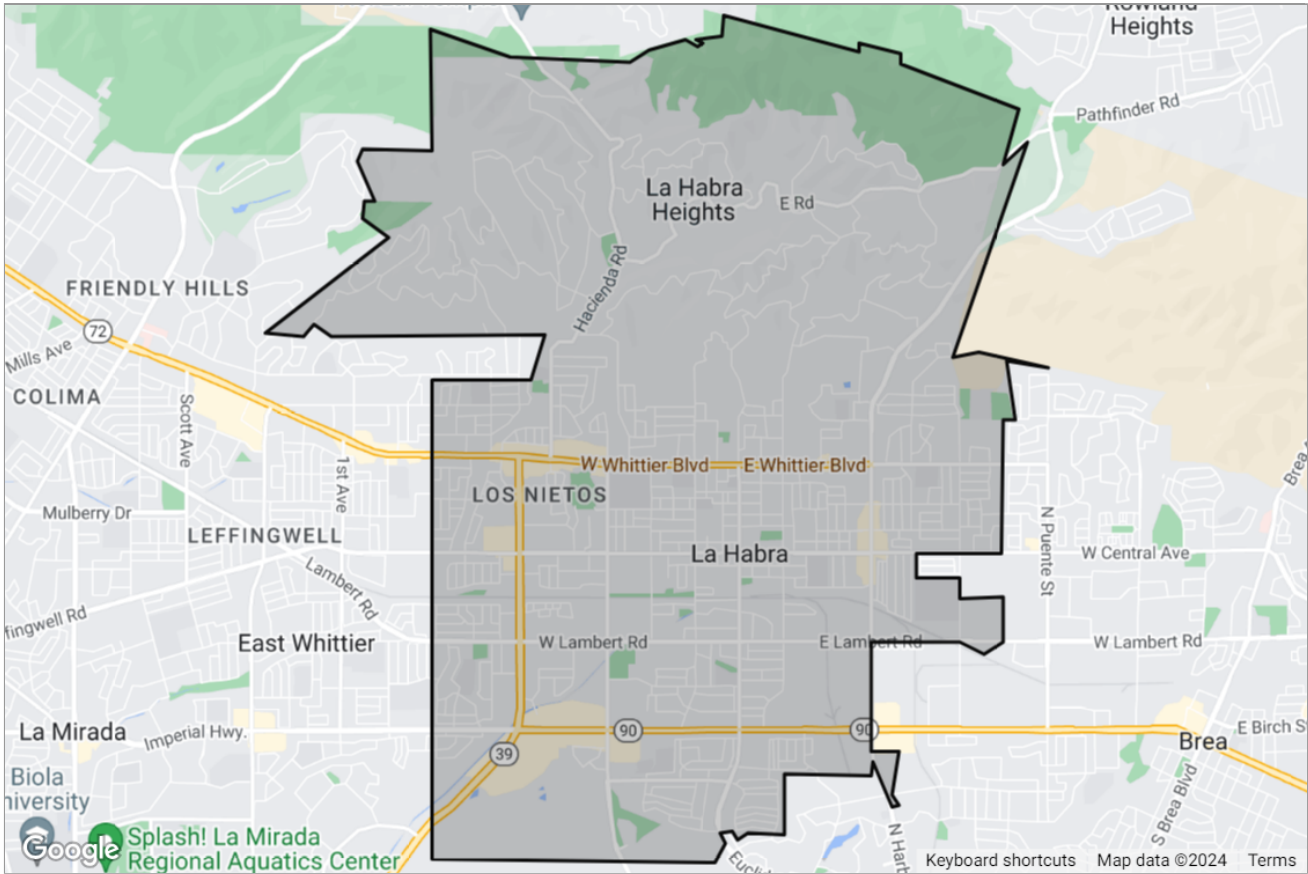TRADE AREA REPORT

La Habra, CA 90631

Presented by

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real

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Long Beach
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Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$99,154	**36.8**	**69,511**	**Pleasantville**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Upscale Avenues — Prosperous married couples living in older suburban enclaves	**Where do people like this usually live?**	Suburban Periphery — The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments

	Pleasantville	Urban Villages	Family Extensions	City Lights	Diverse Convergence
% of Households	4,961 (22.1%)	4,037 (18.0%)	2,919 (13.0%)	2,476 (11.0%)	1,584 (7.1%)
% of Orange County	79,429 (7.3%)	95,945 (8.9%)	49,463 (4.6%)	58,837 (5.4%)	70,525 (6.5%)
Lifestyle Group	Upscale Avenues	Sprouting Explorers	Next Wave	Middle Ground	Next Wave
Urbanization Group	Suburban Periphery	Urban Periphery	Urban Periphery	Urban Periphery	Urban Periphery
Residence Type	Single Family	Single Family	Single Family; Multi-Unit Rentals	Multi-Units; Single Family	High-Density Apartments; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples With Kids
Average Household Size	2.87	3.59	3.72	2.58	2.89
Median Age	43.3	34.6	28.9	39.9	33.5
Diversity Index	71.7	87.4	75.9	82	88.3
Median Household Income	$114,300	$82,900	$53,400	$88,400	$63,300
Median Net Worth	$513,200	$192,900	$23,300	$151,300	$33,300
Median Home Value	$467,300	$451,300	$387,500	$509,800	$474,500
Homeownership	84.4 %	71 %	38.1 %	55.1 %	30.3 %
Employment	Professional or Mgmnt/Bus/Financial	Services or Professional	Services or Transport/Material Moving	Professional or Mgmnt/Bus/Financial	Services or Professional
Education	Bachelor's Degree	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Enjoy outdoor gardening . Go to the beach, theme parks, museums.	Leisure focused on family activities . Fashion matters, spend liberally on new clothes.	Follow soccer . Trendy consumers who focus on style.	Believe in equal opportunity and attuned to the environment . Spend 7+ hours exercising per week.	Shop at warehouse clubs, specialty markets . Visit theme parks, the beach, play soccer and basketball.
Financial	Invest conservatively	Saving is more limited than spending	Savings and debt are minimal	Save for the future, steer away from risky investments	Limited funds to invest
Media	Use all types of media equally (newspapers, magazines, radio, Internet, TV).	Media preferences vary	Favor Spanish-language channels and websites	Use their cell phones frequently for news and entertainment	Media used most often is the Internet
Vehicle	Prefer imported SUVs	Own late model compact cars/SUVs	Take public transportation	Own one vehicle, but rely on public transportation	1 or 2 vehicles for most

About this segment
Pleasantville

This is the	In this area	In the United States
#1	**22.1%**	**2.1%**
dominant segment for this area	of households fall into this segment	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.

RPR

4/9/2024

About this segment

Urban Villages

This is the	**In this area**	**In the United States**
#2	**18.0%**	**1.0%**
dominant segment for this area	of households fall into this segment	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

Family Extensions

This is the	In this area	In the United States
#3	**13.0%**	**0.7%**
dominant segment for this area	of households fall into this segment	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.

RPR

4/9/2024

About this segment
City Lights

This is the	In this area	In the United States
#4	**11.0%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Our Neighborhood

- More than half of the homes are single-family residences or townhomes. Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values. Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households. Housing is older in this market: nearly 2 out of 3 homes were built before 1970. Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth. Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life. These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments. These consumers are price savvy but will pay for quality brands they trust. Residents stand by their belief in equal opportunity. Attuned to nature and the environment, and when they can, purchase natural products.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond. Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit. Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons. These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week. Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

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.

4/9/2024

About this segment
Diverse Convergence

This is the	In this area	In the United States
#5	**7.1%**	**1.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

Our Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts. Young family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households. Approximately 76% of householders live in multiunit apartment buildings, 30% in 2–4 unit structures. Majority of apartments built before 1970 (65%), 29% built before 1940. 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English. 27% have no high school diploma; 28% have a high school diploma only. Labor force participation rate is 67% and higher than the US average. Hard-working consumers, striving to get ahead; style matters to them. Preserving the environment and being in tune with nature are very important. Media used most often is the Internet.

Market Profile

- Limited funds to invest in retirement savings plans, stocks, or bonds. Shop for groceries at warehouse/club stores, as well as specialty markets. Read baby magazines and purchase baby products. Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food. Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games. Watch programs on children's channels and on Spanish TV networks. Listen to Spanish/Latin music on cell phones or on the radio at home.

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.

La Habra, CA 90631: 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

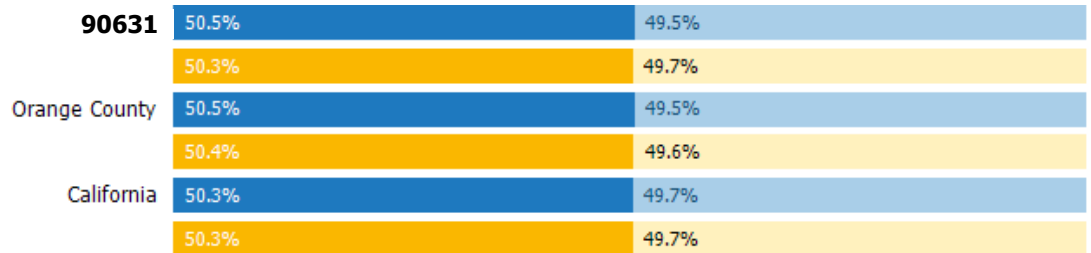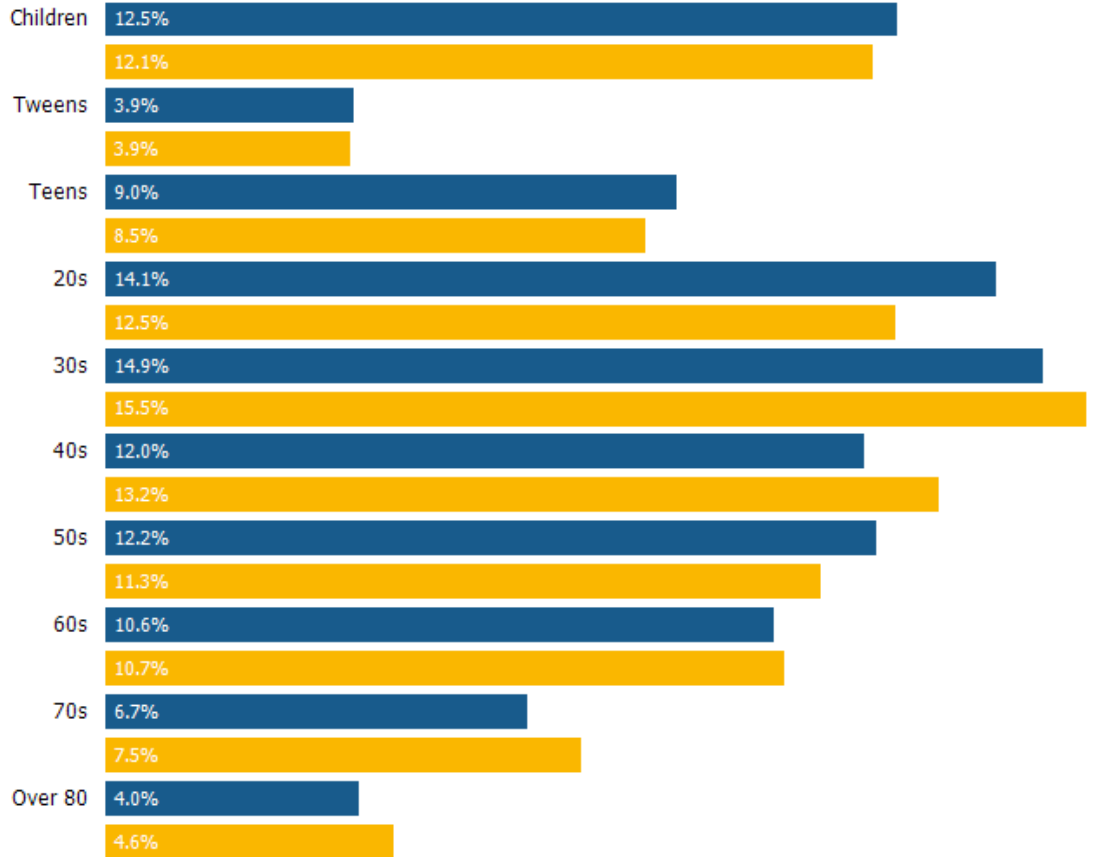Update Frequency: Annually

- 2022
- 2027 (Projected)

	2022	2027 (Projected)
90631	69,511	69,132
Orange County	3,203,496	3,198,925
California	39,770,476	39,648,278

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
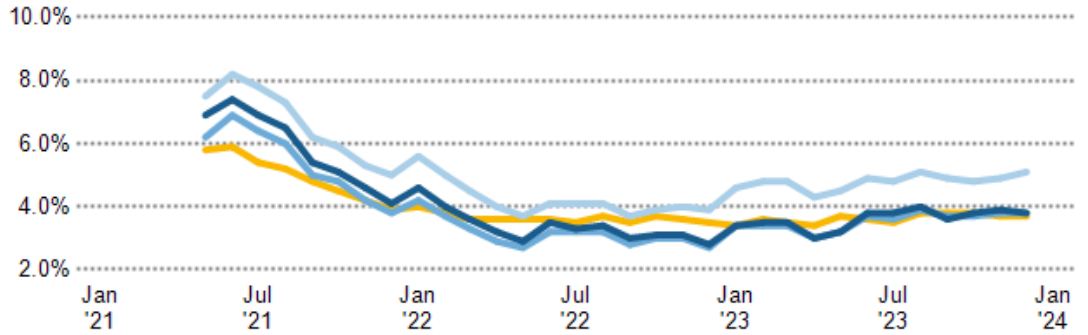
Update Frequency: Annually

- 2022
- 2027 (Projected)

	2022	2027 (Projected)
90631	4,998.0	4,970.7
Orange County	4,019.3	4,013.6
California	251.6	250.8

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)

	2022
90631	3.05%
Orange County	6.42%
California	6.76%

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

- 90631

	90631
90631	57,615
Orange County	3,284,104
California	39,594,223

4/9/2024

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

■ 90631

90631	4,142.6
Orange County	4,120.5
California	250.4

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)

	2022	2027 (Projected)
90631	3.07	3.06
Orange County	2.91	2.90
California	2.86	2.85

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)

	2022	2027 (Projected)
90631	59,350	59,018
Orange County	2,600,392	2,595,060
California	31,701,224	31,599,819

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)

	Women	Men
90631 (2022)	50.5%	49.5%
90631 (2027)	50.3%	49.7%
Orange County (2022)	50.5%	49.5%
Orange County (2027)	50.4%	49.6%
California (2022)	50.3%	49.7%
California (2027)	50.3%	49.7%

La Habra, CA 90631: 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)

	2022	2027 (Projected)
90631	36.8	38.4
Orange County	37.8	38.9
California	36.7	37.7

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)

Age Group	2022	2027 (Projected)
Children	12.5%	12.1%
Tweens	3.9%	3.9%
Teens	9.0%	8.5%
20s	14.1%	12.5%
30s	14.9%	15.5%
40s	12.0%	13.2%
50s	12.2%	11.3%
60s	10.6%	10.7%
70s	6.7%	7.5%
Over 80	4.0%	4.6%

La Habra, CA 90631: 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)

Geography	2022	2027 (Projected)
90631	$127,312	$149,109
Orange County	$146,902	$172,013
California	$129,367	$152,504

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)

Geography	2022	2027 (Projected)
90631	$99,154	$111,304
Orange County	$105,674	$122,120
California	$88,930	$106,150

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)

Geography	2022	2027 (Projected)
90631	$41,044	$48,136
Orange County	$49,691	$58,373
California	$44,265	$52,304

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

Geography	Amount
90631	$93,636
Orange County	$103,295
California	$92,100

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

- La Habra
- Orange County
- California
- USA

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

Industry	Count
Health Care and Social Assistance	4,713
Manufacturing	3,875
Retail Trade	3,710
Education	2,729
Construction	2,422
Professional, Scientific and Technical	2,092
Wholesale Trade	1,959
Accommodation and Food	1,946
Administrative Support and Waste Management	1,751
Other	1,656
Public Administration	1,638
Transportation and Warehousing	1,445
Finance and Insurance	1,411
Information	854
Arts, Entertainment and Recreation	686
Real Estate, Rental and Leasing	674
Utilities	364
Agriculture, Forestry, Fishing and Hunting	179
Business Management	13
Mining	8

4/9/2024

La Habra, CA 90631: 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

90631	7.4%
Orange County	6.3%
California	7.5%

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

90631	6.2%
Orange County	5.7%
California	6.6%

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

90631	2.4%
Orange County	1.7%
California	2.3%

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

90631	19.9%
Orange County	15.3%
California	18.4%

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

90631	20.4%
Orange County	17.4%
California	18.8%

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

90631	9.2%
Orange County	8.3%
California	8.6%

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

90631	23.0%
Orange County	29.4%
California	24.0%

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

90631	11.4%
Orange County	15.7%
California	13.8%

La Habra, CA 90631: 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

Area	Value
90631	$826,580
Orange County	$1,098,960
California	$770,540

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

Area	Change
90631	+6.6%
Orange County	+9.6%
California	+4.4%

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

Area	Price
90631	$839,500
Orange County	$1,499,000
California	$749,000

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

Area	Change
90631	-1.1
Orange County	+21.1%
California	+2.7%
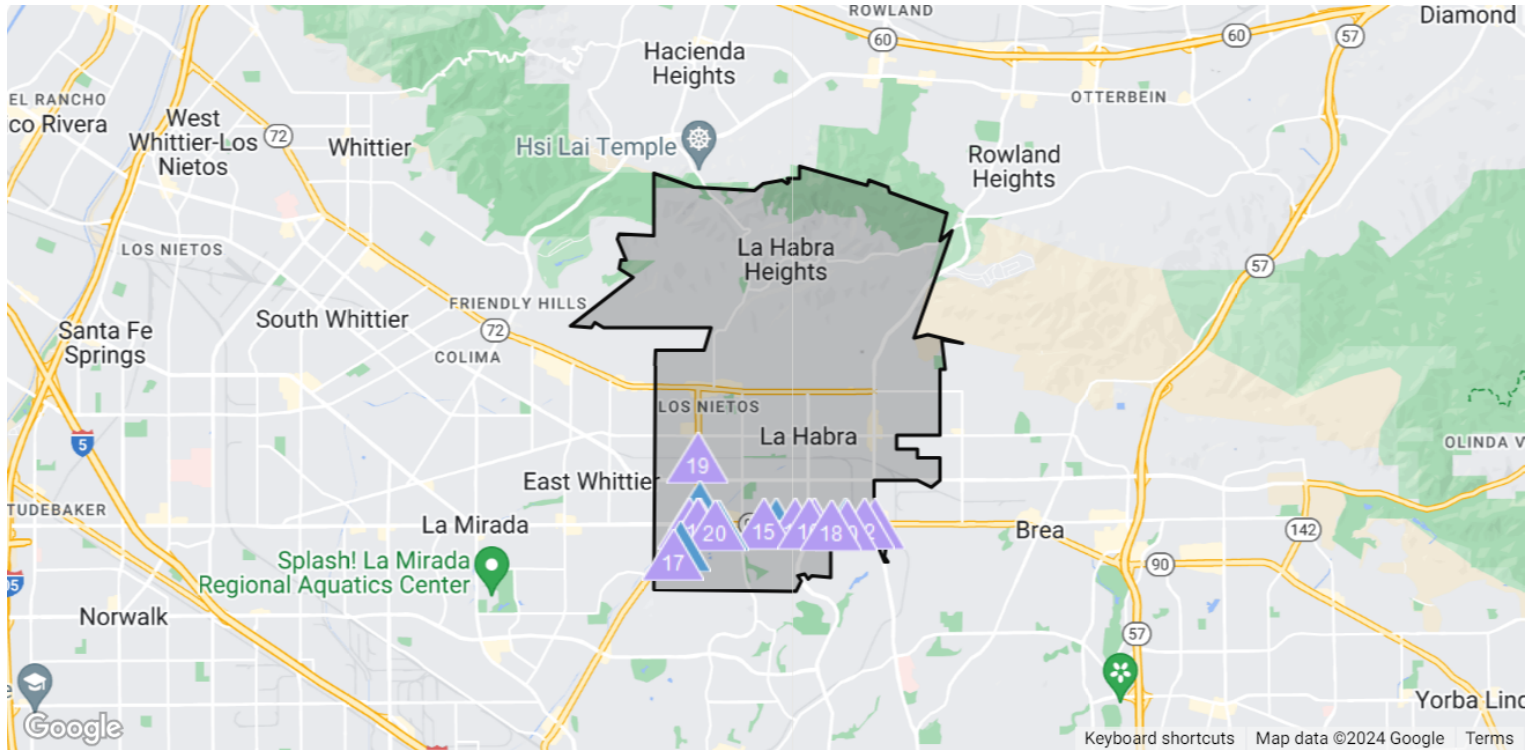
Traffic Counts

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

▲ 1

56,094

2023 Est. daily traffic counts

Street: **South Beach Boulevard**

Cross: **S Zeke and Elsie Ave**

Cross Dir: **W**

Dist: **0.2 miles**

Historical counts

Year		Count	Type
2018	▲	56,000	ADT

▲ 2

54,091

2023 Est. daily traffic counts

Street: **South Beach Boulevard**

Cross: **Fashion Square Ln**

Cross Dir: **S**

Dist: **0.02 miles**

Historical counts

Year		Count	Type
2018	▲	54,000	ADT

▲ 3

52,087

2023 Est. daily traffic counts

Street: **East Imperial Highway**

Cross: **Lakeview Ave**

Cross Dir: **W**

Dist: **0.05 miles**

Historical counts

Year		Count	Type
2018	▲	52,000	ADT

▲ 4

52,087

2023 Est. daily traffic counts

Street: **East Imperial Highway**

Cross: **S la Habra Hills Dr**

Cross Dir: **W**

Dist: **0.04 miles**

Historical counts

Year		Count	Type
2018	▲	52,000	ADT

▲ 5

51,085

2023 Est. daily traffic counts

Street: **West Imperial Highway**

Cross: **S Walnut St**

Cross Dir: **E**

Dist: **0.03 miles**

Historical counts

Year		Count	Type
2018	▲	51,000	ADT

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

Nearby Traffic Details

6
50,334
2023 Est. daily traffic counts

Street: **CA 90**
Cross: **W Imperial Hwy**
Cross Dir: **S**
Dist: **0.01 miles**

Historical counts

Year		Count	Type
2021	▲	50,300	AADT

7
49,308
2023 Est. daily traffic counts

Street: **39**
Cross: **Greenbrier Ln**
Cross Dir: **NW**
Dist: **0.07 miles**

Historical counts

Year		Count	Type
2018	▲	48,800	AADT

8
48,882
2023 Est. daily traffic counts

Street: **39**
Cross: **W Imperial Hwy**
Cross Dir: **S**
Dist: **0.01 miles**

Historical counts

Year		Count	Type
2018	▲	48,800	AADT

9
47,682
2023 Est. daily traffic counts

Street: **CA 90**
Cross: **E Imperial Hwy**
Cross Dir: **SE**
Dist: **–**

Historical counts

Year		Count	Type
2021	▲	47,650	AADT

10
47,011
2023 Est. daily traffic counts

Street: **E Imperial Hwy**
Cross: **Village Dr**
Cross Dir: **E**
Dist: **0.07 miles**

Historical counts

Year		Count	Type
2013	▲	46,700	AADT
2012	▲	46,500	AADT
2010	▲	47,000	AADT
2008	▲	47,000	ADT
2007	▲	47,000	ADT

11
46,939
2023 Est. daily traffic counts

Street: **E Imperial Hwy**
Cross: **S Cypress St**
Cross Dir: **E**
Dist: **0.08 miles**

Historical counts

Year		Count	Type
2018	▲	46,700	AADT
2013	▲	46,700	AADT
2012	▲	46,500	AADT
2010	▲	47,000	AADT
2009	▲	47,000	AADT

12
46,778
2023 Est. daily traffic counts

Street: **90**
Cross: **Berkshire Ln**
Cross Dir: **SW**
Dist: **0.09 miles**

Historical counts

Year		Count	Type
2018	▲	46,700	AADT

13
46,531
2023 Est. daily traffic counts

Street: **CA 90**
Cross: **W Imperial Hwy**
Cross Dir: **S**
Dist: **0.01 miles**

Historical counts

Year		Count	Type
2021	▲	46,500	AADT

14
46,325
2023 Est. daily traffic counts

Street: **W Imperial Hwy**
Cross: **S Euclid St**
Cross Dir: **E**
Dist: **0.16 miles**

Historical counts

Year		Count	Type
2018	▲	45,100	AADT
2013	▲	47,000	AADT
2012	▲	45,500	AADT
2010	▲	47,000	AADT
2008	▲	47,000	ADT

15
46,264
2023 Est. daily traffic counts

Street: **W Imperial Hwy**
Cross: **S Walnut St**
Cross Dir: **E**
Dist: **0.19 miles**

Historical counts

Year		Count	Type
2012	▲	47,000	AWDT
2007	▲	47,000	ADT
1998	▲	42,000	AADT
1997	▲	42,000	AADT

16
45,906
2023 Est. daily traffic counts

Street: **South Euclid Street**
Cross: **S Euclid St**
Cross Dir: **E**
Dist: **–**

Historical counts

Year		Count	Type
2021	▲	45,900	AADT

17
45,035
2023 Est. daily traffic counts

Street: **S Beach Blvd**
Cross: **Fashion Square Ln**
Cross Dir: **NE**
Dist: **0.6 miles**

Historical counts

Year		Count	Type
2013	▲	48,700	AADT
2012	▲	48,000	AADT
2011	▲	38,450	AADT
2010	▲	44,000	AADT
2009	▲	44,000	AADT

18
44,163
2023 Est. daily traffic counts

Street: **E Imperial Hwy**
Cross: **S Cypress St**
Cross Dir: **W**
Dist: **0.11 miles**

Historical counts

Year		Count	Type
2012	▲	44,000	AWDT

19
44,074
2023 Est. daily traffic counts

Street: **South Beach Boulevard**
Cross: **W Toledo Pl**
Cross Dir: **N**
Dist: **0.03 miles**

Historical counts

Year		Count	Type
2018	▲	44,000	ADT

20
43,947
2023 Est. daily traffic counts

Street: **W Imperial Hwy**
Cross: **S la Habra Hills Dr**
Cross Dir: **W**
Dist: **0.04 miles**

Historical counts

Year		Count	Type
2013	▲	45,600	AADT
2012	▲	45,500	AADT
2011	▲	33,950	AADT
2010	▲	47,000	AADT
2009	▲	47,000	ADT

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

RPR

4/9/2024

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- 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.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **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.

- Other data sets range from daily to annual updates.

Learn more

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