9%	34.2%	36.4%
Average Vehicles Per Household	2.10	2.10	2.20
Total Vehicles Available	36,744	7,255	2,305

#### Population Trend

2000	49,616	9,344	3,054
2010	90,459	23,411	6,243
Change 2000 to 2010	82.3%	150.5%	104.4%
2019	115,993	30,341	7,850
2024	133,985	35,402	9,021
Change 2019 to 2024	15.5%	16.7%	14.9%

#### Household Trend

2000	17,144	3,268	1,016
2010	31,730	7,933	2,062
Change 2000 to 2010	140.4%	222.5%	160.5%
2019	41,214	10,541	2,647
2024	47,725	12,327	3,042
Change 2019 to 2024	15.8%	16.9%	14.9%

#### Average Household Size Trend

2000	2.9	2.9	3.0
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	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
2010	2.9	3.0	2.9
Change 2000 to 2010	-0.7%	3.9%	-2.6%
2019	2.8	2.9	2.9
2024	2.8	2.9	2.9
Change 2019 to 2024	-0.3%	-0.3%	-0.2%

### Median Age Trend

2000	32.5	33.3	32.5
2010	35.0	33.9	34.5
2019	36.6	35.5	36.1
2024	37.6	36.5	37.2

### Housing Units Trend

#### Total Housing Units

Change 2000 to 2010	88.3%	143.9%	103.1%
Change 2019 to 2024	15.9%	17.1%	14.9%

#### Owner Occupied Housing Units

Change 2000 to 2010	90.6%	142.8%	102.3%
Change 2019 to 2024	16.5%	16.6%	14.7%

#### Renter Occupied Housing Units

Change 2000 to 2010	65.5%	142.2%	107.0%
Change 2019 to 2024	13.1%	18.8%	16.3%

#### Vacant Housing Units

Change 2000 to 2010	178.7%	168.3%	106.9%
Change 2019 to 2024	23.0%	35.3%	-100.0%

### Race and Ethnicity Trend

#### American Indian, Eskimo, Aleut

Change 2000 to 2010	48.0%	73.5%	22.0%
Change 2019 to 2024	11.4%	15.4%	11.3%

#### Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	211.2%	509.7%	754.7%
Change 2019 to 2024	27.9%	29.2%	28.1%

#### Black

Change 2000 to 2010	303.0%	768.2%	419.5%
Change 2019 to 2024	21.6%	21.8%	19.3%

#### White

Change 2000 to 2010	87.9%	165.8%	112.1%
Change 2019 to 2024	14.1%	14.9%	13.2%

#### Other

Change 2000 to 2010	26.1%	44.5%	24.0%
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	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Change 2019 to 2024	17.9%	24.5%	23.0%
<b>Two or More Races</b>			
Change 2000 to 2010	76.5%	117.8%	106.8%
Change 2019 to 2024	30.7%	31.8%	30.7%
<b>Hispanic Ethnicity</b>			
Change 2000 to 2010	54.9%	85.3%	41.1%
Change 2019 to 2024	18.6%	24.5%	23.1%
<b>Not of Hispanic Ethnicity</b>			
Change 2000 to 2010	92.0%	173.5%	126.1%
Change 2019 to 2024	14.6%	14.7%	13.0%

\*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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# Daytime Population Comparison Report



Date: August 5, 2020

20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)    10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)    5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)

## 2019 Population & Household Overview

Population	115,993	30,341	7,850
Household Population	115,878	30,341	7,850
Family Population	88.9%	89.1%	89.0%
Non-family Population	11.1%	10.9%	11.0%
Group Quarters Population	116	0	0
Households	41,214	10,541	2,647
Family Households	81.1%	80.4%	81.4%
Non-family Households	18.9%	19.6%	18.6%

## 2019 Daytime Population

Total Daytime Population	85,659	20,345	5,767
Population aged 16 and under (Children)	25,714	7,118	2,062
Daytime Population Age 16+	59,945	13,226	3,705
Civilian 16+, at Workplace	37,906	7,836	2,215
Civilian 16+, Unemployed	1,778	480	118
Civilian 16+, Work at home	4,523	1,070	338
Homemakers Age 16+	9,327	2,606	692
Retired population Age 65+	9,756	2,187	570
Student popn: Pre-kindergarten to 8th	17,520	4,971	1,326
Student popn: 9th grade-12th grade	4,903	1,033	562
Student popn: Post-secondary students	4,339	1,119	302



# Consumer Expenditure Comparison Report



Date: August 5, 2020

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
<b>2019 Consumer Expenditures (Average Household Annual Expenditures):</b>			
Total Households	41,214	10,541	2,647
Median Household Income	\$85,598	\$76,213	\$78,097
Total Average Household Expenditure	\$89,521	\$86,469	\$88,440
Airline Fares	\$819.89	\$831.74	\$842.93
Alcoholic beverages purchased on trips	\$94.62	\$92.77	\$94.84
Alimony Expenditures	\$21.86	\$20.26	\$20.80
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.60	\$5.03	\$5.24
Apparel and Services for Children Under 2	\$98.38	\$98.17	\$99.69
Apparel Laundry and Dry Cleaning not coin-operated	\$69.77	\$64.11	\$67.86
Books thru book clubs	\$1.65	\$1.57	\$1.60
Books not thru book clubs	\$71.66	\$65.16	\$68.06
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,307.38	\$2,114.56	\$2,233.50
CDs, Records, Audio Tapes	\$8.29	\$7.65	\$7.93
Cellular Phone Service	\$1,513.88	\$1,477.76	\$1,508.75
Child Support Expenditures	\$75.27	\$76.53	\$76.77
College Tuition	\$937.10	\$835.44	\$859.79
Computers and Computer Hardware for nonbusiness use	\$179.67	\$174.68	\$179.49
Computer information services	\$598.06	\$585.28	\$596.71
Coolant, brake fluid, transmission fluid, and other additives	\$6.65	\$7.29	\$7.10
Cosmetics, perfume, bath preparations	\$223.81	\$208.39	\$214.50
Deodorants, feminine hygiene, miscellaneous personal care	\$38.55	\$37.21	\$37.90
Electricity	\$1,442.81	\$1,398.06	\$1,430.62
Fees for Recreational Lessons	\$293.35	\$281.33	\$287.02
Finance Charges Excluding Mortgage And Vehicle	\$350.06	\$336.24	\$336.26
Floor Coverings, Nonpermanent	\$37.77	\$34.60	\$35.73
Food or Board at School	\$36.94	\$32.36	\$33.41
Food on out-of-town trips	\$654.02	\$606.80	\$625.78
Funeral Expenses	\$101.81	\$89.43	\$92.25
Furniture	\$1,184.78	\$1,166.70	\$1,182.85

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Gasoline And Motor Oil	\$2,834.45	\$2,898.90	\$2,916.97
Girls' Active Sportswear	\$28.29	\$27.34	\$27.73
Hair Care Products	\$96.51	\$88.66	\$91.26
Hospital Room and Services	\$277.75	\$265.74	\$270.77
Health Care Insurance	\$1,414.65	\$1,347.89	\$1,381.30
Health Maintenance Organization (not BCBS)	\$1,219.41	\$1,169.57	\$1,205.01
Housekeeping Services	\$275.63	\$248.40	\$260.03
Household Textiles	\$137.18	\$131.50	\$134.80
Intracity Bus Fares	\$12.06	\$11.85	\$12.17
Intracity Mass Transit Fares	\$48.59	\$53.42	\$51.71
Jewelry	\$71.22	\$68.49	\$71.03
Legal fees	\$287.42	\$248.56	\$258.94
Life and Other Personal Insurance	\$381.44	\$367.25	\$379.79
Maintenance and Repair Services	\$2,382.43	\$2,290.73	\$2,327.36
Medical equipment for general use	\$9.65	\$9.01	\$9.37
Men's Suits	\$32.08	\$30.87	\$31.69
Miscellaneous fees	\$4.79	\$3.91	\$4.07
Mortgage interest and charges owned dwellings	\$5,969.19	\$5,856.12	\$5,965.52
Mortgage interest and charges owned vacation homes	\$240.05	\$221.70	\$227.37
Natural Gas	\$453.61	\$438.17	\$447.67
New Cars	\$980.39	\$954.51	\$970.11
New Trucks	\$1,968.79	\$1,931.94	\$1,987.77
New Motorcycle	\$59.43	\$59.32	\$60.72
Oral Hygiene Products, Articles	\$35.43	\$33.75	\$34.64
Other Household Products	\$850.43	\$791.61	\$819.03
Other Home Services	\$36.87	\$33.30	\$34.86
Other Tobacco Products	\$304.45	\$300.97	\$307.10
Personal Care Services	\$892.37	\$833.96	\$858.60
Pet Purchase, Supplies, Medicine	\$266.78	\$261.04	\$265.50
Photo Processing	\$5.59	\$5.72	\$5.72
Portable Heating and Cooling Equipment	\$19.47	\$19.23	\$19.58
Property taxes owned dwellings	\$1,951.40	\$1,830.98	\$1,898.52
Property taxes owned vacation homes	\$129.59	\$109.68	\$118.29
Rent	\$5,073.94	\$5,237.63	\$5,212.14
Satellite Dishes	\$1.09	\$1.01	\$1.05
Shaving Needs	\$15.23	\$14.97	\$15.30
Small Electric Kitchen Appliances	\$74.23	\$74.27	\$75.04
Residential Telephone Including VOIP	\$189.84	\$174.73	\$179.92
Televisions	\$92.90	\$89.54	\$91.24
Tobacco Products and Smoking supplies	\$304.45	\$300.97	\$307.10
Tolls or Electronic Toll Passes	\$59.85	\$61.09	\$61.65

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Toys, Games, Arts and Crafts, and Tricycles	\$205.58	\$204.63	\$206.84
Used Cars	\$1,066.49	\$1,062.76	\$1,084.50
Used Trucks	\$2,150.39	\$2,194.39	\$2,221.78
VCR's and Video Disc Players	\$5.11	\$4.87	\$5.02
Vehicle Insurance	\$1,037.42	\$1,044.14	\$1,057.62
Vehicle Inspection	\$14.36	\$14.29	\$14.50
Video Game Hardware And Software	\$138.38	\$133.08	\$134.28
Watches	\$20.69	\$20.11	\$20.44
Women's Suits	\$3.78	\$3.46	\$3.57

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
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**2024 Consumer Expenditures (Average Household Annual Expenditures):**

Total Households	47,725	12,327	3,042
Median Household Income	\$97,032	\$85,922	\$87,276
Total Average Household Expenditure	\$102,738	\$99,545	\$101,672
Airline Fares	\$1,008.27	\$1,027.01	\$1,032.46
Alcoholic beverages purchased on trips	\$98.95	\$94.53	\$97.17
Alimony Expenditures	\$24.14	\$22.87	\$23.46
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.25	\$5.63	\$5.92
Apparel and Services for Children Under 2	\$101.44	\$101.11	\$102.60
Apparel Laundry and Dry Cleaning not coin-operated	\$77.36	\$71.85	\$75.75
Books thru book clubs	\$1.63	\$1.59	\$1.61
Books not thru book clubs	\$74.35	\$68.89	\$71.99
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,668.36	\$2,450.83	\$2,590.45
CDs, Records, Audio Tapes	\$9.15	\$8.54	\$8.84
Cellular Phone Service	\$1,723.49	\$1,683.43	\$1,718.04
Child Support Expenditures	\$78.82	\$80.36	\$80.07
College Tuition	\$1,271.06	\$1,147.08	\$1,195.68
Computers and Computer Hardware for nonbusiness use	\$199.91	\$194.83	\$199.56
Computer information services	\$622.38	\$609.27	\$620.29

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Coolant, brake fluid, transmission fluid, and other additives	\$7.12	\$7.84	\$7.55
Cosmetics, perfume, bath preparations	\$242.70	\$228.50	\$235.08
Deodorants, feminine hygiene, miscellaneous personal care	\$41.80	\$40.57	\$41.33
Electricity	\$1,568.24	\$1,517.97	\$1,555.40
Fees for Recreational Lessons	\$309.88	\$297.78	\$303.08
Finance Charges Excluding Mortgage And Vehicle	\$358.81	\$349.08	\$346.95
Floor Coverings, Nonpermanent	\$42.29	\$38.70	\$39.92
Food or Board at School	\$39.52	\$34.83	\$36.08
Food on out-of-town trips	\$709.73	\$663.45	\$683.22
Funeral Expenses	\$116.81	\$103.04	\$106.82
Furniture	\$1,331.18	\$1,305.21	\$1,315.62
Gasoline And Motor Oil	\$2,969.70	\$3,032.09	\$3,042.90
Girls' Active Sportswear	\$30.90	\$30.27	\$30.73
Hair Care Products	\$105.37	\$98.62	\$101.89
Hospital Room and Services	\$378.34	\$364.29	\$369.78
Health Care Insurance	\$1,962.04	\$1,888.04	\$1,929.05
Health Maintenance Organization (not BCBS)	\$1,693.11	\$1,638.12	\$1,683.05
Housekeeping Services	\$312.30	\$286.10	\$298.57
Household Textiles	\$158.62	\$152.59	\$156.28
Intracity Bus Fares	\$13.76	\$13.51	\$13.76
Intracity Mass Transit Fares	\$49.34	\$53.51	\$51.38
Jewelry	\$80.61	\$75.82	\$79.51
Legal fees	\$336.10	\$293.93	\$305.47
Life and Other Personal Insurance	\$456.94	\$440.64	\$454.01
Maintenance and Repair Services	\$2,382.43	\$2,290.73	\$2,327.36
Medical equipment for general use	\$13.68	\$12.96	\$13.38
Men's Suits	\$35.30	\$33.88	\$34.95
Miscellaneous fees	\$5.58	\$4.56	\$4.85
Mortgage interest and charges owned dwellings	\$6,440.22	\$6,373.41	\$6,449.97
Mortgage interest and charges owned vacation homes	\$263.85	\$249.09	\$256.28
Natural Gas	\$496.13	\$480.17	\$490.80
New Cars	\$1,188.45	\$1,164.50	\$1,180.37
New Trucks	\$2,361.08	\$2,348.49	\$2,398.72
New Motorcycle	\$70.38	\$69.90	\$71.54
Oral Hygiene Products, Articles	\$38.45	\$36.79	\$37.71
Other Household Products	\$974.59	\$916.91	\$946.81
Other Home Services	\$40.66	\$37.42	\$39.22
Other Tobacco Products	\$369.04	\$365.11	\$371.61

	20 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	10 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)	5 Minutes: Grant and Colorado Blvd / Historic Firestone (Custom)
Personal Care Services	\$956.79	\$899.79	\$926.01
Pet Purchase, Supplies, Medicine	\$281.97	\$275.36	\$280.30
Photo Processing	\$6.25	\$6.38	\$6.39
Portable Heating and Cooling Equipment	\$21.58	\$21.53	\$21.66
Property taxes owned dwellings	\$2,166.66	\$2,036.47	\$2,113.05
Property taxes owned vacation homes	\$152.12	\$130.83	\$142.15
Rent	\$5,471.97	\$5,613.90	\$5,579.55
Satellite Dishes	\$1.25	\$1.16	\$1.21
Shaving Needs	\$16.01	\$15.74	\$16.00
Small Electric Kitchen Appliances	\$82.13	\$81.79	\$82.21
Televisions	\$120.37	\$116.15	\$118.06
Tobacco Products and Smoking supplies	\$369.04	\$365.11	\$371.61
Tolls or Electronic Toll Passes	\$70.79	\$72.44	\$72.59
Toys, Games, Arts and Crafts, and Tricycles	\$242.49	\$241.38	\$242.77
Used Cars	\$1,276.02	\$1,267.59	\$1,288.70
Used Trucks	\$2,590.54	\$2,644.04	\$2,663.21
VCR's and Video Disc Players	\$5.45	\$5.18	\$5.33
Vehicle Insurance	\$1,185.97	\$1,191.86	\$1,202.15
Vehicle Inspection	\$16.97	\$16.89	\$17.09
Video Game Hardware And Software	\$151.26	\$144.60	\$146.35
Watches	\$20.73	\$20.25	\$20.60
Women's Suits	\$4.19	\$3.86	\$4.01

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure