



## **South Lake Business Association**

A District with Superb Demographics Aligned with Community Needs

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## How to read this report:

The Demographic Report contains a comprehensive review of all variables as measured by the U.S. Census. Current year and future year estimates are available based on forecasts.

## Geography

The data collected and presented in all of the reports are based on a 15-mile radius of the South Lake District. The reports are pulled at the more granular "mail-able block" (street level).

## Complete Demographic Report

There are numerous variations of this report containing different insights. Please see below for a brief description of each report type:

- **Population Comparison Report:** Gives the user the total population, female vs. male population, educational attainment, marital status, race, and Hispanic ethnicity as percentages. These numbers are based on 2000 & 2010 census data, current year estimates, and 5-year projections.
- **Complete Demographic:** Provides the user with a breakdown of the population by specific groups, for 2000 and 2010 census numbers, current year estimates, and 5-year projections. These categories include population demographics, population by race/ethnicity, population by age, median age, households by income, employment, housing units, vehicles available, marital status, and educational attainment.
- **Housing Units Summary:** Provides the user with a breakdown of households within a specified geography. Information contained in this report includes total number of housing units, owner vs. renter statistics, home value of owned homes, and monthly cash rent.
- **Income Report:** Provides the user with a breakdown of population demographics and splits the households into groups by income for both the 2000 and 2010 censuses, current year estimates, and 5-year projections.

## Impact of COVID-19 (15 Mile Radius)

Information and data is based on KFF.org, which has compiled state policy actions related to COVID-19 from each of the fifty state government websites. Information regarding risk and state policy have been listed.



## Complete Demographic Summary Report

Report Generated by Buxton 2020

### Population Demographics

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
<b>Total Population</b>	3,115		3,309		3,652		3,822		6.2%	4.6%
Population Density (Pop/Sq Mi)	9,721.36		9,906.72		11,396.43		11,925.73		1.9%	4.6%
<b>Total Households</b>	1,787		1,860		2,073		2,177		4.1%	5.1%

### Population by Gender:

<b>Male</b>	1,643	52.8%	1,728	52.2%	1,925	52.7%	2,017	52.8%	5.2%	4.8%
<b>Female</b>	1,472	47.3%	1,581	47.8%	1,727	47.3%	1,804	47.2%	7.4%	4.5%

### Population by Race

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
White	2,063	66.2%	1,916	57.9%	1,939	53.1%	1,930	50.5%	-7.1%	-0.4%
Black	160	5.1%	118	3.6%	129	3.5%	136	3.6%	-26.2%	4.9%
American Indian or Alaska Native	0	0.0%	4	0.1%	4	0.1%	4	0.1%	N/A%	3.0%
Asian/Native Hawaiian/ Other Pacific Islander	633	20.3%	1,035	31.3%	1,271	34.8%	1,397	36.6%	63.6%	10.0%
Some Other Race	95	3.1%	98	3.0%	117	3.2%	128	3.4%	2.9%	9.7%
Two or More Races	164	5.3%	138	4.2%	192	5.3%	226	5.9%	-15.8%	17.6%

### Population by Ethnicity

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
Hispanic	257	8.3%	359	10.9%	445	12.2%	491	12.8%	39.6%	10.4%
Not Hispanic or Latino	2,858	91.7%	2,950	89.1%	3,207	87.8%	3,331	87.2%	3.2%	3.9%



Complete Demographic Summary Report

Population by Age

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
0 to 4	116	3.7%	129	3.9%	137	3.7%	159	4.2%	10.7%	16.1%
5 to 14	72	2.3%	104	3.2%	128	3.5%	169	4.4%	44.9%	32.2%
15 to 19	109	3.5%	175	5.3%	148	4.0%	128	3.3%	60.1%	-13.5%
20 to 24	473	15.2%	488	14.8%	398	10.9%	308	8.1%	3.1%	-22.7%
25 to 34	1,017	32.6%	1,026	31.0%	1,172	32.1%	1,160	30.3%	0.8%	-1.1%
35 to 44	430	13.8%	412	12.5%	560	15.3%	709	18.6%	-4.0%	26.5%
45 to 54	273	8.8%	295	8.9%	316	8.7%	351	9.2%	8.0%	11.1%
55 to 64	239	7.7%	264	8.0%	290	7.9%	295	7.7%	10.6%	1.6%
65 to 74	207	6.6%	172	5.2%	236	6.5%	260	6.8%	-16.5%	10.1%
75 to 84	129	4.1%	135	4.1%	135	3.7%	149	3.9%	5.2%	10.8%
85+	50	1.6%	107	3.3%	132	3.6%	134	3.5%	115.7%	1.7%
Median Age:										
Total Population	31.7		31.5		33.4		34.9			

Households by Income

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
\$0 - \$15,000	277	15.5%	223	12.0%	233	11.3%	202	9.3%	-19.4%	-13.5%
\$15,000 - \$24,999	148	8.3%	157	8.4%	116	5.6%	104	4.8%	5.6%	-10.8%
\$25,000 - \$34,999	186	10.4%	110	5.9%	104	5.0%	95	4.3%	-40.9%	-8.6%
\$35,000 - \$49,999	322	18.0%	236	12.7%	172	8.3%	155	7.1%	-26.7%	-10.0%
\$50,000 - \$74,999	356	19.9%	385	20.7%	396	19.1%	341	15.6%	8.0%	-13.9%
\$75,000 - \$99,999	193	10.8%	274	14.7%	327	15.8%	361	16.6%	41.7%	10.1%
\$100,000 - \$149,999	193	10.8%	254	13.7%	324	15.6%	421	19.3%	31.4%	29.8%
\$150,000 +	125	7.0%	222	11.9%	401	19.3%	500	23.0%	78.0%	24.9%
Average Hhld Income	\$69,342		\$88,216		\$111,893		\$127,948		27.2%	14.3%
Median Hhld Income	\$48,139		\$61,073		\$76,086		\$88,063		26.9%	15.7%
Per Capita Income	\$39,783		\$52,849		\$66,559		\$75,834		32.8%	13.9%



## Complete Demographic Summary Report

### Employment

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
Total Population 16+	2,924		3,070		3,377		3,486		5.0%	13.6%
Total Labor Force	2,029	69.4%	2,134	69.5%	2,297	68.0%	2,346	67.3%	5.2%	2.1%
Civilian, Employed	1,931	95.2%	1,916	89.8%	2,208	96.1%	2,251	96.0%	-0.8%	1.9%
Civilian, Unemployed	98	4.8%	218	10.2%	89	3.9%	95	4.0%	122.8%	6.5%
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	N/A%	N/A%
Not In Labor Force	895	30.6%	936	30.5%	1,080	32.0%	1,140	32.7%	4.5%	5.6%
% Blue Collar	171	8.8%	99	5.2%	124	5.6%	127	5.7%	-42.0%	2.1%
% White Collar	1,760	91.2%	1,817	94.8%	2,084	94.4%	2,125	96.2%	3.3%	1.9%

### Housing Units

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
Total Housing Units	1,891		2,116		2,269		2,392		11.9%	5.4%
Total Occupied Housing Units	n/a	n/a	1,860	87.9%	2,073	91.3%	2,177	91.0%	n/a	5.1%
Owner Occupied: Owned with a mortgage or loan	n/a	n/a	430	23.1%	412	19.9%	425	19.5%	n/a	3.2%
Owner Occupied: Owned free and clear	n/a	n/a	143	7.7%	172	8.3%	181	8.3%	n/a	5.0%
Renter Occupied	n/a	n/a	1,287	69.2%	1,489	71.8%	1,572	72.2%	n/a	5.6%
Vacant	104	5.5%	256	12.1%	197	8.7%	215	9.0%	146.1%	9.3%

### Vehicles Available

	Percent Change									
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
0 Vehicles Available	178	10.0%	237	12.7%	314	15.1%	335	15.4%	33.1%	6.7%
1 Vehicle Available	1,144	64.0%	917	49.3%	1,011	48.8%	1,061	48.8%	-19.9%	5.0%
2+ Vehicles Available	465	26.0%	706	38.0%	748	36.1%	781	35.9%	51.7%	4.4%
Average Vehicles Per Household	1.10		1.50		1.49		1.48		33.4%	-0.6%



## Marital Status

									Percent Change	
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
Married, Spouse Present	842	28.8%	965	31.4%	1,027	30.3%	1,087	31.1%	14.6%	5.8%
Married, Spouse Absent	234	8.0%	204	6.6%	225	6.6%	234	6.7%	-12.8%	4.1%
Divorced	426	14.5%	271	8.8%	274	8.1%	272	7.8%	-36.4%	-0.8%
Widowed	141	4.8%	117	3.8%	184	5.4%	189	5.4%	-17.5%	2.7%
Never Married	1,286	43.9%	1,520	49.4%	1,677	49.5%	1,712	49.0%	18.2%	2.1%
Age 15+ Population	2,927		3,076		3,388		3,494		5.1%	3.1%

## Educational Attainment

									Percent Change	
	2000 Census	%	2010 Census	%	2019 Estimates	%	2024 Projections	%	2000 to 2010	2019 to 2024
Grade K - 8	34	1.5%	47	2.0%	33	1.2%	33	1.1%	37.7%	0.0%
Grade 9 - 11	78	3.3%	50	2.1%	36	1.3%	38	1.2%	-36.6%	5.3%
High School Graduate	219	9.4%	172	7.1%	159	5.6%	167	5.5%	-21.7%	5.3%
Some College, No Degree	258	11.0%	390	16.2%	349	12.3%	364	11.9%	51.3%	4.2%
Associates Degree	167	7.1%	81	3.4%	111	3.9%	121	4.0%	-51.4%	9.0%
Bachelor's Degree	574	24.5%	674	28.0%	806	28.4%	866	28.3%	17.6%	7.5%
Graduate Degree	1,015	43.3%	982	40.7%	1,332	46.9%	1,454	47.5%	-3.2%	9.1%
No Schooling Completed	0	0.0%	17	0.7%	16	0.6%	16	0.5%	N/A%	0.0%
Age 25+ Population	2,344		2,413		2,842		3,058		2.9%	7.6%

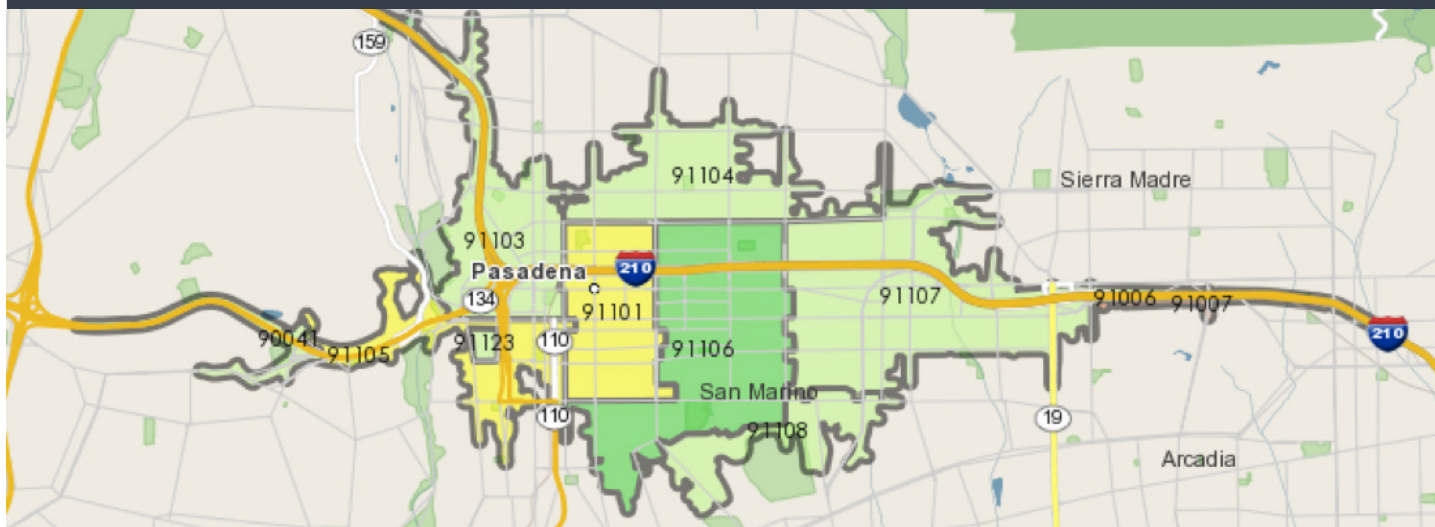
## Seasonal Population by Quarter

2019	
Estimates	
Q4 2016	74
Q1 2017	69
Q2 2017	71
Q3 2017	69
Q4 2017	68
Q1 2018	81
Q2 2018	81
Q3 2018	81
Q4 2018	78



## Impact of COVID-19 (15 Mile Radius)

	High Risk (5)	Above Avg Risk (4)	Average Risk (3)	Below Avg Risk (2)	Low Risk (1)
Count of ZIPs in Study Area	0	1	2	7	2
Total Pop. in Study Area	0	184	25,689	45,245	22,748



## ZIP Code Detail

Risk Quintile	ZIP Code	Index	Quintile	% of Pop. in Study Area	Total Pop. in Study Area
1 - Lowest Risk	91106	86	1	24.2%	22,678
1 - Lowest Risk	91001	88	1	<0.1%	70
2 - Below Average Risk	91107	93	2	19.9%	18,715
2 - Below Average Risk	91104	92	2	13.7%	12,823
2 - Below Average Risk	91103	91	2	11.9%	11,195
2 - Below Average Risk	91108	90	2	1.6%	1,525
2 - Below Average Risk	91006	96	2	0.5%	446
2 - Below Average Risk	90041	94	2	0.4%	369
2 - Below Average Risk	91123	95	2	0.2%	172
3 - Average Risk	91101	96	3	22.5%	21,115
3 - Average Risk	91105	99	3	4.9%	4,574
4 - Above Average Risk	91007	103	4	0.2%	184

## Relevant State Policy

CA

Bar Restaurant Limits	X
Early Prescription Refills	X
Emergency Declaration	X
Free Cost Vaccine When Available	
Large Gatherings Ban	X
Mandatory Quarantine for Travelers	
Non Essential Business Closures	X
Paid Sick Leave	X
Premium Payment Grace Period	X
Primary Election Postponement	
State Mandated School Closures	X
Stay At Home Order	X
Waive Cost Sharing for COVID19 Treatment	





SOUTH LAKE  
A V E N U E

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