



Executive Summary

1055 N Main St, Salinas, California, 93906
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 36.69448
Longitude: -121.65272

	5 minutes	10 minutes	15 minutes
Population			
2000 Population	39,189	154,630	172,984
2010 Population	40,872	153,144	172,658
2020 Population	40,959	155,882	178,317
2025 Population	41,019	156,986	180,034
2000-2010 Annual Rate	0.42%	-0.10%	-0.02%
2010-2020 Annual Rate	0.02%	0.17%	0.32%
2020-2025 Annual Rate	0.03%	0.14%	0.19%
2020 Male Population	50.4%	50.5%	50.5%
2020 Female Population	49.6%	49.5%	49.5%
2020 Median Age	30.9	30.4	31.0

In the identified area, the current year population is 178,317. In 2010, the Census count in the area was 172,658. The rate of change since 2010 was 0.32% annually. The five-year projection for the population in the area is 180,034 representing a change of 0.19% annually from 2020 to 2025. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 30.9, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	43.2%	44.3%	46.1%
2020 Black Alone	2.2%	1.7%	1.7%
2020 American Indian/Alaska Native Alone	1.2%	1.1%	1.1%
2020 Asian Alone	7.1%	5.7%	5.7%
2020 Pacific Islander Alone	0.4%	0.3%	0.3%
2020 Other Race	40.2%	41.8%	39.8%
2020 Two or More Races	5.7%	5.1%	5.3%
2020 Hispanic Origin (Any Race)	76.9%	79.3%	75.7%

Persons of Hispanic origin represent 75.7% of the population in the identified area compared to 18.8% 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 86.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	59	69	82
2000 Households	11,672	39,301	45,102
2010 Households	11,958	41,187	47,354
2020 Total Households	11,951	41,668	48,725
2025 Total Households	11,958	41,880	49,104
2000-2010 Annual Rate	0.24%	0.47%	0.49%
2010-2020 Annual Rate	-0.01%	0.11%	0.28%
2020-2025 Annual Rate	0.01%	0.10%	0.16%
2020 Average Household Size	3.32	3.68	3.61

The household count in this area has changed from 47,354 in 2010 to 48,725 in the current year, a change of 0.28% annually. The five-year projection of households is 49,104, a change of 0.16% annually from the current year total. Average household size is currently 3.61, compared to 3.59 in the year 2010. The number of families in the current year is 38,060 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

March 19, 2021



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Mortgage Income			
2020 Percent of Income for Mortgage	29.1%	31.0%	31.3%
Median Household Income			
2020 Median Household Income	\$57,038	\$60,276	\$63,696
2025 Median Household Income	\$62,136	\$64,816	\$69,041
2020-2025 Annual Rate	1.73%	1.46%	1.62%
Average Household Income			
2020 Average Household Income	\$72,987	\$79,090	\$84,748
2025 Average Household Income	\$82,524	\$88,086	\$94,951
2020-2025 Annual Rate	2.49%	2.18%	2.30%
Per Capita Income			
2020 Per Capita Income	\$21,391	\$21,163	\$23,148
2025 Per Capita Income	\$24,189	\$23,518	\$25,884
2020-2025 Annual Rate	2.49%	2.13%	2.26%

Households by Income

Current median household income is \$63,696 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$69,041 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$84,748 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$94,951 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$23,148 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$25,884 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	82	76	76
2000 Total Housing Units	12,369	40,704	46,808
2000 Owner Occupied Housing Units	5,249	20,003	24,380
2000 Renter Occupied Housing Units	6,423	19,298	20,723
2000 Vacant Housing Units	697	1,403	1,705
2010 Total Housing Units	12,701	43,474	50,014
2010 Owner Occupied Housing Units	4,687	18,785	23,194
2010 Renter Occupied Housing Units	7,271	22,402	24,160
2010 Vacant Housing Units	743	2,287	2,660
2020 Total Housing Units	12,780	44,117	51,569
2020 Owner Occupied Housing Units	4,926	19,936	24,822
2020 Renter Occupied Housing Units	7,025	21,732	23,903
2020 Vacant Housing Units	829	2,449	2,844
2025 Total Housing Units	12,838	44,492	52,109
2025 Owner Occupied Housing Units	5,014	20,326	25,343
2025 Renter Occupied Housing Units	6,944	21,555	23,761
2025 Vacant Housing Units	880	2,612	3,005

Currently, 48.1% of the 51,569 housing units in the area are owner occupied; 46.4%, renter occupied; and 5.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 50,014 housing units in the area - 46.4% owner occupied, 48.3% renter occupied, and 5.3% vacant. The annual rate of change in housing units since 2010 is 1.37%. Median home value in the area is \$477,328, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.36% annually to \$563,155.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

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