



Executive Summary

901 N Main St, Salinas, California, 93906 2
901 N Main St, Salinas, California, 93906
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri
Latitude: 36.69051
Longitude: -121.65247

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population			
2000 Population	42,101	113,586	19,554
2010 Population	41,878	113,261	19,706
2017 Population	42,953	117,247	21,109
2022 Population	43,822	120,025	21,806
2000-2010 Annual Rate	-0.05%	-0.03%	0.08%
2010-2017 Annual Rate	0.35%	0.48%	0.95%
2017-2022 Annual Rate	0.40%	0.47%	0.65%
2017 Male Population	51.0%	50.4%	49.9%
2017 Female Population	49.0%	49.6%	50.1%
2017 Median Age	30.0	30.0	38.2

In the identified area, the current year population is 21,109. In 2010, the Census count in the area was 19,706. The rate of change since 2010 was 0.95% annually. The five-year projection for the population in the area is 21,806 representing a change of 0.65% annually from 2017 to 2022. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 30.0, compared to U.S. median age of 38.2.

Race and Ethnicity

2017 White Alone	44.3%	44.8%	60.3%
2017 Black Alone	2.1%	1.6%	1.8%
2017 American Indian/Alaska Native Alone	1.5%	1.1%	1.0%
2017 Asian Alone	5.5%	6.1%	5.6%
2017 Pacific Islander Alone	0.3%	0.3%	0.5%
2017 Other Race	41.1%	41.1%	24.7%
2017 Two or More Races	5.2%	5.0%	6.2%
2017 Hispanic Origin (Any Race)	78.4%	78.2%	47.4%

Persons of Hispanic origin represent 47.4% of the population in the identified area compared to 18.1% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 81.6 in the identified area, compared to 64.0 for the U.S. as a whole.

Households

2000 Households	11,787	27,768	6,243
2010 Households	11,740	29,911	6,378
2017 Total Households	12,015	30,694	6,804
2022 Total Households	12,237	31,302	6,996
2000-2010 Annual Rate	-0.04%	0.75%	0.21%
2010-2017 Annual Rate	0.32%	0.36%	0.90%
2017-2022 Annual Rate	0.37%	0.39%	0.56%
2017 Average Household Size	3.47	3.79	3.09

The household count in this area has changed from 6,378 in 2010 to 6,804 in the current year, a change of 0.90% annually. The five-year projection of households is 6,996, a change of 0.56% annually from the current year total. Average household size is currently 3.09, compared to 3.08 in the year 2010. The number of families in the current year is 5,293 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

September 19, 2017



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Median Household Income			
2017 Median Household Income	\$48,122	\$55,188	\$79,907
2022 Median Household Income	\$51,263	\$59,572	\$86,665
2017-2022 Annual Rate	1.27%	1.54%	1.64%
Average Household Income			
2017 Average Household Income	\$62,516	\$72,526	\$102,003
2022 Average Household Income	\$70,464	\$82,496	\$113,606
2017-2022 Annual Rate	2.42%	2.61%	2.18%
Per Capita Income			
2017 Per Capita Income	\$18,828	\$19,292	\$32,995
2022 Per Capita Income	\$21,022	\$21,793	\$36,592
2017-2022 Annual Rate	2.23%	2.47%	2.09%

Households by Income

Current median household income is \$79,907 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$86,665 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$102,003 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$113,606 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$32,995 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$36,592 in five years, compared to \$34,828 for all U.S. households

Housing			
2000 Total Housing Units	12,242	28,733	6,572
2000 Owner Occupied Housing Units	4,947	15,182	4,712
2000 Renter Occupied Housing Units	6,840	12,586	1,531
2000 Vacant Housing Units	455	965	329
2010 Total Housing Units	12,444	31,538	6,755
2010 Owner Occupied Housing Units	4,359	14,725	4,500
2010 Renter Occupied Housing Units	7,381	15,186	1,878
2010 Vacant Housing Units	704	1,627	377
2017 Total Housing Units	12,785	32,450	7,106
2017 Owner Occupied Housing Units	4,336	14,773	4,596
2017 Renter Occupied Housing Units	7,678	15,922	2,208
2017 Vacant Housing Units	770	1,756	302
2022 Total Housing Units	13,052	33,229	7,308
2022 Owner Occupied Housing Units	4,362	15,025	4,703
2022 Renter Occupied Housing Units	7,875	16,277	2,293
2022 Vacant Housing Units	815	1,927	312

Currently, 64.7% of the 7,106 housing units in the area are owner occupied; 31.1%, renter occupied; and 4.2% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 6,755 housing units in the area - 66.6% owner occupied, 27.8% renter occupied, and 5.6% vacant. The annual rate of change in housing units since 2010 is 2.28%. Median home value in the area is \$557,869, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 4.15% annually to \$683,755.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

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