



# Community Profile

Rings: 1, 3, 5 mile radii

405 Silver Spur Rd, Rolling Hills Estates, CA

Latitude: 33.7753

Longitude: -118.3753

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	15,715	80,164	245,147
2010 Total Population	16,131	82,259	253,899
2020 Total Population	16,863	84,098	258,377
2020 Group Quarters	74	304	2,255
2025 Total Population	17,069	84,395	258,833
2020-2025 Annual Rate	0.24%	0.07%	0.04%
2020 Total Daytime Population	18,328	87,707	270,922
Workers	8,145	39,680	128,270
Residents	10,183	48,027	142,652
<b>Household Summary</b>			
2000 Households	5,894	31,336	97,528
2000 Average Household Size	2.64	2.55	2.49
2010 Households	6,124	31,946	99,829
2010 Average Household Size	2.62	2.57	2.52
2020 Households	6,341	32,395	100,555
2020 Average Household Size	2.65	2.59	2.55
2025 Households	6,378	32,336	100,179
2025 Average Household Size	2.66	2.60	2.56
2020-2025 Annual Rate	0.12%	-0.04%	-0.07%
2010 Families	4,708	23,632	67,677
2010 Average Family Size	3.04	3.01	3.07
2020 Families	4,893	24,042	68,487
2020 Average Family Size	3.07	3.03	3.10
2025 Families	4,938	24,074	68,514
2025 Average Family Size	3.08	3.04	3.11
2020-2025 Annual Rate	0.18%	0.03%	0.01%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,063	32,358	101,247
Owner Occupied Housing Units	74.5%	71.1%	59.4%
Renter Occupied Housing Units	22.7%	25.8%	36.9%
Vacant Housing Units	2.8%	3.2%	3.7%
2010 Housing Units	6,410	33,451	104,847
Owner Occupied Housing Units	71.7%	69.8%	58.7%
Renter Occupied Housing Units	23.8%	25.7%	36.5%
Vacant Housing Units	4.5%	4.5%	4.8%
2020 Housing Units	6,621	33,974	106,113
Owner Occupied Housing Units	70.0%	67.6%	56.1%
Renter Occupied Housing Units	25.7%	27.7%	38.7%
Vacant Housing Units	4.2%	4.6%	5.2%
2025 Housing Units	6,667	34,076	106,401
Owner Occupied Housing Units	70.5%	67.9%	56.5%
Renter Occupied Housing Units	25.1%	27.0%	37.7%
Vacant Housing Units	4.3%	5.1%	5.8%
<b>Median Household Income</b>			
2020	\$134,794	\$135,671	\$105,661
2025	\$145,061	\$148,122	\$114,740
<b>Median Home Value</b>			
2020	\$1,196,443	\$1,297,145	\$921,578
2025	\$1,226,893	\$1,326,122	\$969,917
<b>Per Capita Income</b>			
2020	\$73,738	\$75,849	\$58,221
2025	\$79,938	\$82,599	\$64,694
<b>Median Age</b>			
2010	46.9	46.6	43.1
2020	49.7	49.9	45.3
2025	50.1	50.3	45.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	6,341	32,395	100,555
<\$15,000	3.3%	4.1%	5.7%
\$15,000 - \$24,999	2.2%	2.7%	4.5%
\$25,000 - \$34,999	3.4%	3.6%	4.8%
\$35,000 - \$49,999	5.5%	5.0%	7.1%
\$50,000 - \$74,999	11.4%	10.0%	12.7%
\$75,000 - \$99,999	10.9%	10.1%	12.0%
\$100,000 - \$149,999	17.3%	18.6%	19.7%
\$150,000 - \$199,999	15.4%	13.4%	12.3%
\$200,000+	30.6%	32.6%	21.2%
Average Household Income	\$197,080	\$197,435	\$149,457
<b>2025 Households by Income</b>			
Household Income Base	6,378	32,336	100,179
<\$15,000	3.3%	3.8%	5.1%
\$15,000 - \$24,999	1.9%	2.2%	3.8%
\$25,000 - \$34,999	3.0%	3.2%	4.2%
\$35,000 - \$49,999	5.0%	4.4%	6.2%
\$50,000 - \$74,999	11.0%	9.5%	11.7%
\$75,000 - \$99,999	10.1%	9.4%	11.4%
\$100,000 - \$149,999	16.8%	17.9%	19.8%
\$150,000 - \$199,999	15.2%	13.7%	13.5%
\$200,000+	33.6%	35.9%	24.4%
Average Household Income	\$214,985	\$216,196	\$166,996
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	4,637	22,977	59,540
<\$50,000	0.1%	0.1%	0.4%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.1%	0.5%
\$250,000 - \$299,999	0.0%	0.0%	0.5%
\$300,000 - \$399,999	0.3%	0.2%	2.1%
\$400,000 - \$499,999	1.3%	1.8%	4.8%
\$500,000 - \$749,999	9.1%	5.8%	23.7%
\$750,000 - \$999,999	18.5%	18.4%	25.6%
\$1,000,000 - \$1,499,999	52.7%	39.5%	24.7%
\$1,500,000 - \$1,999,999	12.4%	15.9%	8.2%
\$2,000,000 +	5.6%	18.0%	9.0%
Average Home Value	\$1,226,989	\$1,384,969	\$1,060,294
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	4,702	23,124	60,079
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.1%
\$250,000 - \$299,999	0.0%	0.0%	0.2%
\$300,000 - \$399,999	0.1%	0.1%	1.1%
\$400,000 - \$499,999	0.6%	1.0%	3.0%
\$500,000 - \$749,999	6.4%	3.8%	20.3%
\$750,000 - \$999,999	16.9%	17.2%	28.4%
\$1,000,000 - \$1,499,999	57.3%	42.8%	28.0%
\$1,500,000 - \$1,999,999	13.0%	16.5%	8.7%
\$2,000,000 +	5.8%	18.6%	9.9%
Average Home Value	\$1,263,263	\$1,421,312	\$1,118,856

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

September 15, 2020



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<b>2010 Population by Age</b>			
Total	16,131	82,259	253,900
0 - 4	3.6%	4.0%	5.1%
5 - 9	6.4%	6.1%	5.8%
10 - 14	8.4%	7.5%	6.5%
15 - 24	10.8%	10.3%	11.1%
25 - 34	5.1%	6.8%	10.6%
35 - 44	12.0%	12.2%	13.9%
45 - 54	18.8%	18.7%	17.2%
55 - 64	12.4%	13.8%	12.9%
65 - 74	10.7%	10.3%	8.5%
75 - 84	8.3%	7.4%	5.9%
85 +	3.4%	2.9%	2.5%
18 +	76.4%	77.6%	78.5%
<b>2020 Population by Age</b>			
Total	16,862	84,098	258,375
0 - 4	3.4%	3.6%	4.5%
5 - 9	5.0%	4.7%	5.0%
10 - 14	6.9%	6.1%	5.9%
15 - 24	11.4%	11.2%	11.4%
25 - 34	7.1%	8.3%	11.2%
35 - 44	9.6%	9.7%	11.7%
45 - 54	14.8%	14.2%	14.0%
55 - 64	16.2%	17.2%	15.4%
65 - 74	12.4%	12.8%	11.1%
75 - 84	9.0%	8.3%	6.7%
85 +	4.2%	3.8%	3.1%
18 +	80.1%	81.3%	80.9%
<b>2025 Population by Age</b>			
Total	17,067	84,396	258,832
0 - 4	3.5%	3.7%	4.5%
5 - 9	5.1%	4.8%	4.9%
10 - 14	6.2%	5.5%	5.3%
15 - 24	9.4%	9.5%	10.2%
25 - 34	7.9%	9.3%	12.3%
35 - 44	11.5%	11.2%	12.1%
45 - 54	12.9%	12.2%	12.5%
55 - 64	15.6%	16.3%	14.7%
65 - 74	14.0%	14.2%	12.4%
75 - 84	9.6%	9.3%	7.7%
85 +	4.3%	4.0%	3.3%
18 +	81.4%	82.4%	81.9%
<b>2010 Population by Sex</b>			
Males	7,692	39,868	122,833
Females	8,439	42,391	131,066
<b>2020 Population by Sex</b>			
Males	8,033	40,807	125,188
Females	8,830	43,290	133,188
<b>2025 Population by Sex</b>			
Males	8,153	40,989	125,477
Females	8,916	43,406	133,356

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,132	82,259	253,899
White Alone	54.6%	64.7%	60.2%
Black Alone	2.0%	1.8%	3.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	37.1%	26.8%	24.3%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.3%	1.6%	6.2%
Two or More Races	4.7%	4.7%	5.1%
Hispanic Origin	6.0%	7.7%	18.3%
Diversity Index	61.3	57.9	70.3
<b>2020 Population by Race/Ethnicity</b>			
Total	16,864	84,097	258,376
White Alone	49.3%	60.2%	56.4%
Black Alone	1.9%	1.7%	3.3%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	41.8%	30.5%	27.3%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.4%	1.8%	6.5%
Two or More Races	5.4%	5.5%	5.8%
Hispanic Origin	6.4%	8.4%	19.4%
Diversity Index	63.2	61.4	72.9
<b>2025 Population by Race/Ethnicity</b>			
Total	17,068	84,394	258,832
White Alone	46.7%	58.0%	54.7%
Black Alone	1.8%	1.7%	3.1%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	44.2%	32.4%	28.8%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.4%	1.8%	6.6%
Two or More Races	5.6%	5.7%	6.1%
Hispanic Origin	6.7%	8.8%	20.2%
Diversity Index	63.8	62.9	74.0
<b>2010 Population by Relationship and Household Type</b>			
Total	16,131	82,259	253,899
In Households	99.6%	99.6%	99.1%
In Family Households	89.6%	87.6%	83.6%
Householder	29.1%	28.6%	26.7%
Spouse	24.9%	24.4%	21.0%
Child	32.0%	30.6%	30.2%
Other relative	2.8%	2.8%	4.0%
Nonrelative	0.8%	1.1%	1.6%
In Nonfamily Households	9.9%	12.1%	15.6%
In Group Quarters	0.4%	0.4%	0.9%
Institutionalized Population	0.2%	0.0%	0.4%
Noninstitutionalized Population	0.3%	0.3%	0.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	12,366	62,559	189,348
Less than 9th Grade	0.6%	0.8%	2.8%
9th - 12th Grade, No Diploma	1.3%	1.6%	3.3%
High School Graduate	6.8%	7.9%	13.0%
GED/Alternative Credential	0.6%	0.6%	1.2%
Some College, No Degree	12.4%	14.5%	17.0%
Associate Degree	5.0%	6.9%	7.9%
Bachelor's Degree	40.3%	37.4%	32.8%
Graduate/Professional Degree	32.9%	30.4%	22.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	14,293	71,991	218,716
Never Married	20.1%	23.7%	29.2%
Married	66.9%	63.0%	56.0%
Widowed	7.2%	6.3%	5.9%
Divorced	5.9%	7.0%	8.9%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,665	41,294	136,222
Population 16+ Employed	87.8%	87.8%	85.8%
Population 16+ Unemployment rate	12.2%	12.2%	14.2%
Population 16-24 Employed	5.4%	7.6%	8.4%
Population 16-24 Unemployment rate	29.4%	22.0%	27.0%
Population 25-54 Employed	56.6%	55.2%	60.7%
Population 25-54 Unemployment rate	11.2%	11.3%	13.1%
Population 55-64 Employed	26.1%	25.0%	21.4%
Population 55-64 Unemployment rate	10.8%	11.8%	12.8%
Population 65+ Employed	11.9%	12.2%	9.5%
Population 65+ Unemployment rate	10.3%	10.0%	11.1%
<b>2020 Employed Population 16+ by Industry</b>			
Total	6,729	36,263	116,821
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	2.6%	3.2%	4.4%
Manufacturing	13.6%	12.6%	11.8%
Wholesale Trade	6.0%	4.9%	4.1%
Retail Trade	8.1%	7.0%	8.1%
Transportation/Utilities	4.6%	5.1%	7.8%
Information	3.1%	2.8%	2.8%
Finance/Insurance/Real Estate	11.4%	11.6%	9.1%
Services	47.5%	49.8%	48.8%
Public Administration	3.1%	2.8%	3.0%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	6,730	36,262	116,819
White Collar	87.0%	85.2%	76.7%
Management/Business/Financial	35.2%	29.6%	23.6%
Professional	31.3%	32.9%	29.2%
Sales	9.9%	12.8%	11.6%
Administrative Support	10.7%	9.9%	12.3%
Services	8.5%	7.5%	11.1%
Blue Collar	4.5%	7.3%	12.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.7%	3.0%
Installation/Maintenance/Repair	1.4%	1.2%	1.6%
Production	0.8%	1.8%	2.5%
Transportation/Material Moving	1.6%	2.6%	5.0%

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<b>2010 Households by Type</b>			
Total	6,124	31,945	99,829
Households with 1 Person	20.4%	21.7%	26.3%
Households with 2+ People	79.6%	78.3%	73.7%
Family Households	76.9%	74.0%	67.8%
Husband-wife Families	65.9%	63.1%	53.5%
With Related Children	29.8%	27.1%	23.8%
Other Family (No Spouse Present)	11.0%	10.9%	14.3%
Other Family with Male Householder	2.5%	3.1%	4.1%
With Related Children	1.1%	1.4%	1.9%
Other Family with Female Householder	8.5%	7.7%	10.1%
With Related Children	4.5%	3.9%	5.3%
Nonfamily Households	2.7%	4.4%	5.9%
All Households with Children	35.5%	32.6%	31.2%
Multigenerational Households	3.2%	2.9%	3.7%
Unmarried Partner Households	2.2%	3.3%	4.6%
Male-female	1.8%	2.7%	4.0%
Same-sex	0.4%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	6,124	31,945	99,830
1 Person Household	20.4%	21.7%	26.3%
2 Person Household	34.2%	35.8%	32.9%
3 Person Household	18.4%	17.5%	17.0%
4 Person Household	18.5%	16.9%	15.0%
5 Person Household	6.5%	5.8%	5.7%
6 Person Household	1.5%	1.7%	1.9%
7 + Person Household	0.5%	0.7%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,124	31,946	99,829
Owner Occupied	75.0%	73.1%	61.6%
Owned with a Mortgage/Loan	53.1%	51.9%	44.8%
Owned Free and Clear	21.9%	21.2%	16.8%
Renter Occupied	25.0%	26.9%	38.4%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	65	61	66
Percent of Income for Mortgage	37.1%	39.9%	36.4%
Wealth Index	298	299	198
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,410	33,451	104,847
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,131	82,259	253,899
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Top Tier (1A)	Pacific Heights (2C)
2.	Pacific Heights (2C)	Pacific Heights (2C)	Top Tier (1A)
3.		Exurbanites (1E)	City Lights (8A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$27,454,255	\$142,227,749	\$344,031,631
Average Spent	\$4,329.64	\$4,390.42	\$3,421.33
Spending Potential Index	202	205	159
Education: Total \$	\$30,321,414	\$149,170,206	\$342,493,275
Average Spent	\$4,781.80	\$4,604.73	\$3,406.03
Spending Potential Index	267	257	190
Entertainment/Recreation: Total \$	\$43,072,358	\$221,196,145	\$516,776,878
Average Spent	\$6,792.68	\$6,828.10	\$5,139.25
Spending Potential Index	209	210	158
Food at Home: Total \$	\$65,610,560	\$342,871,687	\$834,282,735
Average Spent	\$10,347.04	\$10,584.09	\$8,296.78
Spending Potential Index	194	198	155
Food Away from Home: Total \$	\$47,994,714	\$249,835,380	\$607,044,451
Average Spent	\$7,568.95	\$7,712.16	\$6,036.94
Spending Potential Index	201	205	160
Health Care: Total \$	\$70,582,618	\$367,081,865	\$846,026,868
Average Spent	\$11,131.15	\$11,331.44	\$8,413.57
Spending Potential Index	194	197	146
HH Furnishings & Equipment: Total \$	\$28,477,088	\$146,536,640	\$338,657,667
Average Spent	\$4,490.95	\$4,523.43	\$3,367.88
Spending Potential Index	206	207	154
Personal Care Products & Services: Total \$	\$11,751,611	\$60,907,002	\$143,593,663
Average Spent	\$1,853.27	\$1,880.14	\$1,428.01
Spending Potential Index	202	205	155
Shelter: Total \$	\$271,687,692	\$1,400,169,820	\$3,416,546,885
Average Spent	\$42,846.19	\$43,221.79	\$33,976.90
Spending Potential Index	221	223	175
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,254,585	\$156,789,328	\$343,465,565
Average Spent	\$4,771.26	\$4,839.92	\$3,415.70
Spending Potential Index	204	207	146
Travel: Total \$	\$36,534,510	\$185,377,556	\$425,488,268
Average Spent	\$5,761.63	\$5,722.41	\$4,231.40
Spending Potential Index	239	237	176
Vehicle Maintenance & Repairs: Total \$	\$14,119,494	\$73,318,875	\$168,533,380
Average Spent	\$2,226.70	\$2,263.28	\$1,676.03
Spending Potential Index	192	195	145

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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