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## In-Depth Real Estate Market Analysis: The 90804 Commercial Trade Area

As a business owner or prospective tenant considering the 90804 Commercial Trade Area of Long Beach, it is important to understand the local real estate trends that could influence the success and sustainability of your venture. This report provides an analysis of the current housing market within this vibrant community, emphasizing the critical data points that play a pivotal role in shaping the area's commercial landscape.

**Housing Market Overview:** The 90804 zip code of Long Beach presents a dynamic housing market dominated by renters, with 79.1% of the housing occupied by tenants and only 20.9% by homeowners. This trend towards rental occupancy suggests a transient and flexible resident demographic, potentially offering a steady flow of customers for businesses in the area.

**Property Value Trends:** The median estimated home value in Long Beach's 90804 area stands at an impressive \$721,200. Over the past year, this figure has experienced a healthy appreciation rate of +5.5%. This consistent uptick in home values reflects a robust and growing real estate market that can be advantageous for commercial tenants. A thriving housing sector often signals disposable income and consumer confidence—factors that can contribute positively to the commercial activity in the area.

**Consumers Segments:** Singles and Married Couples with children belonging to five groups that vary in age, income and type of employment--Metro Fusion, Trendsetters, Fresh Ambitions, Young and Restless, Diverse Convergence.

**Implications for Business Owners/Tenants:** The predominance of renters within the 90804 region indicates a market ready with opportunities for businesses that cater to this demographic. Products and services that appeal to individuals and families who seek convenience, flexibility, and short-term commitments could perform well in this environment. Furthermore, the positive trajectory in home values suggests an overall economic health within the community that bodes well for consumer spending. Businesses entrenched in this trade area are likely to benefit from the increased consumer power and willingness to engage in local commerce.

**Conclusion:** For business owners and tenants considering operations in this 90804 area, the local real estate market offers promising indicators. The high percentage of renters creates an energetic and potentially lucrative customer base, while rising home values reflect an affluent and economically stable community. As you contemplate your entry or expansion into this market, it is crucial to tailor your business strategies to align with these housing trends. By doing so, you can position your enterprise to capitalize on the unique opportunities presented by Long Beach's thriving residential landscape. It is recommended that potential investors or tenants conduct further detailed analysis and consider these trends as they develop their business plans for entering or growing within this bustling Southern California trade area.

Street Number Numeric	Street Name	Number Of Units Total	Close Date	Sqft	L/C Price	Lot Size Sq Ft	Year Built
3640	10th	3	Feb 20, 2025	1350/	\$600,000	3,124	2011
801	Molino	2	Feb 21, 2025	2322/	\$1,560,000	6,503	1923
904	Euclid	2	Feb 27, 2025	1342/	\$1,075,000	5,876	1923
1020	Ohio	2	Mar 4, 2025	2984/	\$1,250,000	6,766	1989
1034	Newport	4	Mar 4, 2025	4170/	\$1,600,000	6,251	1972
1033	Gladys	4	Mar 13, 2025	3928/	\$1,449,015	6,502	1923
1102	Termino	7	Apr 7, 2025	4937/	\$1,850,000	5,597	1923
1077	Bennett	4	Apr 10, 2025	4390/	\$1,550,000	5,848	1976
1200	Temple	4	Apr 14, 2025	2316/	\$1,300,000	6,502	1913
821	Obispo	4	Apr 24, 2025	4920/	\$1,860,000	6,745	1974
3624	10th	2	May 14, 2025	1277/	\$1,112,000	3,364	1919
1360	Euclid	13	May 16, 2025	4630/	\$2,200,000	6,503	1923

## 90804 Unit Sales previous 90 days per CRMLS

“Based on information from California Regional Multiple Listing Service, Inc. as of 5/20/2025 and /or other sources. All data, including all measurements and calculations of area, is obtained from various sources and has not been, and will not be, verified by broker or MLS. All information should be independently reviewed and verified for accuracy. Properties may or may not be listed by the office/agent presenting the information”.

Trade Area Summary

Attribute Summary for Long Beach, CA 90804

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$64,619	33.6	38,444	Metro Fusion
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - 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 Mgmnt/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 speci c	Seek nancial advice, building their stock por tfolios.	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	Owns used vehicles	Own subcompacts	Own vehicle; take public transportation	Take public transportation	1 or 2 vehicles for most

# Long Beach, CA 90804

## 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 uently 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 speci c.
- 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.

Long Beach, CA 90804

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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Long Beach, CA 90804

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.





# Long Beach, CA 90804

## 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.

### 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%).

### 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.

### 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.



Long Beach, CA 90804

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.

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.

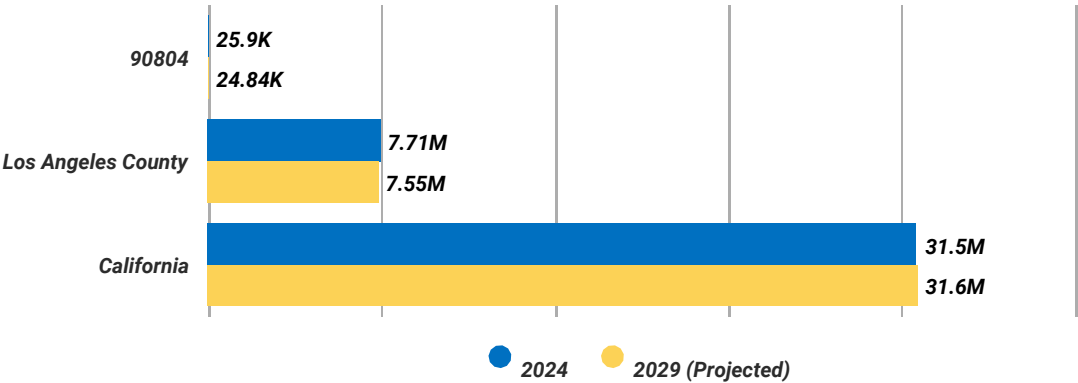
Market Profile

- 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.

# Long Beach, CA 90804

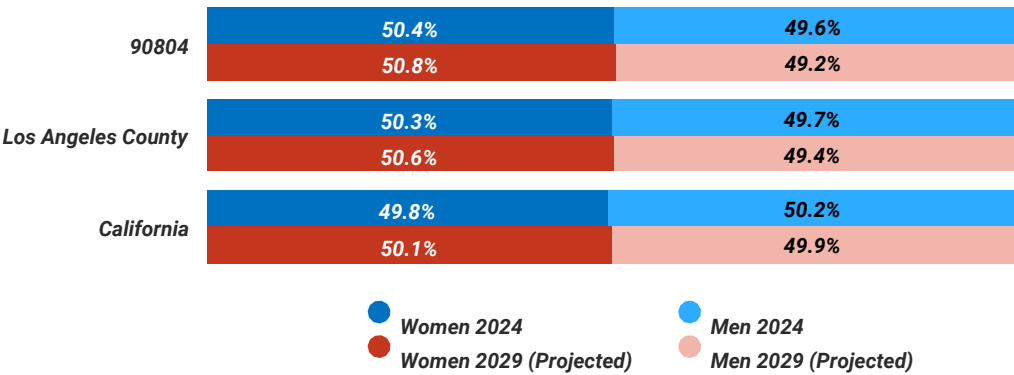
## Population Living in Family Households

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.

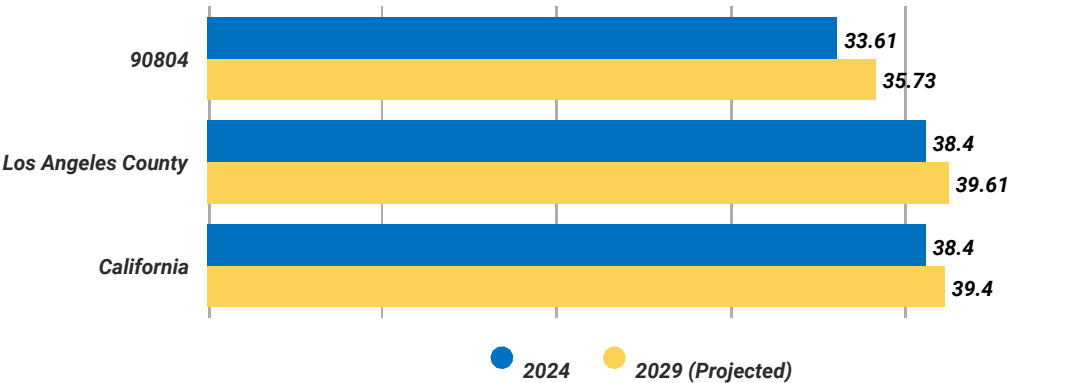


## Age

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

## Median Age

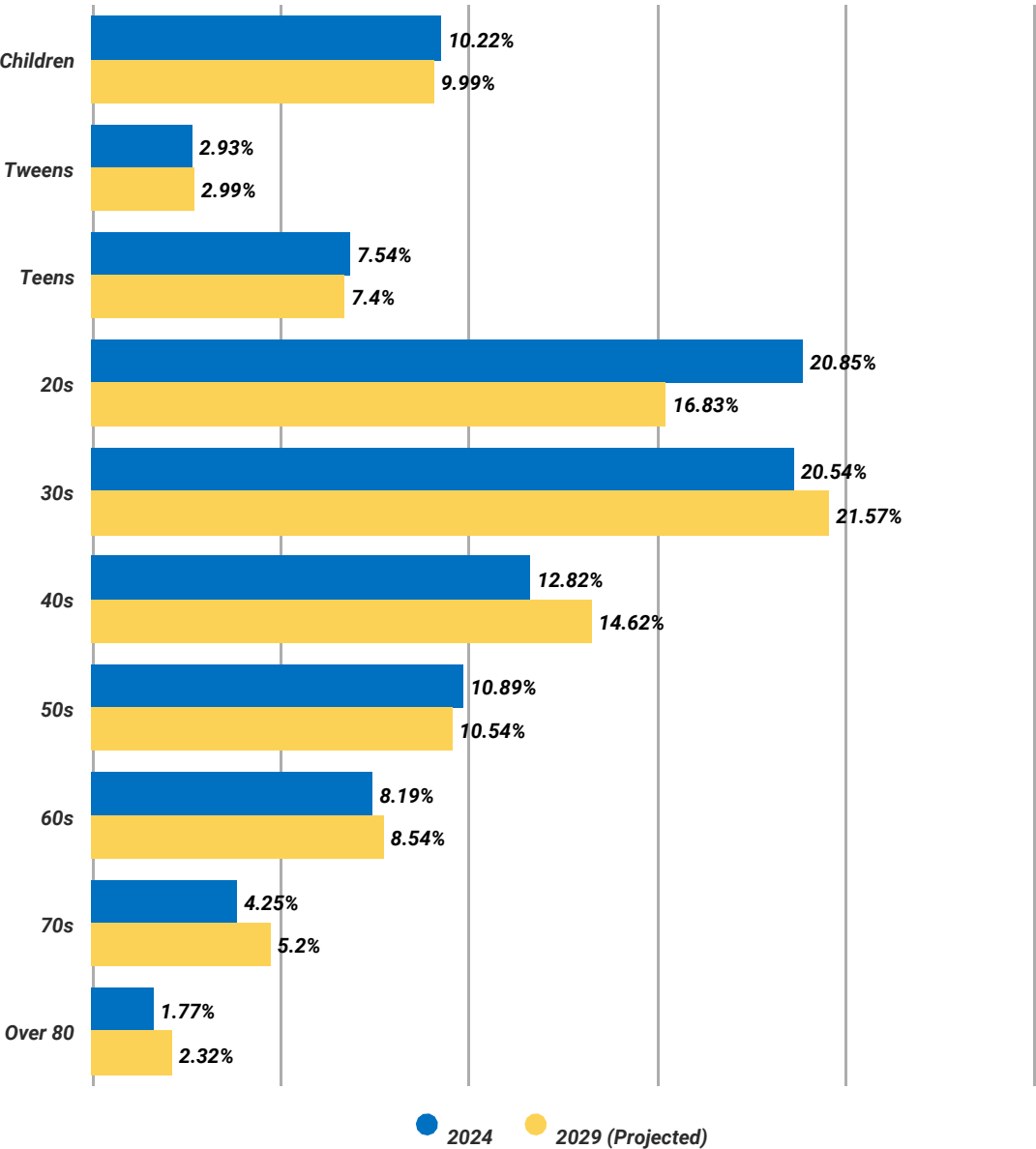
This chart shows the median age in an area, compared with other geographies.



Long Beach, CA 90804

Population by Age

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

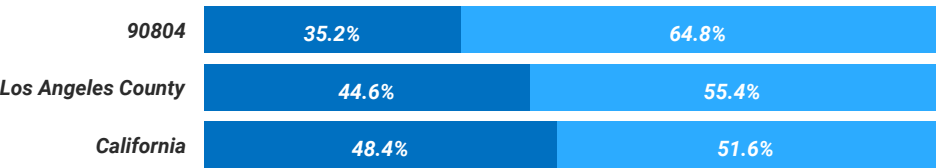


Married

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.



# Long Beach, CA 90804

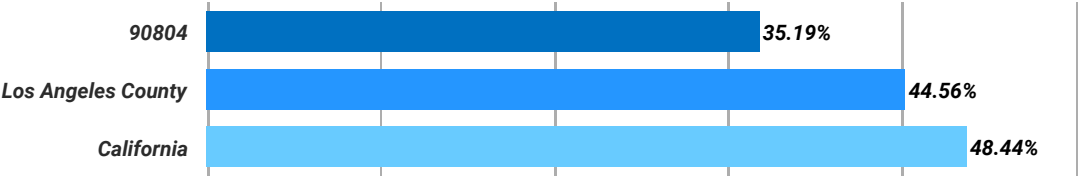
## Never Married

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.

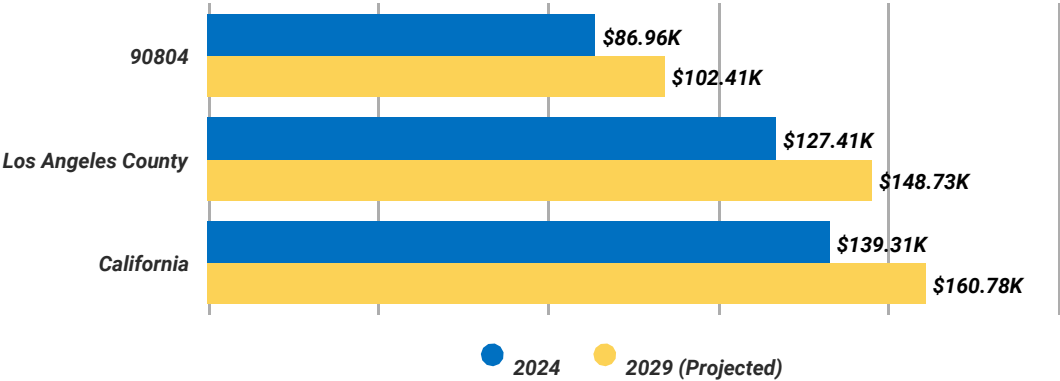


# Income

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

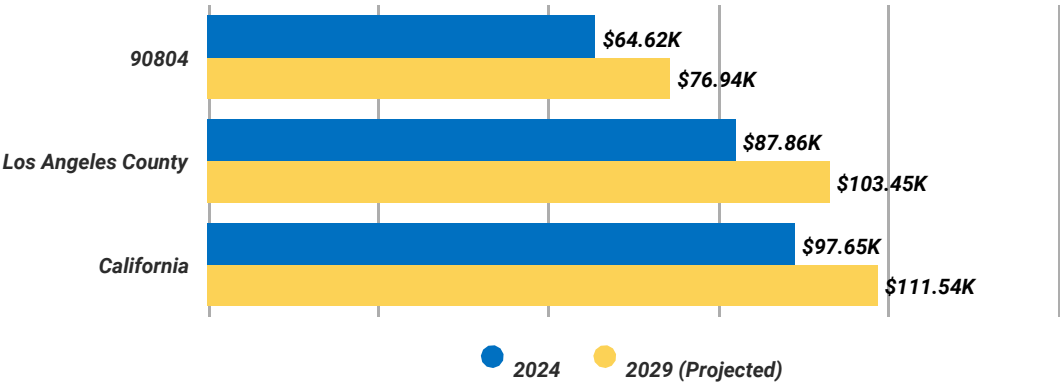
## Average Household Income

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



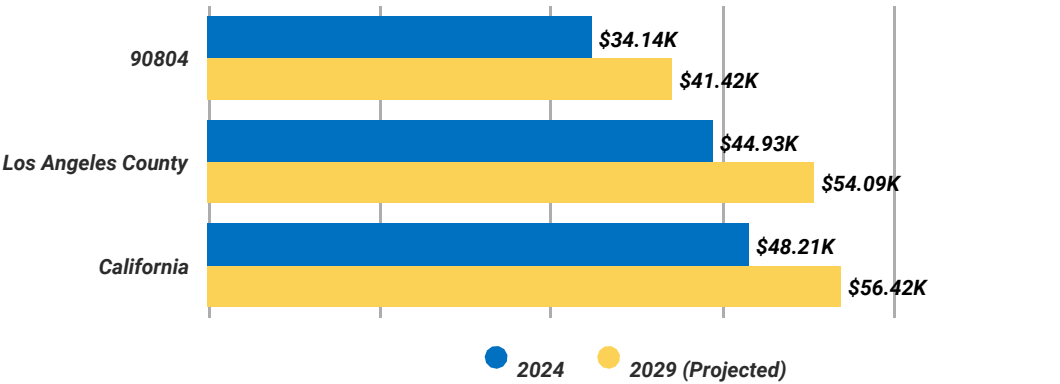
## Median Household Income

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.



# Long Beach, CA 90804

## Average Disposable Income

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



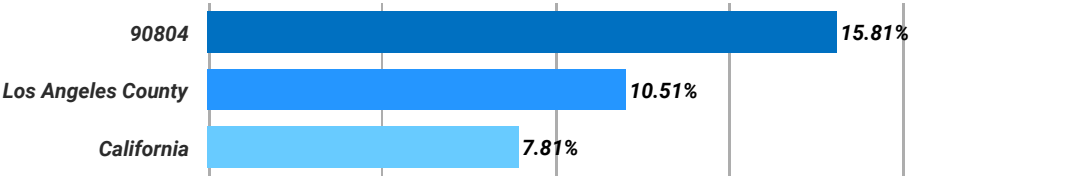
## Education

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

Update Frequency: Annually

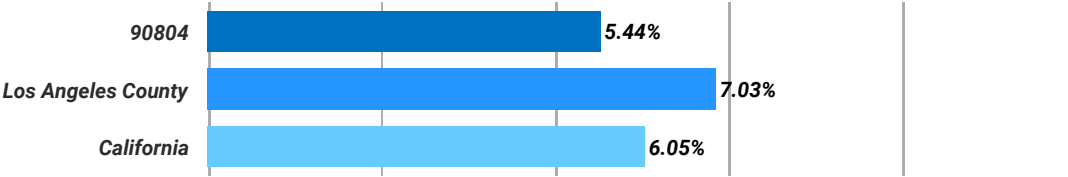
### Less than 9th Grade

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



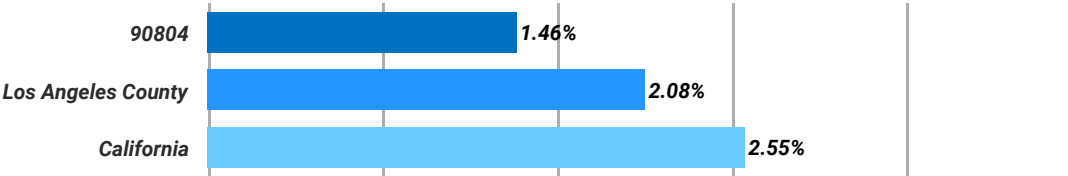
### Some High School

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.



# Long Beach, CA 90804

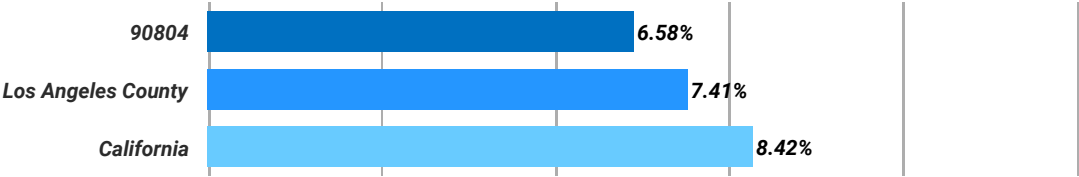
## Some College

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.

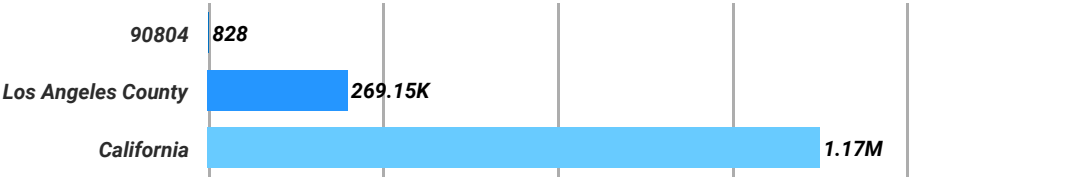


# Economy

## Unemployment Number

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

Source: Bureau of Labor Statistics via Esri, 2024  
Update Frequency: Annually



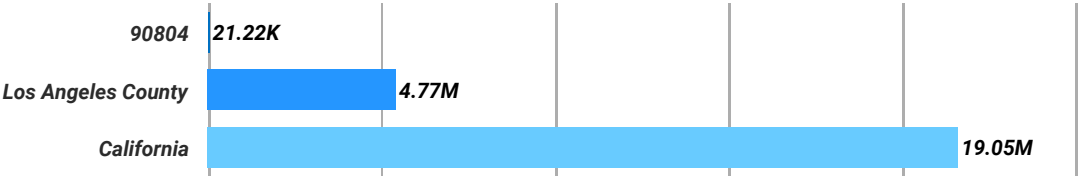


Long Beach, CA 90804

Employment Number

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

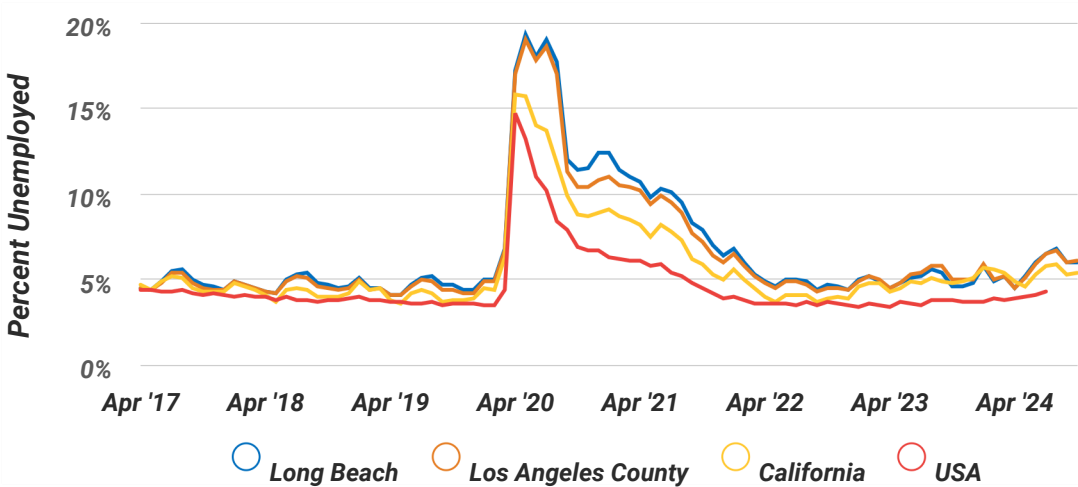
Source: Bureau of Labor Statistics via Esri, 2024  
Update Frequency: Annually



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

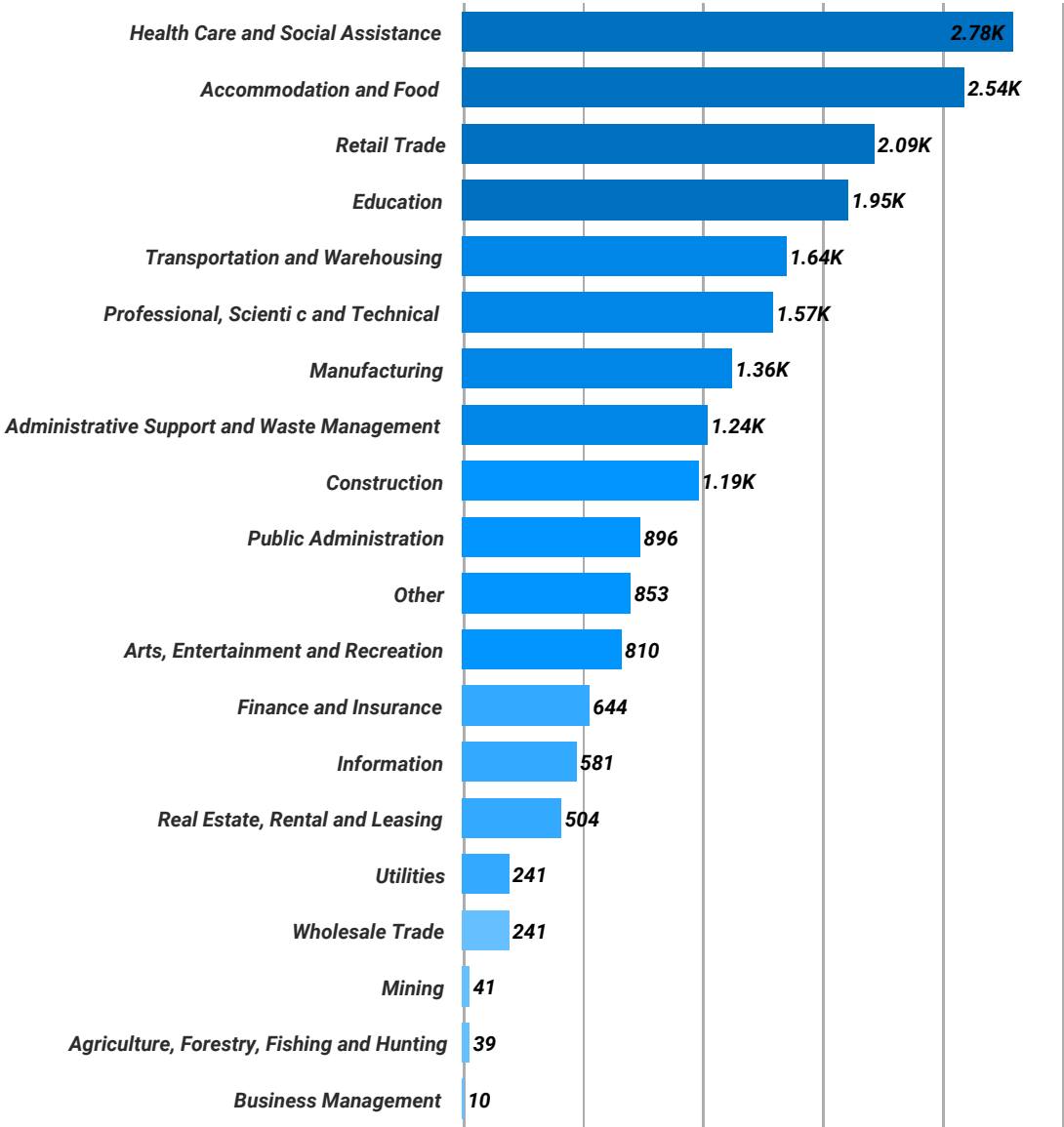


Long Beach, CA 90804

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



*Thank You*