



# Community Profile

Rings: 1, 3, 5 mile radii

601 W Imperial Hwy, La Habra, CA 90631,

Latitude: 33.9176

Longitude: -117.9522

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	23,206	147,203	414,057
2010 Total Population	23,611	157,409	431,213
2018 Total Population	25,358	166,307	455,825
2018 Group Quarters	58	1,290	8,056
2023 Total Population	26,417	171,587	471,269
2018-2023 Annual Rate	0.82%	0.63%	0.67%
2018 Total Daytime Population	20,389	155,481	425,314
Workers	7,001	66,888	183,670
Residents	13,388	88,593	241,644
<b>Household Summary</b>			
2000 Households	7,667	50,133	134,755
2000 Average Household Size	3.02	2.91	3.03
2010 Households	7,708	52,375	137,402
2010 Average Household Size	3.06	2.98	3.08
2018 Households	8,148	54,362	142,725
2018 Average Household Size	3.11	3.04	3.14
2023 Households	8,425	55,646	146,602
2023 Average Household Size	3.13	3.06	3.16
2018-2023 Annual Rate	0.67%	0.47%	0.54%
2010 Families	5,623	39,990	103,352
2010 Average Family Size	3.53	3.40	3.51
2018 Families	5,942	41,654	107,693
2018 Average Family Size	3.60	3.47	3.58
2023 Families	6,147	42,727	110,777
2023 Average Family Size	3.63	3.50	3.61
2018-2023 Annual Rate	0.68%	0.51%	0.57%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,907	51,182	137,852
Owner Occupied Housing Units	54.6%	68.5%	61.8%
Renter Occupied Housing Units	42.3%	29.5%	36.0%
Vacant Housing Units	3.0%	2.0%	2.2%
2010 Housing Units	8,073	54,445	143,296
Owner Occupied Housing Units	57.2%	66.6%	60.3%
Renter Occupied Housing Units	38.3%	29.6%	35.6%
Vacant Housing Units	4.5%	3.8%	4.1%
2018 Housing Units	8,426	56,339	148,493
Owner Occupied Housing Units	55.4%	64.4%	58.2%
Renter Occupied Housing Units	41.3%	32.1%	37.9%
Vacant Housing Units	3.3%	3.5%	3.9%
2023 Housing Units	8,684	57,674	152,536
Owner Occupied Housing Units	59.6%	67.4%	60.6%
Renter Occupied Housing Units	37.4%	29.1%	35.5%
Vacant Housing Units	3.0%	3.5%	3.9%
<b>Median Household Income</b>			
2018	\$70,671	\$87,070	\$78,637
2023	\$80,068	\$101,766	\$90,773
<b>Median Home Value</b>			
2018	\$471,866	\$619,542	\$575,883
2023	\$552,126	\$664,551	\$623,896
<b>Per Capita Income</b>			
2018	\$29,451	\$37,886	\$33,218
2023	\$33,988	\$44,056	\$38,570
<b>Median Age</b>			
2010	33.9	38.4	35.8
2018	34.9	39.4	36.8
2023	36.3	40.4	38.1

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	8,148	54,362	142,725
<\$15,000	6.8%	6.0%	6.8%
\$15,000 - \$24,999	8.6%	6.0%	6.6%
\$25,000 - \$34,999	5.9%	5.6%	6.7%
\$35,000 - \$49,999	9.6%	9.1%	10.5%
\$50,000 - \$74,999	21.8%	16.1%	16.9%
\$75,000 - \$99,999	16.2%	13.0%	13.4%
\$100,000 - \$149,999	17.1%	20.3%	19.2%
\$150,000 - \$199,999	7.6%	10.6%	9.3%
\$200,000+	6.4%	13.3%	10.5%
Average Household Income	\$89,923	\$114,971	\$104,272
<b>2023 Households by Income</b>			
Household Income Base	8,425	55,646	146,602
<\$15,000	5.4%	4.7%	5.4%
\$15,000 - \$24,999	6.9%	4.7%	5.2%
\$25,000 - \$34,999	4.8%	4.5%	5.4%
\$35,000 - \$49,999	8.2%	7.7%	9.1%
\$50,000 - \$74,999	20.3%	14.5%	15.6%
\$75,000 - \$99,999	16.6%	12.6%	13.4%
\$100,000 - \$149,999	19.4%	21.6%	21.1%
\$150,000 - \$199,999	9.8%	12.2%	10.9%
\$200,000+	8.5%	17.5%	13.8%
Average Household Income	\$104,681	\$134,964	\$122,208
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	4,670	36,260	86,435
<\$50,000	2.5%	0.7%	0.9%
\$50,000 - \$99,999	3.6%	0.8%	0.9%
\$100,000 - \$149,999	2.1%	0.4%	0.5%
\$150,000 - \$199,999	1.8%	0.6%	0.6%
\$200,000 - \$249,999	3.7%	1.1%	1.1%
\$250,000 - \$299,999	5.4%	1.8%	2.1%
\$300,000 - \$399,999	20.5%	11.1%	14.1%
\$400,000 - \$499,999	14.3%	16.5%	19.1%
\$500,000 - \$749,999	24.2%	35.8%	35.0%
\$750,000 - \$999,999	13.4%	20.1%	16.1%
\$1,000,000 - \$1,499,999	6.6%	8.2%	6.9%
\$1,500,000 - \$1,999,999	1.3%	1.9%	1.4%
\$2,000,000 +	0.5%	1.1%	1.3%
Average Home Value	\$553,025	\$682,850	\$644,893
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	5,179	38,858	92,370
<\$50,000	1.5%	0.3%	0.5%
\$50,000 - \$99,999	3.0%	0.5%	0.5%
\$100,000 - \$149,999	0.4%	0.1%	0.2%
\$150,000 - \$199,999	0.5%	0.2%	0.3%
\$200,000 - \$249,999	1.3%	0.4%	0.5%
\$250,000 - \$299,999	3.1%	0.9%	1.1%
\$300,000 - \$399,999	17.2%	7.7%	9.9%
\$400,000 - \$499,999	16.9%	15.0%	17.9%
\$500,000 - \$749,999	28.6%	37.8%	38.4%
\$750,000 - \$999,999	17.5%	25.0%	20.1%
\$1,000,000 - \$1,499,999	8.2%	9.0%	7.7%
\$1,500,000 - \$1,999,999	1.2%	1.9%	1.4%
\$2,000,000 +	0.4%	1.2%	1.4%
Average Home Value	\$617,355	\$726,241	\$689,003

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	23,612	157,408	431,213
0 - 4	7.1%	6.0%	6.1%
5 - 9	6.7%	6.4%	6.4%
10 - 14	6.9%	7.0%	7.1%
15 - 24	15.1%	14.2%	16.1%
25 - 34	15.8%	11.9%	13.2%
35 - 44	14.0%	13.9%	13.9%
45 - 54	13.5%	15.1%	14.5%
55 - 64	9.9%	11.1%	10.4%
65 - 74	6.0%	7.0%	6.2%
75 - 84	3.6%	5.0%	4.2%
85 +	1.4%	2.3%	1.9%
18 +	74.7%	75.9%	75.7%
<b>2018 Population by Age</b>			
Total	25,360	166,307	455,824
0 - 4	6.7%	5.6%	5.8%
5 - 9	6.6%	6.0%	6.0%
10 - 14	6.6%	6.4%	6.3%
15 - 24	13.4%	12.5%	14.4%
25 - 34	16.8%	13.9%	15.1%
35 - 44	13.1%	12.4%	12.7%
45 - 54	12.2%	13.3%	12.9%
55 - 64	11.3%	12.9%	12.1%
65 - 74	7.8%	9.0%	8.1%
75 - 84	3.8%	5.3%	4.5%
85 +	1.7%	2.8%	2.2%
18 +	76.3%	78.1%	78.0%
<b>2023 Population by Age</b>			
Total	26,417	171,587	471,270
0 - 4	6.7%	5.6%	5.8%
5 - 9	6.3%	5.7%	5.6%
10 - 14	6.5%	6.2%	6.0%
15 - 24	12.3%	11.4%	13.1%
25 - 34	16.2%	13.4%	14.9%
35 - 44	14.4%	13.9%	14.1%
45 - 54	11.5%	12.3%	12.0%
55 - 64	11.1%	12.7%	11.9%
65 - 74	8.7%	10.0%	9.1%
75 - 84	4.5%	6.0%	5.1%
85 +	1.8%	2.9%	2.3%
18 +	76.9%	78.9%	79.0%
<b>2010 Population by Sex</b>			
Males	11,455	76,289	211,039
Females	12,156	81,120	220,174
<b>2018 Population by Sex</b>			
Males	12,312	80,717	223,252
Females	13,046	85,590	232,572
<b>2023 Population by Sex</b>			
Males	12,870	83,663	231,724
Females	13,548	87,924	239,545

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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<b>2010 Population by Race/Ethnicity</b>			
Total	23,611	157,410	431,213
White Alone	54.9%	58.2%	56.3%
Black Alone	1.9%	1.5%	2.1%
American Indian Alone	0.8%	0.6%	0.8%
Asian Alone	13.8%	20.6%	18.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	24.4%	14.9%	17.8%
Two or More Races	4.1%	4.0%	4.2%
Hispanic Origin	54.6%	38.2%	43.4%
Diversity Index	83.8	79.8	82.1
<b>2018 Population by Race/Ethnicity</b>			
Total	25,359	166,307	455,823
White Alone	51.6%	54.8%	53.0%
Black Alone	2.0%	1.6%	2.1%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	15.2%	22.7%	20.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	25.9%	15.9%	18.8%
Two or More Races	4.4%	4.3%	4.6%
Hispanic Origin	57.1%	40.4%	45.5%
Diversity Index	85.2	81.8	83.7
<b>2023 Population by Race/Ethnicity</b>			
Total	26,419	171,588	471,269
White Alone	49.7%	52.7%	51.1%
Black Alone	2.1%	1.6%	2.2%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	16.4%	24.2%	21.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	26.5%	16.3%	19.2%
Two or More Races	4.5%	4.5%	4.7%
Hispanic Origin	58.4%	41.9%	46.7%
Diversity Index	85.9	82.8	84.4
<b>2010 Population by Relationship and Household Type</b>			
Total	23,611	157,409	431,213
In Households	99.8%	99.2%	98.2%
In Family Households	88.0%	89.2%	87.4%
Householder	24.1%	25.4%	24.0%
Spouse	16.6%	19.5%	17.8%
Child	35.3%	35.2%	34.9%
Other relative	8.1%	6.3%	7.4%
Nonrelative	3.9%	2.8%	3.3%
In Nonfamily Households	11.8%	10.1%	10.8%
In Group Quarters	0.2%	0.8%	1.8%
Institutionalized Population	0.1%	0.5%	0.4%
Noninstitutionalized Population	0.1%	0.3%	1.4%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	16,904	115,536	307,714
Less than 9th Grade	10.5%	5.6%	7.3%
9th - 12th Grade, No Diploma	6.3%	5.0%	6.4%
High School Graduate	19.8%	18.0%	19.2%
GED/Alternative Credential	2.3%	1.8%	1.8%
Some College, No Degree	22.5%	23.1%	22.5%
Associate Degree	6.6%	8.4%	8.4%
Bachelor's Degree	22.2%	24.0%	22.5%
Graduate/Professional Degree	9.7%	14.1%	12.0%
<b>2018 Population 15+ by Marital Status</b>			
Total	20,295	136,310	373,195
Never Married	37.7%	32.4%	36.3%
Married	47.0%	53.7%	50.8%
Widowed	6.0%	5.9%	5.2%
Divorced	9.3%	7.9%	7.7%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	96.3%	96.1%
Civilian Unemployed (Unemployment Rate)	4.3%	3.7%	3.9%
<b>2018 Employed Population 16+ by Industry</b>			
Total	12,270	79,645	219,635
Agriculture/Mining	0.8%	0.3%	0.4%
Construction	5.8%	5.8%	5.7%
Manufacturing	11.9%	12.2%	12.0%
Wholesale Trade	5.0%	4.9%	4.6%
Retail Trade	10.9%	11.3%	11.0%
Transportation/Utilities	5.2%	4.8%	5.1%
Information	1.2%	1.9%	2.0%
Finance/Insurance/Real Estate	7.0%	7.2%	6.6%
Services	49.9%	47.7%	48.7%
Public Administration	2.3%	3.9%	4.0%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	12,268	79,648	219,634
White Collar	57.2%	67.7%	65.6%
Management/Business/Financial	9.6%	16.7%	15.5%
Professional	16.9%	22.2%	22.1%
Sales	12.2%	12.8%	12.3%
Administrative Support	18.4%	16.1%	15.7%
Services	21.9%	16.2%	16.9%
Blue Collar	20.9%	16.1%	17.5%
Farming/Forestry/Fishing	0.6%	0.3%	0.3%
Construction/Extraction	4.5%	3.5%	3.6%
Installation/Maintenance/Repair	2.6%	3.1%	2.8%
Production	6.6%	4.6%	5.7%
Transportation/Material Moving	6.6%	4.6%	5.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	23,611	157,409	431,213
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	7,707	52,376	137,402
Households with 1 Person	20.7%	19.0%	18.6%
Households with 2+ People	79.3%	81.0%	81.4%
Family Households	73.0%	76.4%	75.2%
Husband-wife Families	50.4%	58.5%	55.8%
With Related Children	25.5%	28.3%	27.9%
Other Family (No Spouse Present)	22.6%	17.8%	19.4%
Other Family with Male Householder	6.7%	5.4%	6.1%
With Related Children	3.6%	2.8%	3.1%
Other Family with Female Householder	15.9%	12.4%	13.4%
With Related Children	8.8%	6.5%	7.3%
Nonfamily Households	6.3%	4.6%	6.2%
All Households with Children	38.4%	38.0%	38.9%
Multigenerational Households	7.9%	6.9%	7.8%
Unmarried Partner Households	6.6%	4.9%	5.6%
Male-female	6.0%	4.2%	4.9%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	7,706	52,377	137,403
1 Person Household	20.7%	19.0%	18.6%
2 Person Household	29.1%	28.7%	27.8%
3 Person Household	17.1%	17.8%	17.6%
4 Person Household	14.5%	18.0%	17.5%
5 Person Household	8.9%	9.3%	9.6%
6 Person Household	4.1%	3.9%	4.5%
7 + Person Household	5.5%	3.4%	4.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,708	52,375	137,402
Owner Occupied	59.9%	69.2%	62.9%
Owned with a Mortgage/Loan	45.4%	53.0%	48.7%
Owned Free and Clear	14.5%	16.2%	14.2%
Renter Occupied	40.1%	30.8%	37.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,073	54,445	143,296
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%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	City Lights (8A)	Pleasantville (2B)	Pleasantville (2B)
<b>2.</b>	Bright Young Professionals	Pacific Heights (2C)	Urban Villages (7B)
<b>3.</b>	Barrios Urbanos (7D)	Urban Villages (7B)	Pacific Heights (2C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,459,210	\$159,602,874	\$388,042,741
Average Spent	\$2,388.22	\$2,935.93	\$2,718.81
Spending Potential Index	110	135	125
Education: Total \$	\$12,939,717	\$115,261,637	\$273,476,283
Average Spent	\$1,588.09	\$2,120.26	\$1,916.11
Spending Potential Index	110	146	132
Entertainment/Recreation: Total \$	\$27,463,150	\$233,033,781	\$555,227,595
Average Spent	\$3,370.54	\$4,286.70	\$3,890.19
Spending Potential Index	105	133	121
Food at Home: Total \$	\$43,653,123	\$352,634,563	\$859,948,020
Average Spent	\$5,357.53	\$6,486.78	\$6,025.21
Spending Potential Index	107	129	120
Food Away from Home: Total \$	\$30,898,624	\$252,850,081	\$615,289,507
Average Spent	\$3,792.17	\$4,651.23	\$4,311.01
Spending Potential Index	108	132	123
Health Care: Total \$	\$47,063,131	\$400,576,001	\$944,078,693
Average Spent	\$5,776.03	\$7,368.68	\$6,614.67
Spending Potential Index	101	129	116
HH Furnishings & Equipment: Total \$	\$18,206,374	\$153,411,068	\$366,453,372
Average Spent	\$2,234.46	\$2,822.03	\$2,567.55
Spending Potential Index	107	135	123
Personal Care Products & Services: Total \$	\$7,253,842	\$60,964,519	\$146,340,867
Average Spent	\$890.26	\$1,121.45	\$1,025.33
Spending Potential Index	108	135	124
Shelter: Total \$	\$153,604,193	\$1,282,391,432	\$3,103,961,102
Average Spent	\$18,851.77	\$23,589.85	\$21,747.84
Spending Potential Index	112	141	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,072,698	\$187,486,223	\$437,689,391
Average Spent	\$2,586.24	\$3,448.85	\$3,066.66
Spending Potential Index	104	139	123
Travel: Total \$	\$19,471,058	\$173,968,873	\$407,471,529
Average Spent	\$2,389.67	\$3,200.19	\$2,854.94
Spending Potential Index	111	149	133
Vehicle Maintenance & Repairs: Total \$	\$9,347,302	\$77,281,447	\$185,978,539
Average Spent	\$1,147.19	\$1,421.61	\$1,303.06
Spending Potential Index	107	132	121

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.