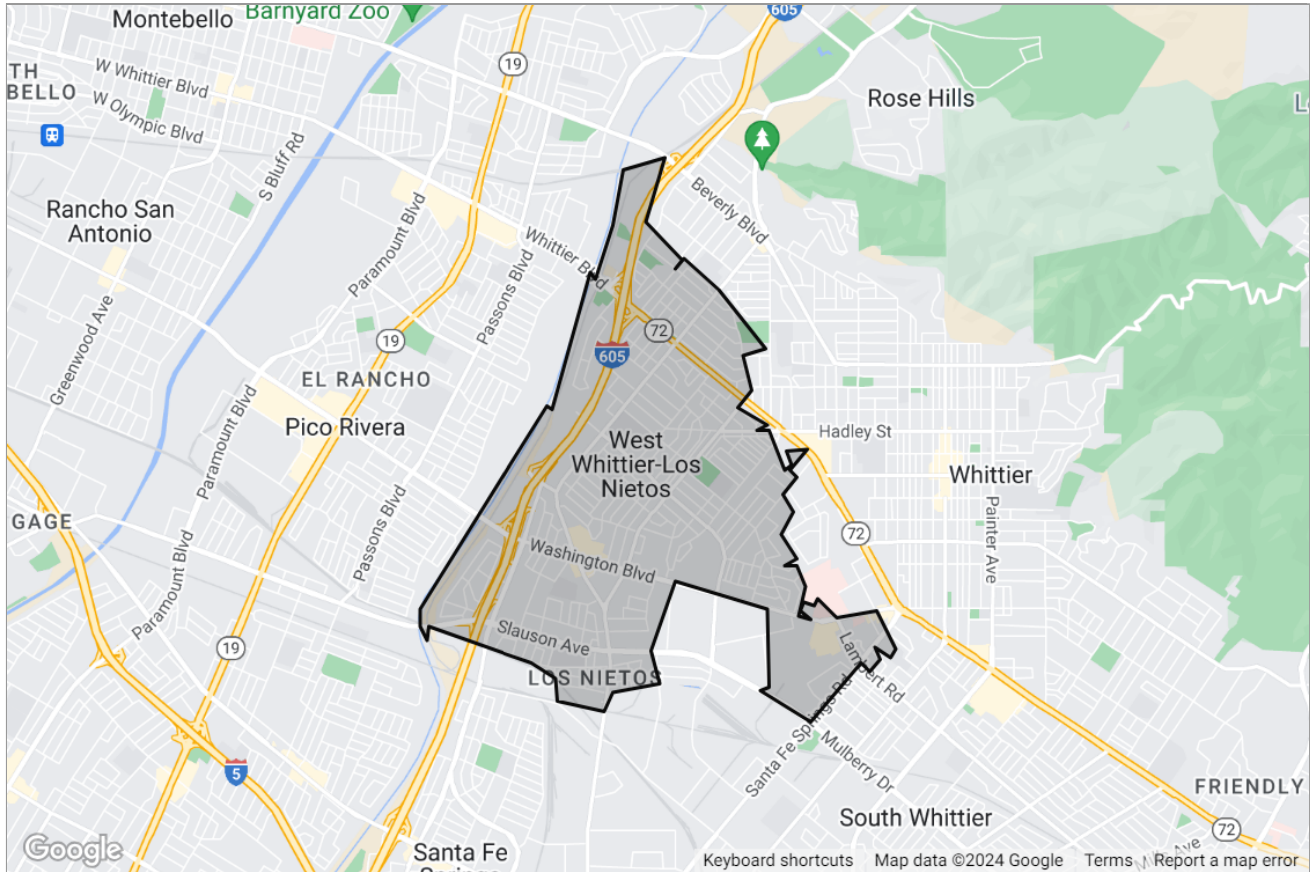


TRADE AREA REPORT

Whittier, CA 90606



Presented by

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Long Beach

3728 Atlantic Ave
Long Beach, CA 90807

Criteria Used for Analysis

Median Household Income
\$86,188

Median Age
34.9

Total Population
32,698

1st Dominant Segment
Urban Villages

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Sprouting Explorers

Young homeowners with families

Urbanization

Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments

	Urban Villages	Southwestern Families	Family Extensions	Pleasantville
% of Households	6,936 (75.1%)	1,145 (12.4%)	1,127 (12.2%)	22 (0.2%)
% of Whittier	6,402 (21.9%)	560 (1.9%)	389 (1.3%)	7,735 (26.5%)
Lifestyle Group	Sprouting Explorers	Sprouting Explorers	Next Wave	Upscale Avenues
Urbanization Group	Urban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family; Multi-Unit Rentals	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.59	2.98	3.72	2.87
Median Age	34.6	35.2	28.9	43.3
Diversity Index	87.4	80.5	75.9	71.7
Median Household Income	\$82,900	\$40,000	\$53,400	\$114,300
Median Net Worth	\$192,900	\$34,100	\$23,300	\$513,200
Median Home Value	\$451,300	\$124,200	\$387,500	\$467,300
Homeownership	71 %	55.3 %	38.1 %	84.4 %
Employment	Services or Professional	Services or Professional	Services or Transport/Material Moving	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree
Preferred Activities	Leisure focused on family activities . Fashion matters, spend liberally on new clothes.	Shop at pharmacies, dollar stores and discount departments . Television is a primary source of entertainment.	Follow soccer . Trendy consumers who focus on style.	Enjoy outdoor gardening . Go to the beach, theme parks, museums.
Financial	Saving is more limited than spending	Budget-conscious consumers	Savings and debt are minimal	Invest conservatively
Media	Media preferences vary	Listen to Hispanic radio, watch Hispanic programming	Favor Spanish-language channels and websites	Use all types of media equally (newspapers, magazines, radio, Internet, TV).
Vehicle	Own late model compact cars/SUVs	Own 1-2 vehicles	Take public transportation	Prefer imported SUVs

About this segment

Urban Villages

This is the

#1

dominant segment
for this area

In this area

75.1%

of households fall
into this segment

In the United States

1.0%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets. Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.78. Homes are older, primarily single family, with a higher median value of \$325,100 and a lower vacancy rate of 4.7%.

Socioeconomic Traits

- This market includes recent immigrants and some language barriers. Education: more than half the population aged 25 or older have a high school diploma or some college. Labor force participation rate higher than the US. Brand conscious but not necessarily brand loyal; open to trying new things. Status-conscious consumers; choices reflect their youth, attention to style and pursuit of trends. Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family. Saving is more limited than spending in this young market. They carry credit cards, but banking is basic. They are likely to pay bills in person or online. Media preferences vary. Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Southwestern Families

This is the

#2

dominant segment
for this area

In this area

12.4%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households. Average household size is higher at 3.20. Many residents were born abroad; many households have residents who speak only Spanish. Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas. Neighborhoods are older; most of the homes constructed prior to 1970. Nearly 70% of all households have one or two vehicles available.

Socioeconomic Traits

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects. Labor force participation is at 52%. Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% from Supplemental Security Income. While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions. Often, purchase decisions are based on how a product may improve or organize their lives.

Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets. Residents prefer to pay bills in person, but paying using their mobile devices is growing. Baby and children's products, such as food, clothing, and furniture, are common purchases. Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears. Listen to Hispanic radio and watch Hispanic programming on television. Most households have landlines, used frequently for international calls. About 2 out of 3 have access to the Internet.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Family Extensions

This is the

#3

dominant segment
for this area

In this area

12.2%

of households fall
into this segment

In the United States

0.7%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Family Extensions is a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast-food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

Our Neighborhood

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast. Most of the housing built before 1960; 25% built before 1940. Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units. Primarily renter-occupied homes, with an average rent of \$1,067 monthly. Family market, primarily married couples with children, but also a number of multi-generational households; average household size at 4.12.

Socioeconomic Traits

- More than 40% of the population was born abroad; 25% of the households have members who speak only Spanish. Labor force participation is average. Trendy consumers who focus on style. Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products. Use, but do not rely on, technology.

Market Profile

- Recent purchases reflect personal style, apparel, personal care products like hair coloring and tooth whiteners. Family is reflected in purchases as well, baby products and children's apparel. Banking is done primarily in person; savings and debt are minimal. Media preferences favor Spanish-language channels and websites. Residents are soccer fans.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment Pleasantville

This is the
#4
dominant segment
for this area

In this area
0.2%
of households fall
into this segment

In the United States
2.1%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority--preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states. Most homes owned (and mortgaged). Households composed of older married-couple families, more without children under 18, but many with children over 18 years. Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969. One of the lowest percentages of vacant housing units at 4.5%. Suburban households with 3 or more vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 66% college educated, 37% with a bachelor's degree or higher. Higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers. Many professionals in finance, information/technology, education, or management. Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income. Not cost-conscious, these consumers willing to spend more for quality and brands they like. Prefer fashion that is classic and timeless as opposed to trendy. Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer. Invest in conservative securities and contribute to charities. Work on home improvement and remodeling projects, but also hire contractors. Have bundled services (TV/Internet/phone). Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments. Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies. Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

Whittier, CA 90606: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



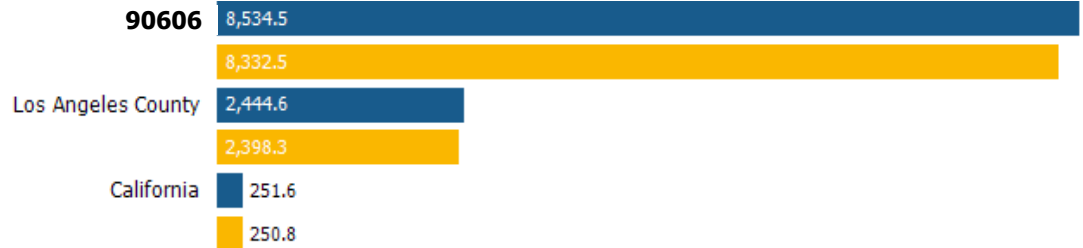
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 90606



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

90606



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022

2027 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022

2027 (Projected)



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Women 2022

Men 2022

Women 2027 (Projected)

Men 2027 (Projected)



Whittier, CA 90606: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



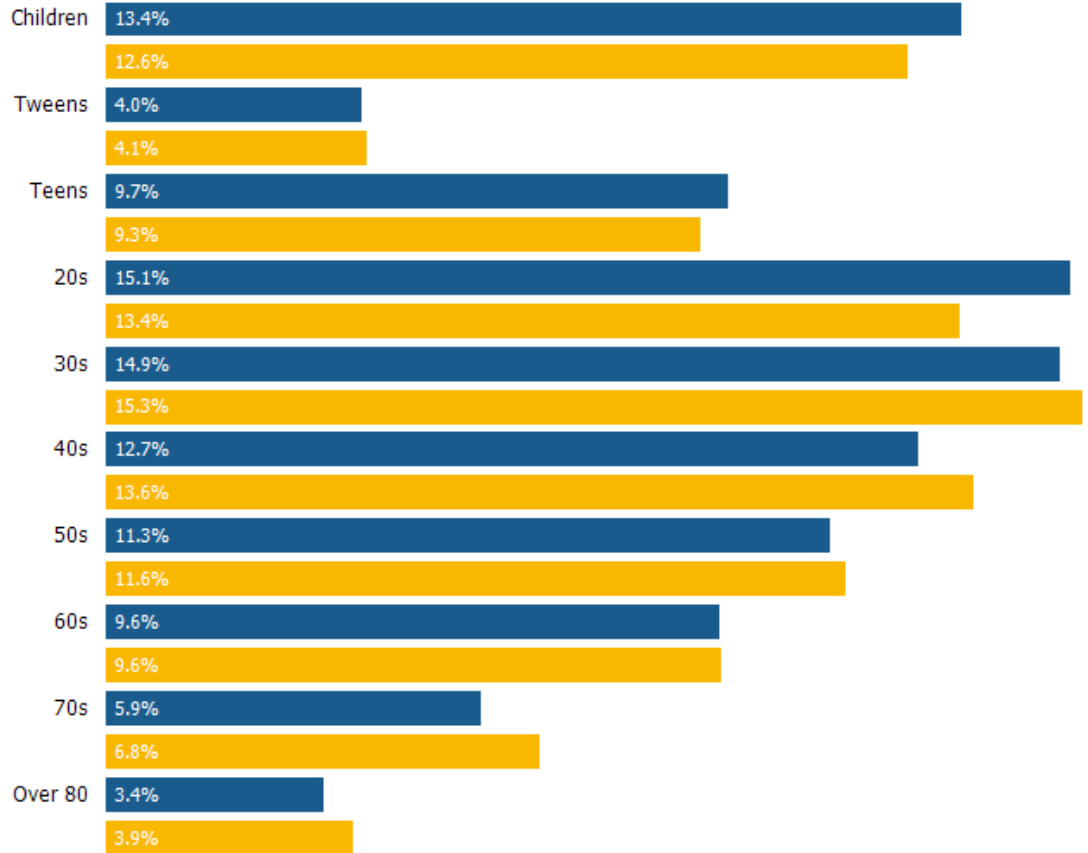
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Whittier, CA 90606: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

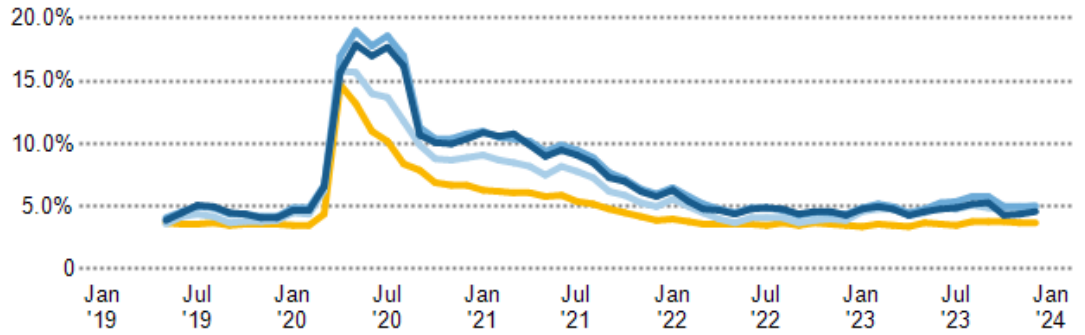


Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

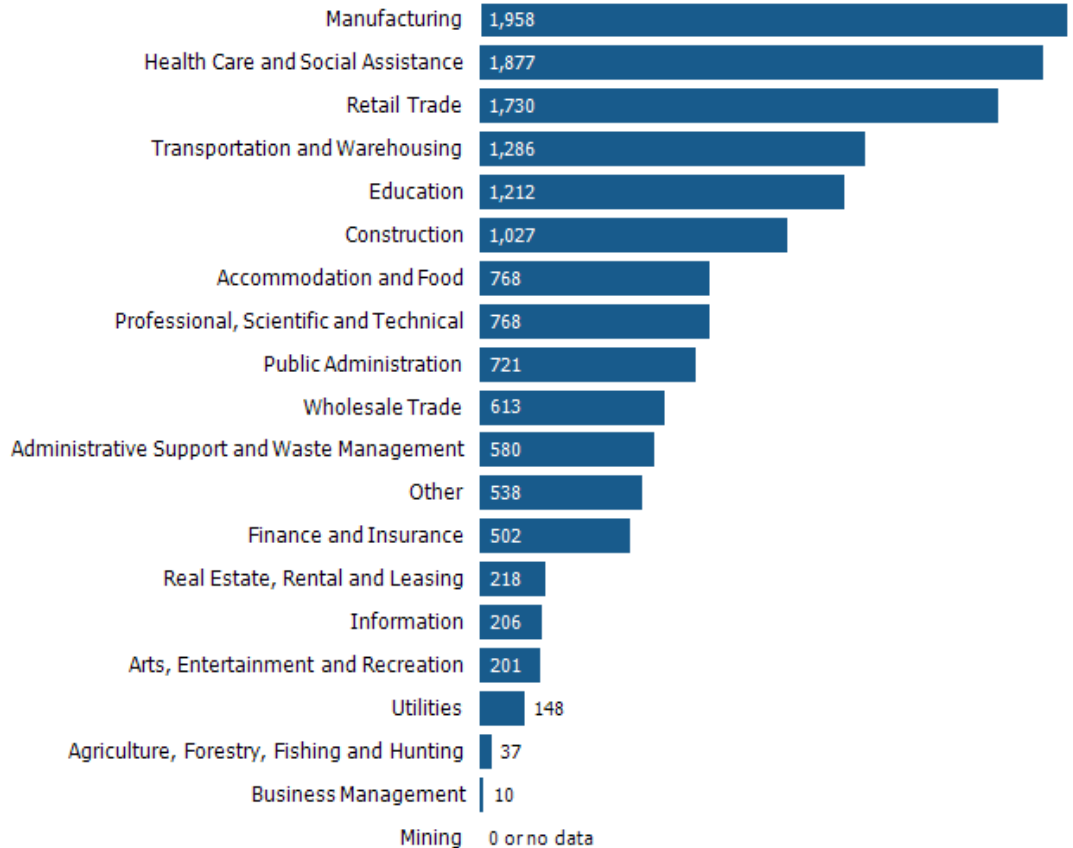


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually



Whittier, CA 90606: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Whittier, CA 90606: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

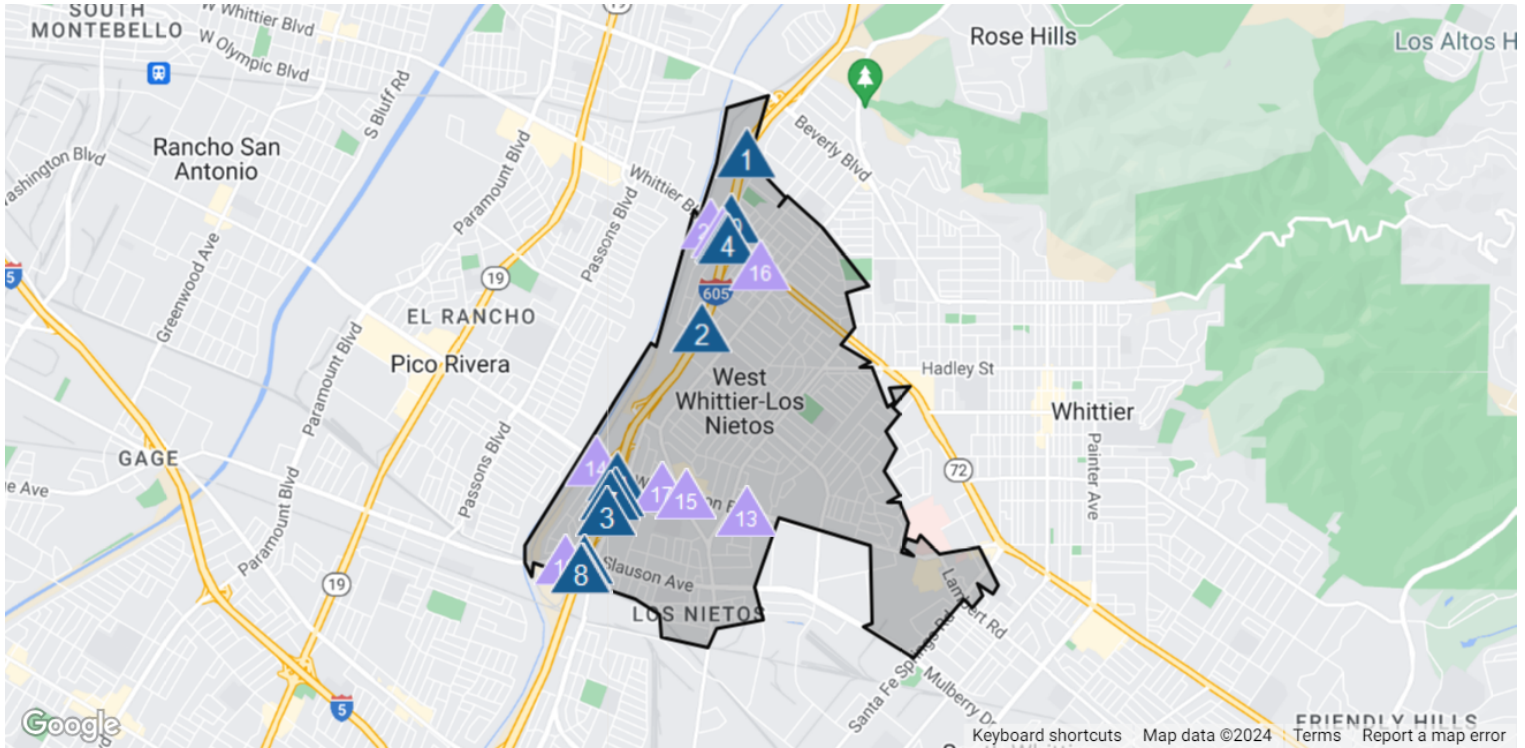
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

267,549

2023 Est. daily traffic counts

Street: I- 605
Cross: Obregon St
Cross Dir: S
Dist: 0.08 miles

Historical counts

Year	Count	Type
2013	▲ 258,000	AADT
2012	▲ 255,000	AADT
2010	▲ 248,000	AADT
2009	▲ 251,000	AADT
2005	▲ 257,000	AADT

2

265,951

2023 Est. daily traffic counts

Street: I- 605
Cross: Bexley Dr
Cross Dir: NE
Dist: 0.15 miles

Historical counts

Year	Count	Type
2013	▲ 257,000	AADT
2012	▲ 252,000	AADT
2010	▲ 248,000	AADT
2009	▲ 251,000	AADT
2005	▲ 253,000	AADT

3

255,784

2023 Est. daily traffic counts

Street: I- 605
Cross: Waddell St
Cross Dir: SW
Dist: 0.03 miles

Historical counts

Year	Count	Type
2013	▲ 238,000	AADT
2012	▲ 243,000	AADT
2010	▲ 243,000	AADT
2009	▲ 246,000	AADT
2005	▲ 246,000	AADT

4

253,061

2023 Est. daily traffic counts

Street: 605
Cross: Whittier Blvd
Cross Dir: NE
Dist: –

Historical counts

Year	Count	Type
2018	▲ 248,000	AADT

5

244,897

2023 Est. daily traffic counts

Street: 605
Cross: Whittier Blvd
Cross Dir: NE
Dist: –

Historical counts

Year	Count	Type
2018	▲ 240,000	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

Nearby Traffic Details

<div><div>6</div><div>244,897</div><div>2023 Est. daily traffic counts</div><div>Street: 605 Cross: Ben Avon St Cross Dir: NW Dist: 0.07 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2018</td><td>240,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2018	240,000	AADT													<div><div>7</div><div>234,693</div><div>2023 Est. daily traffic counts</div><div>Street: 605 Cross: Oberon St Cross Dir: NW Dist: 0.05 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2018</td><td>230,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2018	230,000	AADT													<div><div>8</div><div>231,632</div><div>2023 Est. daily traffic counts</div><div>Street: 605 Cross: Poinciana St Cross Dir: SW Dist: 0.05 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2018</td><td>227,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2018	227,000	AADT													<div><div>9</div><div>230,449</div><div>2023 Est. daily traffic counts</div><div>Street: 605 Cross: Poinciana St Cross Dir: W Dist: 0.06 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2018</td><td>230,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2018	230,000	AADT													<div><div>10</div><div>223,790</div><div>2023 Est. daily traffic counts</div><div>Street: I 605 Cross: — Cross Dir: — Dist: —</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2021</td><td>222,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2021	222,000	AADT															
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<div><div>11</div><div>215,222</div><div>2023 Est. daily traffic counts</div><div>Street: I 605 Cross: — Cross Dir: — Dist: —</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2021</td><td>213,500</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2021	213,500	AADT													<div><div>12</div><div>209,677</div><div>2023 Est. daily traffic counts</div><div>Street: I 605 Cross: — Cross Dir: — Dist: —</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2021</td><td>208,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2021	208,000	AADT													<div><div>13</div><div>44,096</div><div>2023 Est. daily traffic counts</div><div>Street: Washington Blvd Cross: Westman Ave Cross Dir: E Dist: 0.08 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2009</td><td>42,643</td><td>ADT</td></tr><tr><td>2004</td><td>42,610</td><td>ADT</td></tr><tr><td>2002</td><td>43,260</td><td>ADT</td></tr><tr><td>2000</td><td>41,337</td><td>ADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2009	42,643	ADT	2004	42,610	ADT	2002	43,260	ADT	2000	41,337	ADT				<div><div>14</div><div>42,194</div><div>2023 Est. daily traffic counts</div><div>Street: Washington Blvd Cross: I- 605 Cross Dir: SE Dist: 0.14 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2013</td><td>42,053</td><td>ADT</td></tr><tr><td>2002</td><td>44,437</td><td>ADT</td></tr><tr><td>2000</td><td>43,371</td><td>ADT</td></tr><tr><td>1999</td><td>54,625</td><td>ADT</td></tr><tr><td>1996</td><td>48,900</td><td>ADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2013	42,053	ADT	2002	44,437	ADT	2000	43,371	ADT	1999	54,625	ADT	1996	48,900	ADT				<div><div>15</div><div>41,974</div><div>2023 Est. daily traffic counts</div><div>Street: Washington Blvd Cross: Vicki Dr Cross Dir: E Dist: 0.03 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2009</td><td>43,400</td><td>ADT</td></tr><tr><td>2004</td><td>39,547</td><td>ADT</td></tr><tr><td>1997</td><td>43,405</td><td>ADT</td></tr><tr><td>1995</td><td>44,700</td><td>ADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2009	43,400	ADT	2004	39,547	ADT	1997	43,405	ADT	1995	44,700	ADT			
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<div><div>16</div><div>41,343</div><div>2023 Est. daily traffic counts</div><div>Street: Whittier Blvd Cross: Midway Ave Cross Dir: SE Dist: 0.03 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2013</td><td>41,500</td><td>AADT</td></tr><tr><td>2012</td><td>41,500</td><td>AADT</td></tr><tr><td>2010</td><td>41,500</td><td>AADT</td></tr><tr><td>2009</td><td>40,000</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2013	41,500	AADT	2012	41,500	AADT	2010	41,500	AADT	2009	40,000	AADT				<div><div>17</div><div>36,918</div><div>2023 Est. daily traffic counts</div><div>Street: Washington Blvd Cross: Morrill Ave Cross Dir: E Dist: 0.03 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2013</td><td>36,794</td><td>ADT</td></tr><tr><td>1997</td><td>52,300</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2013	36,794	ADT	1997	52,300	AADT										<div><div>18</div><div>36,768</div><div>2023 Est. daily traffic counts</div><div>Street: Slauson Ave Cross: Sal Ave Cross Dir: E Dist: 0.02 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2012</td><td>38,643</td><td>ADT</td></tr><tr><td>2009</td><td>34,085</td><td>ADT</td></tr><tr><td>2002</td><td>39,668</td><td>ADT</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2012	38,643	ADT	2009	34,085	ADT	2002	39,668	ADT							<div><div>19</div><div>36,338</div><div>2023 Est. daily traffic counts</div><div>Street: Whittier Blvd Cross: Pioneer Blvd Cross Dir: SW Dist: 0.01 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2012</td><td>33,500</td><td>AADT</td></tr><tr><td>2010</td><td>33,500</td><td>AADT</td></tr><tr><td>2009</td><td>34,000</td><td>AADT</td></tr><tr><td>2004</td><td>47,308</td><td>ADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2012	33,500	AADT	2010	33,500	AADT	2009	34,000	AADT	2004	47,308	ADT				<div><div>20</div><div>35,180</div><div>2023 Est. daily traffic counts</div><div>Street: Whittier Blvd Cross: Esperanza Ave Cross Dir: SE Dist: 0.02 miles</div><div>Historical counts</div><table><tr><th>Year</th><th>Count</th><th>Type</th></tr><tr><td>2013</td><td>33,500</td><td>AADT</td></tr><tr><td>2009</td><td>32,836</td><td>ADT</td></tr><tr><td>2005</td><td>38,000</td><td>AADT</td></tr><tr><td>2004</td><td>37,500</td><td>AADT</td></tr><tr><td></td><td></td><td></td></tr></table></div>	Year	Count	Type	2013	33,500	AADT	2009	32,836	ADT	2005	38,000	AADT	2004	37,500	AADT						
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NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
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- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



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- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
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