



Demographic and Income Profile

Third Street Promenade
Ring: 1 mile radius

Latitude: 34.01702
Longitude: -118.49794

Summary	Census 2010	2013	2018
Population	29,710	30,455	31,615
Households	17,699	18,107	18,820
Families	5,010	5,114	5,311
Average Household Size	1.62	1.62	1.62
Owner Occupied Housing Units	2,630	2,453	2,618
Renter Occupied Housing Units	15,069	15,655	16,202
Median Age	39.7	40.6	41.6
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.75%	0.78%	0.71%
Households	0.78%	0.77%	0.74%
Families	0.76%	0.76%	0.63%
Owner HHs	1.31%	1.07%	0.94%
Median Household Income	4.89%	3.66%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	3,443	19.0%	3,268	17.4%
\$15,000 - \$24,999	1,692	9.3%	1,278	6.8%
\$25,000 - \$34,999	1,253	6.9%	1,127	6.0%
\$35,000 - \$49,999	1,960	10.8%	1,917	10.2%
\$50,000 - \$74,999	2,560	14.1%	2,141	11.4%
\$75,000 - \$99,999	1,677	9.3%	2,021	10.7%
\$100,000 - \$149,999	2,433	13.4%	3,075	16.3%
\$150,000 - \$199,999	1,128	6.2%	1,573	8.4%
\$200,000+	1,962	10.8%	2,419	12.9%
Median Household Income	\$55,263		\$70,165	
Average Household Income	\$90,406		\$111,262	
Per Capita Income	\$54,564		\$67,046	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	967	3.3%	970	3.2%	987	3.1%
5 - 9	695	2.3%	774	2.5%	765	2.4%
10 - 14	687	2.3%	704	2.3%	684	2.2%
15 - 19	752	2.5%	800	2.6%	705	2.2%
20 - 24	1,641	5.5%	1,745	5.7%	1,902	6.0%
25 - 34	7,377	24.8%	6,970	22.9%	6,743	21.3%
35 - 44	5,285	17.8%	5,491	18.0%	5,655	17.9%
45 - 54	4,181	14.1%	4,405	14.5%	4,286	13.6%
55 - 64	3,324	11.2%	3,617	11.9%	4,199	13.3%
65 - 74	2,178	7.3%	2,380	7.8%	2,902	9.2%
75 - 84	1,603	5.4%	1,603	5.3%	1,736	5.5%
85+	1,020	3.4%	995	3.3%	1,050	3.3%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,957	80.6%	24,330	79.9%	24,893	78.7%
Black Alone	1,158	3.9%	1,203	3.9%	1,265	4.0%
American Indian Alone	94	0.3%	99	0.3%	108	0.3%
Asian Alone	2,376	8.0%	2,515	8.3%	2,787	8.8%
Pacific Islander Alone	37	0.1%	37	0.1%	40	0.1%
Some Other Race Alone	871	2.9%	935	3.1%	1,029	3.3%
Two or More Races	1,217	4.1%	1,337	4.4%	1,492	4.7%
Hispanic Origin (Any Race)	2,903	9.8%	3,127	10.3%	3,541	11.2%

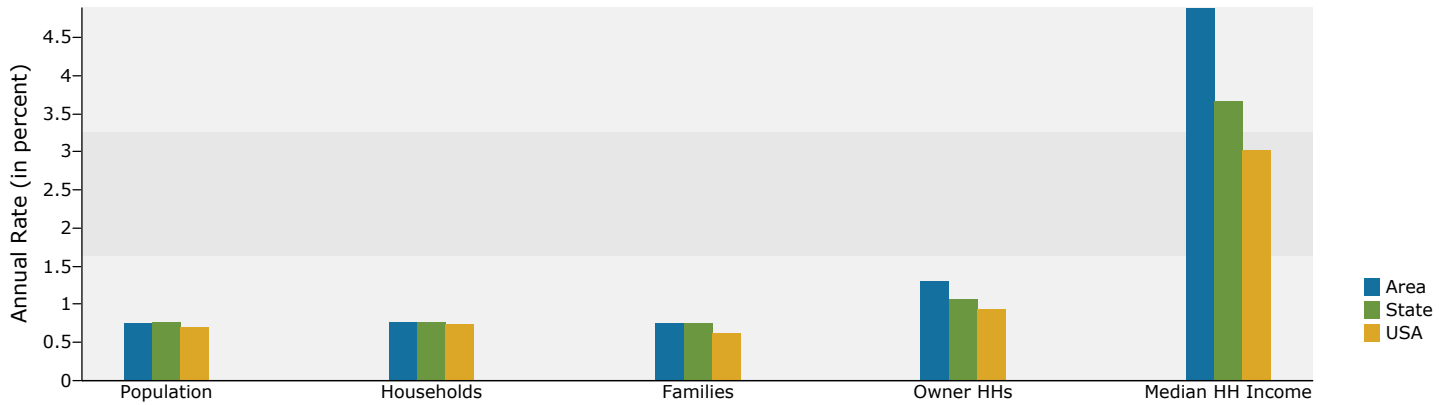
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

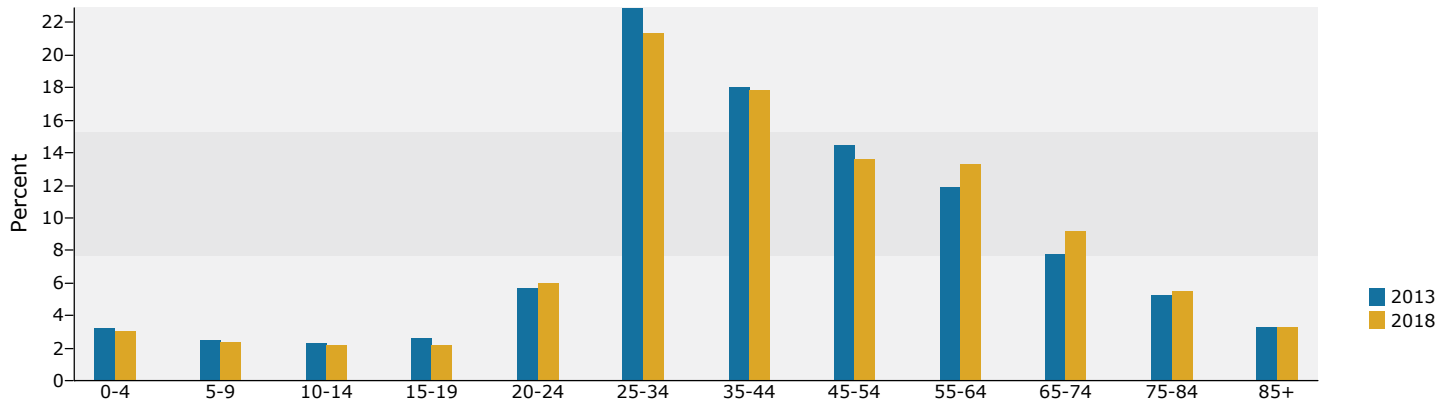
September 13, 2013

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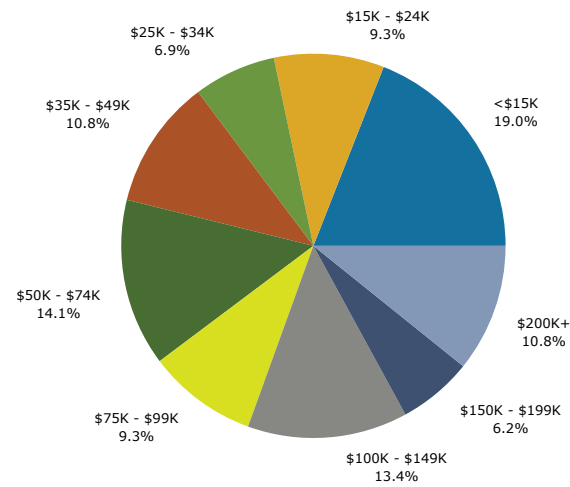
Trends 2013-2018



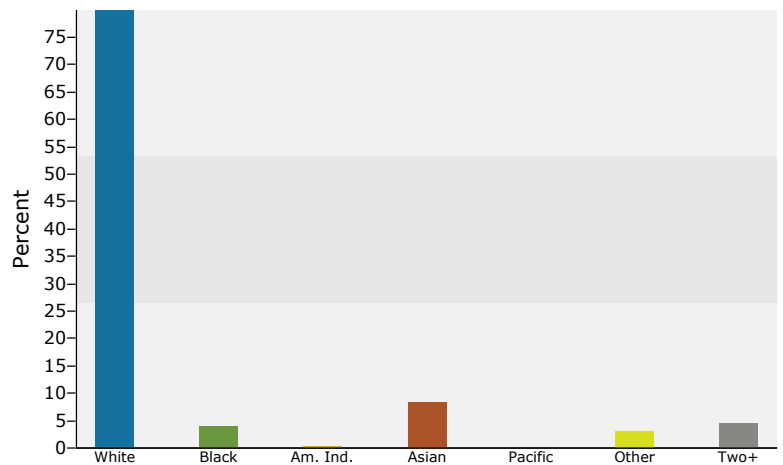
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 10.3%



Demographic and Income Profile

Third Street Promenade
Ring: 3 mile radius

Latitude: 34.01702
Longitude: -118.49794

Summary	Census 2010	2013	2018
Population	154,305	156,600	161,025
Households	77,444	78,521	80,812
Families	31,426	31,763	32,637
Average Household Size	1.96	1.96	1.96
Owner Occupied Housing Units	25,892	24,816	26,067
Renter Occupied Housing Units	51,552	53,704	54,745
Median Age	39.6	40.3	40.8
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.56%	0.78%	0.71%
Households	0.58%	0.77%	0.74%
Families	0.54%	0.76%	0.63%
Owner HHs	0.99%	1.07%	0.94%
Median Household Income	4.47%	3.66%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	9,486	12.1%	8,829	10.9%
\$15,000 - \$24,999	5,939	7.6%	4,450	5.5%
\$25,000 - \$34,999	5,703	7.3%	5,140	6.4%
\$35,000 - \$49,999	9,391	12.0%	8,468	10.5%
\$50,000 - \$74,999	11,964	15.2%	9,918	12.3%
\$75,000 - \$99,999	8,145	10.4%	9,795	12.1%
\$100,000 - \$149,999	11,565	14.7%	14,052	17.4%
\$150,000 - \$199,999	5,746	7.3%	7,524	9.3%
\$200,000+	10,582	13.5%	12,635	15.6%
Median Household Income	\$66,443		\$82,684	
Average Household Income	\$104,029		\$126,518	
Per Capita Income	\$52,648		\$63,985	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,854	4.4%	6,654	4.2%	6,755	4.2%
5 - 9	6,027	3.9%	6,300	4.0%	6,332	3.9%
10 - 14	6,004	3.9%	6,260	4.0%	6,455	4.0%
15 - 19	6,122	4.0%	6,144	3.9%	5,817	3.6%
20 - 24	8,884	5.8%	9,333	6.0%	9,474	5.9%
25 - 34	30,655	19.9%	29,539	18.9%	29,978	18.6%
35 - 44	26,592	17.2%	26,152	16.7%	25,564	15.9%
45 - 54	22,345	14.5%	22,861	14.6%	22,280	13.8%
55 - 64	18,822	12.2%	19,907	12.7%	21,471	13.3%
65 - 74	11,069	7.2%	12,492	8.0%	15,047	9.3%
75 - 84	6,946	4.5%	6,974	4.5%	7,739	4.8%
85+	3,984	2.6%	3,988	2.5%	4,113	2.6%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	119,880	77.7%	120,515	77.0%	122,143	75.9%
Black Alone	5,540	3.6%	5,646	3.6%	5,798	3.6%
American Indian Alone	632	0.4%	650	0.4%	697	0.4%
Asian Alone	13,335	8.6%	13,898	8.9%	15,113	9.4%
Pacific Islander Alone	211	0.1%	214	0.1%	227	0.1%
Some Other Race Alone	7,945	5.1%	8,393	5.4%	9,068	5.6%
Two or More Races	6,762	4.4%	7,283	4.7%	7,979	5.0%
Hispanic Origin (Any Race)	21,271	13.8%	22,512	14.4%	24,911	15.5%

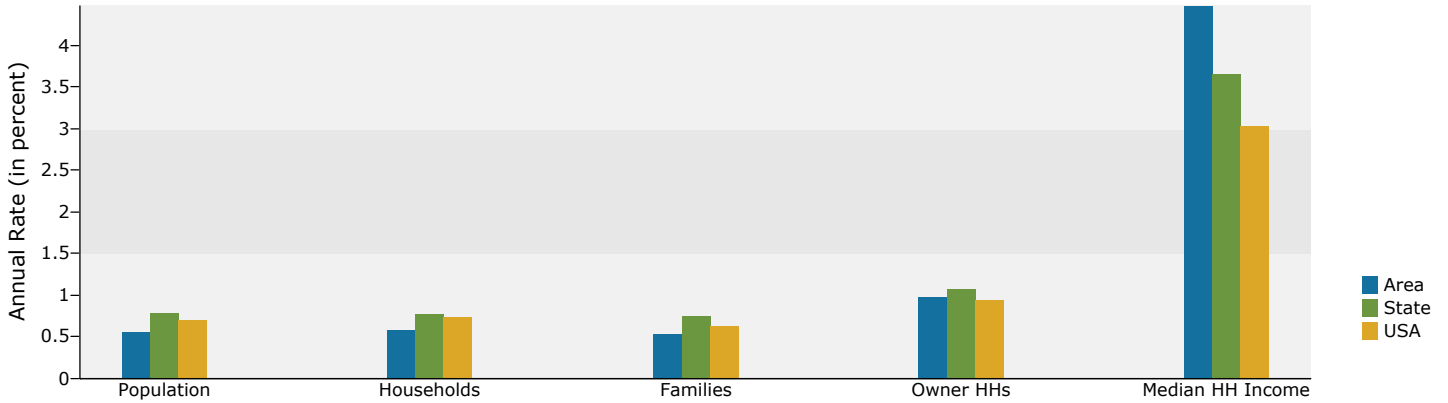
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Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

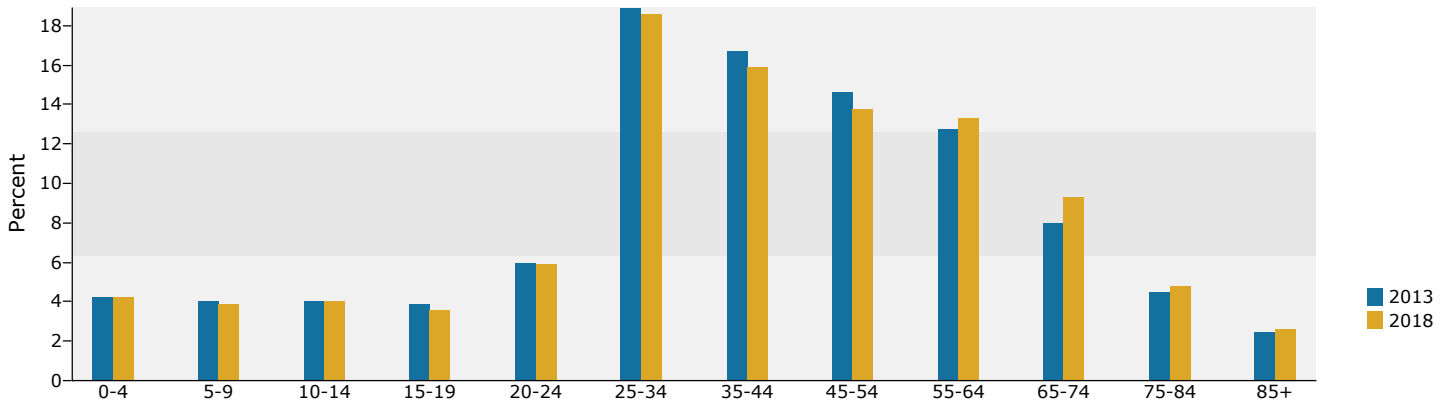
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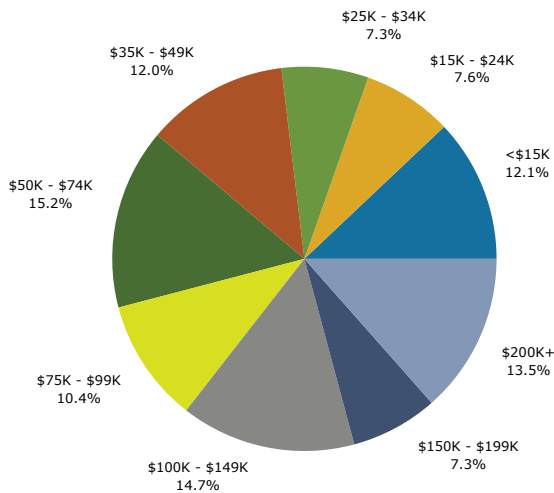
Trends 2013-2018



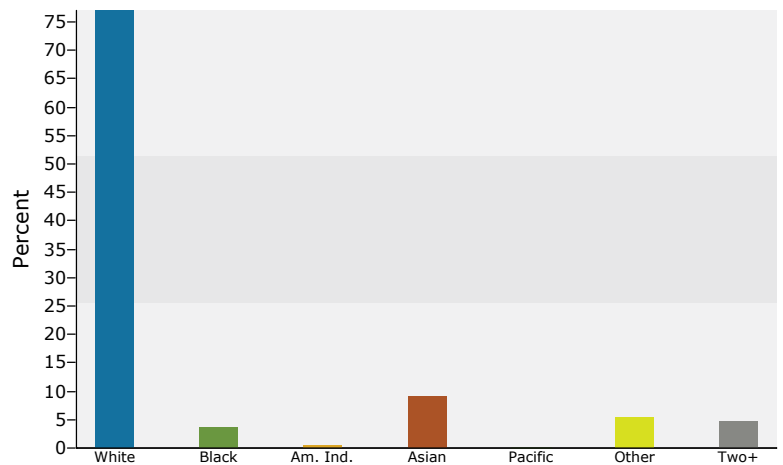
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 14.4%



Demographic and Income Profile

Third Street Promenade
Ring: 5 mile radius

Latitude: 34.01702
Longitude: -118.49794

Summary	Census 2010	2013	2018
Population	372,170	377,518	387,846
Households	175,672	177,990	183,001
Families	74,903	75,761	77,885
Average Household Size	2.03	2.03	2.03
Owner Occupied Housing Units	62,410	60,224	63,336
Renter Occupied Housing Units	113,262	117,765	119,665
Median Age	37.1	37.7	38.1
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.54%	0.78%	0.71%
Households	0.56%	0.77%	0.74%
Families	0.55%	0.76%	0.63%
Owner HHs	1.01%	1.07%	0.94%
Median Household Income	4.35%	3.66%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	21,525	12.1%	20,114	11.0%
\$15,000 - \$24,999	13,269	7.5%	10,017	5.5%
\$25,000 - \$34,999	13,574	7.6%	12,261	6.7%
\$35,000 - \$49,999	20,327	11.4%	18,232	10.0%
\$50,000 - \$74,999	27,714	15.6%	22,875	12.5%
\$75,000 - \$99,999	18,956	10.7%	22,935	12.5%
\$100,000 - \$149,999	26,119	14.7%	31,601	17.3%
\$150,000 - \$199,999	13,179	7.4%	17,224	9.4%
\$200,000+	23,321	13.1%	27,737	15.2%
Median Household Income	\$66,476		\$82,229	
Average Household Income	\$103,190		\$125,034	
Per Capita Income	\$49,553		\$59,871	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,899	4.5%	16,325	4.3%	16,594	4.3%
5 - 9	14,045	3.8%	14,936	4.0%	15,025	3.9%
10 - 14	13,201	3.5%	13,982	3.7%	14,712	3.8%
15 - 19	19,887	5.3%	20,199	5.4%	19,869	5.1%
20 - 24	35,582	9.6%	35,460	9.4%	35,232	9.1%
25 - 34	73,534	19.8%	71,688	19.0%	72,675	18.7%
35 - 44	59,131	15.9%	58,711	15.6%	58,034	15.0%
45 - 54	48,583	13.1%	49,563	13.1%	48,525	12.5%
55 - 64	41,539	11.2%	43,751	11.6%	46,897	12.1%
65 - 74	25,237	6.8%	28,219	7.5%	33,597	8.7%
75 - 84	15,895	4.3%	15,898	4.2%	17,503	4.5%
85+	8,636	2.3%	8,786	2.3%	9,181	2.4%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	264,339	71.0%	265,231	70.3%	267,929	69.1%
Black Alone	13,010	3.5%	13,236	3.5%	13,533	3.5%
American Indian Alone	1,581	0.4%	1,636	0.4%	1,754	0.5%
Asian Alone	52,605	14.1%	54,358	14.4%	58,227	15.0%
Pacific Islander Alone	531	0.1%	542	0.1%	579	0.1%
Some Other Race Alone	22,248	6.0%	23,400	6.2%	25,069	6.5%
Two or More Races	17,856	4.8%	19,114	5.1%	20,755	5.4%
Hispanic Origin (Any Race)	56,896	15.3%	59,967	15.9%	65,747	17.0%

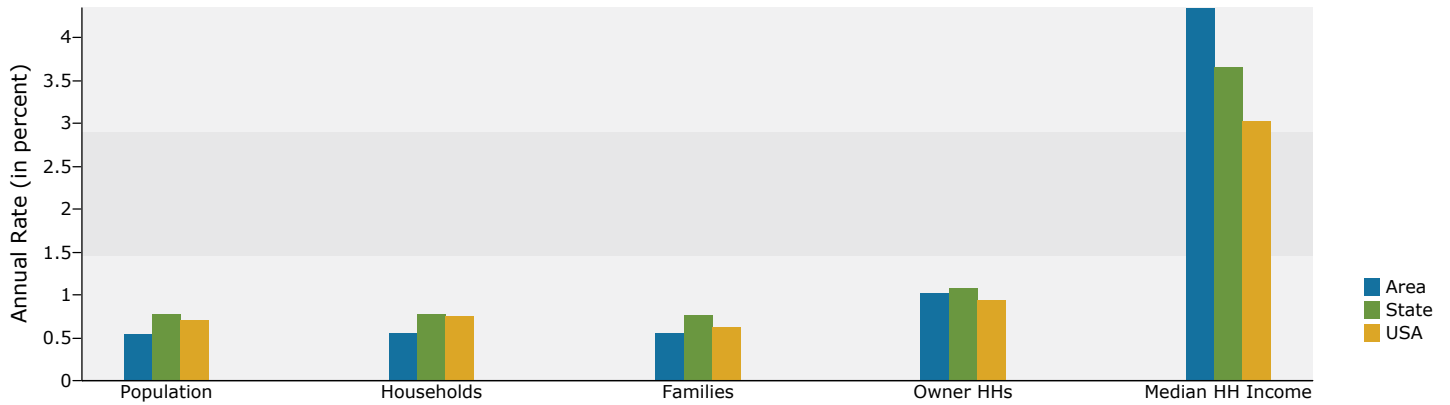
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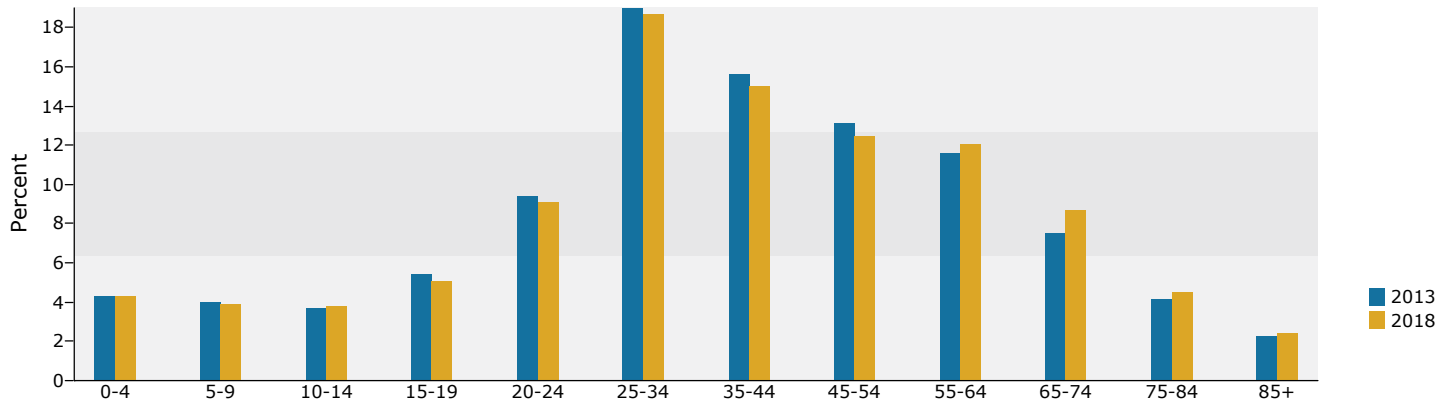
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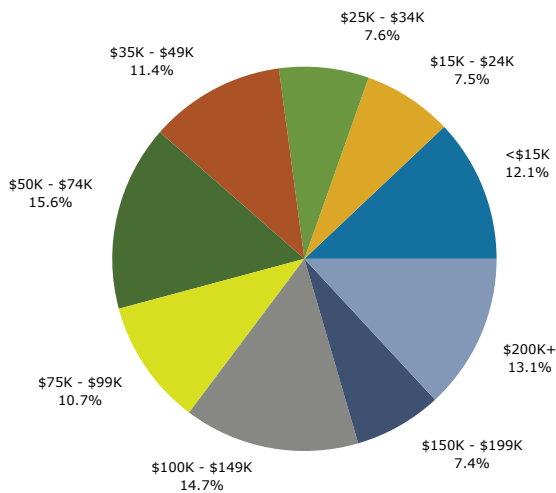
Trends 2013-2018



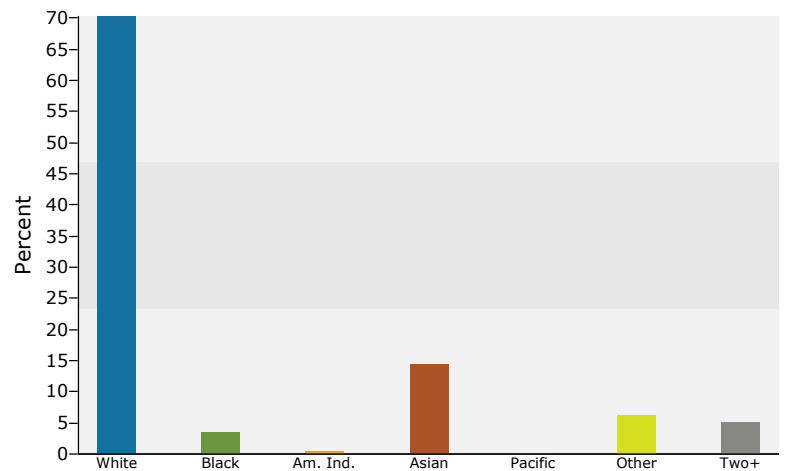
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 15.9%