

# Complete Demographic Comparison Report



Date: August 5, 2020

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
<b>2019 Demographics:</b>			
Q4 2019 Employees	44,985	6,596	1,360
Q4 2019 Establishments*	5,274	779	220
Total Population	120,169	26,369	8,939
Total Households	43,574	9,183	2,821
Female Population	60,030	13,137	4,500
% Female	50.0%	49.8%	50.4%
Male Population	60,139	13,232	4,438
% Male	50.1%	50.2%	49.7%
Population Density (per Sq. Mi.)	457.92	832.90	1,698.21
<b>Employed Civilian Population 16+</b>			
Total	67,252	13,828	4,427
White Collar	59.7%	60.3%	62.9%
Blue Collar	40.3%	39.7%	37.1%
<b>Seasonal Population by Quarter:</b>			
Q4 2016	398	240	71
Q1 2017	432	225	66
Q2 2017	459	256	75
Q3 2017	512	263	78
Q4 2017	562	268	80
Q1 2018	507	272	81
Q2 2018	547	277	82
Q3 2018	590	293	87
Q4 2018	616	307	91
<b>Age:</b>			
Age 0 - 4	6.9%	8.2%	8.4%
Age 5 - 14	15.2%	16.8%	19.0%
Age 15 - 19	6.3%	6.2%	6.5%
Age 20 - 24	5.2%	3.8%	3.5%
Age 25 - 34	13.8%	14.1%	13.7%
Age 35 - 44	14.8%	17.2%	18.5%
Age 45 - 54	13.4%	13.4%	13.4%
Age 55 - 64	11.9%	10.8%	9.8%
Age 65 - 74	8.2%	6.8%	5.7%
Age 75 - 84	3.2%	2.1%	1.3%

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Age 85 +	1.1%	0.5%	0.3%
Median Age	36.7	35.4	34.4
<b>Housing Units</b>			
Total Housing Units	44,261	9,303	2,847
Occupied Housing Units	98.5%	98.7%	99.1%
Vacant Housing Units	1.6%	1.3%	0.9%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	43,574	9,183	2,821
Owner Occupied Housing Units	31,700	7,711	2,492
Owner Occupied free and clear	22.0%	15.2%	10.2%
Owner Occupied with a mortgage or loan	78.0%	84.8%	89.8%
Renter Occupied Housing Units	11,874	1,472	329
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.7%
Asian	2.5%	2.3%	1.9%
Black	0.9%	0.8%	0.9%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	82.2%	85.4%	88.3%
Other	10.2%	7.3%	4.7%
Multi-Race	3.3%	3.5%	3.4%
Hispanic Ethnicity	26.4%	18.5%	14.6%
Not of Hispanic Ethnicity	73.6%	81.5%	85.4%
<b>Race of Hispanics</b>			
Hispanics	31,770	4,865	1,308
American Indian	1.8%	2.2%	2.7%
Asian	0.4%	0.2%	0.7%
Black	0.7%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.6%	49.7%	55.1%
Other	37.9%	38.8%	31.9%
Multi-Race	5.6%	8.4%	8.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	88,399	21,504	7,630
American Indian	0.6%	0.3%	0.4%
Asian	3.3%	2.8%	2.2%
Black	1.0%	0.9%	0.9%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
White	92.4%	93.4%	94.0%
Other	0.2%	0.1%	0.1%
Multi-Race	2.4%	2.3%	2.4%
<b>Marital Status:</b>			
Age 15 + Population	93,602	19,762	6,492
Divorced	12.8%	13.0%	13.1%
Never Married	26.7%	23.2%	19.4%
Now Married	56.5%	61.0%	65.4%
Now Married - Separated	1.4%	1.3%	0.9%
Widowed	4.1%	2.8%	2.1%
<b>Educational Attainment:</b>			
Total Population Age 25+	79,803	17,103	5,596
Grade K - 8	3.2%	2.6%	1.7%
Grade 9 - 12	6.3%	4.6%	3.2%
High School Graduate	24.2%	24.1%	21.2%
Associates Degree	8.5%	10.5%	10.3%
Bachelor's Degree	23.1%	23.3%	25.7%
Graduate Degree	10.7%	8.9%	11.3%
Some College, No Degree	23.0%	25.8%	26.5%
No Schooling Completed	1.1%	0.2%	0.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	4.2%	3.7%	2.5%
Income \$ 10,000 - \$14,999	3.2%	1.8%	1.0%
Income \$ 15,000 - \$24,999	6.5%	4.5%	3.8%
Income \$ 25,000 - \$34,999	7.3%	4.5%	2.6%
Income \$ 35,000 - \$49,999	11.9%	10.8%	8.9%
Income \$ 50,000 - \$74,999	17.8%	21.3%	20.1%
Income \$ 75,000 - \$99,999	16.3%	20.1%	21.5%
Income \$100,000 - \$124,999	12.3%	14.2%	16.5%
Income \$125,000 - \$149,999	6.9%	6.3%	7.0%
Income \$150,000 +	13.5%	12.9%	16.1%
Average Household Income	\$92,741	\$92,502	\$101,359
Median Household Income	\$73,592	\$79,053	\$87,568
Per Capita Income	\$33,697	\$32,213	\$31,993
<b>Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under</b>			
Total Families (Family Households)	31,184	6,959	2,321
Husband-Wife Family, Own Children, Below Poverty	816	130	43

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Husband-Wife Family, No Own Children, Below Poverty	194	21	4
Male Householder, Own Children, Below Poverty	198	17	3
Male Householder, No Own Children, Below Poverty	39	5	0
Female Householder, Own Children, Below Poverty	952	157	48
Female Householder, No Own Children, Below Poverty	158	14	1
Husband-Wife Family, Own Children, At/Above Poverty	10,557	2,886	1,096
Husband-Wife Family, No Own Children, At/Above Poverty	12,998	2,733	861
Male Householder, Own Children, At/Above Poverty	1,089	233	71
Male Householder, No Own Children, At/Above Poverty	938	161	40
Female Householder, Own Children, At/Above Poverty	1,610	314	79
Female Householder, No Own Children, At/Above Poverty	1,637	291	74

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

Total Population for whom poverty status is determined	120,169	26,369	8,939
Less Than .50	4,766	736	197
.50 - .99	6,733	519	130
1.00 - 1.24	4,787	738	158
1.25 - 1.49	4,193	684	140
1.50 - 1.84	7,900	1,032	236
1.85 - 1.99	2,992	754	186
2.00+	88,799	21,906	7,891

#### Poverty: Popn by Race

##### By Race

White, Below Poverty Level	7,886	1,058	265
White, Above Poverty Level	90,850	21,456	7,630
Black, Below Poverty Level	170	18	6
Black, Above Poverty Level	961	202	76
AI/Alaskan Native, Below Poverty Level	242	15	5
AI/Alaskan Native, Above Poverty Level	844	169	58
Asian, Below Poverty Level	128	13	3
Asian, Above Poverty Level	2,887	604	171

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NH/PI, Below Poverty Level	20	0	0
NH/PI, Above Poverty Level	53	9	0
Some Other Race, Below Poverty Level	2,519	100	33
Some Other Race, Above Poverty Level	9,700	1,811	391
2+ Races, Below Poverty Level	533	50	16
2+ Races, Above Poverty Level	3,376	863	286

### Poverty: Popn by Ethnicity

#### Hispanic/Latino

Hispanic/Latino, Below Poverty Level	6,480	328	89
Hispanic/Latino, Above Poverty Level	25,289	4,537	1,219
Non-Hispanic/Latino, Below Poverty Level	5,018	927	239
Non-Hispanic/Latino, Above Poverty Level	83,381	20,577	7,392

#### Non-Hispanic/Latino by Race

White, Below Poverty Level	4,439	862	224
White, Above Poverty Level	77,279	19,233	6,950
Other than White, Below Poverty Level	7,059	393	103
Other than White, Above Poverty Level	31,392	5,881	1,662

### Vehicles Available

0 Vehicles Available	3.3%	1.3%	0.8%
1 Vehicle Available	24.5%	18.5%	14.7%
2+ Vehicles Available	72.2%	80.2%	84.5%
Average Vehicles Per Household	2.23	2.38	2.40
Total Vehicles Available	97,150	21,886	6,784

### 2024 Demographics:

Total Population	134,088	30,802	10,396
Total Households	48,780	10,758	3,273
Female Population	66,850	15,337	5,238
% Female	49.9%	49.8%	50.4%
Male Population	67,238	15,465	5,158
% Male	50.1%	50.2%	49.6%
Population Density (per Sq. Mi.)	510.96	972.90	1,975.12

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<b>Employed Civilian Population 16+</b>			
Total	72,449	15,537	4,989
% White Collar	59.9%	60.2%	62.8%
% Blue Collar	40.1%	39.8%	37.2%
<b>Age:</b>			
Age 0 - 4	6.8%	7.9%	7.9%
Age 5 - 14	14.4%	16.0%	17.7%
Age 15 - 19	6.4%	6.5%	7.1%
Age 20 - 24	5.3%	4.4%	4.1%
Age 25 - 34	13.1%	12.6%	12.1%
Age 35 - 44	15.1%	17.6%	18.7%
Age 45 - 54	12.8%	13.1%	13.5%
Age 55 - 64	11.4%	10.2%	9.5%
Age 65 - 74	9.2%	8.1%	6.9%
Age 75 - 84	4.3%	3.1%	2.1%
Age 85 +	1.2%	0.6%	0.3%
Median Age	37.7	36.5	35.6
<b>Housing Units</b>			
Total Housing Units	49,524	10,924	3,308
Occupied Housing Units	98.5%	98.5%	98.9%
Vacant Housing Units	1.5%	1.5%	1.1%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	48,780	10,758	3,273
Owner Occupied Housing Units	35,878	8,996	2,877
Owner Occupied free and clear	22.2%	15.6%	10.7%
Owner Occupied with a mortgage or loan	77.8%	84.4%	89.3%
Renter Occupied Housing Units	12,902	1,762	396
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.7%
Asian	2.8%	2.6%	2.1%
Black	1.0%	0.9%	0.9%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	81.1%	84.1%	87.2%
Other	10.5%	7.8%	5.2%
Multi-Race	3.7%	3.9%	3.9%
Hispanic Ethnicity	27.3%	19.8%	16.0%
Not of Hispanic Ethnicity	72.7%	80.2%	84.0%

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<b>Race of Hispanics</b>			
Hispanics	36,611	6,085	1,663
American Indian	1.8%	2.1%	2.5%
Asian	0.3%	0.2%	0.6%
Black	0.7%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.2%	49.6%	54.9%
Other	38.1%	38.9%	32.2%
Multi-Race	5.9%	8.6%	9.2%
<b>Race of Non Hispanics</b>			
Non Hispanics	97,478	24,716	8,734
American Indian	0.6%	0.3%	0.4%
Asian	3.7%	3.2%	2.4%
Black	1.1%	0.9%	1.0%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	91.5%	92.6%	93.3%
Other	0.2%	0.1%	0.1%
Multi-Race	2.8%	2.8%	2.8%
<b>Marital Status:</b>			
Age 15 + Population	105,670	23,439	7,734
Divorced	12.8%	13.2%	13.4%
Never Married	26.9%	23.6%	20.0%
Now Married	56.3%	60.5%	64.5%
Now Married - Separated	1.4%	1.2%	1.0%
Widowed	4.0%	2.8%	2.1%
<b>Educational Attainment:</b>			
Total Population Age 25+	89,921	20,070	6,562
Grade K - 9	3.1%	2.5%	1.7%
Grade 9 - 12	6.1%	4.4%	3.1%
High School Graduate	23.9%	24.0%	21.0%
Associates Degree	8.5%	10.5%	10.2%
Bachelor's Degree	23.3%	23.5%	25.6%
Graduate Degree	10.9%	9.1%	11.5%
Some College, No Degree	23.1%	25.9%	26.7%
No Schooling Completed	1.1%	0.2%	0.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.1%	2.7%	1.9%
Income \$ 10,000 - \$14,999	2.9%	1.8%	1.1%
Income \$ 15,000 - \$24,999	5.6%	3.7%	3.0%
Income \$ 25,000 - \$34,999	6.3%	3.8%	2.3%

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Income \$ 35,000 - \$49,999	10.5%	9.2%	7.2%
Income \$ 50,000 - \$74,999	15.1%	17.3%	16.0%
Income \$ 75,000 - \$99,999	16.4%	21.1%	21.9%
Income \$100,000 - \$124,999	14.7%	16.6%	18.5%
Income \$125,000 - \$149,999	8.7%	8.2%	9.0%
Income \$150,000 +	16.7%	15.6%	19.1%
Average Household Income	\$105,056	\$102,592	\$111,840
Median Household Income	\$85,001	\$88,457	\$96,114
Per Capita Income	\$38,282	\$35,833	\$35,205
<b>Vehicles Available</b>			
0 Vehicles Available	3.2%	1.3%	0.8%
1 Vehicle Available	23.8%	18.4%	14.7%
2+ Vehicles Available	73.1%	80.3%	84.5%
Average Vehicles Per Household	2.25	2.38	2.41
Total Vehicles Available	109,672	25,609	7,870

### 2010 Demographics:

Total Population	99,318	20,254	6,981
Total Households	35,693	6,886	2,169
Female Population	49,796	10,095	3,489
% Female	50.1%	49.8%	50.0%
Male Population	49,522	10,159	3,492
% Male	49.9%	50.2%	50.0%
Population Density (per Sq. Mi.)	378.46	639.74	1,326.28

### Employed Civilian Population 16+

Total	48,782	9,664	3,151
% White Collar	60.7%	60.2%	61.6%
% Blue Collar	39.3%	39.8%	38.4%

### Age:

Age 0 - 4	8.1%	9.3%	10.1%
Age 5 - 14	16.0%	17.7%	19.7%
Age 15 - 19	6.4%	6.2%	5.9%
Age 20 - 24	5.0%	3.8%	3.2%
Age 25 - 34	14.0%	15.1%	15.2%
Age 35 - 44	15.4%	17.6%	19.2%
Age 45 - 54	14.7%	13.3%	12.7%
Age 55 - 64	11.1%	10.2%	9.1%
Age 65 - 74	5.7%	4.6%	3.7%



	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Age 75 - 84	2.6%	1.6%	0.9%
Age 85 +	1.1%	0.5%	0.3%
Median Age	35.3	33.9	32.8
<b>Housing Units</b>			
Total Housing Units	37,651	7,269	2,270
Occupied Housing Units	94.8%	94.7%	95.6%
Vacant Housing Units	5.2%	5.3%	4.4%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	35,693	6,886	2,169
Owner Occupied Housing Units	26,015	5,929	1,954
Owner Occupied free and clear	17.3%	11.5%	6.7%
Owner Occupied with a mortgage or loan	82.7%	88.5%	93.3%
Renter Occupied Housing Units	9,679	957	215
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	1.0%	0.8%	0.7%
Asian	2.1%	1.8%	1.5%
Black	0.8%	0.7%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	83.2%	86.9%	89.7%
Other	10.0%	6.7%	4.3%
Multi-Race	3.0%	3.1%	3.0%
Hispanic Ethnicity	26.1%	17.3%	13.4%
Not of Hispanic Ethnicity	73.9%	82.7%	86.6%
<b>Race of Hispanics</b>			
Hispanics	25,955	3,496	935
American Indian	1.9%	2.4%	2.8%
Asian	0.3%	0.2%	0.7%
Black	0.6%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	53.9%	49.6%	54.5%
Other	37.7%	38.3%	31.6%
Multi-Race	5.6%	8.8%	9.5%
<b>Race of Non Hispanics</b>			
Non Hispanics	73,362	16,758	6,046
American Indian	0.6%	0.4%	0.4%

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Asian	2.7%	2.1%	1.6%
Black	0.8%	0.7%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	93.6%	94.7%	95.1%
Other	0.2%	0.1%	0.1%
Multi-Race	2.0%	2.0%	2.0%
<b>Marital Status:</b>			
Age 15 + Population	75,415	14,783	4,895
Divorced	12.7%	13.8%	14.3%
Never Married	26.6%	23.8%	21.7%
Now Married	56.9%	59.9%	62.1%
Now Married - Separated	2.2%	3.1%	2.4%
Widowed	3.8%	2.4%	1.9%
<b>Educational Attainment:</b>			
Total Population Age 25+	64,100	12,767	4,260
Grade K - 8	4.4%	4.3%	2.4%
Grade 9 - 12	7.2%	6.5%	5.0%
High School Graduate	25.4%	25.9%	24.6%
Associates Degree	8.2%	10.1%	10.5%
Bachelor's Degree	21.7%	20.7%	23.7%
Graduate Degree	9.0%	7.3%	8.6%
Some College, No Degree	23.4%	25.1%	25.2%
No Schooling Completed	0.7%	0.1%	0.1%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	4.7%	3.6%	2.4%
Income \$ 10,000 - \$14,999	3.8%	1.8%	1.3%
Income \$ 15,000 - \$24,999	8.6%	5.7%	5.5%
Income \$ 25,000 - \$34,999	8.6%	5.4%	3.5%
Income \$ 35,000 - \$49,999	14.1%	13.0%	10.9%
Income \$ 50,000 - \$74,999	20.0%	23.3%	22.5%
Income \$ 75,000 - \$99,999	15.7%	21.1%	22.9%
Income \$100,000 - \$124,999	10.8%	12.4%	15.1%
Income \$125,000 - \$149,999	5.5%	5.3%	5.9%
Income \$150,000 +	8.3%	8.6%	10.0%
Average Household Income	\$78,951	\$83,869	\$89,356
Median Household Income	\$61,713	\$72,013	\$79,040
Per Capita Income	\$28,441	\$28,514	\$27,766
<b>Vehicles Available</b>			
0 Vehicles Available	3.0%	1.4%	0.8%

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1 Vehicle Available	27.3%	19.4%	15.8%
2+ Vehicles Available	69.7%	79.2%	83.3%
Average Vehicles Per Household	2.17	2.38	2.39
Total Vehicles Available	77,555	16,400	5,179

### 2000 Census Demographics:

Total Population	69,726	7,535	717
Total Households	25,021	2,647	246
Female Population	34,617	3,747	353
% Female	49.7%	49.7%	49.3%
Male Population	35,109	3,788	364
% Male	50.4%	50.3%	50.8%

### Employed Civilian Population 16+

Total	35,756	3,918	364
% White Collar	58.6%	52.1%	53.6%
% Blue Collar	41.4%	47.9%	46.4%

### Age:

Age 0 - 4	8.0%	8.6%	8.0%
Age 5 - 14	16.4%	17.0%	13.3%
Age 15 - 19	6.9%	6.1%	6.3%
Age 20 - 24	6.6%	5.5%	5.4%
Age 25 - 34	15.6%	16.9%	15.6%
Age 35 - 44	17.5%	17.4%	19.0%
Age 45 - 54	13.4%	14.1%	16.5%
Age 55 - 64	7.9%	8.2%	10.1%
Age 65 - 74	4.2%	3.8%	4.0%
Age 75 - 84	2.4%	1.6%	1.4%
Age 85 +	1.2%	0.9%	0.3%
Median Age	33.0	32.8	35.8

### Housing Units

Total Housing Units	25,830	2,780	268
Owner Occupied Housing Units	67.8%	81.8%	82.3%
Renter Occupied Housing Units	29.0%	13.5%	9.5%
Vacant Housing Units	3.1%	4.8%	8.2%

### Race and Ethnicity

American Indian, Eskimo, Aleut	0.9%	0.9%	0.4%
Asian	1.5%	0.7%	0.5%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Black	0.4%	0.2%	0.1%
White	82.4%	83.4%	87.5%
Other	12.2%	11.6%	8.9%
Two or More Races	2.5%	3.2%	2.7%
Hispanic Ethnicity	24.7%	23.9%	14.6%
Not of Hispanic Ethnicity	75.4%	76.1%	85.4%
<b>Marital Status:</b>			
Age 15 + Population	52,705	5,605	564
Divorced	11.3%	11.2%	12.5%
Never Married	23.3%	20.4%	17.9%
Now Married	56.5%	61.9%	60.2%
Separated	4.3%	2.6%	1.6%
Widowed	4.6%	3.7%	2.8%
<b>Educational Attainment:</b>			
Total Population Age 25+	43,364	4,719	450
Grade K - 8	6.6%	5.4%	4.3%
Grade 9 - 11, No diploma	10.0%	11.3%	9.2%
High School Graduate	26.7%	31.8%	30.4%
Associates Degree	7.3%	7.9%	8.9%
Bachelor's Degree	17.1%	11.9%	15.5%
Graduate Degree	7.2%	4.0%	4.9%
Some College, No Degree	23.7%	26.0%	25.9%
No Schooling Completed	1.5%	1.6%	0.9%
Public School Enrollment	88.0%	90.3%	87.8%
Private School Enrollment	12.0%	9.7%	12.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	6.4%	3.8%	1.5%
Income \$ 10,000 - \$14,999	4.3%	4.6%	4.7%
Income \$ 15,000 - \$24,999	10.5%	8.6%	7.5%
Income \$ 25,000 - \$34,999	11.6%	10.4%	7.1%
Income \$ 35,000 - \$49,999	18.2%	19.4%	19.7%
Income \$ 50,000 - \$74,999	23.7%	25.4%	23.1%
Income \$ 75,000 - \$99,999	13.2%	15.4%	18.3%
Income \$100,000 - \$124,999	5.9%	4.9%	5.9%
Income \$125,000 - \$149,999	2.5%	2.8%	4.5%
Income \$150,000 - \$199,999	2.1%	1.9%	2.6%
Income \$200,000 or More	1.9%	1.7%	1.9%
Average Household Income	\$59,400	\$60,378	\$67,138

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Median Household Income	\$49,267	\$52,374	\$58,320
Per Capita Income	\$21,316	\$21,212	\$23,028

#### Vehicles Available

0 Vehicles Available	5.4%	3.4%	1.7%
1 Vehicle Available	27.0%	20.1%	15.7%
2 Vehicles Available	41.7%	41.0%	40.6%
3+ Vehicles Available	26.0%	35.5%	42.0%
Average Vehicles Per Household	1.90	2.10	2.20
Total Vehicles Available	49,828	5,958	585

#### Population Trend

2000	69,726	7,535	717
2010	99,318	20,254	6,981
Change 2000 to 2010	42.4%	168.8%	873.6%
2019	120,169	26,369	8,939
2024	134,088	30,802	10,396
Change 2019 to 2024	11.6%	16.8%	16.3%

#### Household Trend

2000	25,021	2,647	246
2010	35,693	6,886	2,169
Change 2000 to 2010	74.1%	246.9%	1,047.2%
2019	43,574	9,183	2,821
2024	48,780	10,758	3,273
Change 2019 to 2024	11.9%	17.2%	16.0%

#### Average Household Size Trend

2000	2.8	2.9	2.8
2010	2.8	3.0	3.2
Change 2000 to 2010	0.1%	4.3%	14.4%
2019	2.8	2.9	3.1
2024	2.7	2.9	3.1
Change 2019 to 2024	-0.4%	-0.4%	0.0%

#### Median Age Trend

2000	33.0	32.8	35.8
2010	35.3	33.9	32.8
2019	36.7	35.4	34.4
2024	37.7	36.5	35.6

#### Housing Units Trend

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
<b>Total Housing Units</b>			
Change 2000 to 2010	45.8%	161.5%	747.5%
Change 2019 to 2024	11.9%	17.4%	16.2%
<b>Owner Occupied Housing Units</b>			
Change 2000 to 2010	48.5%	160.9%	786.3%
Change 2019 to 2024	13.2%	16.7%	15.4%
<b>Renter Occupied Housing Units</b>			
Change 2000 to 2010	29.1%	155.7%	744.8%
Change 2019 to 2024	8.7%	19.7%	20.3%
<b>Vacant Housing Units</b>			
Change 2000 to 2010	141.9%	188.7%	359.0%
Change 2019 to 2024	8.1%	37.8%	36.6%

### Race and Ethnicity Trend

#### American Indian, Eskimo, Aleut

Change 2000 to 2010	43.6%	120.6%	1,585.4%
Change 2019 to 2024	9.0%	14.9%	15.4%

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

Change 2000 to 2010	91.1%	552.9%	2,897.9%
Change 2019 to 2024	24.0%	29.1%	28.4%

#### Black

Change 2000 to 2010	199.6%	1,051.4%	11,607.1%
Change 2019 to 2024	15.4%	21.9%	18.8%

#### White

Change 2000 to 2010	43.8%	180.1%	898.2%
Change 2019 to 2024	10.1%	15.1%	14.8%

#### Other

Change 2000 to 2010	17.0%	56.0%	376.1%
Change 2019 to 2024	15.7%	25.1%	27.9%

#### Two or More Races

Change 2000 to 2010	66.5%	163.3%	989.1%
Change 2019 to 2024	25.8%	32.4%	32.9%

#### Hispanic Ethnicity

Change 2000 to 2010	51.0%	94.5%	792.5%
Change 2019 to 2024	15.2%	25.1%	27.1%

#### Not of Hispanic Ethnicity

Change 2000 to 2010	39.6%	192.1%	887.5%
Change 2019 to 2024	10.3%	14.9%	14.5%

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20 Minutes: Sable Ave and  
Colorado Blvd (Custom)

10 Minutes: Sable Ave and  
Colorado Blvd (Custom)

5 Minutes: Sable Ave and  
Colorado Blvd (Custom)

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\*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: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
<b>2019 Population &amp; Household Overview</b>			
Population	120,169	26,369	8,939
Household Population	119,631	26,368	8,939
Family Population	87.0%	89.2%	92.1%
Non-family Population	13.0%	10.8%	7.9%
Group Quarters Population	538	1	0
Households	43,574	9,183	2,821
Family Households	79.0%	81.1%	83.7%
Non-family Households	21.0%	18.9%	16.3%
<b>2019 Daytime Population</b>			
Total Daytime Population	104,840	19,423	4,910
Population aged 16 and under (Children)	26,686	6,920	2,120
Daytime Population Age 16+	78,154	12,503	2,790
Civilian 16+, at Workplace	53,547	7,836	1,481
Civilian 16+, Unemployed	2,027	398	117
Civilian 16+, Work at home	4,726	1,048	308
Homemakers Age 16+	8,800	2,271	815
Retired population Age 65+	11,713	1,817	440
Student popn: Pre-kindergarten to 8th	18,109	4,919	1,682
Student popn: 9th grade-12th grade	5,649	1,100	0
Student popn: Post-secondary students	4,413	1,030	389



# Consumer Expenditure Comparison Report



Date: August 5, 2020

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
<b>2019 Consumer Expenditures (Average Household Annual Expenditures):</b>			
Total Households	43,574	9,183	2,821
Median Household Income	\$73,592	\$79,053	\$87,568
<b>Total Average Household Expenditure</b>	<b>\$81,485</b>	<b>\$88,766</b>	<b>\$96,012</b>
Airline Fares	\$712.06	\$858.55	\$983.27
Alcoholic beverages purchased on trips	\$89.54	\$96.43	\$99.91
Alimony Expenditures	\$18.57	\$20.90	\$23.53
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.29	\$5.16	\$5.28
Apparel and Services for Children Under 2	\$92.85	\$100.17	\$106.86
Apparel Laundry and Dry Cleaning not coin-operated	\$60.43	\$66.71	\$73.08
Books thru book clubs	\$1.36	\$1.63	\$1.93
Books not thru book clubs	\$63.06	\$67.67	\$75.13
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,195.94	\$2,181.11	\$2,175.70
CDs, Records, Audio Tapes	\$7.22	\$7.91	\$8.74
Cellular Phone Service	\$1,378.99	\$1,510.50	\$1,633.97
Child Support Expenditures	\$67.43	\$77.97	\$86.85
College Tuition	\$834.98	\$858.97	\$919.63
Computers and Computer Hardware for nonbusiness use	\$161.99	\$180.11	\$194.88
Computer information services	\$560.82	\$597.73	\$625.61
Coolant, brake fluid, transmission fluid, and other additives	\$6.62	\$7.30	\$7.60
Cosmetics, perfume, bath preparations	\$202.03	\$213.69	\$232.43
Deodorants, feminine hygiene, miscellaneous personal care	\$36.03	\$37.71	\$40.29
Electricity	\$1,374.75	\$1,423.27	\$1,472.17
Fees for Recreational Lessons	\$243.76	\$291.42	\$339.63
Finance Charges Excluding Mortgage And Vehicle	\$322.42	\$344.06	\$369.62
Floor Coverings, Nonpermanent	\$33.57	\$35.98	\$39.26
Food or Board at School	\$31.58	\$33.71	\$37.90
Food on out-of-town trips	\$581.90	\$629.51	\$686.16
Funeral Expenses	\$105.22	\$92.02	\$82.81
Furniture	\$1,021.76	\$1,207.77	\$1,376.46
Gasoline And Motor Oil	\$2,649.39	\$2,949.27	\$3,183.16

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Girls' Active Sportswear	\$24.53	\$27.85	\$31.14
Hair Care Products	\$86.85	\$90.40	\$98.44
Hospital Room and Services	\$243.99	\$274.29	\$308.99
Health Care Insurance	\$1,203.09	\$1,387.88	\$1,596.13
Health Maintenance Organization (not BCBS)	\$1,050.56	\$1,204.04	\$1,359.81
Housekeeping Services	\$250.91	\$258.52	\$272.37
Household Textiles	\$128.96	\$134.90	\$139.32
Intracity Bus Fares	\$11.57	\$12.11	\$12.39
Intracity Mass Transit Fares	\$50.82	\$53.49	\$53.14
Jewelry	\$68.30	\$70.86	\$73.22
Legal fees	\$280.55	\$261.80	\$252.73
Life and Other Personal Insurance	\$350.92	\$378.48	\$396.87
Maintenance and Repair Services	\$2,194.56	\$2,341.38	\$2,493.64
Medical equipment for general use	\$8.60	\$9.27	\$10.07
Men's Suits	\$28.79	\$31.79	\$34.62
Miscellaneous fees	\$4.65	\$4.15	\$4.06
Mortgage interest and charges owned dwellings	\$5,117.15	\$6,015.56	\$6,900.65
Mortgage interest and charges owned vacation homes	\$206.04	\$228.42	\$257.85
Natural Gas	\$418.86	\$447.77	\$478.49
New Cars	\$903.74	\$984.23	\$1,054.68
New Trucks	\$1,709.06	\$2,000.50	\$2,257.20
New Motorcycle	\$52.31	\$61.31	\$69.71
Oral Hygiene Products, Articles	\$32.76	\$34.38	\$36.49
Other Household Products	\$751.39	\$813.32	\$895.42
Other Home Services	\$33.02	\$34.68	\$36.91
Other Tobacco Products	\$291.06	\$306.66	\$317.00
Personal Care Services	\$809.64	\$858.14	\$923.62
Pet Purchase, Supplies, Medicine	\$240.55	\$267.53	\$296.19
Photo Processing	\$5.11	\$5.82	\$6.34
Portable Heating and Cooling Equipment	\$16.95	\$19.71	\$22.14
Property taxes owned dwellings	\$1,828.28	\$1,877.04	\$1,937.70
Property taxes owned vacation homes	\$124.58	\$113.56	\$111.21
Rent	\$5,084.21	\$5,275.28	\$5,335.89
Satellite Dishes	\$1.04	\$1.04	\$1.07
Shaving Needs	\$14.30	\$15.22	\$16.32
Small Electric Kitchen Appliances	\$67.47	\$75.76	\$82.67
Residential Telephone Including VOIP	\$185.54	\$177.39	\$175.07
Televisions	\$86.75	\$91.72	\$96.64
Tobacco Products and Smoking supplies	\$291.06	\$306.66	\$317.00
Tolls or Electronic Toll Passes	\$50.86	\$63.27	\$74.22
Toys, Games, Arts and Crafts, and Tricycles	\$183.86	\$211.19	\$236.40
Used Cars	\$972.99	\$1,089.78	\$1,185.78
Used Trucks	\$1,916.14	\$2,250.87	\$2,516.11

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
VCR's and Video Disc Players	\$4.79	\$5.01	\$5.15
Vehicle Insurance	\$973.44	\$1,065.56	\$1,135.25
Vehicle Inspection	\$13.31	\$14.66	\$15.85
Video Game Hardware And Software	\$125.47	\$136.67	\$146.83
Watches	\$19.59	\$20.28	\$21.54
Women's Suits	\$3.44	\$3.57	\$3.80

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
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### **2024 Consumer Expenditures (Average Household Annual Expenditures):**

Total Households	48,780	10,758	3,273
Median Household Income	\$85,001	\$88,457	\$96,114
Total Average Household Expenditure	\$94,377	\$101,938	\$109,127
Airline Fares	\$895.70	\$1,054.03	\$1,181.38
Alcoholic beverages purchased on trips	\$95.04	\$97.95	\$98.53
Alimony Expenditures	\$20.76	\$23.53	\$26.47
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.90	\$5.79	\$5.87
Apparel and Services for Children Under 2	\$96.49	\$103.25	\$108.40
Apparel Laundry and Dry Cleaning not coin-operated	\$68.03	\$74.59	\$80.80
Books thru book clubs	\$1.37	\$1.63	\$1.89
Books not thru book clubs	\$66.31	\$71.32	\$77.47
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,555.39	\$2,517.96	\$2,457.42
CDs, Records, Audio Tapes	\$8.07	\$8.82	\$9.71
Cellular Phone Service	\$1,583.79	\$1,718.28	\$1,842.91
Child Support Expenditures	\$71.65	\$81.65	\$89.97
College Tuition	\$1,134.93	\$1,184.02	\$1,268.37
Computers and Computer Hardware for nonbusiness use	\$182.14	\$200.06	\$212.78
Computer information services	\$587.70	\$620.92	\$644.14
Coolant, brake fluid, transmission fluid, and other additives	\$7.09	\$7.82	\$8.29
Cosmetics, perfume, bath preparations	\$219.62	\$234.31	\$255.32
Deodorants, feminine hygiene, miscellaneous personal care	\$39.29	\$41.09	\$43.52
Electricity	\$1,502.10	\$1,542.55	\$1,579.90

	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Fees for Recreational Lessons	\$262.19	\$307.67	\$355.32
Finance Charges Excluding Mortgage And Vehicle	\$337.77	\$356.12	\$369.23
Floor Coverings, Nonpermanent	\$37.99	\$40.06	\$42.86
Food or Board at School	\$34.01	\$36.23	\$40.83
Food on out-of-town trips	\$638.06	\$685.69	\$738.69
Funeral Expenses	\$120.87	\$105.71	\$91.15
Furniture	\$1,172.63	\$1,342.88	\$1,496.83
Gasoline And Motor Oil	\$2,813.25	\$3,077.03	\$3,279.37
Girls' Active Sportswear	\$27.02	\$30.81	\$34.18
Hair Care Products	\$94.73	\$100.83	\$110.98
Hospital Room and Services	\$337.72	\$373.85	\$413.08
Health Care Insurance	\$1,688.20	\$1,939.18	\$2,223.48
Health Maintenance Organization (not BCBS)	\$1,476.91	\$1,681.21	\$1,884.33
Housekeeping Services	\$287.67	\$295.29	\$302.85
Household Textiles	\$149.84	\$156.17	\$160.80
Intracity Bus Fares	\$13.31	\$13.74	\$13.87
Intracity Mass Transit Fares	\$52.22	\$53.53	\$52.84
Jewelry	\$78.48	\$78.47	\$78.49
Legal fees	\$329.07	\$308.04	\$283.27
Life and Other Personal Insurance	\$425.11	\$451.82	\$463.53
Maintenance and Repair Services	\$2,194.56	\$2,341.38	\$2,493.64
Medical equipment for general use	\$12.31	\$13.24	\$14.26
Men's Suits	\$32.07	\$34.98	\$38.03
Miscellaneous fees	\$5.44	\$4.84	\$4.46
Mortgage interest and charges owned dwellings	\$5,602.69	\$6,523.00	\$7,437.97
Mortgage interest and charges owned vacation homes	\$229.24	\$256.95	\$291.59
Natural Gas	\$461.15	\$490.14	\$520.81
New Cars	\$1,107.35	\$1,197.90	\$1,267.18
New Trucks	\$2,082.88	\$2,417.70	\$2,693.90
New Motorcycle	\$63.09	\$72.50	\$80.32
Oral Hygiene Products, Articles	\$35.63	\$37.42	\$39.71
Other Household Products	\$866.34	\$940.29	\$1,031.74
Other Home Services	\$36.73	\$38.74	\$40.63
Other Tobacco Products	\$352.57	\$372.14	\$386.15
Personal Care Services	\$872.96	\$923.92	\$989.72
Pet Purchase, Supplies, Medicine	\$256.39	\$281.71	\$309.20
Photo Processing	\$5.81	\$6.48	\$6.89
Portable Heating and Cooling Equipment	\$19.03	\$21.94	\$24.51
Property taxes owned dwellings	\$2,039.34	\$2,082.32	\$2,129.14
Property taxes owned vacation homes	\$146.14	\$135.66	\$131.11
Rent	\$5,513.69	\$5,654.89	\$5,660.51
Satellite Dishes	\$1.20	\$1.20	\$1.20

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	20 Minutes: Sable Ave and Colorado Blvd (Custom)	10 Minutes: Sable Ave and Colorado Blvd (Custom)	5 Minutes: Sable Ave and Colorado Blvd (Custom)
Shaving Needs	\$15.11	\$16.00	\$17.12
Small Electric Kitchen Appliances	\$75.49	\$83.14	\$89.33
Televisions	\$112.97	\$118.77	\$124.28
Tobacco Products and Smoking supplies	\$352.57	\$372.14	\$386.15
Tolls or Electronic Toll Passes	\$61.69	\$74.54	\$85.88
Toys, Games, Arts and Crafts, and Tricycles	\$219.74	\$248.08	\$272.13
Used Cars	\$1,177.66	\$1,297.38	\$1,399.63
Used Trucks	\$2,349.30	\$2,701.48	\$2,981.53
VCR's and Video Disc Players	\$5.11	\$5.31	\$5.47
Vehicle Insurance	\$1,122.11	\$1,210.63	\$1,284.13
Vehicle Inspection	\$15.87	\$17.26	\$18.54
Video Game Hardware And Software	\$138.80	\$148.18	\$155.34
Watches	\$19.78	\$20.51	\$21.75
Women's Suits	\$3.83	\$3.99	\$4.22

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

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