

# Full Demographic Profile

## Census, Estimates & Projections

August 2008

Destination Trade Area	TradeArea2
<b>Long Beach, CA</b>	
<b>Population</b>	
Estimated Population(2007)	28,281
Projected Population((2012))	29,858
Census Population(2000)	26,167
Census Population(1990)	25,479
Historical Annual Growth 1991 to 2006	0.7 %
Projected Annual Growth 2006 to 2011	1.1 %
<b>Households</b>	
Est. Households(2007)	16,089
Proj. Households((2012))	16,686
Census Households(2000)	15,366
Census Households(1990)	14,493
Historical Annual Growth 1991 to 2006	0.7 %
Projected Annual Growth 2006 to 2011	0.7 %
<b>Age</b>	
Est. Population 0 to 9 Years(2007)	7.5 %
Est. Population 10-19 Years(2007)	7.1 %
Est. Population 20-29 Years(2007)	14.9 %
Est. Population 30-44 Years(2007)	28.2 %
Est. Population 45-59 Years(2007)	25.2 %
Est. Population 60-74 Years(2007)	10.8 %
Est. Population 75+ Years(2007)	6.4 %
Median Age(2007)	39.9
<b>Marital Status &amp; Sex</b>	
Est. Male Population(2007)	51.0 %
Est. Female Population(2007)	49.0 %
Est. Never Married(2007)	40.1 %
Est. Now Married(2007)	34.8 %
Est. Separated(2007)	19.8 %
Est. Widowed(2007)	5.3 %
<b>Income</b>	
HH Income \$200,000 or More(2007)	10.0 %
HH Income \$150,000 to 199,999(2007)	6.2 %
HH Income \$100,000 to 149,999(2007)	14.5 %
HH Income \$75,000 to 99,999(2007)	13.6 %
HH Income \$50,000 to 74,999(2007)	19.5 %
HH Income \$35,000 to 49,999(2007)	12.0 %
HH Income \$25,000 to 34,999(2007)	8.0 %
HH Income \$15,000 to 24,999(2007)	7.3 %
HH Income \$0 to 14,999 (2007)	9.0 %
Average Household Income(2007)	\$98,181
Median Household Income(2007)	\$71,058
Per Capita Income(2007)	\$56,275
<b>Business</b>	
Est. Number Businesses	1,582
Est. Total Number of Employees	21,445

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Demographic Source: Applied Geographic Solutions / TIGER Geography

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<b>Long Beach, CA</b>	
<b>Race &amp; Ethnicity</b>	
Est. White(2007)	71.2 %
Est. Black or African American (2007)	2.9 %
Est. AsianorPacificIslander(2007)	5.2 %
Est. American Indian & Alaskan(2007)	0.2 %
Est. Other(2007)	6.9 %
<b>Hispanic</b>	
Est. Hispanic(2007)	4,430
Est. Hispanic Population Percent(2007)	13.5 %
Proj. Hispanic Population Percent(2012)	17.2 %
Hispanic Population Percent (00)	8.5 %
<b>Education (Age 25+)</b>	
Est. Adult Population (25 Years+)(2007)	22,470
Est. Elementary (0 to 8)(2007)	2.2 %
Est. Some High School (9 to 11)(2007)	2.8 %
Est. High School Graduate (12)	12.3 %
Est. Some College (13 to 16)(2007)	18.6 %
Est. Associate Degree Only(2007)	8.5 %
Est. Bachelor Degree Only(2007)	35.5 %
Est. Graduate Degree(2007)	20.2 %
<b>Housing</b>	
Est. Total Housing Units(2007)	6,429
Est. Owner Occupied Percent(2007)	37.1 %
Est. Renter Occupied Percent(2007)	55.7 %
Est. Vacant Housing Percent(2007)	7.3 %
<b>Homes Built By Year</b>	
Homes Built 1999 to 2000	0.2 %
Homes Built 1995 to 1998	0.9 %
Homes Built 1990 to 1994	3.9 %
Homes Built 1980 to 1989	6.0 %
Homes Built 1970 to 1979	10.2 %
Homes Built 1960 to 1969	14.9 %
Homes Built 1950 to 1959	16.1 %
Homes Built Before 1949	47.8 %
<b>Home Values</b>	
Home Value \$1,000,000+	9.3 %
Home Value \$500,000-\$999,999	33.0 %
Home Value \$400,000-\$499,999	17.4 %
Home Value \$300,000-\$399,999	26.2 %
Home Value \$200,000-\$299,999	10.6 %
Home Value \$150,000-\$199,999	1.6 %
Home Value \$100,000-\$149,999	1.4 %
Home Value \$50,000-\$99,999	0.0 %
Home Value \$25,000-\$49,999	0.4 %
Home Value \$0-\$24,999	0.0 %
Median Home Value	\$503,310
Median Rent	\$792

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<b>Labor Force</b>	
Est. Labor(2007): Population Age 16+	24,959
Est. Civilian Employed	75.8 %
Est. Civilian Unemployed	2.2 %
Est. in Armed Forces	0.1 %
Est. not in Labor Force	21.9 %
Est. Labor Force Total: Males	51.1 %
Est. Labor Force Total: Females	48.9 %
<b>Occupation</b>	
Occupation: Population 16+	17,539
Mgmt, Business, & Financial Operations	23.8 %
Professional and Related	33.2 %
Service	9.2 %
Sales and Office	25.9 %
Farming, Fishing, and Forestry	0.0 %
Construction, Extraction, & Maintenance	3.4 %
Production, Transport, & Material Moving	4.4 %
Occupation Total: Males	53.9 %
Occupation Total: Females	46.1 %
<b>Transportation</b>	
Drive to Work Alone	81.9 %
Drive to Work in Carpool	6.8 %
Travel to Work by Public Transportation	2.2 %
Drive to Work on Motorcycle	0.2 %
Walked or Bicycle to Work	3.0 %
Other Means	0.8 %
Work at Home	5.1 %
<b>Travel Time</b>	
Travel to Work in 14 Minutes or Less	17.6 %
Travel to Work in 15 to 29 Minutes	30.5 %
Travel to Work in 30 to 59 Minutes	38.9 %
Travel to Work in 60 or More	13.0 %
Average Travel Time to Work	30
<b>Consumer Expenditure</b>	
Total Household Expenditure (2007)	\$1,108.8
Apparel (2007)	\$53.4
Contributions & Gifts (2007)	\$78.8
Education & Reading (2007)	\$33.8
Entertainment (2007)	\$62.2
Food, Beverages & Tobacco (2007)	\$171.5
Furnishings And Equipment (2007)	\$50.0
Health Care & Insurance (2007)	\$77.3
Household Operations, Utilities (2007)	\$332.2
Miscellaneous Expenses (2007)	\$18.3
Personal Care (2007)	\$16.0
Transportation (2007)	\$215.3

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