Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections
Calculated using TAS Retrieval

Dec 5, 2023

BRIXMOR®

Latitude: 33.990168   Longitude: -117.926809

Puente Hills Town Center Rowland Heights, CA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population			
Current Year Estimated Population	49,844	202,290	1,101,278
Population Est 23Q1	49,873	202,493	1,101,688
Population Est 22Q4	49,894	202,542	1,101,638
Population Est 22Q3	49,863	202,407	1,102,315
Population Est 22Q2	49,862	202,374	1,102,457
Population Est 22Q1	49,893	202,431	1,102,847
Population Est 21Q4	49,879	202,456	1,102,711
Population Est 21Q3	49,891	202,411	1,103,273
Population Est 21Q2	49,887	202,379	1,103,045
Population Fcst	49,104	199,856	1,096,836
2010 Census Population	37,911	168,518	879,209
2000 Census Population	39,933	170,548	875,451
1990 Census Population	38,532	160,109	807,982
Current Year Daytime Population	53,311	182,430	1,110,211
Average Seasonal Population	518	1,966	6,631
Historical Annual Growth, 1990 – 2000	0.36%	0.63%	0.81%
Historical Annual Growth, 2000 – 2010	-0.52%	-0.12%	0.04%
Estimated Annual Growth, 2010 – CY	2.09%	1.39%	1.71%
Projected Annual Growth, CY to Y5	-0.30%	-0.24%	-0.08%
Group Qtrs Est	102	754	12,461
Transient Est Average Last 4 Qtrs	1,715	3,646	15,903
Households			
Current Year Estimated Households	14,854	58,632	326,427
Households Est 23Q1	14,852	58,655	326,378
Households Est 22Q4	14,864	58,683	326,370
Households Est 22Q3	14,853	58,642	326,590
Households Est 22Q2	14,854	58,638	326,645
Households Est 22Q1	14,861	58,650	326,727
Households Est 21Q4	14,857	58,660	326,727
Households Est 21Q3	14,863	58,649	326,922
Households Est 21Q2	14,859	58,631	326,820
Households Fcst	14,634	57,919	324,954
2010 Census Households	10,977	46,606	250,882
2000 Census Households	11,340	46,419	249,313
1990 Census Households	10,929	44,311	240,325
Historical Annual Growth, 1990 – 2000	0.37%	0.47%	0.37%
Historical Annual Growth, 2000 – 2010	-0.32%	0.04%	0.06%
Estimated Annual Growth, 2010 – CY	2.31%	1.75%	2.01%
Projected Annual Growth, CY to Y5	-0.30%	-0.24%	-0.09%
Population per Household	3.35	3.44	3.34

Demographic Source: Synergos Technologies, Inc

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Puente Hills Town Center Rowland Heights, CA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income			
HH Income $500,000 or more	1.4%	1.8%	1.7%
HH Income $250,000 to $499,999	1.7%	2.1%	2.0%
HH Income $200,000 to $249,999	4.0%	5.0%	4.7%
HH Income $175,000 to $199,999	3.9%	4.4%	4.5%
HH Income $150,000 to $174,999	6.0%	6.7%	6.7%
HH Income $100,000 to 149,999	16.6%	21.2%	19.6%
HH Income $75,000 to 99,999	15.1%	14.2%	14.4%
HH Income $50,000 to 74,999	16.4%	15.9%	16.3%
HH Income $35,000 to 49,999	11.8%	9.7%	10.2%
HH Income $25,000 to 34,999	8.1%	6.7%	6.8%
HH Income $15,000 to 24,999	6.8%	5.8%	6.5%
HH Income $0 to 14,999	8.3%	6.6%	6.6%
Average Household Income	$91,123	$103,513	$101,035
Median Household Income	$72,791	$83,547	$80,625
Per Capita Income	$27,207	$30,127	$30,196
2000 Average HH Income	$64,164	$68,045	$63,240
2000 Median HH Income	$53,180	$56,495	$50,945
Average Disposable Income	74,915	82,669	81,030
Median Disposable Income	63,173	72,180	69,669
Discretionary HH Income Over $150,000	0.1%	0.6%	0.6%
Discretionary HH Income $125,000 to $149,999	3.7%	4.5%	4.4%
Discretionary HH Income $100,000 to $124,999	5.1%	5.9%	5.6%
Discretionary HH Income $75,000 to $99,999	9.3%	11.5%	11.0%
Discretionary HH Income $50,000 to $74,999	16.2%	21.2%	19.8%
Discretionary HH Income $25,000 to $49,999	30.1%	29.2%	29.4%
Discretionary HH Income Under $25,000	35.5%	27.1%	29.1%
Average Discretionary HH Income	44,775	51,311	49,809
Median Discretionary HH Income	35,928	44,190	42,055
Householder White – Count	1,060	5,856	58,560
Median HH Income	$83,879	$89,927	$90,111
Average HH Income	$91,959	$96,173	$96,687
Householder Black or African-American – Count	184	1,301	6,447
Median HH Income	$94,955	$98,992	$77,665
Average HH Income	$102,424	$100,601	$87,466
Householder Hispanic – Count	5,234	23,743	162,932
Median HH Income	$74,195	$85,001	$76,431
Average HH Income	$86,169	$91,606	$85,490
Householder Asian or Pacific Islander – Count	7,497	23,854	74,936
Median HH Income	$68,339	$79,931	$85,190
Average HH Income	$78,333	$89,223	$93,464
Householder Other or Pacific Islander – Count	878	3,878	23,551
Median HH Income	$85,985	$93,885	$85,722
Average HH Income	$94,409	$98,236	$93,790
Gender			
Male Population	24,363	98,831	538,429
Female Population	25,481	103,459	562,850

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Puente Hills Town Center Rowland Heights, CA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age			
Count of Pop 0 to 4 years	2,512	10,111	57,086
Count of Pop 0 to 7 years	3,548	13,952	78,904
Count of Pop 5 - 13	4,770	18,725	107,851
Count of Pop 14 - 18	2,345	9,514	57,096
Count of Pop 19 - 22	2,426	10,130	60,219
Count of Pop 22 - 25	1,864	7,892	46,101
Count of Pop 25 - 29	3,377	14,039	77,490
Count of Pop 30 - 34	3,481	13,871	76,835
Count of Pop 35 - 39	3,386	13,046	71,773
Count of Pop 40 - 44	3,151	12,437	68,747
Count of Pop 45 - 59	9,194	39,036	213,657
Count of Pop 60 - 74	8,847	36,261	182,365
Count of Pop 75 - 84	3,232	12,687	58,561
Count of Pop 85+	1,258	4,541	23,496
% of Pop 0 to 4 years	5.0%	5.0%	5.2%
% of Pop 0 to 7 years	7.1%	6.9%	7.2%
% of Pop 5 - 13	9.6%	9.3%	9.8%
% of Pop 14 - 18	4.7%	4.7%	5.2%
% of Pop 19 - 22	4.9%	5.0%	5.5%
% of Pop 22 - 25	3.7%	3.9%	4.2%
% of Pop 25 - 29	6.8%	6.9%	7.0%
% of Pop 30 - 34	7.0%	6.9%	7.0%
% of Pop 35 - 39	6.8%	6.4%	6.5%
% of Pop 40 - 44	6.3%	6.1%	6.2%
% of Pop 45 - 59	18.4%	19.3%	19.4%
% of Pop 60 - 74	17.7%	17.9%	16.6%
% of Pop 75 - 84	6.5%	6.3%	5.3%
% of Pop 85+	2.5%	2.2%	2.1%
Median Age	41.2	41.5	39.7
Average Age	42.0	42.0	40.6
Male Population by Age			
% of Pop 0 to 4 years	5.3%	5.2%	5.4%
% of Pop 5 - 13	9.8%	9.7%	10.2%
% of Pop 14 - 18	4.9%	4.9%	5.5%
% of Pop 19 - 22	5.2%	5.3%	5.7%
% of Pop 22 - 25	4.0%	4.2%	4.4%
% of Pop 25 - 29	7.3%	7.4%	7.3%
% of Pop 30 - 34	7.4%	7.2%	7.2%
% of Pop 35 - 39	7.2%	6.7%	6.7%
% of Pop 40 - 44	6.5%	6.3%	6.3%
% of Pop 45 - 59	18.1%	18.8%	19.1%
% of Pop 75 - 84	5.8%	5.7%	4.7%
% of Pop 60 - 74	16.6%	16.8%	15.8%
% of Pop 85+	2.1%	1.8%	1.6%
Median Age	39.3	39.5	38.1
Average Age	40.7	40.7	39.5

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% of Pop 0 to 4 years	4.8%	4.8%	5.0%
% of Pop 5 - 13	9.3%	8.8%	9.4%
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% of Pop 40 - 44	6.1%	6.0%	6.2%
% of Pop 45 - 59	18.8%	19.7%	19.7%
% of Pop 60 - 74	18.8%	19.0%	17.3%
% of Pop 75 - 84	7.2%	6.9%	5.9%
% of Pop 85+	3.0%	2.7%	2.6%
Median Age	43.2	43.5	41.4
Average Age	43.2	43.2	41.8
Race			
Count of White	6,416	30,422	255,178
Count of Black or African-American	699	3,756	22,714
Count of Asian or Pacific Islander	22,481	81,368	278,613
Count of Other races	20,248	86,744	544,774
White	12.9%	15.0%	23.2%
Black or African American	1.4%	1.9%	2.1%
Asian	45.1%	40.2%	25.3%
Other Races	40.6%	42.9%	49.5%
Language Spoken			
Speak English at Home	24.4%	30.0%	38.8%
Speak Spanish at Home	31.8%	34.1%	39.3%
Speak French or French Creole at Home	0.0%	0.1%	0.1%
Speak German at Home	0.0%	0.0%	0.1%
Speak Other Indo-European Languages at Home	1.3%	1.0%	1.2%
Speak Russian and Other Slavic Languages at H	0.1%	0.1%	0.1%
Speak Chinese at Home	29.3%	22.5%	11.3%
Speak Korean at Home	3.9%	2.5%	2.0%
Speak Vietnamese at Home	0.7%	1.3%	2.2%
Speak Other Asian Languages at Home	3.5%	2.2%	1.6%
Speak Tagalog and Other Pacific Languages at H	4.5%	5.8%	2.9%
Speak Other Language at Home	0.4%	0.3%	0.5%
Hispanic			
Hispanic Population	22,742	98,712	634,844
Hispanic Population Percent	45.6%	48.8%	57.6%
Mexican	81.5%	83.2%	84.5%
Puerto Rican	0.8%	0.7%	0.8%
Cuban	0.2%	0.3%	0.6%
Dominican	0.0%	0.0%	0.1%
Central American	9.0%	7.5%	6.5%
South American	2.7%	2.6%	2.0%
Other Hispanic	5.7%	5.6%	5.5%
2000 Hispanic Population Percent	41%	46%	53%
1990 Hispanic Population Percent	37%	42%	45%

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Ancestry			
American (percent of total population)	0.4%	0.4%	0.8%
American	0.1%	0.2%	0.5%
Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
Asian (percent of total population)	44.8%	39.8%	24.9%
Chinese	29.2%	23.3%	12.1%
Japanese	1.8%	1.3%	0.9%
Korean	4.5%	3.1%	2.6%
South Central Asian (ie. Indian)	0.8%	1.0%	1.0%
South East Asian (ie. Vietnamese)	6.8%	9.7%	7.1%
Other Asian	1.7%	1.4%	1.2%
European (percent of total population)	0.7%	1.1%	3.5%
British	0.1%	0.2%	0.7%
Dutch	0.0%	0.0%	0.1%
French	0.0%	0.0%	0.2%
German	0.2%	0.2%	0.7%
Italian	0.1%	0.1%	0.4%
Polish	0.0%	0.0%	0.1%
Scandinavian	0.0%	0.1%	0.3%
Scotch/Irish	0.2%	0.2%	0.7%
Other European (ie. Greek/Russian)	0.1%	0.1%	0.4%
Middle Eastern	0.1%	0.1%	0.2%
Other Ancestry	7.4%	8.4%	10.4%
Unclassified Ancestry	1.0%	1.3%	2.5%
Education (Age 25+)			
Adult Population (25 Years or Older)	35,926	145,918	772,925
Elementary (0 to 8)	9.8%	10.2%	11.4%
Some High School (9 to 11)	8.6%	7.7%	8.2%
High School Graduate (12)	23.3%	24.1%	24.9%
Some College (13 to 16)	18.7%	18.1%	20.1%
Associates Degree Only	8.0%	8.5%	7.7%
Bachelors Degree Only	23.9%	23.1%	19.2%
Graduate Degree	7.7%	8.3%	8.4%
% College (4+)	31.6%	31.4%	27.6%
Household Type			
Total Households – count	14,854	58,632	326,427
One Person HHs – count	2,125	7,508	48,885
Family HHs – count	12,126	48,811	261,862
Married Couple – count	8,514	34,648	183,665
w/own children – count	3,113	12,761	72,741
w/out own children – count	5,401	21,887	110,924
Male Householder – count	945	4,486	25,646
Female Householder – count	2,668	9,677	52,551
Non-Family Households – count	602	2,312	15,681
1 Person Household	14.3%	12.8%	15.0%
2 Person Household	25.7%	24.8%	24.9%
3 Person Household	20.1%	20.3%	19.0%
4 Person Household	17.8%	18.7%	18.5%
5 Person Household	10.6%	11.2%	11.1%
6 Person Household	5.9%	6.2%	5.9%
7+ Person Household	5.7%	6.0%	5.7%
% Households With Children	27.4%	28.8%	30.3%

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Housing			
Total Housing Units	15,392	60,498	336,569
Owner Occupied Percent	55.1%	65.1%	60.2%
Renter Occupied Percent	41.4%	31.8%	36.8%
Vacant Housing Percent	3.5%	3.1%	3.0%
Total Housing Units (Census 2000)	11,618	47,412	255,225
For Rent (Census 2000)	40%	36%	36%
For Sale (Census 2000)	26%	34%	32%
Rented or Sold, (Census 2000)	9%	12%	9%
Seasonal (Census 2014)	23%	11%	9%
Other (Census 2000)	10%	12%	12%
Homes Built By Year			
Homes Built 1990 to 2000	6%	7%	6%
Homes Built 1980 to 1989	22%	17%	16%
Homes Built 1970 to 1979	36%	32%	20%
Homes Built 1960 to 1969	22%	24%	21%
Homes Built 1950 to 1959	11%	16%	26%
Homes Built 1940 to 1949	2%	3%	6%
Homes Built Before 1939	1%	2%	4%
Units in Structure			
1 Unit	71%	81%	75%
2 - 9 Units	12%	7%	8%
Greater than 10 Units	15%	9%	14%
Mobilie Trailer	2%	3%	3%
Other Units	0%	0%	0%
Home Value (Owner Occupied)			
Property Value $1,000,000 or more	24.9%	22.0%	21.6%
Property Value $750,000 to $999,999	31.1%	31.2%	31.4%
Property Value $500,000 to $749,999	25.8%	27.6%	28.9%
Property Value $400,000 to $499,999	5.5%	5.9%	6.0%
Property Value $300,000, to $399,999	3.1%	1.6%	1.7%
Property Value $200,000 to $299,999	0.7%	0.9%	1.0%
Property Value $150,000 to $199,999	0.4%	0.7%	0.5%
Property Value $100,000 to $149,999	1.7%	1.3%	1.0%
Property Value $60,000 to $99,999	1.6%	1.4%	1.0%
Property Value $40,000 to $59,999	0.5%	0.5%	0.5%
Property Value $0 to $39,999	0.9%	1.3%	1.2%
Median Home Value	$813,733	$797,214	$794,946
Median Rent	$833	$873	$781
Wealth per Household			
$0 and under - percent	18.1%	17.4%	17.8%
$1 to $4999 - percent	9.2%	8.7%	9.1%
$5k to $9999 - percent	4.8%	4.5%	4.7%
$10k to $24999 - percent	6.5%	6.3%	6.4%
$25k to $49999 - percent	6.9%	6.9%	6.9%
$50k to $99999 - percent	10.2%	10.3%	10.3%
$100k to $249999 - percent	17.7%	18.1%	17.9%
$250k to $499999 - percent	12.7%	13.2%	12.8%
$500k+ - percent	13.9%	14.6%	14.1%
Median HH Wealth	$72,378	$80,165	$74,876
Avg HH Wealth	$229,829	$239,077	$232,683

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Economic Viability			
Economic Viability Local	228	224	222
Economic Viability Indexed	228	224	222
Occupation (Employed Civilians Age 16+)			
Employed Civilian Pop 16+ by Occupation	24,822	100,622	550,053
Managerial/Executive	14.5%	15.9%	14.7%
Professional Specialty	14.6%	17.9%	18.9%
Healthcare Support	3.6%	4.1%	4.1%
Sales	13.8%	11.7%	10.8%
Office & Administrative Support	13.3%	14.4%	13.9%
Protective Service	1.0%	1.8%	1.9%
Food Preperation	9.6%	6.8%	5.8%
Building Maintenance & Cleaning	2.9%	2.6%	3.5%
Personal Care	2.9%	2.6%	2.7%
Farming, Fishing, & Forestry	0.2%	0.2%	0.4%
Construction	5.4%	6.0%	7.4%
Production & Transportation	18.3%	16.0%	15.9%
Percent White Collar Workers	59.7%	64.0%	62.3%
Percent Blue Collar Workers	40.3%	36.0%	37.7%
Employment by Industry (Employed Civilians Age 16+)			
Agriculture/Mining/Construction	4.7%	5.3%	6.8%
Manufacturing	12.5%	12.1%	11.6%
Transportation	7.8%	7.8%	7.0%
Information	1.4%	1.7%	1.6%
Wholesale/Retail	17.6%	16.3%	15.8%
Finance, Insurance, Real Estate	6.3%	6.4%	6.0%
Professional Services	5.5%	5.8%	5.5%
Management Services	0.1%	0.1%	0.1%
Administrative/Waste Services	4.5%	4.8%	5.0%
Educational Services	16.5%	19.7%	21.7%
Entertainment Services	14.5%	11.4%	9.8%
Other Professional Services	4.9%	4.3%	4.9%
Public Administration	3.7%	4.2%	4.3%
Transportation To Work			
Drive to Work Alone	74.1%	74.5%	74.4%
Drive to Work Carpool	17.3%	17.2%	16.8%
Travel to Work by Public Transportation	3.4%	3.8%	3.5%
Drive to Work on Motorcycle	0.1%	0.1%	0.2%
Drive to Work on Bicycle	0.9%	0.5%	0.6%
Walked to Work	1.2%	1.1%	1.8%
Other Means	0.6%	0.6%	0.7%
Work at Home	2.4%	2.3%	2.1%

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Puente Hills Town Center Rowland Heights, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Travel to Work in Less than 5 Minutes	0.9%	0.8%	1.3%
	Travel to Work in 5 to 9 Minutes	6.6%	5.0%	7.1%
	Travel to Work in 10 to 14 Minutes	9.6%	10.3%	11.2%
	Travel to Work in 15 to 19 Minutes	11.6%	12.4%	13.9%
	Travel to Work in 20 to 29 Minutes	16.4%	16.5%	18.2%
	Travel to Work in 30 to 44 Minutes	28.2%	26.7%	24.3%
	Travel to Work in 45 to 59 Minutes	13.0%	13.3%	11.6%
	Travel to Work in 60 Minutes or more	13.6%	15.0%	12.3%
	Average Travel Time to Work	32	33	30
Vehicles per HH	No Vehicles	4.3%	3.5%	4.8%
	1 Vehicle	24.1%	19.7%	21.9%
	2 Vehicles	37.2%	36.6%	36.3%
	3 or more vehicles	34.3%	40.2%	37.0%
	Average Number of Vehicles	2.21	2.39	2.27
Change	Births (last 12 months)	515	2,119	11,963
	Deaths (last 12 months)	462	1,801	8,881
	Migration (last 12 months)	-40	-284	-3,607
Work place	Workplace Establishments	3,893	10,327	44,535
	Workplace Employees (FTE)	24,497	61,956	338,340