



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
Population Summary			
2010 Total Population	15,933	81,723	253,015
2020 Total Population	16,635	82,028	259,257
2020 Group Quarters	160	270	2,520
2022 Total Population	16,694	81,803	257,886
2022 Group Quarters	160	270	2,520
2027 Total Population	16,412	79,781	251,558
2022-2027 Annual Rate	-0.34%	-0.50%	-0.50%
2022 Total Daytime Population	18,457	82,292	264,448
Workers	8,831	38,025	131,736
Residents	9,626	44,267	132,712
Household Summary			
2010 Households	6,013	31,710	99,348
2010 Average Household Size	2.64	2.57	2.52
2020 Total Households	6,211	31,933	101,350
2020 Average Household Size	2.65	2.56	2.53
2022 Households	6,235	31,796	100,774
2022 Average Household Size	2.65	2.56	2.53
2027 Households	6,151	31,103	98,517
2027 Average Household Size	2.64	2.56	2.53
2022-2027 Annual Rate	-0.27%	-0.44%	-0.45%
2010 Families	4,621	23,450	67,541
2010 Average Family Size	3.06	3.01	3.07
2022 Families	4,770	23,461	68,225
2022 Average Family Size	3.09	3.02	3.10
2027 Families	4,705	22,968	66,801
2027 Average Family Size	3.08	3.01	3.09
2022-2027 Annual Rate	-0.27%	-0.42%	-0.42%
Housing Unit Summary			
2000 Housing Units	5,945	32,102	100,304
Owner Occupied Housing Units	74.3%	71.0%	59.8%
Renter Occupied Housing Units	22.8%	25.8%	36.9%
Vacant Housing Units	2.9%	3.2%	3.3%
2010 Housing Units	6,297	33,199	104,127
Owner Occupied Housing Units	71.4%	69.7%	58.9%
Renter Occupied Housing Units	24.1%	25.8%	36.5%
Vacant Housing Units	4.5%	4.5%	4.6%
2020 Housing Units	6,468	33,643	106,119
Vacant Housing Units	4.0%	5.1%	4.5%
2022 Housing Units	6,507	33,541	105,668
Owner Occupied Housing Units	70.5%	68.3%	58.0%
Renter Occupied Housing Units	25.3%	26.5%	37.4%
Vacant Housing Units	4.2%	5.2%	4.6%
2027 Housing Units	6,459	33,347	105,162
Owner Occupied Housing Units	70.4%	67.5%	57.3%
Renter Occupied Housing Units	24.8%	25.8%	36.4%
Vacant Housing Units	4.8%	6.7%	6.3%
Median Household Income			
2022	\$151,788	\$153,633	\$116,918
2027	\$170,371	\$175,138	\$139,087
Median Home Value			
2022	\$1,193,788	\$1,307,975	\$930,553
2027	\$1,227,740	\$1,346,244	\$965,886
Per Capita Income			
2022	\$83,999	\$87,183	\$67,285
2027	\$96,569	\$100,546	\$78,990
Median Age			
2010	46.8	46.6	43.1
2022	50.5	50.3	45.4
2027	50.7	50.5	45.7

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	6,235	31,796	100,774
<\$15,000	3.0%	3.4%	4.5%
\$15,000 - \$24,999	2.1%	2.5%	3.6%
\$25,000 - \$34,999	3.1%	2.8%	3.9%
\$35,000 - \$49,999	4.7%	4.3%	6.2%
\$50,000 - \$74,999	10.8%	8.6%	11.8%
\$75,000 - \$99,999	9.9%	9.7%	11.5%
\$100,000 - \$149,999	15.7%	17.3%	19.9%
\$150,000 - \$199,999	14.3%	13.5%	13.2%
\$200,000+	36.3%	37.8%	25.5%
Average Household Income	\$224,346	\$224,913	\$172,030
2027 Households by Income			
Household Income Base	6,151	31,103	98,517
<\$15,000	2.0%	2.2%	2.9%
\$15,000 - \$24,999	1.2%	1.3%	2.0%
\$25,000 - \$34,999	1.6%	1.4%	2.3%
\$35,000 - \$49,999	3.0%	2.5%	4.2%
\$50,000 - \$74,999	9.5%	6.8%	10.8%
\$75,000 - \$99,999	10.8%	9.1%	11.4%
\$100,000 - \$149,999	14.7%	17.5%	19.6%
\$150,000 - \$199,999	15.1%	15.9%	16.2%
\$200,000+	42.1%	43.3%	30.6%
Average Household Income	\$256,991	\$258,717	\$201,518
2022 Owner Occupied Housing Units by Value			
Total	4,587	22,897	61,265
<\$50,000	0.0%	0.0%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.3%	0.1%	0.2%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.2%	0.2%
\$250,000 - \$299,999	0.0%	0.1%	0.2%
\$300,000 - \$399,999	0.0%	0.2%	0.8%
\$400,000 - \$499,999	0.4%	0.2%	2.1%
\$500,000 - \$749,999	9.5%	5.6%	23.7%
\$750,000 - \$999,999	20.4%	20.8%	30.7%
\$1,000,000 - \$1,499,999	49.8%	36.8%	22.9%
\$1,500,000 - \$1,999,999	12.1%	15.5%	8.2%
\$2,000,000 +	7.4%	20.4%	10.4%
Average Home Value	\$1,240,858	\$1,409,430	\$1,094,120
2027 Owner Occupied Housing Units by Value			
Total	4,548	22,508	60,278
<\$50,000	0.0%	0.0%	0.0%
\$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%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.0%	0.2%
\$400,000 - \$499,999	0.1%	0.1%	1.5%
\$500,000 - \$749,999	6.2%	3.3%	18.5%
\$750,000 - \$999,999	19.8%	20.3%	34.5%
\$1,000,000 - \$1,499,999	52.4%	38.0%	24.7%
\$1,500,000 - \$1,999,999	13.8%	17.3%	9.2%
\$2,000,000 +	7.7%	21.0%	11.4%
Average Home Value	\$1,282,013	\$1,449,271	\$1,150,832

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	15,931	81,719	253,017
0 - 4	3.7%	4.0%	5.1%
5 - 9	6.4%	6.1%	5.8%
10 - 14	8.3%	7.5%	6.5%
15 - 24	10.8%	10.3%	11.1%
25 - 34	5.1%	6.8%	10.6%
35 - 44	12.1%	12.3%	13.9%
45 - 54	18.8%	18.7%	17.2%
55 - 64	12.5%	13.8%	12.9%
65 - 74	10.7%	10.3%	8.5%
75 - 84	8.2%	7.4%	5.9%
85 +	3.3%	2.9%	2.5%
18 +	76.4%	77.6%	78.4%
2022 Population by Age			
Total	16,695	81,803	257,884
0 - 4	3.3%	3.5%	4.4%
5 - 9	4.7%	4.8%	5.0%
10 - 14	6.6%	6.2%	5.9%
15 - 24	12.0%	10.9%	11.1%
25 - 34	7.3%	7.9%	11.2%
35 - 44	9.0%	9.9%	11.9%
45 - 54	14.1%	14.0%	13.6%
55 - 64	16.9%	16.8%	15.1%
65 - 74	12.6%	13.5%	11.7%
75 - 84	9.2%	8.7%	7.1%
85 +	4.3%	3.7%	3.0%
18 +	80.6%	81.2%	81.0%
2027 Population by Age			
Total	16,410	79,781	251,561
0 - 4	3.4%	3.6%	4.5%
5 - 9	4.9%	4.9%	4.9%
10 - 14	5.9%	5.7%	5.4%
15 - 24	9.7%	9.4%	10.2%
25 - 34	8.2%	8.6%	12.0%
35 - 44	11.2%	11.2%	12.3%
45 - 54	12.3%	12.5%	12.6%
55 - 64	16.2%	15.7%	14.2%
65 - 74	14.2%	14.7%	12.6%
75 - 84	9.4%	9.8%	8.1%
85 +	4.6%	4.0%	3.3%
18 +	82.0%	82.3%	82.0%
2010 Population by Sex			
Males	7,608	39,591	122,370
Females	8,325	42,132	130,645
2022 Population by Sex			
Males	8,010	39,876	125,453
Females	8,684	41,928	132,433
2027 Population by Sex			
Males	7,903	38,977	122,554
Females	8,509	40,805	129,004

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	15,933	81,721	253,015
White Alone	54.0%	64.7%	60.2%
Black Alone	2.0%	1.8%	3.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	37.7%	26.9%	24.3%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.3%	1.6%	6.1%
Two or More Races	4.7%	4.7%	5.1%
Hispanic Origin	5.9%	7.7%	18.3%
Diversity Index	61.2	57.7	69.9
2020 Population by Race/Ethnicity			
Total	16,635	82,028	259,257
White Alone	45.2%	54.6%	47.0%
Black Alone	2.0%	2.0%	3.9%
American Indian Alone	0.2%	0.3%	0.7%
Asian Alone	40.5%	29.2%	26.4%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	2.0%	2.7%	8.6%
Two or More Races	9.9%	11.1%	13.0%
Hispanic Origin	7.3%	9.9%	20.7%
Diversity Index	67.2	67.4	78.8
2022 Population by Race/Ethnicity			
Total	16,694	81,803	257,887
White Alone	44.1%	53.5%	45.9%
Black Alone	2.0%	2.0%	3.9%
American Indian Alone	0.1%	0.3%	0.7%
Asian Alone	41.6%	30.1%	27.2%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	2.1%	2.7%	8.7%
Two or More Races	10.0%	11.3%	13.2%
Hispanic Origin	7.3%	9.9%	20.7%
Diversity Index	67.3	67.9	79.1
2027 Population by Race/Ethnicity			
Total	16,411	79,781	251,558
White Alone	41.4%	51.0%	43.5%
Black Alone	1.9%	1.9%	3.8%
American Indian Alone	0.2%	0.3%	0.8%
Asian Alone	43.8%	31.9%	28.7%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	2.2%	2.9%	9.2%
Two or More Races	10.4%	11.9%	13.8%
Hispanic Origin	7.2%	10.0%	20.9%
Diversity Index	67.5	69.1	79.9
2010 Population by Relationship and Household Type			
Total	15,933	81,722	253,015
In Households	99.6%	99.6%	99.1%
In Family Households	89.6%	87.5%	83.7%
Householder	29.1%	28.6%	26.7%
Spouse	24.9%	24.4%	21.1%
Child	32.0%	30.5%	30.2%
Other relative	2.9%	2.8%	4.0%
Nonrelative	0.8%	1.1%	1.6%
In Nonfamily Households	9.9%	12.1%	15.5%
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Population 25+ by Educational Attainment			
Total	12,259	61,015	189,691
Less than 9th Grade	0.5%	0.9%	2.3%
9th - 12th Grade, No Diploma	1.0%	1.2%	2.9%
High School Graduate	6.4%	7.6%	12.8%
GED/Alternative Credential	0.4%	0.6%	1.2%
Some College, No Degree	10.8%	12.7%	15.0%
Associate Degree	5.7%	7.0%	8.3%
Bachelor's Degree	41.6%	39.8%	35.7%
Graduate/Professional Degree	33.5%	30.1%	21.9%
2022 Population 15+ by Marital Status			
Total	14,263	69,910	218,423
Never Married	20.5%	23.2%	28.1%
Married	66.2%	63.5%	57.1%
Widowed	7.8%	6.3%	5.9%
Divorced	5.5%	7.0%	9.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,454	39,280	133,723
Population 16+ Employed	96.3%	96.8%	95.3%
Population 16+ Unemployment rate	3.7%	3.2%	4.7%
Population 16-24 Employed	7.5%	8.6%	9.2%
Population 16-24 Unemployment rate	14.8%	9.7%	13.6%
Population 25-54 Employed	54.7%	55.1%	60.4%
Population 25-54 Unemployment rate	3.7%	2.6%	3.8%
Population 55-64 Employed	26.8%	24.1%	20.7%
Population 55-64 Unemployment rate	1.4%	3.0%	3.8%
Population 65+ Employed	11.0%	12.1%	9.6%
Population 65+ Unemployment rate	0.6%	1.8%	3.3%
2022 Employed Population 16+ by Industry			
Total	7,175	38,011	127,377
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	2.4%	3.0%	4.1%
Manufacturing	12.2%	11.5%	10.7%
Wholesale Trade	5.4%	4.6%	3.7%
Retail Trade	9.4%	7.8%	8.9%
Transportation/Utilities	5.2%	6.1%	9.2%
Information	3.3%	3.0%	3.0%
Finance/Insurance/Real Estate	11.0%	11.2%	8.6%
Services	47.6%	49.8%	48.4%
Public Administration	3.5%	3.0%	3.2%
2022 Employed Population 16+ by Occupation			
Total	7,175	38,011	127,375
White Collar	88.7%	85.5%	76.6%
Management/Business/Financial	38.3%	32.6%	26.0%
Professional	32.2%	33.2%	29.9%
Sales	9.2%	11.6%	10.6%
Administrative Support	9.0%	8.1%	10.2%
Services	6.6%	6.9%	10.2%
Blue Collar	4.7%	7.6%	13.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.6%	2.9%
Installation/Maintenance/Repair	1.2%	1.0%	1.4%
Production	0.8%	1.6%	2.3%
Transportation/Material Moving	2.1%	3.3%	6.6%

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July 07, 2022



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2010 Households by Type			
Total	6,013	31,710	99,358
Households with 1 Person	20.4%	21.7%	26.1%
Households with 2+ People	79.6%	78.3%	73.9%
Family Households	76.9%	74.0%	68.0%
Husband-wife Families	65.7%	63.1%	53.7%
With Related Children	29.8%	27.1%	23.8%
Other Family (No Spouse Present)	11.1%	10.9%	14.3%
Other Family with Male Householder	2.6%	3.1%	4.2%
With Related Children	1.1%	1.4%	1.9%
Other Family with Female Householder	8.5%	7.7%	10.2%
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%	31.3%
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%
2010 Households by Size			
Total	6,010	31,710	99,348
1 Person Household	20.4%	21.7%	26.2%
2 Person Household	34.2%	35.8%	32.9%
3 Person Household	18.5%	17.5%	17.1%
4 Person Household	18.6%	16.9%	15.1%
5 Person Household	6.4%	5.8%	5.7%
6 Person Household	1.5%	1.7%	1.9%
7 + Person Household	0.5%	0.7%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	6,014	31,710	99,342
Owner Occupied	74.7%	73.0%	61.8%
Owned with a Mortgage/Loan	53.0%	51.8%	44.9%
Owned Free and Clear	21.7%	21.1%	16.8%
Renter Occupied	25.3%	27.0%	38.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	56	59
Percent of Income for Mortgage	41.5%	44.9%	41.9%
Wealth Index	287	291	195
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,297	33,199	104,127
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%
2010 Population By Urban/ Rural Status			
Total Population	15,933	81,723	253,015
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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$29,337,729	\$151,825,635	\$380,846,258
Average Spent	\$4,705.33	\$4,774.99	\$3,779.21
Spending Potential Index	195	198	157
Education: Total \$	\$31,724,396	\$156,824,657	\$374,412,188
Average Spent	\$5,088.11	\$4,932.21	\$3,715.36
Spending Potential Index	259	252	189
Entertainment/Recreation: Total \$	\$46,293,850	\$238,079,303	\$574,748,303
Average Spent	\$7,424.84	\$7,487.71	\$5,703.34
Spending Potential Index	202	204	155
Food at Home: Total \$	\$72,829,907	\$379,717,996	\$954,900,267
Average Spent	\$11,680.82	\$11,942.32	\$9,475.66
Spending Potential Index	189	193	153
Food Away from Home: Total \$	\$52,603,981	\$273,526,038	\$690,371,614
Average Spent	\$8,436.89	\$8,602.53	\$6,850.69
Spending Potential Index	196	199	159
Health Care: Total \$	\$82,885,010	\$431,206,075	\$1,022,210,844
Average Spent	\$13,293.51	\$13,561.65	\$10,143.60
Spending Potential Index	188	191	143
HH Furnishings & Equipment: Total \$	\$32,920,270	\$168,743,927	\$403,115,187
Average Spent	\$5,279.91	\$5,307.08	\$4,000.19
Spending Potential Index	206	207	156
Personal Care Products & Services: Total \$	\$12,681,405	\$65,695,782	\$161,400,682
Average Spent	\$2,033.91	\$2,066.16	\$1,601.61
Spending Potential Index	199	203	157
Shelter: Total \$	\$308,367,315	\$1,586,762,257	\$3,988,997,500
Average Spent	\$49,457.47	\$49,904.46	\$39,583.60
Spending Potential Index	216	218	173
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,246,903	\$181,687,061	\$410,607,132
Average Spent	\$5,653.07	\$5,714.15	\$4,074.53
Spending Potential Index	208	210	150
Travel: Total \$	\$41,673,761	\$211,237,454	\$497,699,478
Average Spent	\$6,683.84	\$6,643.52	\$4,938.77
Spending Potential Index	233	231	172
Vehicle Maintenance & Repairs: Total \$	\$14,170,974	\$74,028,448	\$178,962,784
Average Spent	\$2,272.81	\$2,328.23	\$1,775.88
Spending Potential Index	180	185	141

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.