

Complete Demographic Comparison Report



Date: August 5, 2020

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
2019 Demographics:			
Q4 2019 Employees	9,755	4,848	1,046
Q4 2019 Establishments*	1,119	622	175
Total Population	36,779	24,088	8,480
Total Households	12,890	8,142	2,742
Female Population	18,316	11,950	4,254
% Female	49.8%	49.6%	50.2%
Male Population	18,463	12,138	4,226
% Male	50.2%	50.4%	49.8%
Population Density (per Sq. Mi.)	467.58	850.63	2,695.09
Employed Civilian Population 16+			
Total	19,253	12,551	4,227
White Collar	59.2%	60.1%	63.2%
Blue Collar	40.8%	39.9%	36.8%
Seasonal Population by Quarter:			
Q4 2016	250	239	0
Q1 2017	236	226	0
Q2 2017	266	254	0
Q3 2017	273	261	0
Q4 2017	276	264	0
Q1 2018	284	269	0
Q2 2018	292	270	0
Q3 2018	307	286	0
Q4 2018	319	302	0
Age:			
Age 0 - 4	8.2%	8.4%	9.0%
Age 5 - 14	16.1%	17.4%	18.7%
Age 15 - 19	6.2%	6.3%	6.1%
Age 20 - 24	3.9%	3.7%	3.2%
Age 25 - 34	14.0%	14.2%	13.3%
Age 35 - 44	16.6%	17.5%	18.4%
Age 45 - 54	13.7%	13.4%	13.6%
Age 55 - 64	11.4%	10.7%	10.4%
Age 65 - 74	7.2%	6.3%	5.8%
Age 75 - 84	2.3%	1.7%	1.2%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Age 85 +	0.5%	0.3%	0.2%
Median Age	35.9	35.0	34.8
Housing Units			
Total Housing Units	13,040	8,251	2,743
Occupied Housing Units	98.9%	98.7%	100.0%
Vacant Housing Units	1.2%	1.3%	0.0%
Housing Units by Tenure			
Total Households in Tenure	12,890	8,142	2,742
Owner Occupied Housing Units	10,730	6,971	2,452
Owner Occupied free and clear	17.8%	14.2%	9.3%
Owner Occupied with a mortgage or loan	82.2%	85.8%	90.7%
Renter Occupied Housing Units	2,160	1,171	290
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.7%	0.7%	0.5%
Asian	2.4%	2.5%	1.7%
Black	0.8%	0.9%	0.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	84.2%	85.5%	90.0%
Other	8.6%	7.0%	4.0%
Multi-Race	3.4%	3.4%	3.1%
Hispanic Ethnicity	20.8%	17.6%	12.9%
Not of Hispanic Ethnicity	79.2%	82.4%	87.1%
Race of Hispanics			
Hispanics	7,646	4,240	1,095
American Indian	1.8%	2.3%	2.4%
Asian	0.1%	0.3%	0.7%
Black	0.6%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	49.4%	49.3%	57.4%
Other	40.7%	39.2%	30.2%
Multi-Race	7.4%	8.3%	8.6%
Race of Non Hispanics			
Non Hispanics	29,133	19,848	7,384
American Indian	0.3%	0.4%	0.3%
Asian	2.9%	3.0%	1.8%
Black	0.8%	0.9%	0.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
White	93.3%	93.2%	94.8%
Other	0.1%	0.1%	0.1%
Multi-Race	2.3%	2.3%	2.2%
Marital Status:			
Age 15 + Population	27,838	17,858	6,132
Divorced	13.2%	11.5%	12.2%
Never Married	23.5%	23.3%	18.6%
Now Married	59.9%	62.9%	67.3%
Now Married - Separated	1.3%	1.4%	0.8%
Widowed	3.4%	2.3%	1.9%
Educational Attainment:			
Total Population Age 25+	24,139	15,451	5,343
Grade K - 8	2.6%	2.5%	1.8%
Grade 9 - 12	5.5%	4.3%	3.1%
High School Graduate	25.2%	23.3%	20.6%
Associates Degree	10.0%	10.5%	10.0%
Bachelor's Degree	22.1%	24.2%	26.0%
Graduate Degree	8.7%	9.5%	11.8%
Some College, No Degree	25.5%	25.7%	26.5%
No Schooling Completed	0.4%	0.2%	0.2%
Household Income:			
Income \$ 0 - \$9,999	3.6%	3.6%	3.2%
Income \$ 10,000 - \$14,999	2.0%	1.3%	1.0%
Income \$ 15,000 - \$24,999	4.9%	4.1%	3.7%
Income \$ 25,000 - \$34,999	5.3%	3.4%	2.5%
Income \$ 35,000 - \$49,999	11.4%	10.5%	8.7%
Income \$ 50,000 - \$74,999	20.9%	21.0%	19.7%
Income \$ 75,000 - \$99,999	18.8%	20.4%	21.4%
Income \$100,000 - \$124,999	13.4%	14.6%	16.7%
Income \$125,000 - \$149,999	6.0%	6.8%	7.0%
Income \$150,000 +	13.6%	14.4%	16.1%
Average Household Income	\$94,143	\$97,242	\$101,122
Median Household Income	\$77,199	\$82,271	\$87,706
Per Capita Income	\$32,998	\$32,867	\$32,698
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	9,674	6,344	2,300
Husband-Wife Family, Own Children, Below Poverty	182	126	51

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Husband-Wife Family, No Own Children, Below Poverty	35	14	5
Male Householder, Own Children, Below Poverty	21	11	3
Male Householder, No Own Children, Below Poverty	5	4	0
Female Householder, Own Children, Below Poverty	223	154	54
Female Householder, No Own Children, Below Poverty	25	6	1
Husband-Wife Family, Own Children, At/Above Poverty	3,777	2,743	1,070
Husband-Wife Family, No Own Children, At/Above Poverty	3,934	2,468	884
Male Householder, Own Children, At/Above Poverty	324	191	67
Male Householder, No Own Children, At/Above Poverty	274	129	35
Female Householder, Own Children, At/Above Poverty	436	262	69
Female Householder, No Own Children, At/Above Poverty	439	236	61

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	36,779	24,088	8,480
Less Than .50	928	708	243
.50 - .99	1,036	407	130
1.00 - 1.24	1,199	704	174
1.25 - 1.49	916	320	122
1.50 - 1.84	1,885	779	229
1.85 - 1.99	1,080	658	134
2.00+	29,736	20,512	7,449

Poverty: Popn by Race

By Race

White, Below Poverty Level	1,486	992	320
White, Above Poverty Level	29,478	19,606	7,312
Black, Below Poverty Level	27	17	5
Black, Above Poverty Level	263	194	58
AI/Alaskan Native, Below Poverty Level	29	6	4
AI/Alaskan Native, Above Poverty Level	210	166	41
Asian, Below Poverty Level	18	10	3
Asian, Above Poverty Level	850	589	138
NH/PI, Below Poverty Level	1	0	0
NH/PI, Above Poverty Level	17	13	0

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Some Other Race, Below Poverty Level	310	49	26
Some Other Race, Above Poverty Level	2,844	1,630	311
2+ Races, Below Poverty Level	91	40	13
2+ Races, Above Poverty Level	1,156	776	247

Poverty: Popn by Ethnicity

Hispanic/Latino

Hispanic/Latino, Below Poverty Level	797	199	67
Hispanic/Latino, Above Poverty Level	6,849	4,040	1,028
Non-Hispanic/Latino, Below Poverty Level	1,166	916	305
Non-Hispanic/Latino, Above Poverty Level	27,967	18,932	7,079

Non-Hispanic/Latino by Race

White, Below Poverty Level	1,060	862	290
White, Above Poverty Level	26,125	17,645	6,714
Other than White, Below Poverty Level	903	253	82
Other than White, Above Poverty Level	8,691	5,328	1,394

Vehicles Available

0 Vehicles Available	1.4%	1.2%	0.9%
1 Vehicle Available	19.1%	16.2%	14.6%
2+ Vehicles Available	79.5%	82.6%	84.5%
Average Vehicles Per Household	2.39	2.44	2.41
Total Vehicles Available	30,829	19,877	6,596

2024 Demographics:

Total Population	42,891	28,126	10,130
Total Households	15,082	9,522	3,268
Female Population	21,349	13,942	5,060
% Female	49.8%	49.6%	50.0%
Male Population	21,543	14,184	5,070
% Male	50.2%	50.4%	50.1%
Population Density (per Sq. Mi.)	545.28	993.23	3,219.69

Employed Civilian Population 16+

Total	21,525	14,140	4,885
% White Collar	59.0%	60.0%	63.1%
% Blue Collar	41.0%	40.0%	36.9%

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Age:			
Age 0 - 4	7.9%	7.9%	8.6%
Age 5 - 14	15.4%	16.6%	17.6%
Age 15 - 19	6.4%	6.6%	6.7%
Age 20 - 24	4.4%	4.3%	3.8%
Age 25 - 34	12.5%	12.7%	11.7%
Age 35 - 44	16.9%	17.9%	18.6%
Age 45 - 54	13.2%	13.2%	13.6%
Age 55 - 64	10.8%	10.2%	10.0%
Age 65 - 74	8.4%	7.7%	7.2%
Age 75 - 84	3.3%	2.6%	2.0%
Age 85 +	0.6%	0.4%	0.2%
Median Age	37.0	36.1	36.0
Housing Units			
Total Housing Units	15,285	9,676	3,268
Occupied Housing Units	98.7%	98.4%	100.0%
Vacant Housing Units	1.3%	1.6%	0.0%
Housing Units by Tenure			
Total Households in Tenure	15,082	9,522	3,268
Owner Occupied Housing Units	12,529	8,118	2,912
Owner Occupied free and clear	18.1%	14.6%	9.7%
Owner Occupied with a mortgage or loan	81.9%	85.5%	90.3%
Renter Occupied Housing Units	2,553	1,404	356
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.6%	0.7%	0.5%
Asian	2.6%	2.7%	1.8%
Black	0.8%	0.9%	0.7%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
White	83.0%	84.3%	89.1%
Other	9.1%	7.4%	4.3%
Multi-Race	3.8%	3.8%	3.5%
Hispanic Ethnicity	22.1%	18.8%	14.0%
Not of Hispanic Ethnicity	77.9%	81.2%	86.0%
Race of Hispanics			
Hispanics	9,470	5,286	1,415
American Indian	1.7%	2.2%	2.1%
Asian	0.1%	0.2%	0.6%
Black	0.6%	0.5%	0.5%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	49.3%	49.3%	57.4%
Other	40.7%	39.1%	30.2%
Multi-Race	7.6%	8.6%	9.1%
Race of Non Hispanics			
Non Hispanics	33,421	22,840	8,716
American Indian	0.3%	0.4%	0.2%
Asian	3.3%	3.3%	2.0%
Black	0.9%	1.0%	0.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	92.5%	92.4%	94.3%
Other	0.1%	0.1%	0.1%
Multi-Race	2.7%	2.7%	2.6%
Marital Status:			
Age 15 + Population	32,889	21,226	7,479
Divorced	13.3%	11.6%	12.4%
Never Married	23.7%	23.7%	19.1%
Now Married	59.6%	62.3%	66.6%
Now Married - Separated	1.3%	1.3%	0.8%
Widowed	3.4%	2.3%	1.9%
Educational Attainment:			
Total Population Age 25+	28,236	18,158	6,419
Grade K - 9	2.5%	2.4%	1.9%
Grade 9 - 12	5.3%	4.1%	3.0%
High School Graduate	25.0%	23.1%	20.3%
Associates Degree	10.0%	10.5%	10.0%
Bachelor's Degree	22.5%	24.4%	26.2%
Graduate Degree	8.9%	9.7%	11.9%
Some College, No Degree	25.5%	25.8%	26.6%
No Schooling Completed	0.4%	0.2%	0.2%
Household Income:			
Income \$ 0 - \$9,999	2.7%	2.6%	2.4%
Income \$ 10,000 - \$14,999	2.0%	1.4%	1.1%
Income \$ 15,000 - \$24,999	4.1%	3.3%	2.8%
Income \$ 25,000 - \$34,999	4.5%	2.9%	2.2%
Income \$ 35,000 - \$49,999	9.8%	8.8%	7.1%
Income \$ 50,000 - \$74,999	17.1%	16.9%	15.7%
Income \$ 75,000 - \$99,999	19.9%	21.2%	21.8%
Income \$100,000 - \$124,999	15.7%	16.9%	18.8%
Income \$125,000 - \$149,999	7.9%	8.7%	9.0%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Income \$150,000 +	16.3%	17.4%	19.0%
Average Household Income	\$105,271	\$107,758	\$111,521
Median Household Income	\$87,285	\$91,545	\$96,333
Per Capita Income	\$37,021	\$36,482	\$35,976

Vehicles Available

0 Vehicles Available	1.4%	1.2%	0.8%
1 Vehicle Available	18.9%	16.1%	14.6%
2+ Vehicles Available	79.7%	82.7%	84.6%
Average Vehicles Per Household	2.39	2.44	2.41
Total Vehicles Available	36,105	23,218	7,869

2010 Demographics:

Total Population	28,283	18,561	6,332
Total Households	9,668	6,135	2,006
Female Population	14,111	9,214	3,165
% Female	49.9%	49.6%	50.0%
Male Population	14,172	9,347	3,167
% Male	50.1%	50.4%	50.0%
Population Density (per Sq. Mi.)	359.56	655.46	2,012.53

Employed Civilian Population 16+

Total	13,481	8,817	2,879
% White Collar	59.9%	59.7%	61.4%
% Blue Collar	40.1%	40.3%	38.6%

Age:

Age 0 - 4	9.1%	9.7%	10.2%
Age 5 - 14	17.2%	18.1%	19.6%
Age 15 - 19	6.2%	6.1%	5.6%
Age 20 - 24	3.9%	3.7%	3.1%
Age 25 - 34	14.9%	15.4%	15.1%
Age 35 - 44	16.9%	18.0%	19.2%
Age 45 - 54	13.9%	13.3%	13.0%
Age 55 - 64	10.6%	10.0%	9.5%
Age 65 - 74	5.0%	4.2%	3.7%
Age 75 - 84	1.8%	1.2%	0.8%
Age 85 +	0.5%	0.4%	0.3%
Median Age	34.3	33.4	33.1

Housing Units

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Total Housing Units	10,222	6,463	2,084
Occupied Housing Units	94.6%	94.9%	96.3%
Vacant Housing Units	5.4%	5.1%	3.7%
Housing Units by Tenure			
Total Households in Tenure	9,668	6,135	2,006
Owner Occupied Housing Units	8,244	5,382	1,830
Owner Occupied free and clear	13.9%	10.6%	5.9%
Owner Occupied with a mortgage or loan	86.1%	89.4%	94.1%
Renter Occupied Housing Units	1,424	754	176
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.7%	0.8%	0.6%
Asian	1.8%	1.9%	1.4%
Black	0.6%	0.7%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	85.8%	87.1%	90.6%
Other	8.0%	6.5%	3.9%
Multi-Race	3.1%	3.1%	2.9%
Hispanic Ethnicity	19.5%	16.6%	12.4%
Not of Hispanic Ethnicity	80.5%	83.4%	87.6%
Race of Hispanics			
Hispanics	5,509	3,074	784
American Indian	1.9%	2.4%	2.6%
Asian	0.1%	0.3%	0.7%
Black	0.7%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	49.2%	49.1%	56.1%
Other	40.5%	38.9%	30.4%
Multi-Race	7.5%	8.7%	9.2%
Race of Non Hispanics			
Non Hispanics	22,774	15,487	5,549
American Indian	0.4%	0.4%	0.3%
Asian	2.1%	2.2%	1.5%
Black	0.6%	0.7%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.6%	94.6%	95.5%
Other	0.2%	0.1%	0.1%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Multi-Race	2.0%	1.9%	2.0%
Marital Status:			
Age 15 + Population	20,857	13,406	4,442
Divorced	13.5%	13.1%	14.1%
Never Married	23.8%	24.4%	22.3%
Now Married	59.6%	60.6%	61.6%
Now Married - Separated	3.0%	3.5%	2.5%
Widowed	3.1%	2.0%	2.0%
Educational Attainment:			
Total Population Age 25+	17,991	11,604	3,895
Grade K - 8	4.1%	4.1%	2.7%
Grade 9 - 12	7.3%	6.0%	5.1%
High School Graduate	26.6%	25.4%	24.4%
Associates Degree	9.8%	10.1%	10.5%
Bachelor's Degree	19.4%	21.6%	23.0%
Graduate Degree	7.2%	7.8%	8.7%
Some College, No Degree	25.4%	24.9%	25.7%
No Schooling Completed	0.2%	0.1%	0.1%
Household Income:			
Income \$ 0 - \$9,999	3.7%	3.6%	3.0%
Income \$ 10,000 - \$14,999	2.1%	1.2%	1.3%
Income \$ 15,000 - \$24,999	6.1%	5.0%	5.4%
Income \$ 25,000 - \$34,999	6.0%	4.5%	3.5%
Income \$ 35,000 - \$49,999	13.8%	12.6%	11.3%
Income \$ 50,000 - \$74,999	23.0%	23.4%	22.7%
Income \$ 75,000 - \$99,999	19.4%	21.7%	22.3%
Income \$100,000 - \$124,999	12.1%	12.9%	14.6%
Income \$125,000 - \$149,999	5.2%	5.7%	5.7%
Income \$150,000 +	8.6%	9.5%	10.2%
Average Household Income	\$82,858	\$87,444	\$88,666
Median Household Income	\$69,569	\$74,715	\$77,885
Per Capita Income	\$28,329	\$28,906	\$28,090
Vehicles Available			
0 Vehicles Available	1.5%	1.3%	1.0%
1 Vehicle Available	20.3%	17.3%	16.1%
2+ Vehicles Available	78.2%	81.4%	82.9%
Average Vehicles Per Household	2.38	2.44	2.38
Total Vehicles Available	23,023	14,955	4,770

5 Miles: Sable Ave and
Colorado Blvd (Custom)

3 Miles: Sable Ave and
Colorado Blvd (Custom)

1 Miles: Sable Ave and
Colorado Blvd (Custom)

2000 Census Demographics:

Total Population	11,986	5,567	488
Total Households	4,144	1,892	171
Female Population	5,944	2,746	240
% Female	49.6%	49.3%	49.3%
Male Population	6,042	2,821	247
% Male	50.4%	50.7%	50.7%

Employed Civilian Population 16+

Total	6,114	2,964	251
% White Collar	50.8%	52.3%	52.1%
% Blue Collar	49.2%	47.7%	47.9%

Age:

Age 0 - 4	7.9%	8.2%	8.6%
Age 5 - 14	17.1%	16.4%	14.5%
Age 15 - 19	6.3%	6.5%	5.0%
Age 20 - 24	5.5%	5.5%	6.4%
Age 25 - 34	15.8%	16.4%	17.6%
Age 35 - 44	17.7%	18.0%	18.1%
Age 45 - 54	13.9%	14.4%	14.7%
Age 55 - 64	8.9%	8.8%	9.9%
Age 65 - 74	4.2%	4.1%	4.2%
Age 75 - 84	1.8%	1.1%	0.8%
Age 85 +	0.8%	0.6%	0.2%
Median Age	33.5	33.3	33.9

Housing Units

Total Housing Units	4,353	2,002	186
Owner Occupied Housing Units	81.1%	83.1%	81.7%
Renter Occupied Housing Units	14.1%	11.5%	10.3%
Vacant Housing Units	4.8%	5.5%	8.0%

Race and Ethnicity

American Indian, Eskimo, Aleut	1.0%	0.9%	0.4%
Asian	0.7%	0.5%	0.7%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.2%	0.2%	0.0%
White	83.0%	84.9%	85.5%
Other	12.0%	10.6%	10.8%
Two or More Races	3.2%	2.9%	2.6%

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Hispanic Ethnicity	24.2%	23.0%	16.0%
Not of Hispanic Ethnicity	75.8%	77.0%	84.0%
Marital Status:			
Age 15 + Population	8,987	4,198	375
Divorced	10.8%	11.7%	14.7%
Never Married	20.9%	20.4%	18.3%
Now Married	61.5%	61.8%	60.6%
Separated	2.7%	2.4%	1.6%
Widowed	3.9%	3.3%	2.9%
Educational Attainment:			
Total Population Age 25+	7,541	3,505	310
Grade K - 8	5.6%	4.7%	5.3%
Grade 9 - 11, No diploma	13.0%	10.9%	8.7%
High School Graduate	31.7%	31.2%	29.5%
Associates Degree	8.1%	7.4%	8.8%
Bachelor's Degree	11.4%	12.7%	16.6%
Graduate Degree	3.8%	4.6%	4.5%
Some College, No Degree	24.5%	27.2%	25.5%
No Schooling Completed	1.9%	1.3%	1.1%
Public School Enrollment	90.7%	89.3%	84.7%
Private School Enrollment	9.3%	10.7%	15.3%
Household Income:			
Income \$ 0 - \$9,999	3.9%	2.7%	1.5%
Income \$ 10,000 - \$14,999	4.5%	4.5%	5.4%
Income \$ 15,000 - \$24,999	9.5%	7.8%	6.1%
Income \$ 25,000 - \$34,999	12.0%	9.1%	9.2%
Income \$ 35,000 - \$49,999	20.2%	20.6%	22.4%
Income \$ 50,000 - \$74,999	24.5%	25.2%	24.2%
Income \$ 75,000 - \$99,999	14.0%	16.7%	15.1%
Income \$100,000 - \$124,999	4.7%	5.3%	6.3%
Income \$125,000 - \$149,999	2.7%	3.5%	3.6%
Income \$150,000 - \$199,999	2.2%	2.0%	2.7%
Income \$200,000 or More	1.7%	2.2%	2.4%
Average Household Income	\$60,107	\$63,979	\$67,325
Median Household Income	\$49,842	\$54,677	\$54,421
Per Capita Income	\$20,783	\$21,745	\$23,602

Vehicles Available

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
0 Vehicles Available	3.3%	2.9%	2.0%
1 Vehicle Available	20.0%	17.7%	17.4%
2 Vehicles Available	41.3%	40.5%	43.4%
3+ Vehicles Available	35.3%	38.8%	37.3%
Average Vehicles Per Household	2.10	2.20	2.10
Total Vehicles Available	9,343	4,409	390

Population Trend

2000	11,986	5,567	488
2010	28,283	18,561	6,332
Change 2000 to 2010	136.0%	233.4%	1,198.3%
2019	36,779	24,088	8,480
2024	42,891	28,126	10,130
Change 2019 to 2024	16.6%	16.8%	19.5%

Household Trend

2000	4,144	1,892	171
2010	9,668	6,135	2,006
Change 2000 to 2010	211.0%	330.3%	1,503.7%
2019	12,890	8,142	2,742
2024	15,082	9,522	3,268
Change 2019 to 2024	17.0%	17.0%	19.2%

Average Household Size Trend

2000	2.9	2.9	2.8
2010	2.9	3.0	3.2
Change 2000 to 2010	1.4%	3.2%	14.0%
2019	2.9	3.0	3.1
2024	2.8	3.0	3.1
Change 2019 to 2024	-0.4%	-0.2%	0.2%

Median Age Trend

2000	33.5	33.3	33.9
2010	34.3	33.4	33.1
2019	35.9	35.0	34.8
2024	37.0	36.1	36.0

Housing Units Trend

Total Housing Units

Change 2000 to 2010	134.8%	222.8%	1,021.8%
Change 2019 to 2024	17.2%	17.3%	19.1%

Owner Occupied Housing Units

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Change 2000 to 2010	133.6%	223.6%	1,105.8%
Change 2019 to 2024	16.8%	16.5%	18.8%
Renter Occupied Housing Units			
Change 2000 to 2010	131.4%	228.6%	816.3%
Change 2019 to 2024	18.2%	19.9%	22.8%
Vacant Housing Units			
Change 2000 to 2010	165.1%	198.1%	426.5%
Change 2019 to 2024	34.5%	40.3%	-100.0%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	68.0%	176.0%	2,009.8%
Change 2019 to 2024	14.8%	15.3%	13.9%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	520.7%	1,139.2%	2,417.5%
Change 2019 to 2024	28.9%	28.8%	31.9%

Black

Change 2000 to 2010	870.6%	944.4%	N/A%
Change 2019 to 2024	21.2%	21.0%	18.0%

White

Change 2000 to 2010	143.9%	241.8%	1,276.3%
Change 2019 to 2024	14.9%	15.1%	18.3%

Other

Change 2000 to 2010	57.8%	106.5%	362.1%
Change 2019 to 2024	23.7%	24.2%	28.8%

Two or More Races

Change 2000 to 2010	127.2%	256.8%	1,331.7%
Change 2019 to 2024	31.3%	32.6%	36.1%

Hispanic Ethnicity

Change 2000 to 2010	90.2%	140.5%	905.3%
Change 2019 to 2024	23.9%	24.7%	29.1%

Not of Hispanic Ethnicity

Change 2000 to 2010	150.5%	261.1%	1,254.1%
Change 2019 to 2024	14.7%	15.1%	18.0%

*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).

Daytime Population Comparison Report



Date: August 5, 2020

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
2019 Population & Household Overview			
Population	36,779	24,088	8,480
Household Population	36,769	24,087	8,480
Family Population	88.8%	90.2%	92.8%
Non-family Population	11.2%	9.8%	7.2%
Group Quarters Population	10	0	0
Households	12,890	8,142	2,742
Family Households	80.6%	82.1%	84.3%
Non-family Households	19.4%	17.9%	15.7%
2019 Daytime Population			
Total Daytime Population	26,831	16,056	4,464
Population aged 16 and under (Children)	8,064	4,965	2,151
Daytime Population Age 16+	18,768	11,091	2,313
Civilian 16+, at Workplace	11,981	7,304	1,088
Civilian 16+, Unemployed	546	373	124
Civilian 16+, Work at home	1,399	993	298
Homemakers Age 16+	3,197	2,096	748
Retired population Age 65+	2,807	1,427	410
Student popn: Pre-kindergarten to 8th	5,076	3,765	1,699
Student popn: 9th grade-12th grade	1,836	17	0
Student popn: Post-secondary students	1,290	1,056	358

Consumer Expenditure Comparison Report



Date: August 5, 2020

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
2019 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	12,890	8,142	2,742
Median Household Income	\$77,199	\$82,271	\$87,706
Total Average Household Expenditure	\$87,002	\$91,289	\$96,075
Airline Fares	\$820.06	\$897.66	\$971.97
Alcoholic beverages purchased on trips	\$94.76	\$98.96	\$99.23
Alimony Expenditures	\$20.41	\$21.54	\$23.72
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.20	\$5.20	\$5.30
Apparel and Services for Children Under 2	\$97.47	\$102.70	\$106.10
Apparel Laundry and Dry Cleaning not coin-operated	\$64.82	\$68.87	\$73.40
Books thru book clubs	\$1.53	\$1.70	\$1.92
Books not thru book clubs	\$65.88	\$69.73	\$74.34
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,180.87	\$2,173.95	\$2,169.07
CDs, Records, Audio Tapes	\$7.81	\$8.26	\$8.81
Cellular Phone Service	\$1,481.64	\$1,553.63	\$1,638.15
Child Support Expenditures	\$75.19	\$80.77	\$86.47
College Tuition	\$864.38	\$888.90	\$929.76
Computers and Computer Hardware for nonbusiness use	\$175.61	\$186.46	\$193.83
Computer information services	\$588.95	\$608.43	\$623.23
Coolant, brake fluid, transmission fluid, and other additives	\$7.13	\$7.52	\$7.63
Cosmetics, perfume, bath preparations	\$210.66	\$219.81	\$235.20
Deodorants, feminine hygiene, miscellaneous personal care	\$37.16	\$38.26	\$40.05
Electricity	\$1,410.89	\$1,437.43	\$1,471.57
Fees for Recreational Lessons	\$280.37	\$306.44	\$341.73
Finance Charges Excluding Mortgage And Vehicle	\$342.88	\$350.16	\$363.56
Floor Coverings, Nonpermanent	\$35.15	\$37.04	\$39.88
Food or Board at School	\$33.33	\$35.32	\$38.62
Food on out-of-town trips	\$618.12	\$652.23	\$690.47
Funeral Expenses	\$95.49	\$87.58	\$80.26
Furniture	\$1,154.19	\$1,258.27	\$1,377.40
Gasoline And Motor Oil	\$2,876.82	\$3,031.43	\$3,160.61
Girls' Active Sportswear	\$27.16	\$29.05	\$30.54

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Hair Care Products	\$90.07	\$93.31	\$99.18
Hospital Room and Services	\$266.40	\$284.86	\$308.85
Health Care Insurance	\$1,346.52	\$1,455.13	\$1,608.02
Health Maintenance Organization (not BCBS)	\$1,166.81	\$1,252.74	\$1,360.38
Housekeeping Services	\$253.56	\$261.95	\$272.47
Household Textiles	\$132.96	\$137.63	\$140.47
Intracity Bus Fares	\$11.87	\$12.21	\$12.36
Intracity Mass Transit Fares	\$52.55	\$53.60	\$52.70
Jewelry	\$70.29	\$71.74	\$72.34
Legal fees	\$266.91	\$259.48	\$249.41
Life and Other Personal Insurance	\$371.09	\$385.68	\$395.93
Maintenance and Repair Services	\$2,318.21	\$2,385.48	\$2,497.10
Medical equipment for general use	\$9.06	\$9.53	\$10.18
Men's Suits	\$31.32	\$32.96	\$34.58
Miscellaneous fees	\$4.32	\$4.09	\$4.03
Mortgage interest and charges owned dwellings	\$5,812.16	\$6,301.98	\$6,882.91
Mortgage interest and charges owned vacation homes	\$225.73	\$240.67	\$259.70
Natural Gas	\$441.27	\$457.95	\$479.04
New Cars	\$961.77	\$1,010.08	\$1,046.61
New Trucks	\$1,921.95	\$2,091.73	\$2,258.10
New Motorcycle	\$59.25	\$64.43	\$71.38
Oral Hygiene Products, Articles	\$33.91	\$35.05	\$36.65
Other Household Products	\$799.03	\$840.10	\$897.50
Other Home Services	\$34.22	\$35.29	\$37.22
Other Tobacco Products	\$302.16	\$309.69	\$321.36
Personal Care Services	\$844.67	\$881.72	\$932.82
Pet Purchase, Supplies, Medicine	\$261.53	\$274.86	\$297.81
Photo Processing	\$5.61	\$5.97	\$6.26
Portable Heating and Cooling Equipment	\$18.94	\$20.51	\$22.22
Property taxes owned dwellings	\$1,867.44	\$1,895.02	\$1,947.88
Property taxes owned vacation homes	\$115.00	\$112.37	\$112.18
Rent	\$5,219.97	\$5,331.08	\$5,292.50
Satellite Dishes	\$1.04	\$1.06	\$1.07
Shaving Needs	\$14.84	\$15.52	\$16.37
Small Electric Kitchen Appliances	\$73.76	\$77.76	\$82.70
Residential Telephone Including VOIP	\$179.40	\$175.90	\$175.50
Televisions	\$90.57	\$94.04	\$97.44
Tobacco Products and Smoking supplies	\$302.16	\$309.69	\$321.36
Tolls or Electronic Toll Passes	\$59.97	\$66.67	\$73.91
Toys, Games, Arts and Crafts, and Tricycles	\$203.68	\$219.43	\$233.13
Used Cars	\$1,061.81	\$1,123.05	\$1,185.58
Used Trucks	\$2,163.48	\$2,337.52	\$2,480.20
VCR's and Video Disc Players	\$4.95	\$5.10	\$5.22

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Vehicle Insurance	\$1,046.07	\$1,095.70	\$1,139.78
Vehicle Inspection	\$14.33	\$15.10	\$15.89
Video Game Hardware And Software	\$134.13	\$139.50	\$147.76
Watches	\$20.12	\$20.86	\$21.38
Women's Suits	\$3.55	\$3.68	\$3.85

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
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2024 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	15,082	9,522	3,268
Median Household Income	\$87,285	\$91,545	\$96,333
Total Average Household Expenditure	\$100,272	\$104,549	\$109,369
Airline Fares	\$1,011.85	\$1,097.26	\$1,176.74
Alcoholic beverages purchased on trips	\$97.24	\$99.76	\$97.96
Alimony Expenditures	\$22.96	\$24.19	\$26.63
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.84	\$5.81	\$5.90
Apparel and Services for Children Under 2	\$100.59	\$105.15	\$107.85
Apparel Laundry and Dry Cleaning not coin-operated	\$72.59	\$76.78	\$81.66
Books thru book clubs	\$1.56	\$1.70	\$1.90
Books not thru book clubs	\$69.78	\$72.89	\$76.66
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,528.78	\$2,494.05	\$2,454.00
CDs, Records, Audio Tapes	\$8.72	\$9.18	\$9.77
Cellular Phone Service	\$1,689.71	\$1,762.98	\$1,847.95
Child Support Expenditures	\$79.00	\$84.51	\$89.86
College Tuition	\$1,189.81	\$1,221.29	\$1,273.03
Computers and Computer Hardware for nonbusiness use	\$195.94	\$206.80	\$212.76
Computer information services	\$613.93	\$630.24	\$642.28
Coolant, brake fluid, transmission fluid, and other additives	\$7.64	\$8.06	\$8.35
Cosmetics, perfume, bath preparations	\$231.13	\$241.14	\$258.39
Deodorants, feminine hygiene, miscellaneous personal care	\$40.55	\$41.64	\$43.28
Electricity	\$1,534.38	\$1,552.82	\$1,579.17
Fees for Recreational Lessons	\$297.30	\$322.64	\$356.88

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Finance Charges Excluding Mortgage And Vehicle	\$355.67	\$359.68	\$363.69
Floor Coverings, Nonpermanent	\$39.61	\$41.00	\$43.54
Food or Board at School	\$36.09	\$37.90	\$41.41
Food on out-of-town trips	\$676.76	\$708.06	\$744.13
Funeral Expenses	\$110.10	\$99.37	\$87.73
Furniture	\$1,297.88	\$1,391.87	\$1,499.20
Gasoline And Motor Oil	\$3,010.25	\$3,153.01	\$3,266.95
Girls' Active Sportswear	\$29.94	\$32.10	\$33.44
Hair Care Products	\$99.98	\$104.02	\$111.39
Hospital Room and Services	\$367.02	\$385.98	\$412.54
Health Care Insurance	\$1,886.79	\$2,027.80	\$2,234.73
Health Maintenance Organization (not BCBS)	\$1,636.79	\$1,744.63	\$1,886.04
Housekeeping Services	\$292.59	\$297.51	\$304.51
Household Textiles	\$154.22	\$159.17	\$163.12
Intracity Bus Fares	\$13.55	\$13.80	\$13.91
Intracity Mass Transit Fares	\$52.58	\$53.55	\$52.13
Jewelry	\$78.26	\$78.35	\$77.08
Legal fees	\$315.61	\$301.96	\$280.28
Life and Other Personal Insurance	\$446.05	\$458.86	\$465.28
Maintenance and Repair Services	\$2,318.21	\$2,385.48	\$2,497.10
Medical equipment for general use	\$13.03	\$13.58	\$14.43
Men's Suits	\$34.43	\$36.09	\$37.71
Miscellaneous fees	\$5.06	\$4.69	\$4.38
Mortgage interest and charges owned dwellings	\$6,316.70	\$6,823.69	\$7,442.58
Mortgage interest and charges owned vacation homes	\$252.68	\$270.38	\$291.60
Natural Gas	\$483.77	\$500.16	\$521.76
New Cars	\$1,174.39	\$1,226.96	\$1,264.84
New Trucks	\$2,333.26	\$2,521.50	\$2,714.27
New Motorcycle	\$69.96	\$76.01	\$82.50
Oral Hygiene Products, Articles	\$36.97	\$38.11	\$39.84
Other Household Products	\$924.13	\$970.18	\$1,035.11
Other Home Services	\$38.34	\$39.31	\$41.17
Other Tobacco Products	\$367.17	\$376.27	\$391.09
Personal Care Services	\$913.23	\$947.01	\$999.46
Pet Purchase, Supplies, Medicine	\$275.76	\$289.27	\$311.96
Photo Processing	\$6.28	\$6.62	\$6.82
Portable Heating and Cooling Equipment	\$21.20	\$22.80	\$24.68
Property taxes owned dwellings	\$2,079.08	\$2,096.03	\$2,145.95
Property taxes owned vacation homes	\$137.26	\$133.43	\$131.53
Rent	\$5,608.71	\$5,698.28	\$5,587.01
Satellite Dishes	\$1.21	\$1.21	\$1.21
Shaving Needs	\$15.60	\$16.30	\$17.21
Small Electric Kitchen Appliances	\$81.53	\$85.06	\$89.26

	5 Miles: Sable Ave and Colorado Blvd (Custom)	3 Miles: Sable Ave and Colorado Blvd (Custom)	1 Miles: Sable Ave and Colorado Blvd (Custom)
Televisions	\$117.71	\$121.57	\$125.54
Tobacco Products and Smoking supplies	\$367.17	\$376.27	\$391.09
Tolls or Electronic Toll Passes	\$71.22	\$78.33	\$85.96
Toys, Games, Arts and Crafts, and Tricycles	\$240.50	\$256.98	\$270.94
Used Cars	\$1,268.00	\$1,334.83	\$1,406.08
Used Trucks	\$2,605.09	\$2,796.74	\$2,950.76
VCR's and Video Disc Players	\$5.27	\$5.40	\$5.54
Vehicle Insurance	\$1,193.15	\$1,244.10	\$1,293.68
Vehicle Inspection	\$16.93	\$17.75	\$18.65
Video Game Hardware And Software	\$146.82	\$150.08	\$155.80
Watches	\$20.26	\$21.01	\$21.50
Women's Suits	\$3.96	\$4.09	\$4.24

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