



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

Population Summary	
2000 Total Population	11,862
2010 Total Population	10,670
2021 Total Population	10,994
2021 Group Quarters	7
2026 Total Population	11,139
2021-2026 Annual Rate	0.26%
2021 Total Daytime Population	7,056
Workers	1,164
Residents	5,892
Household Summary	
2000 Households	1,913
2000 Average Household Size	6.19
2010 Households	1,848
2010 Average Household Size	5.77
2021 Households	1,890
2021 Average Household Size	5.81
2026 Households	1,910
2026 Average Household Size	5.83
2021-2026 Annual Rate	0.21%
2010 Families	1,728
2010 Average Family Size	5.26
2021 Families	1,765
2021 Average Family Size	5.31
2026 Families	1,783
2026 Average Family Size	5.33
2021-2026 Annual Rate	0.20%
Housing Unit Summary	
2000 Housing Units	1,941
Owner Occupied Housing Units	36.4%
Renter Occupied Housing Units	62.1%
Vacant Housing Units	1.5%
2010 Housing Units	1,932
Owner Occupied Housing Units	33.3%
Renter Occupied Housing Units	62.3%
Vacant Housing Units	4.3%
2021 Housing Units	1,991
Owner Occupied Housing Units	31.4%
Renter Occupied Housing Units	63.5%
Vacant Housing Units	5.1%
2026 Housing Units	2,019
Owner Occupied Housing Units	32.0%
Renter Occupied Housing Units	62.6%
Vacant Housing Units	5.4%
Median Household Income	
2021	\$60,049
2026	\$65,343
Median Home Value	
2021	\$546,977
2026	\$642,910
Per Capita Income	
2021	\$13,253
2026	\$14,764
Median Age	
2010	25.8
2021	27.1
2026	28.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

2021 Households by Income

Household Income Base	1,890
<\$15,000	2.4%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	7.5%
\$200,000+	3.0%
Average Household Income	\$76,961

2026 Households by Income

Household Income Base	1,910
<\$15,000	2.0%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	26.6%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	9.4%
\$200,000+	3.3%
Average Household Income	\$85,960

2021 Owner Occupied Housing Units by Value

Total	626
<\$50,000	0.5%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	26.2%
\$500,000 - \$749,999	48.9%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	7.7%
Average Home Value	\$669,080

2026 Owner Occupied Housing Units by Value

Total	647
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	16.4%
\$500,000 - \$749,999	51.8%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	22.3%
Average Home Value	\$966,074

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

2010 Population by Age

Total	10,670
0 - 4	10.6%
5 - 9	10.1%
10 - 14	9.4%
15 - 24	18.5%
25 - 34	17.5%
35 - 44	14.9%
45 - 54	9.7%
55 - 64	5.2%
65 - 74	2.6%
75 - 84	1.1%
85 +	0.3%
18 +	64.1%

2021 Population by Age

Total	10,993
0 - 4	9.9%
5 - 9	9.3%
10 - 14	8.5%
15 - 24	18.1%
25 - 34	18.1%
35 - 44	13.2%
45 - 54	10.7%
55 - 64	6.8%
65 - 74	3.5%
75 - 84	1.4%
85 +	0.4%
18 +	67.2%

2026 Population by Age

Total	11,141
0 - 4	9.7%
5 - 9	8.6%
10 - 14	8.3%
15 - 24	16.2%
25 - 34	17.8%
35 - 44	13.7%
45 - 54	10.7%
55 - 64	8.2%
65 - 74	4.3%
75 - 84	1.9%
85 +	0.5%
18 +	68.8%

2010 Population by Sex

Males	5,538
Females	5,132

2021 Population by Sex

Males	5,676
Females	5,318

2026 Population by Sex

Males	5,716
Females	5,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	10,670
White Alone	45.7%
Black Alone	0.7%
American Indian Alone	1.1%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	47.6%
Two or More Races	3.8%
Hispanic Origin	97.3%
Diversity Index	80.2

2021 Population by Race/Ethnicity

Total	10,993
White Alone	44.5%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	48.7%
Two or More Races	3.8%
Hispanic Origin	97.4%
Diversity Index	81.2

2026 Population by Race/Ethnicity

Total	11,138
White Alone	44.7%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	48.5%
Two or More Races	3.8%
Hispanic Origin	97.4%
Diversity Index	81.0

2010 Population by Relationship and Household Type

Total	10,670
In Households	99.9%
In Family Households	97.1%
Householder	16.2%
Spouse	11.2%
Child	40.9%
Other relative	16.8%
Nonrelative	12.0%
In Nonfamily Households	2.9%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

2021 Population 25+ by Educational Attainment

Total	5,959
Less than 9th Grade	36.4%
9th - 12th Grade, No Diploma	28.1%
High School Graduate	16.3%
GED/Alternative Credential	3.3%
Some College, No Degree	8.9%
Associate Degree	0.9%
Bachelor's Degree	4.8%
Graduate/Professional Degree	1.4%

2021 Population 15+ by Marital Status

Total	7,944
Never Married	47.2%
Married	43.9%
Widowed	4.0%
Divorced	5.0%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,614
Population 16+ Employed	92.7%
Population 16+ Unemployment rate	7.3%
Population 16-24 Employed	17.8%
Population 16-24 Unemployment rate	12.1%
Population 25-54 Employed	71.3%
Population 25-54 Unemployment rate	6.8%
Population 55-64 Employed	8.7%
Population 55-64 Unemployment rate	0.9%
Population 65+ Employed	2.1%
Population 65+ Unemployment rate	6.7%

2021 Employed Population 16+ by Industry

Total	5,203
Agriculture/Mining	2.2%
Construction	17.4%
Manufacturing	14.5%
Wholesale Trade	2.4%
Retail Trade	13.2%
Transportation/Utilities	1.5%
Information	0.7%
Finance/Insurance/Real Estate	2.6%
Services	44.4%
Public Administration	1.2%

2021 Employed Population 16+ by Occupation

Total	5,203
White Collar	30.5%
Management/Business/Financial	4.5%
Professional	5.5%
Sales	10.7%
Administrative Support	9.8%
Services	29.0%
Blue Collar	40.4%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	15.8%
Installation/Maintenance/Repair	2.5%
Production	11.1%
Transportation/Material Moving	8.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

2010 Households by Type	
Total	1,849
Households with 1 Person	2.9%
Households with 2+ People	97.1%
Family Households	93.5%
Husband-wife Families	64.5%
With Related Children	51.9%
Other Family (No Spouse Present)	28.9%
Other Family with Male Householder	11.8%
With Related Children	8.2%
Other Family with Female Householder	17.1%
With Related Children	13.4%
Nonfamily Households	3.6%
All Households with Children	75.5%
Multigenerational Households	20.0%
Unmarried Partner Households	8.7%
Male-female	7.6%
Same-sex	1.1%
2010 Households by Size	
Total	1,847
1 Person Household	2.9%
2 Person Household	7.2%
3 Person Household	10.6%
4 Person Household	15.9%
5 Person Household	18.2%
6 Person Household	13.6%
7 + Person Household	31.6%
2010 Households by Tenure and Mortgage Status	
Total	1,848
Owner Occupied	34.8%
Owned with a Mortgage/Loan	29.4%
Owned Free and Clear	5.4%
Renter Occupied	65.2%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	63
Percent of Income for Mortgage	38.2%
Wealth Index	52
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,932
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	10,670
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

PICO-LOWELL
Area: 0.38 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Family Extensions (13B)
2. NeWest Residents (13C)
- 3.

2021 Consumer Spending

Apparel & Services: Total \$	\$3,604,283
Average Spent	\$1,907.03
Spending Potential Index	90
Education: Total \$	\$2,687,680
Average Spent	\$1,422.05
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$4,741,313
Average Spent	\$2,508.63
Spending Potential Index	78
Food at Home: Total \$	\$9,126,900
Average Spent	\$4,829.05
Spending Potential Index	89
Food Away from Home: Total \$	\$6,753,933
Average Spent	\$3,573.51
Spending Potential Index	94
Health Care: Total \$	\$8,255,249
Average Spent	\$4,367.86
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$3,325,354
Average Spent	\$1,759.45
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$1,372,570
Average Spent	\$726.23
Spending Potential Index	81
Shelter: Total \$	\$36,570,692
Average Spent	\$19,349.57
Spending Potential Index	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,014,470
Average Spent	\$1,594.96
Spending Potential Index	67
Travel: Total \$	\$3,788,083
Average Spent	\$2,004.28
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$1,666,278
Average Spent	\$881.63
Spending Potential Index	80

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021