



SOUTH LAKE  
A V E N U E

## **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

	2000 Census		2010 Census		2019 Estimates		2024 Projections		Percent Change	
		%		%		%		%	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

	2000 Census		2010 Census		2019 Estimates		2024 Projections		Percent Change	
		%		%		%		%	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

	2000 Census		2010 Census		2019 Estimates		2024 Projections		Percent Change	
		%		%		%		%	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

	2000		2010		2019		2024		Percent Change	
	Census	%	Census	%	Estimates	%	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%
<b>Median Age:</b>										
<b>Total Population</b>	31.7		31.5		33.4		34.9			

## Households by Income

	2000		2010		2019		2024		Percent Change	
	Census	%	Census	%	Estimates	%	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%
<b>Average Hhld Income</b>	\$69,342		\$88,216		\$111,893		\$127,948		27.2%	14.3%
<b>Median Hhld Income</b>	\$48,139		\$61,073		\$76,086		\$88,063		26.9%	15.7%
<b>Per Capita Income</b>	\$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%

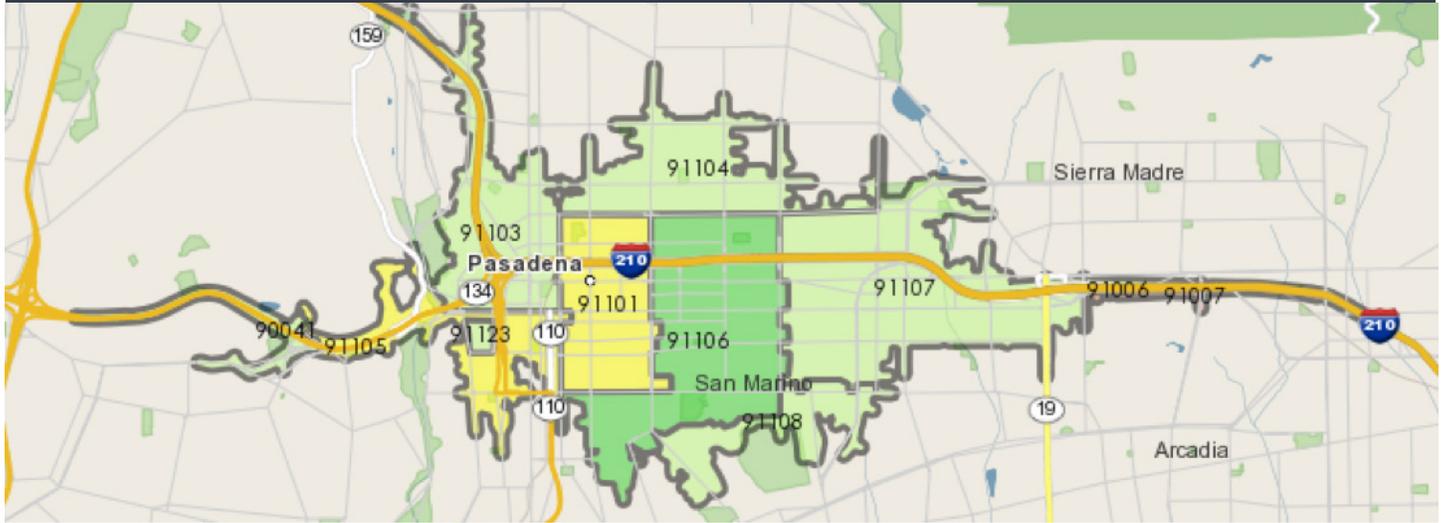
**Seasonal Population by Quarter**

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	





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