

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 34.10606, -117.90572

19-Mar-2020

100370-Covina Town Square

Covina, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2019 Estimated Population	34,389	192,610	407,481	1,226,853
	2019 Daytime Population	24,385	219,906	417,179	1,347,187
	2024 Population Forecast	35,818	200,811	421,504	1,264,510
	2010 Census Population	32,858	183,277	393,641	1,195,149
	2000 Census Population	31,934	178,569	385,773	1,189,972
	1990 Census Population	29,042	164,218	355,964	1,104,249
	Historical Annual Growth, 1990 to 2000	0.95%	0.84%	0.81%	0.75%
	Historical Annual Growth, 2000 to 2010	0.29%	0.26%	0.20%	0.04%
	Estimated Annual Growth, 2010 to 2019	0.47%	0.51%	0.36%	0.27%
	Projected Annual Growth, 2019 to 2024	0.82%	0.84%	0.68%	0.61%
HOUSEHOLDS	2019 Estimated Households	8,997	56,376	118,631	356,325
	2024 Households Forecast	9,359	58,830	122,839	367,486
	2010 Census Households	8,625	53,501	114,294	346,565
	2000 Census Households	8,528	53,078	112,419	342,589
	1990 Census Households	8,435	52,203	109,345	330,813
	Historical Annual Growth, 1990 to 2000	0.11%	0.17%	0.28%	0.35%
	Historical Annual Growth, 2000 to 2010	0.11%	0.08%	0.17%	0.12%
	Estimated Annual Growth, 2010 to 2019	0.43%	0.54%	0.38%	0.29%
	Projected Annual Growth, 2019 to 2024	0.79%	0.86%	0.70%	0.62%
	2019 % Households With Children	34%	33%	31%	32%
2019 Persons per Household	3.81	3.35	3.39	3.40	
INCOME 2019	HH Income \$500,000 or more	0.46%	0.82%	1.08%	1.33%
	HH Income \$250,000 to \$499,999	0.52%	0.98%	1.30%	1.59%
	HH Income \$200,000 to \$249,999	1.24%	2.29%	3.04%	3.73%
	HH Income \$175,000 to \$199,999	2.52%	3.51%	4.29%	4.28%
	HH Income \$150,000 to \$174,999	4.58%	5.36%	5.88%	5.74%
	HH Income \$100,000 to \$149,999	16.31%	18.85%	20.03%	18.49%
	HH Income \$75,000 to \$99,999	16.31%	14.34%	14.18%	13.42%
	HH Income \$50,000 to \$74,999	21.53%	18.87%	17.51%	16.98%
	HH Income \$35,000 to \$49,999	14.29%	12.89%	11.57%	11.72%
	HH Income \$25,000 to \$34,999	10.02%	8.72%	7.70%	7.83%
	HH Income \$15,000 to \$24,999	6.91%	6.97%	6.82%	7.60%
	HH Income \$0 to \$14,999	5.31%	6.39%	6.59%	7.28%
	Average Household Income	\$76,155	\$85,892	\$92,902	\$94,046
Median Household Income	\$65,038	\$69,336	\$74,678	\$72,619	
Per Capita Income	\$20,000	\$25,500	\$27,339	\$27,566	
2000 Average Household Income	\$53,764	\$56,030	\$62,037	\$63,014	
2000 Median Household Income	\$45,892	\$46,698	\$50,529	\$49,902	
WRKPLACE 2019	Workplace Establishments	330	4,797	8,415	32,031
	Workplace Employees (Full Time Employees)	6,230	81,609	148,737	484,301

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POPULATION BY AGE 2019	Count of Pop 0 to 4 years	2,449	13,189	27,308	81,165
	Count of Pop 5 to 14 years	4,166	22,352	45,952	136,402
	Count of Pop 14 to 22 years	3,700	22,447	44,011	126,323
	Count of Pop 22 to 30 years	4,537	24,017	50,612	147,715
	Count of Pop 30 to 45 years	7,303	37,845	76,960	230,620
	Count of Pop 45 to 60 years	6,463	36,549	77,867	236,832
	Count of Pop 60 to 75 years	4,246	26,192	60,697	192,926
	Count of Pop 75+ years	1,525	10,019	24,074	74,871
	Population 0 to 4 Years	7.12%	6.85%	6.70%	6.62%
	Population 5 to 13 Years	12.11%	11.60%	11.28%	11.12%
	Population 14 to 21 Years	10.76%	11.65%	10.80%	10.30%
	Population 22 to 29 Years	13.19%	12.47%	12.42%	12.04%
	Population 30 to 44 Years	21.24%	19.65%	18.89%	18.80%
	Population 45 to 59 Years	18.79%	18.98%	19.11%	19.30%
	Population 60 to 74 Years	12.35%	13.60%	14.90%	15.73%
	Population 74 Years Plus	4.44%	5.20%	5.91%	6.10%
Median Age	34.4	35.3	36.6	37.6	
GENDER 2019	Male Population	17,207	94,528	199,268	602,066
	Female Population	17,182	98,081	208,213	624,787
RACE 2019	2019 Estimated Population	34,389	192,610	407,481	1,226,853
	White	50.74%	53.87%	52.76%	45.94%
	Black or African American	2.99%	3.17%	3.15%	2.93%
	Asian or Pacific Islander	9.06%	11.49%	14.51%	24.94%
	Other Races	37.21%	31.46%	29.58%	26.19%
HISPANIC	2019 Hispanic Population	25,206	120,159	238,879	636,934
	2019 Hispanic Population %	73.29%	62.38%	58.62%	51.92%
	2024 Hispanic Population Forecast	26,318	125,328	247,093	656,792
	2024 Hispanic Population % Projected	73.48%	62.41%	58.62%	51.94%
	2000 Hispanic Population %	63.36%	53.18%	51.14%	48.24%
1990 Hispanic Population %	47.47%	39.37%	39.21%	40.93%	
EDUCATION (AGE 25+) 2019	Adult Population (25 Years or Older)	22,412	125,283	270,770	826,431
	Elementary	15.20%	10.77%	10.77%	12.42%
	Some High School	11.15%	8.92%	8.50%	8.76%
	High School Graduate	32.04%	27.58%	26.38%	23.57%
	Some College	20.17%	23.57%	21.85%	19.39%
	Associates Degree	6.77%	8.01%	8.36%	7.86%
	Bachelors Degree	11.59%	15.22%	16.98%	19.40%
	Graduate Degree	3.09%	5.91%	7.16%	8.60%
% College (4+)	14.68%	21.14%	24.14%	28.00%	
HOUSING 2019	Total Housing Units	9,343	58,847	123,359	371,259
	Owner Occupied Percent	60.93%	57.60%	62.65%	61.07%
	Renter Occupied Percent	35.36%	38.20%	33.52%	34.90%
	Vacant Housing Percent	3.71%	4.20%	3.83%	4.02%

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HOMES BUILT BY YEAR 2019	Homes Built 2010 or later	0.40%	0.23%	0.18%	0.18%
	Homes Built 2000 to 2009	2.64%	3.98%	4.25%	4.36%
	Homes Built 1990 to 1999	3.36%	4.69%	5.65%	5.79%
	Homes Built 1980 to 1989	9.16%	9.39%	12.19%	14.73%
	Homes Built 1970 to 1979	13.12%	13.39%	14.81%	17.70%
	Homes Built 1960 to 1979	13.16%	14.07%	15.94%	17.26%
	Homes Built 1950 to 1959	49.93%	44.37%	37.10%	26.51%
	Homes Built 1940 to 1949	6.13%	5.83%	6.21%	7.71%
	Homes Built 1939 or earlier	2.11%	4.03%	3.66%	5.77%
HOME VALUE (OWNER OCCUPIED) 2019	Property Value \$1,000,000 or more	4.90%	13.91%	20.07%	29.58%
	Property Value \$750,000 to \$999,999	9.21%	18.44%	19.90%	21.18%
	Property Value \$500,000 to \$749,999	55.11%	46.08%	40.57%	32.08%
	Property Value \$400,000 to \$499,999	15.19%	10.84%	9.85%	7.93%
	Property Value \$300,000 to \$399,999	3.92%	3.46%	3.23%	3.01%
	Property Value \$200,000 to \$299,999	1.78%	1.21%	1.16%	1.10%
	Property Value \$150,000 to \$199,999	0.54%	0.43%	0.41%	0.52%
	Property Value \$100,000 to \$149,999	1.26%	0.79%	0.80%	1.08%
	Property Value \$60,000 to \$99,999	1.71%	1.27%	1.39%	1.26%
	Property Value \$40,000 to \$59,999	3.44%	1.44%	0.99%	0.77%
	Property Value \$0 to \$39,999	2.93%	2.15%	1.64%	1.50%
	Median Home Value	\$587,180	\$654,215	\$688,156	\$758,973
Median Rent per Month (Census 2000)	\$807	\$761	\$779	\$764	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019	Employed Civilian Population 16+ by Occupation	16,828	93,750	196,950	580,787
	Managerial/Executive	9.00%	11.85%	13.08%	14.30%
	Professional Specialty	13.93%	17.47%	18.49%	19.21%
	Healthcare Support	3.81%	3.56%	3.67%	3.84%
	Sales	10.03%	10.86%	11.14%	11.27%
	Office & Administrative Support	13.01%	14.97%	14.45%	13.59%
	Protective Service	1.25%	1.95%	2.07%	1.75%
	Food Preparation	7.02%	6.30%	5.87%	5.84%
	Building Maintenance & Cleaning	7.13%	4.69%	4.16%	3.83%
	Personal Care	2.74%	2.84%	3.06%	3.01%
	Farming, Fishing, & Forestry	0.10%	0.54%	0.49%	0.41%
	Construction	11.83%	8.75%	8.24%	7.57%
	Production & Transportation	20.14%	16.21%	15.28%	15.40%
	Percent White Collar	49.78%	58.72%	60.82%	62.21%
	Percent Blue Collar	50.22%	41.28%	39.18%	37.79%
Median Employee Salary	41,652	48,280	49,142	48,298	
Average Employee Salary	50,195	58,482	59,230	58,226	
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	1,228	5,798	12,386	37,413
	2019 Estimated Unemployed (Age 16 and Up)	867	5,173	10,636	30,640
	2019 Estimated Unemployed Rate (Age 16 and Up)	4.96%	5.20%	5.15%	5.00%

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TRANSPORTATION TO WORK 2019				
Drive to Work Alone	73.64%	76.69%	77.43%	76.52%
Drive to Work Carpool	12.70%	11.69%	11.83%	12.02%
Travel to Work by Public Transportation	7.77%	4.54%	3.84%	3.70%
Drive to Work on Motorcycle	0.58%	0.29%	0.23%	0.20%
Drive to Work on Bicycle	0.65%	0.68%	0.58%	0.58%
Walk to Work	1.69%	2.79%	2.10%	1.95%
Other Means	1.22%	0.83%	0.84%	0.79%
Work at Home	1.74%	2.50%	3.14%	4.23%
TRAVEL TIME TO WORK 2019				
Travel Time in Less than 5 minutes	1.19%	2.01%	1.80%	1.33%
Travel to Work in 5 to 9 minutes	7.14%	8.40%	7.87%	6.60%
Travel to Work in 10 to 14 minutes	14.50%	12.10%	11.25%	11.10%
Travel to Work in 15 to 19 minutes	11.96%	12.08%	11.95%	12.08%
Travel to Work in 20 to 29 minutes	16.22%	16.68%	16.93%	18.30%
Travel to Work in 30 to 44 minutes	22.04%	22.95%	23.15%	24.03%
Travel to Work in 45 to 59 minutes	11.43%	11.57%	11.61%	11.73%
Travel to Work in 60 minutes or more	15.52%	14.22%	15.44%	14.83%
Average Travel Time to Work	27.8	29.4	29.8	29.9
SPENDING PATTERNS 2019				
Grocery Store Market Basket Weekly Per Capita Spending	\$59.93	\$60.29	\$60.60	\$60.76
Apparel and Related Services	\$14.04	\$14.32	\$14.56	\$14.56
Transportation	\$87.97	\$89.45	\$90.61	\$90.38
Healthcare	\$43.16	\$43.87	\$44.52	\$44.58
Entertainment	\$21.59	\$22.13	\$22.54	\$22.54
LIFESTYLE SEGMENTATION 2019				
Category A - Crème de la Crème	0	1,562	25,889	75,248
Category B - Urban Cliff Climbers	0	187	2,447	14,153
Category C - Urban Cliff Dwellers	54	7,964	23,039	52,179
Category D - Seasoned Urban Dwellers	0	69	2,692	11,838
Category E - Thriving Alone	0	0	4,138	14,596
Category F - Going it Alone	0	17,938	41,403	91,600
Category G - Struggling Alone	0	0	0	1,524
Category H - Single in the Suburbs	0	2,923	8,836	15,455
Category I - Married in the Suburbs	0	3,146	9,842	32,502
Category J - Retired in the Suburbs	0	0	2,172	15,499
Category K - Living with Nature	0	0	0	0
Category L - Working with Nature	0	0	0	16
Category M - Harlem Gateway	0	0	0	0
Category N - Espaniola	34,199	148,977	269,340	653,522
Category O - Specialties	0	5,916	11,859	233,180

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