

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area		Trade Area
Population		
Estimated Population (2019)	116,111	
Projected Population (2024)	120,616	
Census Population (2010)	106,724	
Census Population (2000)	77,559	
Projected Annual Growth (2019-2024)	4,505	0.8%
Historical Annual Growth (2010-2019)	9,387	0.9%
Historical Annual Growth (2000-2010)	29,165	3.8%
Estimated Population Density (2019)	5,803	psm
Trade Area Size	20.0	sq mi
Households		
Estimated Households (2019)	40,908	
Projected Households (2024)	42,081	
Census Households (2010)	36,651	
Census Households (2000)	25,513	
Projected Annual Growth (2019-2024)	1,173	0.6%
Historical Annual Change (2000-2019)	15,396	3.2%
Average Household Income		
Estimated Average Household Income (2019)	\$98,999	
Projected Average Household Income (2024)	\$113,307	
Census Average Household Income (2010)	\$79,286	
Census Average Household Income (2000)	\$62,440	
Projected Annual Change (2019-2024)	\$14,308	2.9%
Historical Annual Change (2000-2019)	\$36,559	3.1%
Median Household Income		
Estimated Median Household Income (2019)	\$87,706	
Projected Median Household Income (2024)	\$101,640	
Census Median Household Income (2010)	\$70,838	
Census Median Household Income (2000)	\$56,242	
Projected Annual Change (2019-2024)	\$13,934	3.2%
Historical Annual Change (2000-2019)	\$31,464	2.9%
Per Capita Income		
Estimated Per Capita Income (2019)	\$34,893	
Projected Per Capita Income (2024)	\$39,544	
Census Per Capita Income (2010)	\$27,228	
Census Per Capita Income (2000)	\$20,604	
Projected Annual Change (2019-2024)	\$4,651	2.7%
Historical Annual Change (2000-2019)	\$14,289	3.7%
Estimated Average Household Net Worth (2019)	\$1.02 M	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area

Trade Area

Race and Ethnicity

Total Population (2019)	116,111	
White (2019)	63,029	54.3%
Black or African American (2019)	11,676	10.1%
American Indian or Alaska Native (2019)	845	0.7%
Asian (2019)	15,127	13.0%
Hawaiian or Pacific Islander (2019)	362	0.3%
Other Race (2019)	17,976	15.5%
Two or More Races (2019)	7,095	6.1%
Population < 18 (2019)	27,686	23.8%
White Not Hispanic	7,067	25.5%
Black or African American	2,758	10.0%
Asian	3,142	11.3%
Other Race Not Hispanic	1,482	5.4%
Hispanic	13,236	47.8%
Not Hispanic or Latino Population (2019)	67,588	58.2%
Not Hispanic White	38,985	57.7%
Not Hispanic Black or African American	10,522	15.6%
Not Hispanic American Indian or Alaska Native	281	0.4%
Not Hispanic Asian	14,025	20.8%
Not Hispanic Hawaiian or Pacific Islander	301	0.4%
Not Hispanic Other Race	109	0.2%
Not Hispanic Two or More Races	3,365	5.0%
Hispanic or Latino Population (2019)	48,523	41.8%
Hispanic White	24,045	49.6%
Hispanic Black or African American	1,154	2.4%
Hispanic American Indian or Alaska Native	564	1.2%
Hispanic Asian	1,102	2.3%
Hispanic Hawaiian or Pacific Islander	61	0.1%
Hispanic Other Race	17,867	36.8%
Hispanic Two or More Races	3,730	7.7%
Not Hispanic or Latino Population (2010)	66,577	62.4%
Hispanic or Latino Population (2010)	40,147	37.6%
Not Hispanic or Latino Population (2000)	53,205	68.6%
Hispanic or Latino Population (2000)	24,354	31.4%
Not Hispanic or Latino Population (2024)	68,983	57.2%
Hispanic or Latino Population (2024)	51,633	42.8%
Projected Annual Growth (2019-2024)	3,110	-
Historical Annual Growth (2000-2010)	15,793	6.5%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area

Trade Area

Total Age Distribution (2019)

Total Population	116,111	
Age Under 5 Years	7,306	6.3%
Age 5 to 9 Years	7,705	6.6%
Age 10 to 14 Years	8,119	7.0%
Age 15 to 19 Years	7,489	6.4%
Age 20 to 24 Years	7,806	6.7%
Age 25 to 29 Years	10,199	8.8%
Age 30 to 34 Years	9,472	8.2%
Age 35 to 39 Years	8,985	7.7%
Age 40 to 44 Years	7,851	6.8%
Age 45 to 49 Years	7,437	6.4%
Age 50 to 54 Years	7,176	6.2%
Age 55 to 59 Years	7,399	6.4%
Age 60 to 64 Years	6,279	5.4%
Age 65 to 69 Years	4,666	4.0%
Age 70 to 74 Years	3,273	2.8%
Age 75 to 79 Years	2,099	1.8%
Age 80 to 84 Years	1,452	1.3%
Age 85 Years or Over	1,398	1.2%
Median Age	34.6	
Age 19 Years or Less	30,618	26.4%
Age 20 to 64 Years	72,604	62.5%
Age 65 Years or Over	12,889	11.1%

Female Age Distribution (2019)

Female Population	59,636	51.4%
Age Under 5 Years	3,535	5.9%
Age 5 to 9 Years	3,692	6.2%
Age 10 to 14 Years	3,972	6.7%
Age 15 to 19 Years	3,660	6.1%
Age 20 to 24 Years	3,813	6.4%
Age 25 to 29 Years	5,239	8.8%
Age 30 to 34 Years	4,814	8.1%
Age 35 to 39 Years	4,660	7.8%
Age 40 to 44 Years	3,996	6.7%
Age 45 to 49 Years	3,839	6.4%
Age 50 to 54 Years	3,748	6.3%
Age 55 to 59 Years	3,892	6.5%
Age 60 to 64 Years	3,332	5.6%
Age 65 to 69 Years	2,523	4.2%
Age 70 to 74 Years	1,836	3.1%
Age 75 to 79 Years	1,220	2.0%
Age 80 to 84 Years	938	1.6%
Age 85 Years or Over	927	1.6%
Female Median Age	35.9	
Age 19 Years or Less	14,858	24.9%
Age 20 to 64 Years	37,333	62.6%
Age 65 Years or Over	7,446	12.5%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area

Trade Area

Male Age Distribution (2019)

Male Population	56,475	48.6%
Age Under 5 Years	3,772	6.7%
Age 5 to 9 Years	4,013	7.1%
Age 10 to 14 Years	4,147	7.3%
Age 15 to 19 Years	3,829	6.8%
Age 20 to 24 Years	3,992	7.1%
Age 25 to 29 Years	4,960	8.8%
Age 30 to 34 Years	4,658	8.2%
Age 35 to 39 Years	4,325	7.7%
Age 40 to 44 Years	3,855	6.8%
Age 45 to 49 Years	3,598	6.4%
Age 50 to 54 Years	3,428	6.1%
Age 55 to 59 Years	3,507	6.2%
Age 60 to 64 Years	2,948	5.2%
Age 65 to 69 Years	2,142	3.8%
Age 70 to 74 Years	1,437	2.5%
Age 75 to 79 Years	879	1.6%
Age 80 to 84 Years	514	0.9%
Age 85 Years or Over	471	0.8%
Male Median Age	33.2	
Age 19 Years or Less	15,761	27.9%
Age 20 to 64 Years	35,271	62.5%
Age 65 Years or Over	5,443	9.6%

Males per 100 Females (2019)

Overall Comparison		
Age Under 5 Years	107	51.6%
Age 5 to 9 Years	109	52.1%
Age 10 to 14 Years	104	-
Age 15 to 19 Years	105	51.1%
Age 20 to 24 Years	105	51.1%
Age 25 to 29 Years	95	48.6%
Age 30 to 34 Years	97	49.2%
Age 35 to 39 Years	93	48.1%
Age 40 to 44 Years	96	49.1%
Age 45 to 49 Years	94	48.4%
Age 50 to 54 Years	91	47.8%
Age 55 to 59 Years	90	47.4%
Age 60 to 64 Years	88	46.9%
Age 65 to 69 Years	85	45.9%
Age 70 to 74 Years	78	43.9%
Age 75 to 79 Years	72	41.9%
Age 80 to 84 Years	55	35.4%
Age 85 Years or Over	51	33.7%
Age 19 Years or Less	106	51.5%
Age 20 to 39 Years	97	49.2%
Age 40 to 64 Years	92	48.0%
Age 65 Years or Over	73	42.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area

Trade Area

Household Type (2019)

Total Households	40,908	
Households with Children	15,857	38.8%
Average Household Size	2.8	
Household Density per Square Mile	2,044	
Population Family	100,981	87.0%
Population Non-Family	14,991	12.9%
Population Group Quarters	139	0.1%
Family Households	29,313	71.7%
Married Couple Households	20,634	70.4%
Other Family Households with Children	8,679	29.6%
Family Households with Children	15,687	53.5%
Married Couple with Children	10,462	66.7%
Other Family Households with Children	5,225	33.3%
Family Households No Children	13,626	46.5%
Married Couple No Children	10,172	74.7%
Other Family Households No Children	3,453	25.3%
Non-Family Households	11,595	28.3%
Non-Family Households with Children	169	1.5%
Non-Family Households No Children	11,426	98.5%
Average Family Household Size	3.4	
Average Family Income	\$111,177	
Median Family Income	\$99,550	
Average Non-Family Household Size	1.3	

Marital Status (2019)

Population Age 15 Years or Over	92,981	
Never Married	32,444	34.9%
Currently Married	41,726	44.9%
Previously Married	18,812	20.2%
Separated	5,256	27.9%
Widowed	3,511	18.7%
Divorced	10,045	53.4%

Educational Attainment (2019)

Adult Population Age 25 Years or Over	77,687	
Elementary (Grade Level 0 to 8)	2,724	3.5%
Some High School (Grade Level 9 to 11)	3,537	4.6%
High School Graduate	17,613	22.7%
Some College	19,389	25.0%
Associate Degree Only	8,132	10.5%
Bachelor Degree Only	16,711	21.5%
Graduate Degree	9,581	12.3%
Any College (Some College or Higher)	53,813	69.3%
College Degree + (Bachelor Degree or Higher)	26,292	33.8%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area		Trade Area	
Housing			
Total Housing Units (2019)		41,473	
Total Housing Units (2010)		38,312	
Historical Annual Growth (2010-2019)		3,161	0.9%
Housing Units Occupied (2019)		40,908	98.6%
Housing Units Owner-Occupied		22,914	56.0%
Housing Units Renter-Occupied		17,995	44.0%
Housing Units Vacant (2019)		565	1.4%
Household Size (2019)			
Total Households		40,908	
1 Person Households		8,951	21.9%
2 Person Households		11,603	28.4%
3 Person Households		7,492	18.3%
4 Person Households		6,713	16.4%
5 Person Households		3,608	8.8%
6 Person Households		1,462	3.6%
7 or More Person Households		1,079	2.6%
Household Income Distribution (2019)			
HH Income \$200,000 or More		3,194	7.8%
HH Income \$150,000 to \$199,999		4,818	11.8%
HH Income \$125,000 to \$149,999		3,651	8.9%
HH Income \$100,000 to \$124,999		4,661	11.4%
HH Income \$75,000 to \$99,999		7,218	17.6%
HH Income \$50,000 to \$74,999		6,468	15.8%
HH Income \$35,000 to \$49,999		3,650	8.9%
HH Income \$25,000 to \$34,999		2,320	5.7%
HH Income \$15,000 to \$24,999		2,508	6.1%
HH Income \$10,000 to \$14,999		911	2.2%
HH Income Under \$10,000		1,510	3.7%
Household Vehicles (2019)			
Households 0 Vehicles Available		1,280	3.1%
Households 1 Vehicle Available		11,447	28.0%
Households 2 Vehicles Available		16,257	39.7%
Households 3 or More Vehicles Available		11,924	29.1%
Total Vehicles Available		86,225	
Average Vehicles per Household		2.1	
Owner-Occupied Household Vehicles		54,747	63.5%
Average Vehicles per Owner-Occupied Household		2.4	
Renter-Occupied Household Vehicles		31,478	36.5%
Average Vehicles per Renter-Occupied Household		1.7	
Travel Time (2019)			
Worker Base Age 16 years or Over		52,707	
Travel to Work in 14 Minutes or Less		11,617	22.0%
Travel to Work in 15 to 29 Minutes		20,599	39.1%
Travel to Work in 30 to 59 Minutes		16,985	32.2%
Travel to Work in 60 Minutes or More		9,322	17.7%
Work at Home		2,773	5.3%
Average Minutes Travel to Work		25.9	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area	Trade Area	
Transportation To Work (2019)		
Worker Base Age 16 years or Over	52,707	
Drive to Work Alone	41,731	79.2%
Drive to Work in Carpool	5,309	10.1%
Travel to Work by Public Transportation	1,507	2.9%
Drive to Work on Motorcycle	64	0.1%
Bicycle to Work	136	0.3%
Walk to Work	783	1.5%
Other Means	404	0.8%
Work at Home	2,773	5.3%
Daytime Demographics (2019)		
Total Businesses	6,706	
Total Employees	61,658	
Company Headquarter Businesses	18	0.3%
Company Headquarter Employees	1,028	1.7%
Employee Population per Business	9.2	to 1
Residential Population per Business	17.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	91,162	
Labor Force		
Labor Population Age 16 Years or Over (2019)	91,488	
Labor Force Total Males (2019)	43,802	47.9%
Male Civilian Employed	31,775	72.5%
Male Civilian Unemployed	906	2.1%
Males in Armed Forces	75	0.2%
Males Not in Labor Force	11,046	25.2%
Labor Force Total Females (2019)	47,685	52.1%
Female Civilian Employed	30,133	63.2%
Female Civilian Unemployed	802	1.7%
Females in Armed Forces	-	-
Females Not in Labor Force	16,750	35.1%
Unemployment Rate	1,708	1.9%
Occupation (2019)		
Occupation Population Age 16 Years or Over	61,908	
Occupation Total Males	31,775	51.3%
Occupation Total Females	30,133	48.7%
Management, Business, Financial Operations	9,347	15.1%
Professional, Related	16,283	26.3%
Service	8,681	14.0%
Sales, Office	15,878	25.6%
Farming, Fishing, Forestry	28	-
Construction, Extraction, Maintenance	3,591	5.8%
Production, Transport, Material Moving	8,101	13.1%
White Collar Workers	41,508	67.0%
Blue Collar Workers	20,401	33.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area

Trade Area

Units In Structure (2019)

Total Units	36,651	
1 Detached Unit	23,964	65.4%
1 Attached Unit	2,616	7.1%
2 Units	270	0.7%
3 to 4 Units	2,276	6.2%
5 to 9 Units	3,128	8.5%
10 to 19 Units	2,151	5.9%
20 to 49 Units	1,534	4.2%
50 or More Units	3,626	9.9%
Mobile Home or Trailer	1,340	3.7%
Other Structure	2	-

Homes Built By Year (2019)

Homes Built 2014 or later	865	2.1%
Homes Built 2010 to 2013	1,483	3.6%
Homes Built 2000 to 2009	9,094	21.9%
Homes Built 1990 to 1999	6,223	15.0%
Homes Built 1980 to 1989	10,700	25.8%
Homes Built 1970 to 1979	7,715	18.6%
Homes Built 1960 to 1969	2,034	4.9%
Homes Built 1950 to 1959	1,609	3.9%
Homes Built 1940 to 1949	643	1.6%
Homes Built Before 1939	542	1.3%
Median Age of Homes	28.8	yrs

Home Values (2019)

Owner Specified Housing Units	20,891	
Home Values \$1,000,000 or More	94	0.4%
Home Values \$750,000 to \$999,999	350	1.7%
Home Values \$500,000 to \$749,999	4,336	20.8%
Home Values \$400,000 to \$499,999	7,051	33.7%
Home Values \$300,000 to \$399,999	6,097	29.2%
Home Values \$250,000 to \$299,999	1,715	8.2%
Home Values \$200,000 to \$249,999	1,155	5.5%
Home Values \$175,000 to \$199,999	308	1.5%
Home Values \$150,000 to \$174,999	302	1.4%
Home Values \$125,000 to \$149,999	120	0.6%
Home Values \$100,000 to \$124,999	161	0.8%
Home Values \$90,000 to \$99,999	55	0.3%
Home Values \$80,000 to \$89,999	43	0.2%
Home Values \$70,000 to \$79,999	50	0.2%
Home Values \$60,000 to \$69,999	122	0.6%
Home Values \$50,000 to \$59,999	107	0.5%
Home Values \$35,000 to \$49,999	205	1.0%
Home Values \$25,000 to \$34,999	151	0.7%
Home Values \$10,000 to \$24,999	112	0.5%
Home Values Under \$10,000	172	0.8%
Owner-Occupied Median Home Value	\$407,264	
Renter-Occupied Median Rent	\$1,453	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.1067/-117.561

RFULL9

Trade Area	Trade Area	
Total Annual Consumer Expenditure (2019)		
Total Household Expenditure	\$2.87 B	
Total Non-Retail Expenditure	\$1.51 B	
Total Retail Expenditure	\$1.36 B	
Apparel	\$102.93 M	
Contributions	\$93.51 M	
Education	\$89.24 M	
Entertainment	\$164.16 M	
Food and Beverages	\$423.38 M	
Furnishings and Equipment	\$101.78 M	
Gifts	\$70.25 M	
Health Care	\$237.58 M	
Household Operations	\$112.64 M	
Miscellaneous Expenses	\$54.1 M	
Personal Care	\$38.62 M	
Personal Insurance	\$20.56 M	
Reading	\$6.19 M	
Shelter	\$606.94 M	
Tobacco	\$16.63 M	
Transportation	\$527.03 M	
Utilities	\$207.55 M	
Monthly Household Consumer Expenditure (2019)		
Total Household Expenditure	\$5,853	
Total Non-Retail Expenditure	\$3,085	52.7%
Total Retail Expenditures	\$2,767	47.3%
Apparel	\$210	3.6%
Contributions	\$190	3.3%
Education	\$182	3.1%
Entertainment	\$334	5.7%
Food and Beverages	\$862	14.7%
Furnishings and Equipment	\$207	3.5%
Gifts	\$143	2.4%
Health Care	\$484	8.3%
Household Operations	\$229	3.9%
Miscellaneous Expenses	\$110	1.9%
Personal Care	\$79	1.3%
Personal Insurance	\$42	0.7%
Reading	\$13	0.2%
Shelter	\$1,236	21.1%
Tobacco	\$34	0.6%
Transportation	\$1,074	18.3%
Utilities	\$423	7.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.