



Community Profile

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

Population Summary	
2000 Total Population	1,030
2010 Total Population	1,147
2021 Total Population	1,193
2021 Group Quarters	11
2026 Total Population	1,201
2021-2026 Annual Rate	0.13%
2021 Total Daytime Population	1,304
Workers	685
Residents	619
Household Summary	
2000 Households	303
2000 Average Household Size	3.40
2010 Households	299
2010 Average Household Size	3.81
2021 Households	299
2021 Average Household Size	3.96
2026 Households	299
2026 Average Household Size	3.98
2021-2026 Annual Rate	0.00%
2010 Families	246
2010 Average Family Size	4.05
2021 Families	246
2021 Average Family Size	4.22
2026 Families	247
2026 Average Family Size	4.23
2021-2026 Annual Rate	0.08%
Housing Unit Summary	
2000 Housing Units	300
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	46.7%
Vacant Housing Units	-1.0%
2010 Housing Units	300
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	0.3%
2021 Housing Units	300
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	34.0%
Vacant Housing Units	0.3%
2026 Housing Units	302
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	1.0%
Median Household Income	
2021	\$106,153
2026	\$119,153
Median Home Value	
2021	\$636,574
2026	\$653,846
Per Capita Income	
2021	\$28,856
2026	\$33,206
Median Age	
2010	33.3
2021	34.0
2026	36.3

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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

2021 Households by Income

Household Income Base	299
<\$15,000	6.7%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	20.4%
\$200,000+	10.7%
Average Household Income	\$116,930

2026 Households by Income

Household Income Base	299
<\$15,000	4.7%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	24.4%
\$200,000+	13.4%
Average Household Income	\$135,241

2021 Owner Occupied Housing Units by Value

Total	196
<\$50,000	0.5%
\$50,000 - \$99,999	0.5%
\$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	1.0%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	82.7%
\$750,000 - \$999,999	11.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.0%
Average Home Value	\$656,726

2026 Owner Occupied Housing Units by Value

Total	198
<\$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	0.0%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	78.8%
\$750,000 - \$999,999	17.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.0%
Average Home Value	\$699,369

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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

2010 Population by Age

Total	1,149
0 - 4	6.7%
5 - 9	7.3%
10 - 14	8.3%
15 - 24	17.2%
25 - 34	12.3%
35 - 44	15.5%
45 - 54	14.4%
55 - 64	8.2%
65 - 74	5.7%
75 - 84	3.0%
85 +	1.4%
18 +	72.2%

2021 Population by Age

Total	1,192
0 - 4	6.4%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	13.9%
25 - 34	18.0%
35 - 44	11.8%
45 - 54	13.3%
55 - 64	11.6%
65 - 74	6.5%
75 - 84	3.8%
85 +	1.3%
18 +	76.3%

2026 Population by Age

Total	1,201
0 - 4	6.5%
5 - 9	6.2%
10 - 14	6.9%
15 - 24	12.7%
25 - 34	15.4%
35 - 44	15.7%
45 - 54	11.2%
55 - 64	12.5%
65 - 74	7.7%
75 - 84	3.6%
85 +	1.7%
18 +	76.6%

2010 Population by Sex

Males	552
Females	595

2021 Population by Sex

Males	568
Females	625

2026 Population by Sex

Males	574
Females	627

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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	1,148
White Alone	62.1%
Black Alone	1.7%
American Indian Alone	0.6%
Asian Alone	7.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	23.8%
Two or More Races	3.9%
Hispanic Origin	67.1%
Diversity Index	78.0

2021 Population by Race/Ethnicity

Total	1,193
White Alone	59.0%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	9.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	25.0%
Two or More Races	4.2%
Hispanic Origin	68.7%
Diversity Index	79.6

2026 Population by Race/Ethnicity

Total	1,199
White Alone	58.0%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	10.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	24.9%
Two or More Races	4.3%
Hispanic Origin	68.9%
Diversity Index	80.2

2010 Population by Relationship and Household Type

Total	1,148
In Households	99.1%
In Family Households	92.2%
Householder	21.2%
Spouse	15.7%
Child	38.5%
Other relative	11.5%
Nonrelative	5.4%
In Nonfamily Households	6.9%
In Group Quarters	0.9%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.7%

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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

2021 Population 25+ by Educational Attainment

Total	790
Less than 9th Grade	11.1%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	30.9%
GED/Alternative Credential	3.0%
Some College, No Degree	12.5%
Associate Degree	12.3%
Bachelor's Degree	16.1%
Graduate/Professional Degree	9.4%

2021 Population 15+ by Marital Status

Total	957
Never Married	39.4%
Married	43.9%
Widowed	6.5%
Divorced	10.2%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	664
Population 16+ Employed	87.7%
Population 16+ Unemployment rate	12.5%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	12.7%
Population 25-54 Employed	67.0%
Population 25-54 Unemployment rate	11.8%
Population 55-64 Employed	16.0%
Population 55-64 Unemployment rate	17.0%
Population 65+ Employed	5.0%
Population 65+ Unemployment rate	9.4%

2021 Employed Population 16+ by Industry

Total	582
Agriculture/Mining	0.0%
Construction	9.5%
Manufacturing	10.0%
Wholesale Trade	2.2%
Retail Trade	9.8%
Transportation/Utilities	2.4%
Information	3.6%
Finance/Insurance/Real Estate	5.2%
Services	44.0%
Public Administration	13.6%

2021 Employed Population 16+ by Occupation

Total	582
White Collar	53.6%
Management/Business/Financial	16.7%
Professional	15.3%
Sales	8.6%
Administrative Support	13.1%
Services	18.6%
Blue Collar	27.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.5%
Installation/Maintenance/Repair	3.1%
Production	7.9%
Transportation/Material Moving	7.4%

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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

2010 Households by Type	
Total	298
Households with 1 Person	13.4%
Households with 2+ People	86.6%
Family Households	82.6%
Husband-wife Families	61.7%
With Related Children	39.3%
Other Family (No Spouse Present)	21.1%
Other Family with Male Householder	5.4%
With Related Children	4.0%
Other Family with Female Householder	15.4%
With Related Children	8.7%
Nonfamily Households	4.0%
All Households with Children	52.2%
Multigenerational Households	13.0%
Unmarried Partner Households	6.4%
Male-female	5.7%
Same-sex	0.7%
2010 Households by Size	
Total	298
1 Person Household	13.4%
2 Person Household	19.1%
3 Person Household	13.1%
4 Person Household	20.5%
5 Person Household	14.8%
6 Person Household	8.1%
7 + Person Household	11.1%
2010 Households by Tenure and Mortgage Status	
Total	299
Owner Occupied	68.9%
Owned with a Mortgage/Loan	55.5%
Owned Free and Clear	13.4%
Renter Occupied	31.1%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	98
Percent of Income for Mortgage	25.2%
Wealth Index	108
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	300
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	1,147
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

PORTOLA PARK
Area: 0.22 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Urban Villages (7B)
- 2.
- 3.

2021 Consumer Spending

Apparel & Services: Total \$	\$750,344
Average Spent	\$2,509.51
Spending Potential Index	118
Education: Total \$	\$664,462
Average Spent	\$2,222.28
Spending Potential Index	129
Entertainment/Recreation: Total \$	\$1,152,126
Average Spent	\$3,853.26
Spending Potential Index	119
Food at Home: Total \$	\$1,973,323
Average Spent	\$6,599.74
Spending Potential Index	121
Food Away from Home: Total \$	\$1,475,205
Average Spent	\$4,933.80
Spending Potential Index	130
Health Care: Total \$	\$2,032,420
Average Spent	\$6,797.39
Spending Potential Index	109
HH Furnishings & Equipment: Total \$	\$804,936
Average Spent	\$2,692.09
Spending Potential Index	119
Personal Care Products & Services: Total \$	\$314,738
Average Spent	\$1,052.64
Spending Potential Index	117
Shelter: Total \$	\$8,513,439
Average Spent	\$28,473.04
Spending Potential Index	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$797,509
Average Spent	\$2,667.25
Spending Potential Index	112
Travel: Total \$	\$1,022,457
Average Spent	\$3,419.59
Spending Potential Index	135
Vehicle Maintenance & Repairs: Total \$	\$375,524
Average Spent	\$1,255.93
Spending Potential Index	113

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