

# Market Update



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The "90804 Trade Report Jan 2026" offers an in-depth look at Long Beach, CA 90804, covering a range of demographic and market trends for owners of multiunit properties. It paints a picture of a vibrant, diverse community, highlighting various consumer groups like Metro Fusion, Trendsetters, Fresh Ambitions, Young and Restless, and Diverse Convergence. These segments showcase a youthful, mobile population with different levels of education, income, and lifestyle choices.

Key points include a median household income lower than the national average and a high proportion of renters, typical of urban areas. The report also explores employment sectors, commuting habits, and real estate trends, with details on median home values and traffic patterns. It dives into local cultural preferences, such as media consumption and recreational activities, illustrating the area's diversity and energy. This document is a handy guide for anyone looking to understand the economic and social dynamics of Long Beach's 90804 area as of January 2026.

# Trade Area Summary

## Attribute Summary for Long Beach, CA 90804

### Median Household Income

**\$64,619**

Source:2024/2029Income (Esri)

### Median Age

**33.6**

Source:2024/2029 Age: 5 Year  
Increments (Esri)

### Total Population

**38,444**

Source:2024Age: 1 Year Increments  
(Esri)

### 1st Dominant Segment

**Metro Fusion**

Source:2024 TapestryMarket  
Segmentation (Households)

## Consumer Segmentation

LIFEMODE - What are the people like that live in this area?



Midtown Singles

Millennials on the move—single, urban

URBANIZATION - Where do people like this usually live?



Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Metro Fusion	Trendsetters	Fresh Ambitions	Young and Restless	Diverse Convergence
% of Households	3,892 (25.9%)	3,827 (25.5%)	1,832 (12.2%)	1,814 (12.1%)	1,258 (8.4%)
Lifestyle Group	Midtown Singles	Uptown Individuals	Next Wave	Midtown Singles	Next Wave
Urbanization Group	Urban Periphery	Principal Urban Centers	Principal Urban Centers	Metro Cities	Urban Periphery
Residence Type	Multi-Unit Rentals; Single Family	High-Density Apartments	Multi-Unit Rentals; Single Family	Multi-Unit Rentals	High-Density Apartments; Single Family
Household Type	Singles	Singles	Single Parents	Singles	Married Couples w/ Kids
Average Household Size	2.51	2.06	2.91	2.01	2.85
Median Age	32.4	36.1	32.3	32.2	35.7
Diversity Index	86.9	79.8	88.3	81.5	88.3
Median Household Income	\$52,200	\$101,000	\$42,500	\$57,000	\$70,500
Median Net Worth	\$21,500	\$93,800	\$14,900	\$19,200	\$55,400
Median Home Value	\$259,800	\$880,800	\$231,200	\$309,500	\$576,300
Homeownership	26.7%	26.6%	28.1%	16.3%	28.8%
Employment	Professional or Services	Professional or Mgmt/Bus/Financial	Services or Transport/Material Moving	Services or Professional	Services or Professional
Education	High School Diploma	Bachelor's Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Football and weight lifting are popular activities. Look to impress with fashion and electronics.	Explore local arts and culture, take on new hobbies. Jog, run, or walk and occasionally do yoga.	When traveling, seek out discount fares over convenience. Buy baby/children's products.	Like to read magazines about news, fashion and music. Go dancing; play basketball and pool; buy organic food.	Shop at warehouse clubs, specialty markets. Visit theme parks, the beach, play soccer and basketball.
Financial	Spend on what's hot unless saving for something specific	Seek financial advice, building their stock portfolios.	Nearly 1/3 maintain savings account, send money to family abroad	Careful shoppers are aware of prices, little brand loyalty	Limited funds to invest
Media	Listen to R&B, rap, Latin, reggae music	Stay connected, avid readers	Subscribe to cable TV; watch Spanish TV	Most of their information comes from the Internet and TV	Media used most often is the Internet
Vehicle	Owes used vehicles	Own subcompacts	Own vehicle; take public transportation	Take public transportation	1 or 2 vehicles for most

## Consumer Segment Details

About this segment

### Metro Fusion

Ranked

1st

dominant segment  
for this area

In this area

25.9%

of households fall  
into this segment

In the United States

1.4%

of households fall  
into this segment

## Who Are They?

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

## Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of residents are renters, and rents are about thirteen percent less than the US average.
- Most housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

## Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

## Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV.
- Listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- Shop at discount grocery stores, Family Dollar, and Walmart.
- Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

## Consumer Segment Details

About this segment

### Trendsetters

Ranked

2nd

dominant segment  
for this area

In this area

25.5%

of households fall  
into this segment

In the United States

1.1%

of households fall  
into this segment

## Who Are They?

Armed with the motto "you're only young once," Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

## Neighborhood

- Trendsetters residents are singles, living alone or with roommates or partners.
- More than 75% rent in upscale, multiunit structures.
- High-rent cities like New York; San Francisco; Chicago; and Washington, DC are popular among renters willing to pay well above US average rent.
- Commuting can take up to an hour; public transportation, walking, and biking are popular; many own no vehicle.

## Socioeconomic Traits

- Residents are young and well educated; more than half have a bachelor's degree or more.
- Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios.
- Image is important to these consumers. They use the Internet to keep up with the latest styles and trends and shop around for good deals.
- Trendsetters residents travel often, exploring new destinations and experiences.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Up-to-date on technology, they explore and exploit all the features of their smartphones.
- They are attentive to good health and nutrition.

## Market Profile

- Not only do Trendsetters residents spend freely on fashionable and branded clothing, they also own the latest in cell phones and tablets.
- Particularly for residents that often work at home, wireless Internet access is a must. Many are fans of Mac computers. Texting is their preferred form of communication, but they also dedicate time to social media, recounting their experiences via Facebook and Twitter.
- Trendsetters residents explore local arts and culture, take on new hobbies such as drawing or painting; often make last-minute travel plans. These avid readers embrace e-books and e-newspapers but do prefer hard-copy versions of women's fashion and epicurean magazines.
- Trendsetters residents jog, run, or walk for exercise and occasionally attend a yoga class. These consumers shop at Whole Foods or Trader Joe's and buy organic when they can; however, their cart is more often filled with prepared or ready-to-heat meals. To suit their urban lifestyle (and parking options), the cars they own are subcompact.
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## Consumer Segment Details

About this segment

### Fresh Ambitions

Ranked

3rd

dominant segment  
for this area

In this area

12.2%

of households fall  
into this segment

In the United States

0.7%

of households fall  
into this segment

## Who Are They?

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

## Neighborhood

- Reside in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities.
- Predominantly renters; average gross rent is a little below the US average.
- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- Nearly half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

## Socioeconomic Traits

- Nearly one in four is foreign-born.
- Supporting large families, many earners will take on overtime work when possible.
- One in three has earned a high school diploma.
- Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand savvy children.
- When traveling, seek out discount fares over convenience.

## Market Profile

- Young families are the focus; Fresh Ambitions residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.
- These young, newly established residents own cell phones, not landlines.
- Almost half of all households can access the Internet via home PC; Spanish language web sites and downloading video games and music are popular.
- Nearly half of all households subscribe to a cable service; Spanish TV networks, and children's shows are popular.
- Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.

## Consumer Segment Details

About this segment

### Young and Restless

Ranked

4th

dominant segment  
for this area

In this area

12.1%

of households fall  
into this segment

In the United States

1.8%

of households fall  
into this segment

## Who Are They?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

## Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

## Neighborhood

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets.
- Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings.
- Majority of housing built in 1970 or later (84%).

## Market Profile

- No landline telephone for majority of householders, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast-food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

## Consumer Segment Details

About this segment

### Diverse Convergence

Ranked

5th

dominant segment  
for this area

In this area

8.4%

of households fall  
into this segment

In the United States

1.2%

of households fall  
into this segment

### Who Are They?

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

### Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households.
- Approximately 76% of householders live in multiunit apartment buildings, 30% in 2-4 unit structures.
- Majority of apartments built before 1970 (65%), 29% built before 1940.
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

### Market Profile

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on cell phones or on the radio at home.

### Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English.
- 27% have no high school diploma; 28% have a high school diploma only.
- Labor force participation rate is 67% and higher than the US average.
- Hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

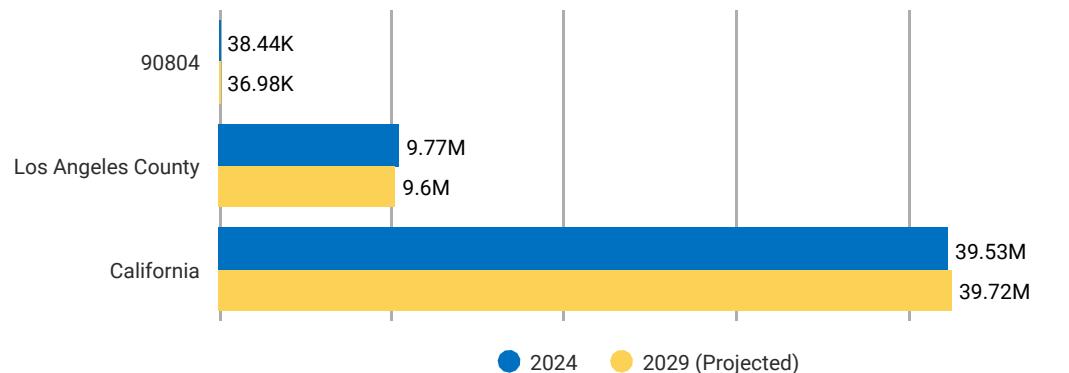
# Population

Source: U.S. Census AmericanCommunity Survey via Esri, 2024

Update Frequency: Annually

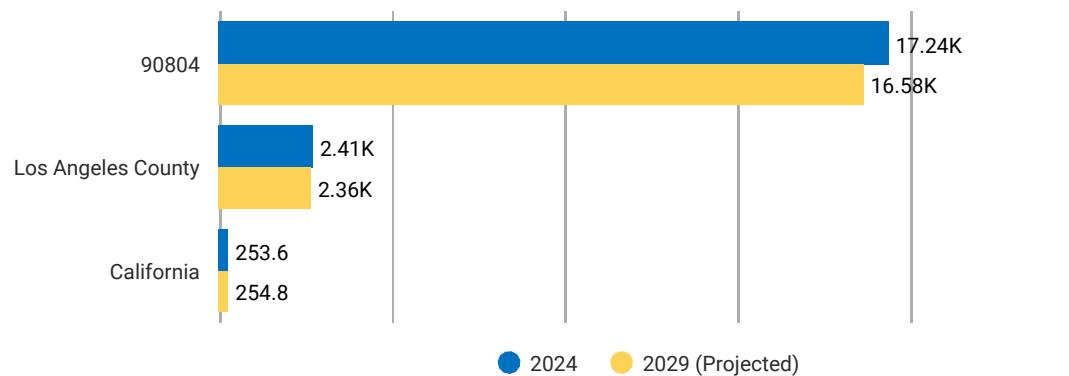
## Total Population

This chart shows the total population in an area, compared with other geographies.



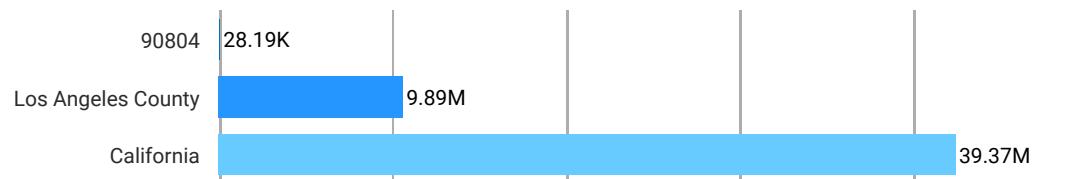
## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



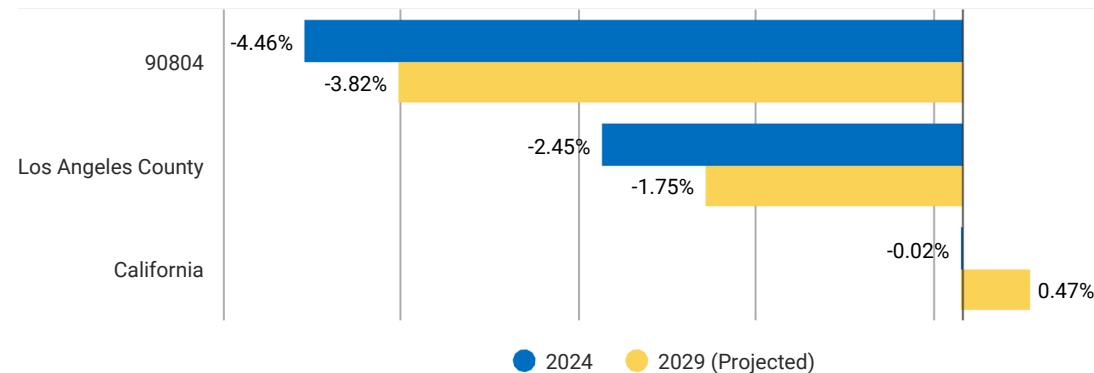
## Daytime Population Density

This chart shows the number of people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



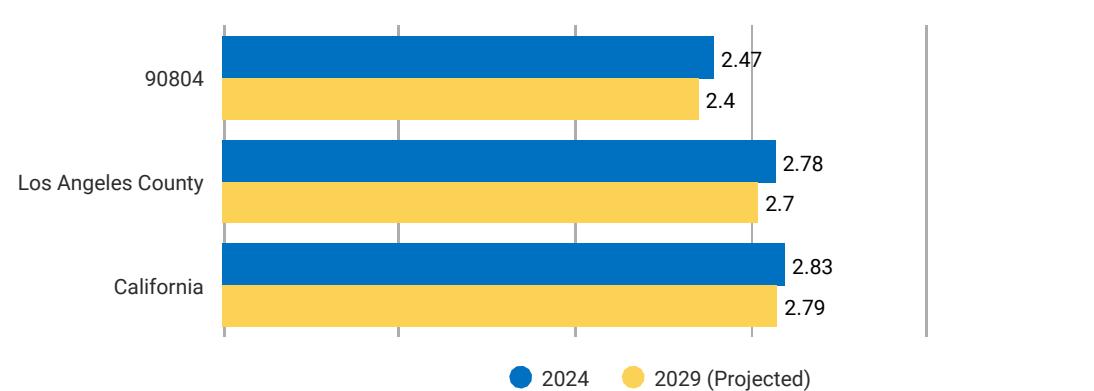
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



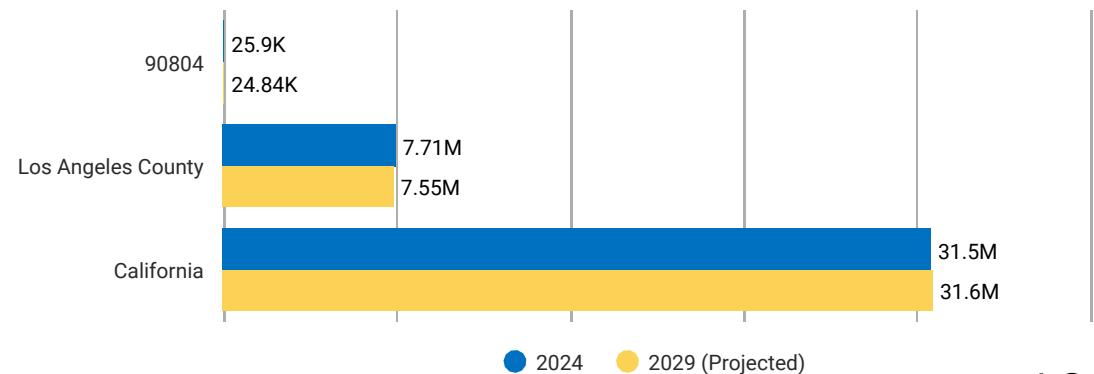
## Average Household Size

This chart shows the average household size in an area, compared with other geographies.



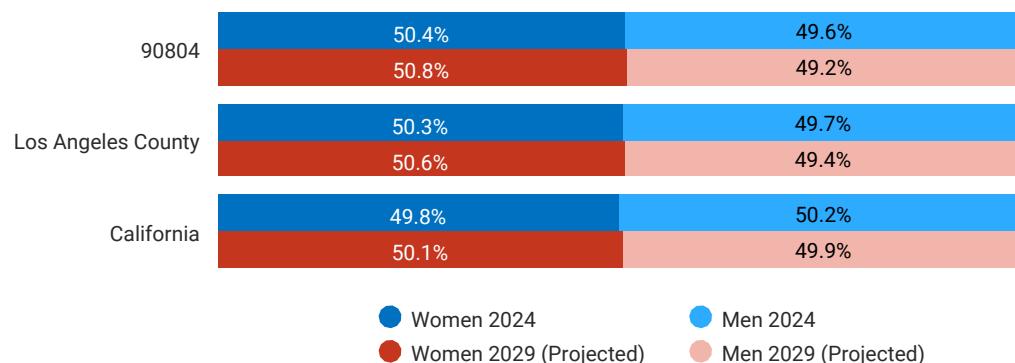
## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



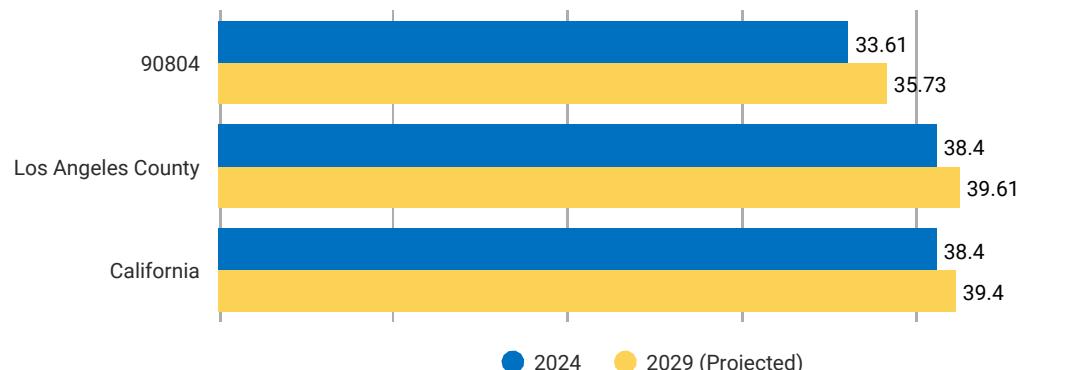
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

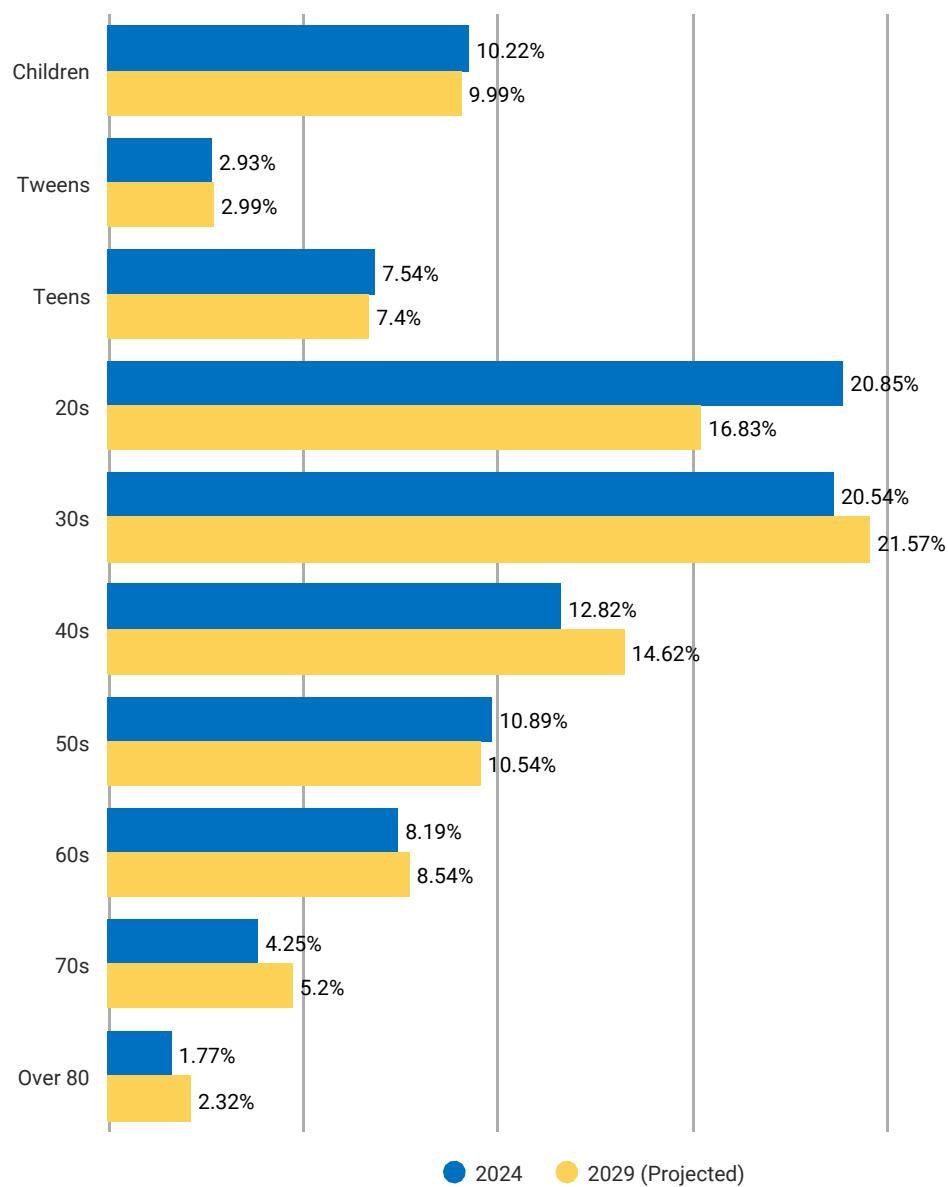
### Median Age

This chart shows the median age in an area, compared with other geographies.



## Population by Age

This chart breaks down the population of an area by age group.



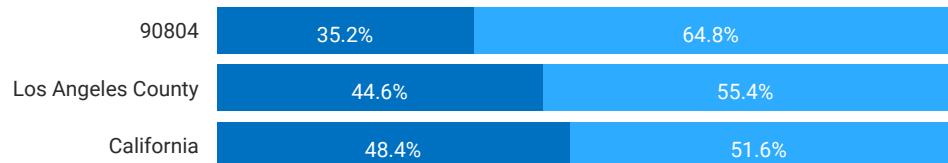
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

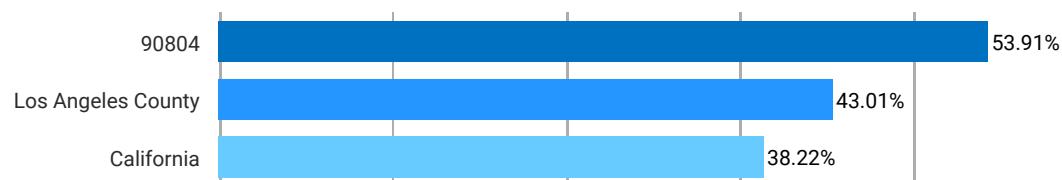
### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



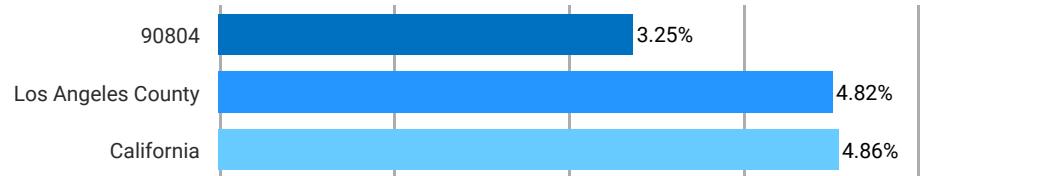
## Married

This chart shows the number of people in an area who are married, compared with other geographies.



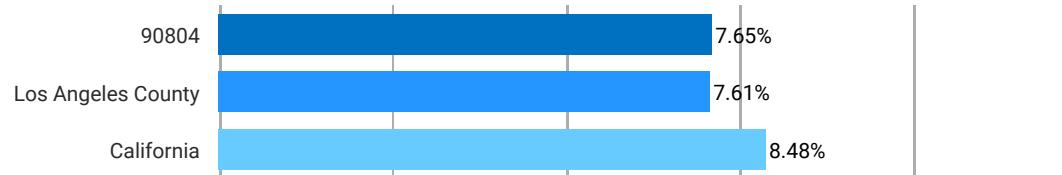
## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



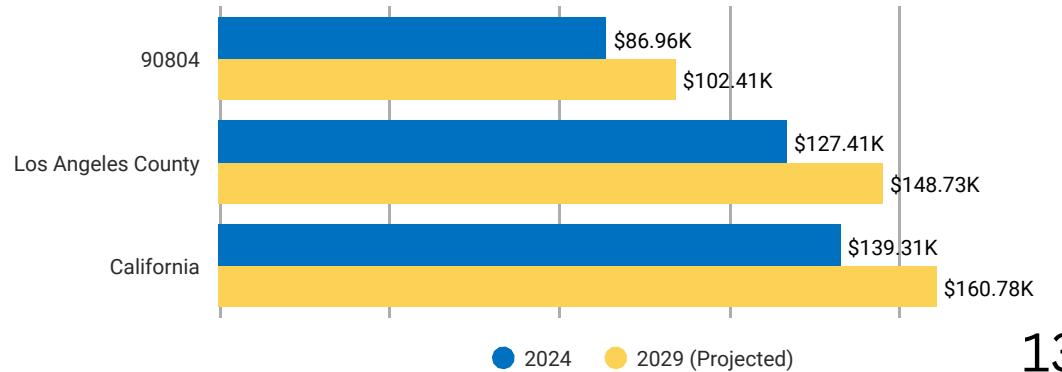
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

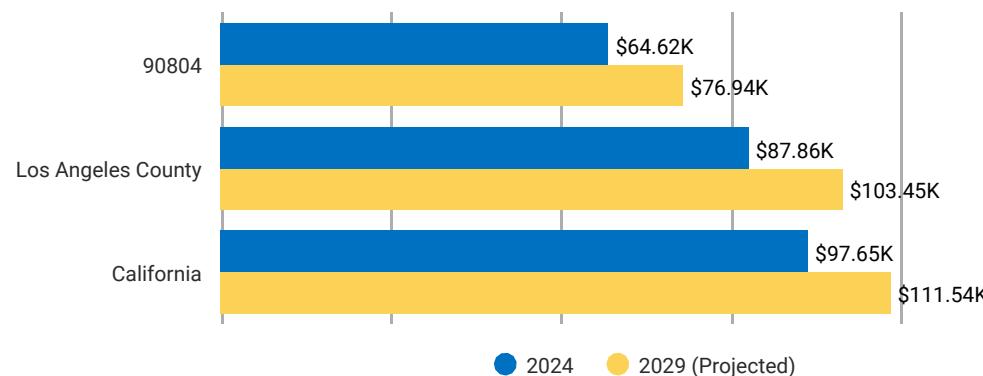
### Average Household Income

This chart shows the average household income in an area, compared with other geographies.



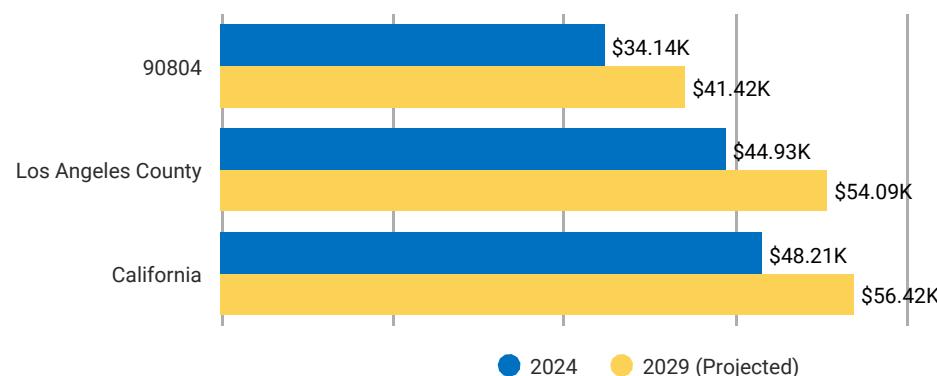
## Median Household Income

This chart shows the median household income in an area, compared with other geographies.



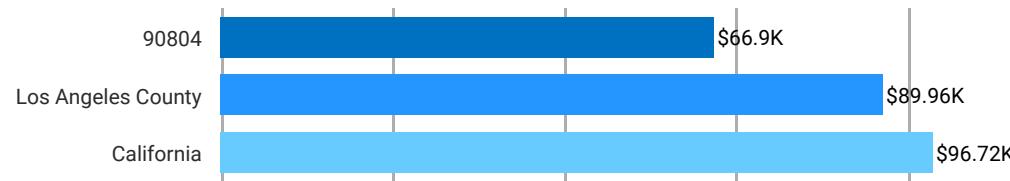
## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



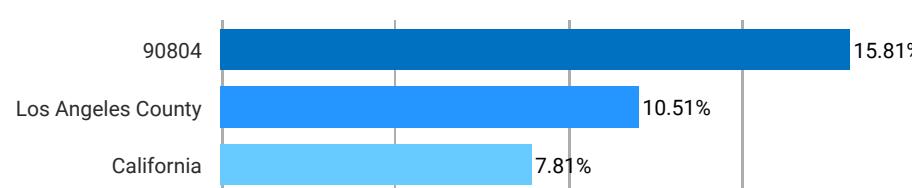
## Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

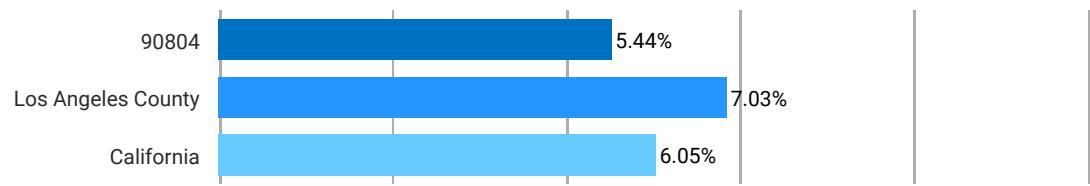
### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



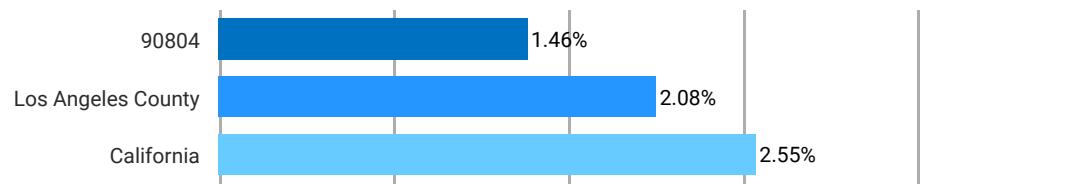
## Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



## High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



## High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



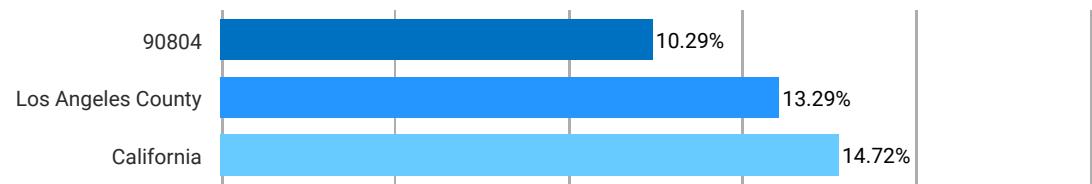
## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



## Economy

### Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

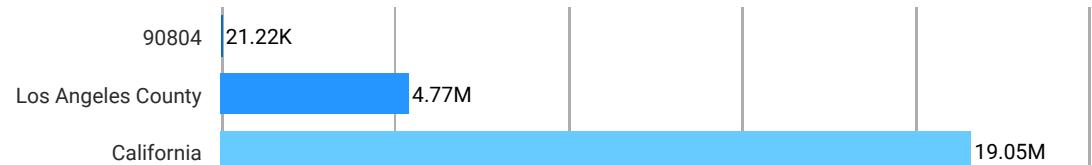


### Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

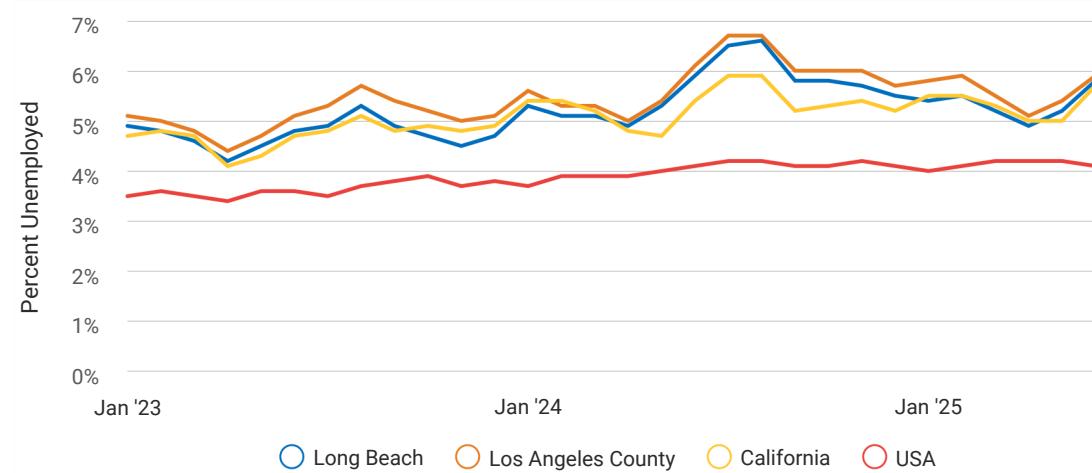


### Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

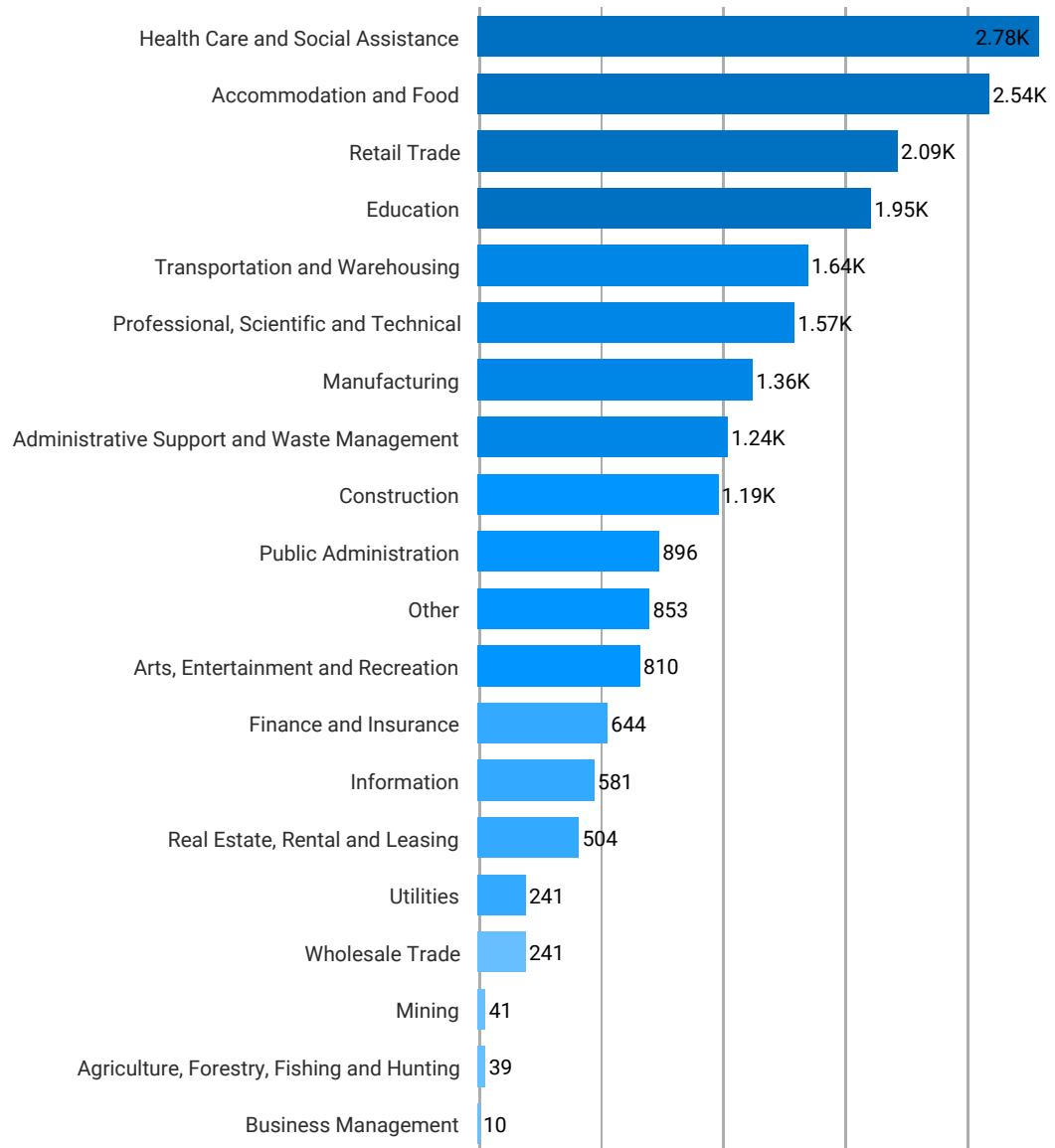


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

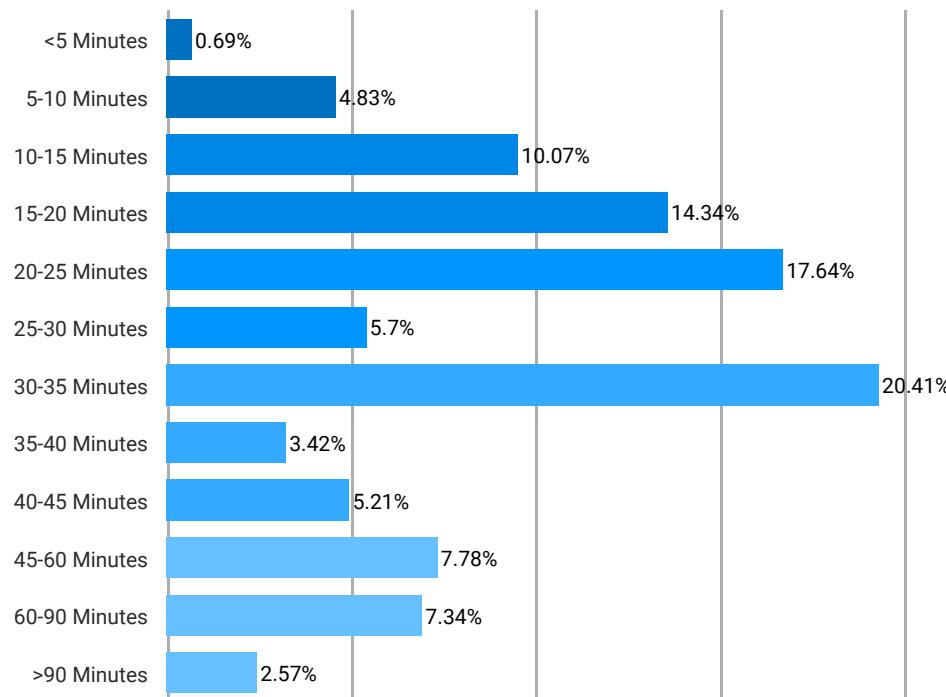


# Commute to Work

## Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

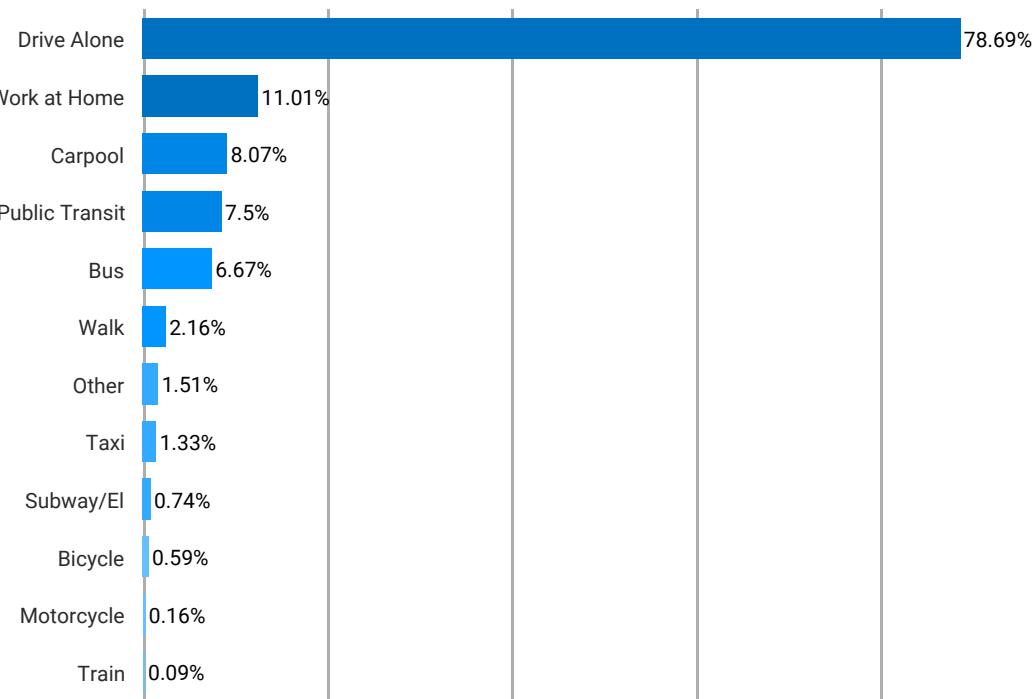
Source: U.S. Census American Community Survey via Esri, 2024  
Update Frequency: Annually



## How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

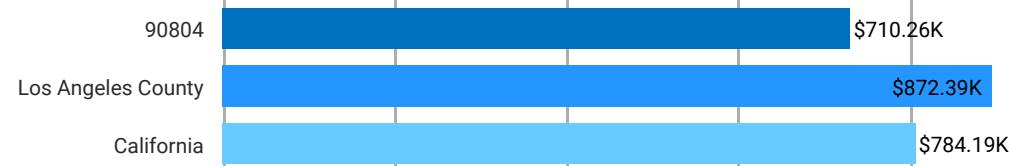
Source: U.S. Census American Community Survey via Esri, 2024  
Update Frequency: Annually



# Home Values

## Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

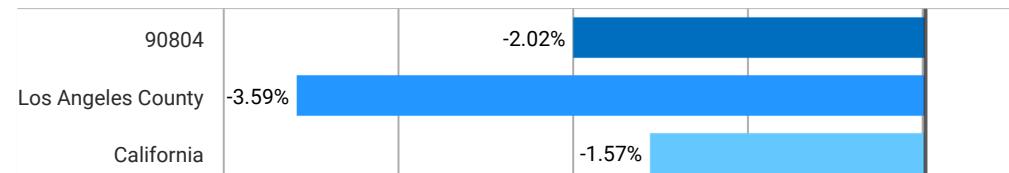
## Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.



## 12 mo. Change in Median Listing Price

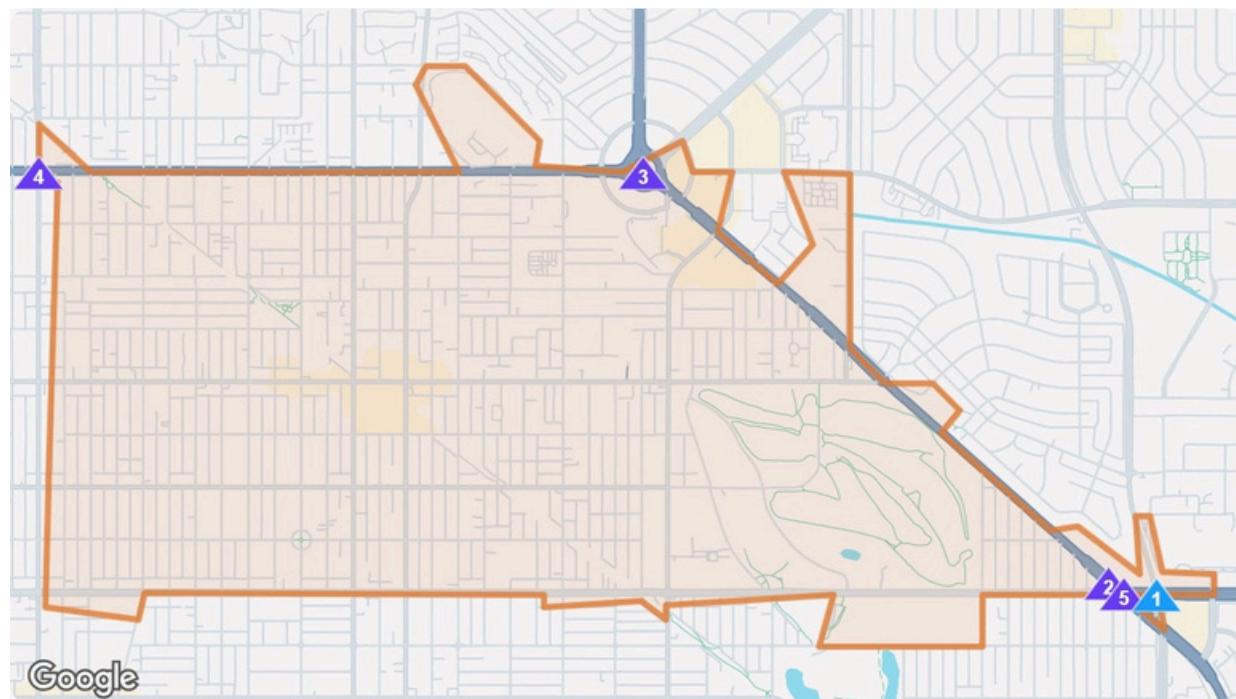
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

# Traffic Counts



## Traffic Counts by Highest Traffic Count

 53,259	 44,766	 40,249	 36,854	 32,936
Bellflower Boulevard	22	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts
2025 Est. daily traffic counts	2025 Est. daily traffic counts	Cross: –	Pacific Coast Highway	Pacific Coast Highway
Cross: –	Cross: Flint Ave	Cross Dir: –	Cross: Cherry Ave	Cross: E Pacific Coast Hwy
Cross Dir: –	Cross Dir: SE	Distance: –	Cross Dir: W	Cross Dir: W
Distance: –	Distance: 0.02 miles	Historical counts	Distance: 0.02 miles	Distance: –
Historical counts	Historical counts	Year  Count  Type	Historical counts	Historical counts
Year  Count  Type	Year  Count  Type	2007  40,500 AADT	Year  Count  Type	Year  Count  Type
2021  53,000 AADT	2018  62,000 AADT	2005  36,000 AADT	2021  33,250 AADT	2022  31,500 MPSI
	2013  35,500 AADT	2004  35,500 AADT	2018  37,000 AADT	Estimate
	2012  34,000 AADT	2003  35,000 AADT	2013  37,500 AADT	2018  34,000 AADT
	2010  34,500 AADT	2002  33,000 AADT	2012  36,500 AADT	
	2009  34,000 AADT		2010  36,000 AADT	

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates