

## Community Profile

Rings: 3, 5, 9 mile radii

46 A Peninsula Center, Rolling Hills Estates,

Latitude: 33.7749

Longitude: -118.3764

	3 mile	5 mile	9 mile
<b>Population Summary</b>			
2010 Total Population	81,249	249,181	700,844
2020 Total Population	81,544	254,652	717,806
2020 Group Quarters	269	2,469	13,423
2024 Total Population	79,331	247,525	697,958
2024 Group Quarters	262	2,439	12,593
2029 Total Population	77,125	240,872	680,443
2024-2029 Annual Rate	-0.56%	-0.54%	-0.51%
2024 Total Daytime Population	79,151	257,667	726,018
Workers	35,361	129,029	364,998
Residents	43,790	128,638	361,020
<b>Household Summary</b>			
2010 Households	31,510	97,993	250,700
2010 Average Household Size	2.57	2.52	2.76
2020 Total Households	31,733	99,545	258,097
2020 Average Household Size	2.56	2.53	2.73
2024 Households	31,476	98,769	257,224
2024 Average Household Size	2.51	2.48	2.66
2029 Households	31,472	98,722	257,916
2029 Average Household Size	2.44	2.42	2.59
2024-2029 Annual Rate	0.00%	-0.01%	0.05%
2010 Families	23,321	66,518	172,082
2010 Average Family Size	3.01	3.07	3.33
2024 Families	22,488	65,942	173,583
2024 Average Family Size	3.04	3.08	3.26
2029 Families	22,517	66,067	174,388
2029 Average Family Size	2.94	2.99	3.16
2024-2029 Annual Rate	0.03%	0.04%	0.09%
<b>Housing Unit Summary</b>			
2000 Housing Units	31,898	98,812	255,435
Owner Occupied Housing Units	70.9%	59.7%	53.6%
Renter Occupied Housing Units	25.9%	37.1%	42.9%
Vacant Housing Units	3.2%	3.3%	3.5%
2010 Housing Units	32,988	102,725	263,331
Owner Occupied Housing Units	69.7%	58.9%	53.5%
Renter Occupied Housing Units	25.8%	36.5%	41.7%
Vacant Housing Units	4.5%	4.6%	4.8%
2020 Housing Units	33,431	104,231	269,485
Owner Occupied Housing Units	67.2%	57.1%	51.8%
Renter Occupied Housing Units	27.7%	38.4%	43.9%
Vacant Housing Units	5.1%	4.5%	4.2%
2024 Housing Units	33,281	103,891	269,742
Owner Occupied Housing Units	67.0%	56.8%	51.6%
Renter Occupied Housing Units	27.6%	38.3%	43.8%
Vacant Housing Units	5.4%	4.9%	4.6%
2029 Housing Units	33,397	104,327	271,544
Owner Occupied Housing Units	67.4%	57.2%	52.0%
Renter Occupied Housing Units	26.8%	37.5%	42.9%
Vacant Housing Units	5.8%	5.4%	5.0%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Households by Income</b>			
Household Income Base	31,476	98,769	257,217
<\$15,000	4.5%	5.6%	6.1%
\$15,000 - \$24,999	3.0%	3.6%	4.5%
\$25,000 - \$34,999	2.8%	3.7%	4.5%
\$35,000 - \$49,999	4.5%	6.1%	7.2%
\$50,000 - \$74,999	6.7%	10.1%	11.8%
\$75,000 - \$99,999	9.3%	10.4%	11.1%
\$100,000 - \$149,999	15.6%	17.9%	18.2%
\$150,000 - \$199,999	12.8%	12.9%	12.1%
\$200,000+	40.7%	29.8%	24.5%
Average Household Income	\$223,537	\$178,552	\$158,172
<b>2029 Households by Income</b>			
Household Income Base	31,472	98,722	257,909
<\$15,000	4.0%	4.9%	5.4%
\$15,000 - \$24,999	2.1%	2.6%	3.3%
\$25,000 - \$34,999	2.2%	2.9%	3.6%
\$35,000 - \$49,999	3.4%	4.7%	5.8%
\$50,000 - \$74,999	5.3%	8.8%	10.2%
\$75,000 - \$99,999	8.1%	9.4%	10.4%
\$100,000 - \$149,999	14.7%	17.3%	18.3%
\$150,000 - \$199,999	14.0%	14.6%	14.1%
\$200,000+	46.2%	34.9%	29.0%
Average Household Income	\$252,558	\$204,485	\$181,862
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	22,296	58,990	139,125
<\$50,000	0.1%	0.8%	1.0%
\$50,000 - \$99,999	0.1%	0.4%	0.9%
\$100,000 - \$149,999	0.1%	0.4%	0.6%
\$150,000 - \$199,999	0.0%	0.1%	0.2%
\$200,000 - \$249,999	0.1%	0.1%	0.2%
\$250,000 - \$299,999	0.0%	0.1%	0.2%
\$300,000 - \$399,999	0.1%	0.4%	1.0%
\$400,000 - \$499,999	0.0%	1.0%	2.5%
\$500,000 - \$749,999	1.5%	10.0%	19.1%
\$750,000 - \$999,999	10.4%	27.0%	28.5%
\$1,000,000 - \$1,499,999	35.7%	31.7%	22.8%
\$1,500,000 - \$1,999,999	24.5%	14.3%	10.5%
\$2,000,000 +	27.3%	13.9%	12.5%
Average Home Value	\$1,591,090	\$1,263,669	\$1,136,250
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	22,517	59,637	141,282
<\$50,000	0.0%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$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%	0.1%	0.3%
\$400,000 - \$499,999	0.0%	0.2%	0.9%
\$500,000 - \$749,999	0.3%	5.0%	11.3%
\$750,000 - \$999,999	5.4%	22.3%	28.4%
\$1,000,000 - \$1,499,999	31.9%	35.0%	27.1%
\$1,500,000 - \$1,999,999	28.7%	18.3%	14.2%
\$2,000,000 +	33.7%	18.8%	17.0%
Average Home Value	\$1,707,420	\$1,407,928	\$1,295,335

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$161,099	\$124,866	\$109,634
2029	\$183,331	\$148,040	\$126,430
<b>Median Home Value</b>			
2024	\$1,537,042	\$1,154,584	\$963,323
2029	\$1,714,972	\$1,315,143	\$1,153,765
<b>Per Capita Income</b>			
2024	\$88,462	\$71,305	\$58,375
2029	\$102,743	\$83,879	\$69,012
<b>Median Age</b>			
2010	46.6	43.1	38.7
2020	49.0	45.1	41.4
2024	49.3	45.2	41.9
2029	50.1	46.2	42.9
<b>2020 Population by Age</b>			
Total	81,544	254,652	717,806
0 - 4	3.6%	4.3%	4.9%
5 - 9	5.2%	5.2%	5.5%
10 - 14	6.5%	6.0%	6.2%
15 - 24	11.5%	11.0%	12.0%
25 - 34	7.3%	10.8%	13.0%
35 - 44	10.5%	12.4%	13.3%
45 - 54	14.6%	14.2%	14.0%
55 - 64	16.4%	15.3%	14.0%
65 - 74	12.0%	11.0%	9.6%
75 - 84	8.2%	6.6%	5.2%
85 +	4.2%	3.2%	2.4%
18 +	80.4%	80.6%	79.6%
<b>2024 Population by Age</b>			
Total	79,331	247,525	697,957
0 - 4	3.6%	4.3%	4.8%
5 - 9	4.8%	5.0%	5.3%
10 - 14	5.7%	5.4%	5.5%
15 - 24	11.9%	11.2%	11.9%
25 - 34	8.1%	11.1%	13.0%
35 - 44	10.5%	12.8%	13.8%
45 - 54	14.0%	13.7%	13.7%
55 - 64	15.7%	14.5%	13.4%
65 - 74	12.5%	11.5%	10.2%
75 - 84	8.9%	7.2%	5.8%
85 +	4.4%	3.4%	2.5%
18 +	82.1%	81.9%	80.8%
<b>2029 Population by Age</b>			
Total	77,124	240,873	680,442
0 - 4	3.6%	4.2%	4.7%
5 - 9	4.3%	4.6%	4.9%
10 - 14	5.3%	5.3%	5.5%
15 - 24	10.7%	10.5%	11.1%
25 - 34	9.7%	11.4%	12.9%
35 - 44	10.1%	12.5%	13.8%
45 - 54	12.9%	13.3%	13.4%
55 - 64	15.0%	13.7%	12.8%
65 - 74	13.6%	12.5%	11.1%
75 - 84	10.0%	8.4%	7.0%
85 +	4.8%	3.8%	2.8%
18 +	83.4%	82.7%	81.6%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Sex</b>			
Males	39,309	122,911	352,044
Females	42,235	131,741	365,762
<b>2024 Population by Sex</b>			
Males	38,775	121,418	347,356
Females	40,556	126,107	350,602
<b>2029 Population by Sex</b>			
Males	37,531	117,677	336,875
Females	39,594	123,195	343,568
<b>2010 Population by Race/Ethnicity</b>			
Total	81,249	249,180	700,844
White Alone	64.7%	60.4%	53.1%
Black Alone	1.8%	3.4%	5.8%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	26.9%	24.3%	20.1%
Pacific Islander Alone	0.2%	0.3%	0.8%
Some Other Race Alone	1.6%	6.1%	14.3%
Two or More Races	4.7%	5.1%	5.3%
Hispanic Origin	7.6%	18.1%	33.1%
Diversity Index	57.6	69.7	80.6
<b>2020 Population by Race/Ethnicity</b>			
Total	81,544	254,652	717,806
White Alone	54.6%	47.2%	37.9%
Black Alone	2.0%	3.9%	6.2%
American Indian Alone	0.3%	0.7%	1.1%
Asian Alone	29.2%	26.4%	21.8%
Pacific Islander Alone	0.2%	0.3%	0.6%
Some Other Race Alone	2.6%	8.6%	18.5%
Two or More Races	11.1%	13.0%	14.0%
Hispanic Origin	9.9%	20.6%	34.3%
Diversity Index	67.4	78.6	86.3
<b>2024 Population by Race/Ethnicity</b>			
Total	79,331	247,525	697,958
White Alone	52.2%	44.9%	36.0%
Black Alone	2.0%	3.9%	6.1%
American Indian Alone	0.3%	0.7%	1.1%
Asian Alone	30.8%	27.5%	22.6%
Pacific Islander Alone	0.2%	0.3%	0.6%
Some Other Race Alone	2.8%	9.1%	19.1%
Two or More Races	11.7%	13.6%	14.4%
Hispanic Origin	10.6%	21.8%	35.4%
Diversity Index	69.0	79.9	86.9
<b>2029 Population by Race/Ethnicity</b>			
Total	77,126	240,872	680,443
White Alone	49.2%	42.1%	34.0%
Black Alone	2.0%	3.8%	5.9%
American Indian Alone	0.3%	0.7%	1.1%
Asian Alone	32.9%	29.2%	23.7%
Pacific Islander Alone	0.2%	0.4%	0.6%
Some Other Race Alone	3.0%	9.6%	19.8%
Two or More Races	12.4%	14.2%	14.9%
Hispanic Origin	11.5%	23.0%	36.7%
Diversity Index	70.7	81.0	87.4

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

	3 mile	5 mile	9 mile
<b>2020 Population by Relationship and Household Type</b>			
Total	81,544	254,652	717,806
In Households	99.7%	99.0%	98.1%
Householder	38.8%	39.1%	36.0%
Opposite-Sex Spouse	23.3%	20.4%	17.4%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.2%	1.8%	2.0%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.7%	27.6%	28.4%
Adopted Child	0.6%	0.4%	0.4%
Stepchild	0.5%	0.7%	0.8%
Grandchild	1.2%	1.6%	2.6%
Brother or Sister	0.7%	1.1%	1.8%
Parent	1.1%	1.6%	2.1%
Parent-in-law	0.4%	0.4%	0.5%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.7%
Other Relatives	0.8%	1.1%	1.9%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	1.8%	2.4%	3.4%
In Group Quarters	0.3%	1.0%	1.9%
Institutionalized	0.2%	0.5%	0.7%
Noninstitutionalized	0.2%	0.5%	1.2%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	58,724	183,537	506,072
Less than 9th Grade	0.8%	2.4%	6.0%
9th - 12th Grade, No Diploma	1.1%	2.5%	5.0%
High School Graduate	7.0%	12.7%	16.7%
GED/Alternative Credential	0.7%	1.6%	1.9%
Some College, No Degree	11.3%	13.5%	15.5%
Associate Degree	6.2%	7.7%	7.4%
Bachelor's Degree	39.3%	36.1%	30.3%
Graduate/Professional Degree	33.6%	23.7%	17.2%
<b>2024 Population 15+ by Marital Status</b>			
Total	68,170	211,249	588,846
Never Married	24.3%	30.1%	35.5%
Married	61.0%	55.5%	50.9%
Widowed	7.1%	5.9%	5.2%
Divorced	7.6%	8.4%	8.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	37,410	125,779	357,775
Population 16+ Employed	96.2%	96.0%	95.5%
Population 16+ Unemployment rate	3.8%	4.0%	4.5%
Population 16-24 Employed	8.9%	8.7%	9.4%
Population 16-24 Unemployment rate	9.4%	9.5%	9.9%
Population 25-54 Employed	55.8%	61.7%	65.1%
Population 25-54 Unemployment rate	3.7%	3.4%	3.9%
Population 55-64 Employed	23.7%	20.2%	18.5%
Population 55-64 Unemployment rate	1.9%	3.0%	3.3%
Population 65+ Employed	11.7%	9.4%	7.0%
Population 65+ Unemployment rate	3.2%	4.4%	5.0%

	3 mile	5 mile	9 mile
<b>2024 Employed Population 16+ by Industry</b>			
Total	35,997	120,785	341,679
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	3.2%	4.4%	5.2%
Manufacturing	10.6%	10.7%	10.9%
Wholesale Trade	3.2%	3.0%	2.8%
Retail Trade	8.1%	8.1%	8.7%
Transportation/Utilities	5.4%	7.5%	8.4%
Information	4.4%	4.0%	3.6%
Finance/Insurance/Real Estate	9.8%	8.2%	6.4%
Services	51.6%	50.4%	49.9%
Public Administration	3.6%	3.4%	3.5%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	35,997	120,783	341,677
White Collar	86.1%	77.5%	68.0%
Management/Business/Financial	30.9%	25.6%	21.6%
Professional	37.2%	33.9%	28.0%
Sales	10.8%	8.9%	8.4%
Administrative Support	7.2%	9.1%	9.9%
Services	7.9%	11.0%	15.2%
Blue Collar	5.9%	11.4%	16.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	0.9%	2.3%	3.6%
Installation/Maintenance/Repair	1.2%	1.5%	2.0%
Production	1.2%	2.2%	3.6%
Transportation/Material Moving	2.6%	5.3%	7.4%
<b>2020 Households by Type</b>			
Total	31,733	99,545	258,097
Married Couple Households	60.5%	52.5%	48.8%
With Own Children <18	22.7%	20.4%	20.1%
Without Own Children <18	37.8%	32.0%	28.7%
Cohabiting Couple Households	3.4%	4.7%	5.9%
With Own Children <18	0.6%	1.3%	1.9%
Without Own Children <18	2.8%	3.5%	4.0%
Male Householder, No Spouse/Partner	13.1%	16.3%	18.0%
Living Alone	8.8%	10.7%	11.0%
65 Years and over	3.8%	3.7%	3.5%
With Own Children <18	1.2%	1.2%	1.5%
Without Own Children <18, With Relatives	2.2%	2.9%	3.7%
No Relatives Present	0.9%	1.4%	1.8%
Female Householder, No Spouse/Partner	23.0%	26.5%	27.3%
Living Alone	13.8%	15.2%	13.3%
65 Years and over	8.8%	8.5%	6.7%
With Own Children <18	2.8%	3.4%	4.4%
Without Own Children <18, With Relatives	5.2%	6.6%	8.1%
No Relatives Present	1.2%	1.3%	1.5%
<b>2020 Households by Size</b>			
Total	31,733	99,545	258,097
1 Person Household	22.6%	26.0%	24.4%
2 Person Household	34.4%	32.0%	29.5%
3 Person Household	16.7%	16.9%	17.3%
4 Person Household	17.1%	15.7%	15.9%
5 Person Household	5.9%	5.9%	7.2%
6 Person Household	2.1%	2.2%	3.2%
7 + Person Household	1.2%	1.4%	2.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	31,733	99,545	258,097
Owner Occupied	70.8%	59.8%	54.1%
Owned with a Mortgage/Loan	48.1%	41.8%	39.3%
Owned Free and Clear	22.7%	17.9%	14.8%
Renter Occupied	29.2%	40.2%	45.9%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	42	44	46
Percent of Income for Mortgage	59.7%	57.9%	55.0%
Wealth Index	240	176	143
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	33,431	104,231	269,485
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	81,544	254,652	717,806
Urban Population	100.0%	100.0%	100.0%
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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Pacific Heights (2C)	Pacific Heights (2C)
2.	Pacific Heights (2C)	Top Tier (1A)	City Lights (8A)
3.	Exurbanites (1E)	City Lights (8A)	Top Tier (1A)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$137,378,910	\$353,911,530	\$833,925,958
Average Spent	\$4,364.56	\$3,583.22	\$3,242.02
Spending Potential Index	183	150	136
Education: Total \$	\$123,353,023	\$293,737,087	\$659,950,955
Average Spent	\$3,918.95	\$2,973.98	\$2,565.67
Spending Potential Index	227	172	148
Entertainment/Recreation: Total \$	\$246,213,113	\$615,078,337	\$1,417,486,980
Average Spent	\$7,822.25	\$6,227.44	\$5,510.71
Spending Potential Index	191	152	135
Food at Home: Total \$	\$420,865,599	\$1,089,601,180	\$2,570,824,095
Average Spent	\$13,371.00	\$11,031.81	\$9,994.50
Spending Potential Index	183	151	137
Food Away from Home: Total \$	\$234,657,115	\$604,740,399	\$1,418,471,586
Average Spent	\$7,455.11	\$6,122.78	\$5,514.54
Spending Potential Index	192	157	142
Health Care: Total \$	\$426,797,755	\$1,053,263,598	\$2,419,058,964
Average Spent	\$13,559.47	\$10,663.91	\$9,404.48
Spending Potential Index	176	139	122
HH Furnishings & Equipment: Total \$	\$184,377,701	\$463,379,224	\$1,074,007,898
Average Spent	\$5,857.72	\$4,691.55	\$4,175.38
Spending Potential Index	185	148	132
Personal Care Products & Services: Total \$	\$60,912,336	\$157,352,203	\$367,770,809
Average Spent	\$1,935.20	\$1,593.13	\$1,429.77
Spending Potential Index	194	160	144
Shelter: Total \$	\$1,676,375,087	\$4,339,491,478	\$10,156,660,387
Average Spent	\$53,258.83	\$43,935.76	\$39,485.66
Spending Potential Index	200	165	148
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$207,470,848	\$482,229,299	\$1,069,829,181
Average Spent	\$6,591.40	\$4,882.40	\$4,159.13
Spending Potential Index	188	139	119
Travel: Total \$	\$195,323,213	\$488,338,599	\$1,120,070,782
Average Spent	\$6,205.46	\$4,944.25	\$4,354.46
Spending Potential Index	205	163	144
Vehicle Maintenance & Repairs: Total \$	\$81,343,951	\$207,438,911	\$486,415,464
Average Spent	\$2,584.32	\$2,100.24	\$1,891.02
Spending Potential Index	174	142	128

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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