

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 36.938773, -121.775221

20-Apr-2022

## 120020-Freedom Centre

### Freedom, CA

|  | 1.00 Mile Radius                          | 3.00 Mile Radius            | 5.00 Mile Radius | 10.00 Mile Radius |           |        |
|--|---|-----------------------------|------------------|-------------------|-----------|--------|
| <b>POPULATION</b>                        | 2021 Estimated Population                 | 14,690                      | 70,353           | 81,958            | 131,091   |        |
|  | 2021 Daytime Population                   | 12,189                      | 63,935           | 72,945            | 131,168   |        |
|  | 2026 Population Forecast                  | 15,020                      | 72,221           | 84,124            | 134,518   |        |
|  | 2010 Census Population                    | 14,833                      | 68,672           | 80,065            | 127,626   |        |
|  | 2000 Census Population                    | 13,763                      | 63,794           | 75,260            | 122,399   |        |
|  | 1990 Census Population                    | 10,622                      | 51,481           | 62,861            | 106,793   |        |
|  | Historical Annual Growth, 1990 to 2000    | 2.62%                       | 2.17%            | 1.82%             | 1.37%     |        |
|  | Historical Annual Growth, 2000 to 2010    | 0.75%                       | 0.74%            | 0.62%             | 0.42%     |        |
|  | CY Estimated Annual Growth, 2010 to 2021  | -0.08%                      | 0.21%            | 0.20%             | 0.23%     |        |
|  | FY Projected Annual Growth, 2021 to 2025  | 0.45%                       | 0.53%            | 0.52%             | 0.52%     |        |
|  | <b>HOUSEHOLDS</b>                         | 2021 Estimated Households   | 3,757            | 18,485            | 22,218    | 40,447 |
|  |   | 2026 Households Forecast    | 3,845            | 18,992            | 22,823    | 41,509 |
| 2010 Census Households                   |   | 3,774                       | 17,968           | 21,626            | 39,289    |        |
| 2000 Census Households                   |   | 3,472                       | 16,406           | 20,060            | 37,464    |        |
| 1990 Census Households                   |   | 3,153                       | 15,224           | 18,711            | 34,765    |        |
| Historical Annual Growth, 1990 to 2000   |   | 0.97%                       | 0.75%            | 0.70%             | 0.75%     |        |
| Historical Annual Growth, 2000 to 2010   |   | 0.84%                       | 0.91%            | 0.75%             | 0.48%     |        |
| CY Estimated Annual Growth, 2010 to 2021 |   | -0.04%                      | 0.24%            | 0.23%             | 0.25%     |        |
| FY Projected Annual Growth, 2021 to 2025 |   | 0.46%                       | 0.54%            | 0.54%             | 0.52%     |        |
| 2021 % Households With Children          |   | 41%                         | 40%              | 38%               | 33%       |        |
| 2021 Persons per Household               |   | 3.91                        | 3.77             | 3.64              | 3.21      |        |
| <b>INCOME 2021</b>                       |   | HH Income \$500,000 or more | 0.85%            | 1.04%             | 1.53%     | 2.64%  |
|  | HH Income \$250,000 to \$499,999          | 1.01%                       | 1.24%            | 1.80%             | 3.13%     |        |
|  | HH Income \$200,000 to \$249,999          | 2.39%                       | 2.92%            | 4.24%             | 7.35%     |        |
|  | HH Income \$175,000 to \$199,999          | 1.29%                       | 2.65%            | 3.08%             | 4.11%     |        |
|  | HH Income \$150,000 to \$174,999          | 2.59%                       | 4.10%            | 4.84%             | 6.38%     |        |
|  | HH Income \$100,000 to \$149,999          | 18.27%                      | 16.48%           | 16.51%            | 17.55%    |        |
|  | HH Income \$75,000 to \$99,999            | 13.80%                      | 12.74%           | 12.66%            | 12.45%    |        |
|  | HH Income \$50,000 to \$74,999            | 18.36%                      | 18.42%           | 18.17%            | 15.59%    |        |
|  | HH Income \$35,000 to \$49,999            | 9.41%                       | 13.09%           | 12.38%            | 10.30%    |        |
|  | HH Income \$25,000 to \$34,999            | 8.19%                       | 9.26%            | 8.46%             | 6.86%     |        |
|  | HH Income \$15,000 to \$24,999            | 15.33%                      | 9.55%            | 8.40%             | 6.63%     |        |
|  | HH Income \$0 to \$14,999                 | 8.53%                       | 8.51%            | 7.92%             | 6.99%     |        |
|  | CY Average Household Income               | \$72,859                    | \$82,359         | \$90,744          | \$112,201 |        |
|  | CY Median Household Income                | \$60,701                    | \$61,344         | \$66,351          | \$81,628  |        |
|  | Per Capita Income                         | \$18,647                    | \$21,812         | \$24,956          | \$34,917  |        |
|  | 2000 Average Household Income             | \$50,403                    | \$53,660         | \$58,076          | \$68,224  |        |
| 2000 Median Household Income             | \$40,381                                  | \$41,053                    | \$44,099         | \$52,378          |           |        |
| 2026 Projected Average Household Income  | \$88,687                                  | \$100,149                   | \$110,089        | \$135,988         |           |        |
| 2026 Projected Median Household Income   | \$68,145                                  | \$74,659                    | \$80,041         | \$100,579         |           |        |
| <b>WRKPLACE 2021</b>                     | Workplace Establishments                  | 351                         | 1,627            | 1,802             | 2,816     |        |
|  | Workplace Employees (Full Time Employees) | 3,847                       | 20,316           | 22,534            | 31,573    |        |

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|---------------------------------|--------------------------------------|-------------------|------------------|-------------------|---------|--------|
| <b>POPULATION BY AGE 2021</b>   | Count of Pop 0 to 4 years            | 1,036             | 4,953            | 5,629             | 8,357   |        |
|                                 | Count of Pop 5 to 14 years           | 1,835             | 8,906            | 10,060            | 14,935  |        |
|                                 | Count of Pop 14 to 22 years          | 1,884             | 8,953            | 10,109            | 14,600  |        |
|                                 | Count of Pop 22 to 30 years          | 1,859             | 8,515            | 9,804             | 14,739  |        |
|                                 | Count of Pop 30 to 45 years          | 3,086             | 14,904           | 16,904            | 24,769  |        |
|                                 | Count of Pop 45 to 60 years          | 2,578             | 12,017           | 14,017            | 23,066  |        |
|                                 | Count of Pop 60 to 75 years          | 1,770             | 8,892            | 11,314            | 22,278  |        |
|                                 | Count of Pop 75+ years               | 642               | 3,212            | 4,121             | 8,348   |        |
|                                 | Population 0 to 4 Years              | 7.05%             | 7.04%            | 6.87%             | 6.37%   |        |
|                                 | Population 5 to 13 Years             | 12.49%            | 12.66%           | 12.27%            | 11.39%  |        |
|                                 | Population 14 to 21 Years            | 12.82%            | 12.73%           | 12.33%            | 11.14%  |        |
|                                 | Population 22 to 29 Years            | 12.66%            | 12.10%           | 11.96%            | 11.24%  |        |
|                                 | Population 30 to 44 Years            | 21.00%            | 21.18%           | 20.63%            | 18.89%  |        |
|                                 | Population 45 to 59 Years            | 17.55%            | 17.08%           | 17.10%            | 17.60%  |        |
|                                 | Population 60 to 74 Years            | 12.05%            | 12.64%           | 13.80%            | 16.99%  |        |
|                                 | Population 74 Years Plus             | 4.37%             | 4.57%            | 5.03%             | 6.37%   |        |
|                                 | Median Age                           | 33.3              | 33.7             | 34.6              | 37.6    |        |
|                                 | <b>GENDER 2021</b>                   | Male Population   | 7,333            | 35,366            | 41,271  | 65,546 |
|                                 |                                      | Female Population | 7,358            | 34,987            | 40,686  | 65,545 |
| <b>RACE 2021</b>                | 2021 Estimated Population            | 14,690            | 70,353           | 81,958            | 131,091 |        |
|                                 | White                                | 46.88%            | 49.66%           | 52.88%            | 62.78%  |        |
|                                 | Black or African American            | 1.12%             | 0.80%            | 0.79%             | 0.78%   |        |
|                                 | Asian or Pacific Islander            | 3.34%             | 3.11%            | 3.00%             | 3.22%   |        |
|                                 | Other Races                          | 48.66%            | 46.43%           | 43.33%            | 33.23%  |        |
| <b>HISPANIC</b>                 | 2021 Hispanic Population             | 12,248            | 54,951           | 59,605            | 73,446  |        |
|                                 | 2021 Hispanic Population %           | 83.37%            | 78.11%           | 72.73%            | 56.03%  |        |
|                                 | 2026 Hispanic Population Forecast    | 12,526            | 56,286           | 61,070            | 75,323  |        |
|                                 | 2026 Hispanic Population % Forecast  | 83.39%            | 77.94%           | 72.59%            | 56.00%  |        |
|                                 | 2000 Hispanic Population %           | 73.86%            | 71.08%           | 65.54%            | 48.70%  |        |
| 1990 Hispanic Population %      | 57.26%                               | 57.24%            | 52.72%           | 38.12%            |         |        |
| <b>EDUCATION (AGE 25+) 2021</b> | Adult Population (25 Years or Older) | 9,246             | 44,424           | 52,583            | 87,776  |        |
|                                 | Elementary                           | 37.77%            | 29.10%           | 26.34%            | 18.03%  |        |
|                                 | Some High School                     | 10.75%            | 9.15%            | 8.81%             | 7.23%   |        |
|                                 | High School Graduate                 | 16.43%            | 23.17%           | 22.09%            | 18.91%  |        |
|                                 | Some College                         | 19.19%            | 18.48%           | 18.60%            | 20.08%  |        |
|                                 | Associates Degree                    | 6.36%             | 5.93%            | 6.18%             | 7.67%   |        |
|                                 | Bachelors Degree                     | 6.94%             | 9.41%            | 11.35%            | 17.15%  |        |
|                                 | Graduate Degree                      | 2.56%             | 4.76%            | 6.64%             | 10.93%  |        |
|                                 | % College (4+)                       | 9.50%             | 14.17%           | 17.99%            | 28.08%  |        |
| <b>HOUSING 2021</b>             | Total Housing Units                  | 3,836             | 19,433           | 23,694            | 44,283  |        |
|                                 | Owner Occupied Percent               | 49.90%            | 46.84%           | 48.72%            | 54.29%  |        |
|                                 | Renter Occupied Percent              | 48.05%            | 48.28%           | 45.05%            | 37.05%  |        |
|                                 | Vacant Housing Percent               | 2.05%             | 4.88%            | 6.23%             | 8.66%   |        |

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|---|------------------|------------------|------------------|-------------------|
| <b>HOMES BUILT BY YEAR 2021</b>                     |                  |                  |                  |                   |
| Homes Built 2010 or later                           | 0.00%            | 0.00%            | 0.00%            | 0.04%             |
| Homes Built 2000 to 2009                            | 16.23%           | 13.74%           | 12.65%           | 10.07%            |
| Homes Built 1990 to 1999                            | 10.18%           | 8.63%            | 8.53%            | 8.85%             |
| Homes Built 1980 to 1989                            | 13.35%           | 14.34%           | 14.91%           | 16.36%            |
| Homes Built 1970 to 1979                            | 22.38%           | 21.02%           | 21.93%           | 24.52%            |
| Homes Built 1960 to 1979                            | 12.46%           | 11.00%           | 11.14%           | 14.13%            |
| Homes Built 1950 to 1959                            | 9.79%            | 10.21%           | 10.01%           | 9.26%             |
| Homes Built 1940 to 1949                            | 7.49%            | 7.26%            | 7.24%            | 6.35%             |
| Homes Built 1939 or earlier                         | 8.12%            | 13.79%           | 13.59%           | 10.41%            |
| <b>HOME VALUE (OWNER OCCUPIED) 2021</b>             |                  |                  |                  |                   |
| Property Value \$1,000,000 or more                  | 9.46%            | 14.42%           | 19.22%           | 33.92%            |
| Property Value \$750,000 to \$999,999               | 19.69%           | 23.62%           | 22.14%           | 20.09%            |
| Property Value \$500,000 to \$749,999               | 30.49%           | 31.88%           | 27.10%           | 16.81%            |
| Property Value \$400,000 to \$499,999               | 7.54%            | 7.27%            | 6.06%            | 3.77%             |
| Property Value \$300,000 to \$399,999               | 4.46%            | 4.67%            | 3.79%            | 2.29%             |
| Property Value \$200,000 to \$299,999               | 8.95%            | 3.52%            | 3.06%            | 1.86%             |
| Property Value \$150,000 to \$199,999               | 4.66%            | 2.13%            | 1.82%            | 1.18%             |
| Property Value \$100,000 to \$149,999               | 4.85%            | 1.56%            | 1.27%            | 0.84%             |
| Property Value \$60,000 to \$99,999                 | 2.64%            | 1.04%            | 0.85%            | 0.49%             |
| Property Value \$40,000 to \$59,999                 | 0.22%            | 0.54%            | 0.56%            | 0.28%             |
| Property Value \$0 to \$39,999                      | 1.46%            | 0.98%            | 1.10%            | 1.26%             |
| CY Median Home Value                                | \$601,865        | \$689,002        | \$730,405        | \$907,031         |
| CY Median Rent per Month (Census 2000)              | \$666            | \$742            | \$751            | \$837             |
| <b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021</b> |                  |                  |                  |                   |
| Employed Civilian Population 16+ by Occupation      | 6,843            | 33,462           | 38,835           | 62,979            |
| Managerial/Executive                                | 7.51%            | 8.49%            | 10.02%           | 14.48%            |
| Professional Specialty                              | 10.37%           | 11.33%           | 12.14%           | 16.39%            |
| Healthcare Support                                  | 5.21%            | 5.11%            | 4.89%            | 4.34%             |
| Sales   | 7.05%            | 7.94%            | 8.71%            | 10.12%            |
| Office & Administrative Support                     | 11.61%           | 10.87%           | 10.55%           | 9.79%             |
| Protective Service                                  | 2.28%            | 1.65%            | 1.69%            | 1.81%             |
| Food Preparation                                    | 6.36%            | 5.50%            | 5.31%            | 5.18%             |
| Building Maintenance & Cleaning                     | 4.22%            | 5.69%            | 5.40%            | 4.52%             |
| Personal Care                                       | 3.30%            | 3.14%            | 3.05%            | 2.75%             |
| Farming, Fishing, & Forestry                        | 13.77%           | 15.15%           | 14.14%           | 9.86%             |
| Construction  | 10.81%           | 8.77%            | 8.67%            | 8.08%             |
| Production & Transportation                         | 17.52%           | 16.37%           | 15.42%           | 12.69%            |
| Percent White Collar                                | 41.75%           | 43.74%           | 46.31%           | 55.12%            |
| Percent Blue Collar                                 | 58.25%           | 56.26%           | 53.69%           | 44.88%            |
| CY Median Employee Salary                           | \$48,630         | \$47,593         | \$47,571         | \$48,233          |
| CY Average Employee Salary                          | \$56,216         | \$54,339         | \$54,294         | \$55,171          |
| <b>UNEMPLOYMENT</b>                                 |                  |                  |                  |                   |
| 2000 Census Unemployed (Age 16 and Up)              | 754              | 3,372            | 3,691            | 4,832             |
| 2021 Estimated Unemployed (Age 16 and Up)           | 763              | 2,761            | 3,353            | 4,569             |
| 2021 Estimated Unemployed Rate (Age 16 and Up)      | 9.57%            | 7.71%            | 7.91%            | 6.79%             |

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|------------------------------------|--|------------------|------------------|-------------------|----------|
| <b>TRANSPORTATION TO WORK 2021</b> | Drive to Work Alone                                    | 65.69%           | 69.20%           | 69.53%            | 71.93%   |
|                                    | Drive to Work Carpool                                  | 21.71%           | 19.19%           | 18.72%            | 15.44%   |
|                                    | Travel to Work by Public Transportation                | 3.12%            | 2.06%            | 1.91%             | 1.53%    |
|                                    | Drive to Work on Motorcycle                            | 0.00%            | 0.03%            | 0.14%             | 0.22%    |
|                                    | Drive to Work on Bicycle                               | 1.22%            | 0.82%            | 0.80%             | 1.08%    |
|                                    | Walk to Work   | 3.88%            | 3.15%            | 3.09%             | 2.45%    |
|                                    | Other Means  | 1.95%            | 2.97%            | 2.81%             | 2.40%    |
|                                    | Work at Home   | 2.40%            | 2.53%            | 2.96%             | 4.93%    |
| <b>TRAVEL TIME TO WORK 2021</b>    | Travel Time in Less than 5 minutes                     | 1.91%            | 1.58%            | 1.89%             | 1.98%    |
|                                    | Travel to Work in 5 to 9 minutes                       | 11.17%           | 13.60%           | 12.85%            | 10.70%   |
|                                    | Travel to Work in 10 to 14 minutes                     | 18.83%           | 17.57%           | 17.19%            | 15.20%   |
|                                    | Travel to Work in 15 to 19 minutes                     | 14.53%           | 16.34%           | 16.43%            | 16.56%   |
|                                    | Travel to Work in 20 to 29 minutes                     | 17.06%           | 16.89%           | 17.37%            | 18.66%   |
|                                    | Travel to Work in 30 to 44 minutes                     | 24.66%           | 23.00%           | 22.24%            | 21.46%   |
|                                    | Travel to Work in 45 to 59 minutes                     | 6.06%            | 5.74%            | 6.06%             | 7.66%    |
|                                    | Travel to Work in 60 minutes or more                   | 5.78%            | 5.27%            | 5.97%             | 7.79%    |
| Average Travel Time to Work        | 22.2   | 23.8             | 24.1             | 25.8              |          |
| <b>SPENDING PATTERNS 2021</b>      | Grocery Store Market Basket Weekly Per Capita Spending | \$65.29          | \$64.90          | \$65.07           | \$65.65  |
|                                    | Apparel and Related Services                           | \$14.52          | \$14.59          | \$14.82           | \$15.41  |
|                                    | Transportation   | \$96.89          | \$97.14          | \$98.32           | \$101.53 |
|                                    | Healthcare   | \$71.90          | \$70.33          | \$70.89           | \$72.91  |
|                                    | Entertainment  | \$23.02          | \$23.06          | \$23.44           | \$24.49  |
| <b>SPENDING 2021</b>               | Med Disposable Inc-Inc minus taxes                     | \$53,026         | \$53,547         | \$57,771          | \$70,477 |
|                                    | Avg Disposable Inc-Inc minus taxes                     | \$62,596         | \$67,001         | \$72,964          | \$86,508 |
|                                    | Med Discretionary-Disp less food/shelter/clothing      | \$29,106         | \$30,271         | \$33,467          | \$44,518 |
|                                    | Avg Discretionary-Disp less food/shelter/clothing      | \$34,162         | \$38,412         | \$43,649          | \$55,741 |
| <b>LIFESTYLE SEGMENTATION 2021</b> | Category A - Crème de la Crème                         | 0                | 265              | 2,847             | 15,135   |
|                                    | Category B - Urban Cliff Climbers                      | 0                | 0                | 0                 | 0        |
|                                    | Category C - Urban Cliff Dwellers                      | 0                | 0                | 0                 | 0        |
|                                    | Category D - Seasoned Urban Dwellers                   | 0                | 0                | 0                 | 0        |
|                                    | Category E - Thriving Alone                            | 0                | 0                | 460               | 5,844    |
|                                    | Category F - Going it Alone                            | 0                | 140              | 722               | 4,341    |
|                                    | Category G - Struggling Alone                          | 0                | 0                | 0                 | 0        |
|                                    | Category H - Single in the Suburbs                     | 0                | 0                | 0                 | 0        |
|                                    | Category I - Married in the Suburbs                    | 0                | 0                | 4                 | 3,301    |
|                                    | Category J - Retired in the Suburbs                    | 0                | 0                | 838               | 6,262    |
|                                    | Category K - Living with Nature                        | 0                | 1,555            | 4,203             | 8,741    |
|                                    | Category M - Harlem Gateway                            | 0                | 0                | 0                 | 0        |
|                                    | Category N - Espaniola                                 | 12,395           | 62,845           | 64,791            | 70,529   |
| Category O - Specialties           | 2,287  | 3,527            | 4,243            | 4,350             |          |

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