

# TRADE AREA REPORT

## Long Beach, CA 90804

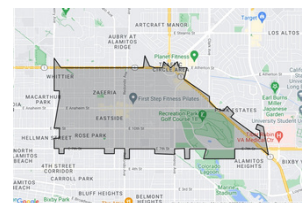


C Julia Huntsman

Presented by **Julia Huntsman** | Broker REALTOR, Huntsman Properties  
Lic 01188996

## July 2025 TREND REPORT: Who Are Your Customers in 90804?

Huntsman Properties  
PO BOX 90791  
Long Beach, CA 90809





Hello,

I hope you find this information helpful! Your property area has attracted a diverse population because of the many living opportunities, as described below. Later pages describe other demographic information for the area.

I have been a Realtor in Long Beach for just over 30 years, I would like to put my experience to work for you whenever you want to have the opportunity. Please go to my website at [www.abodes.realestate](http://www.abodes.realestate) to find out more about me and how I can assist you! I hope to start adding videos to my future reports, Until then,

*Best wishes, Julia*

## Consumer Overview

The area is highly diverse and urban, with five dominant demographic segments:

### 1. Metro Fusion (25.9%)

- Young, multicultural renters in multi-unit buildings.
- Median income: \$52,200; median age: 32.4.
- Socially driven; prioritize fashion and electronics.
- Watch MTV and Spanish TV; enjoy fast food and discount shopping Trade Area Report, page 7.

### 2. Trendsetters (25.5%)

- Educated, stylish young singles in upscale rentals.
- Median income: \$101,000; median age: 36.1.
- Environmentally and socially conscious; tech-savvy.
- Prefer organic food, e-books, and cultural hobbies Trade Area Report, page 8.

### 3. Fresh Ambitions (12.2%)

- Young immigrant families with tight budgets.
- Median income: \$42,500; focus spending on children.
- Often live in multigenerational, older housing.
- Spanish media, baby products, and budget travel are common Trade Area Report, page 9.

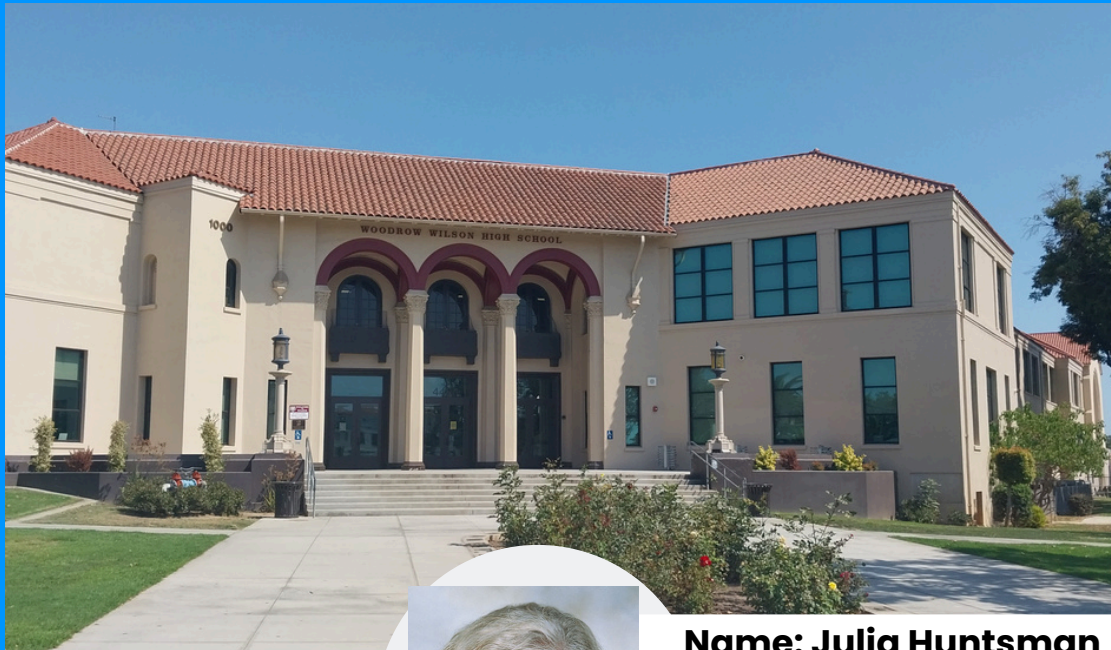
### 4. Young and Restless (12.1%)

- Single, educated Millennials in transition.
- Median income: \$57,000; highly mobile renters.
- Constantly online; use cell phones for everything.
- Budget-conscious and prefer fast food despite liking organic options Trade Area Report, p. 10.

### 5. Diverse Convergence (8.4%)

- Urban multicultural families, often linguistically isolated.
- Median income: \$70,500; lower homeownership.
- Tend to rent in older multi-unit buildings.
- Watch Spanish TV, enjoy family activities, and value style Trade Area Report, page 11.





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## July 2025 Multi Family 2-4 Units

Months of  
Inventory

**4.53**



List to Sold  
Price %

**100%**



Median  
Days in MLS

**38**



Median Sold Price  
6 months

**\$1,300,000**



CRMLS

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## July 2025 Single Family

Months of  
Inventory

**2.6**



List to Sold  
Price %

**100%**



Median  
Days in MLS

**19**




Median Sold Price  
6 months

**\$825,000**



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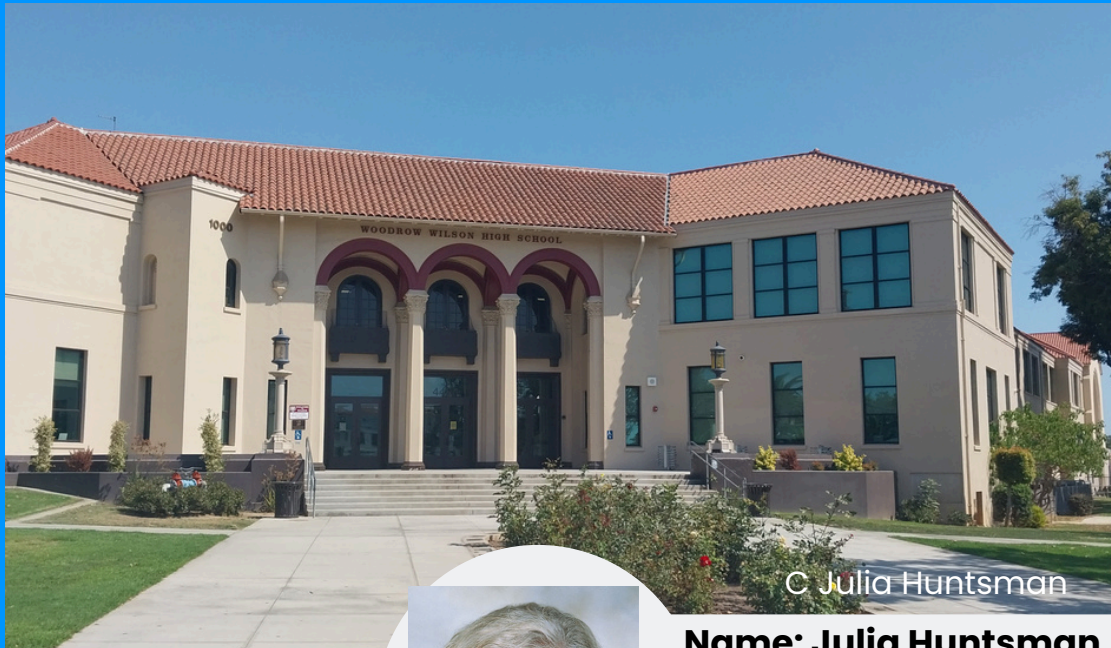
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## July 2025 5+ Units

Months of  
Inventory

**6+**



List to Sold  
Price %

**92.7%**



Median  
Days on Mkt

**189**



Median Sold Price  
6 months

**\$2,200,000**



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# Trade Area Report Summary

Long Beach, CA 90804

## Criteria Used for Analysis

Median Household Income

**\$64,619**



Median Age

**33.6**



Total Population

**38,444**



1st Dominant Segment

**MetroFusion (#2 2024)**

## 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%)
of Long Beach	9,924 (5.8%)	20,321 (11.9%)	13,419 (7.9%)	6,780 (4.0%)	13,416 (7.9%)
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 Married
Household Type	Singles	Singles	Single Parents	Singles	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	Owns used vehicles	Own subcompacts	Own vehicle; take public transportation	Take public transportation	1 or 2 vehicles for most



## Metro Fusion

This is the

**#1**

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

An overview of who makes up this segment across the United States

### Who We Are

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.

### Our 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.



## Trendsetters

This is the

**#2**

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

An overview of who makes up this segment across the United States

### Who We Are

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.

### Our 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.

### 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.



## Fresh Ambitions

This is the

**#3**

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

An overview of who makes up this segment across the United States

### Who We Are

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.

### Our 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.



## Young and Restless

This is the

**#4**

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

An overview of who makes up this segment across the United States

### Who We Are

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.

### Our 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.



## Diverse Convergence

This is the

**#5**

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

An overview of who makes up this segment across the United States

### Who We Are

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.

### Our 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.



## Long Beach, CA 90804: Population Comparison

### Total Population

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

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

Update Frequency: Annually



### Population Density

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

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

Update Frequency: Annually



### Population Change Since 2020

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

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

Update Frequency: Annually

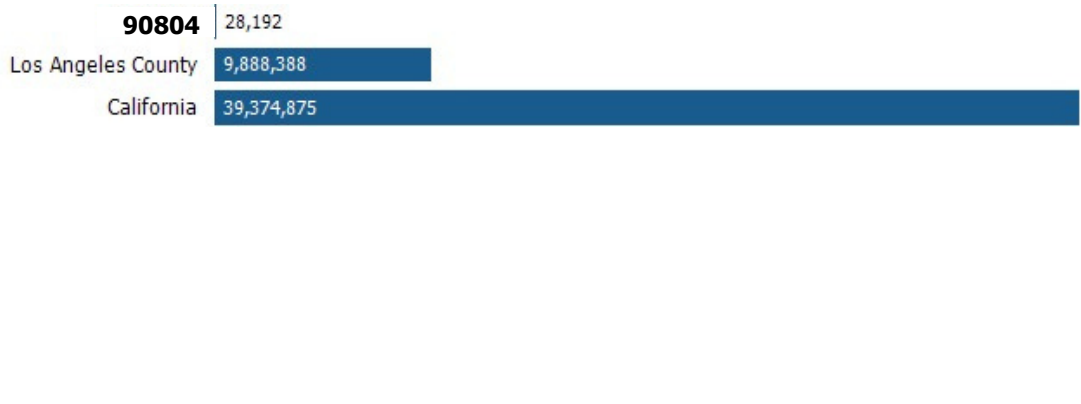


### Total Daytime Population

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.

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

Update Frequency: Annually





Daytime Population Density

This chart shows the number 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.

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



90804

Average Household Size

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

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



2024  
2029 (Projected)

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.

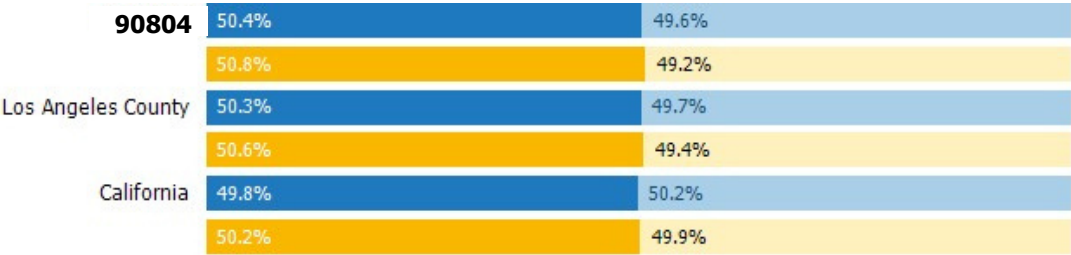
Data Source: U.S. Census American Community Survey via Esri, 2024  
Update Frequency: Annually



2024  
2029 (Projected)



**Female / Male Ratio**  
This chart shows the ratio of females to males in an area, compared with other geographies.  
Data Source: U.S. Census American Community Survey via Esri, 2024  
Update Frequency: Annually



- Women 2024 2024
- Men 2024 2024
- Women 2029 (Projected) 2029 (Projected)
- Men 2029 (Projected) 2029 (Projected)



## Long Beach, CA 90804: Age Comparison

### Median Age

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

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

Update Frequency: Annually



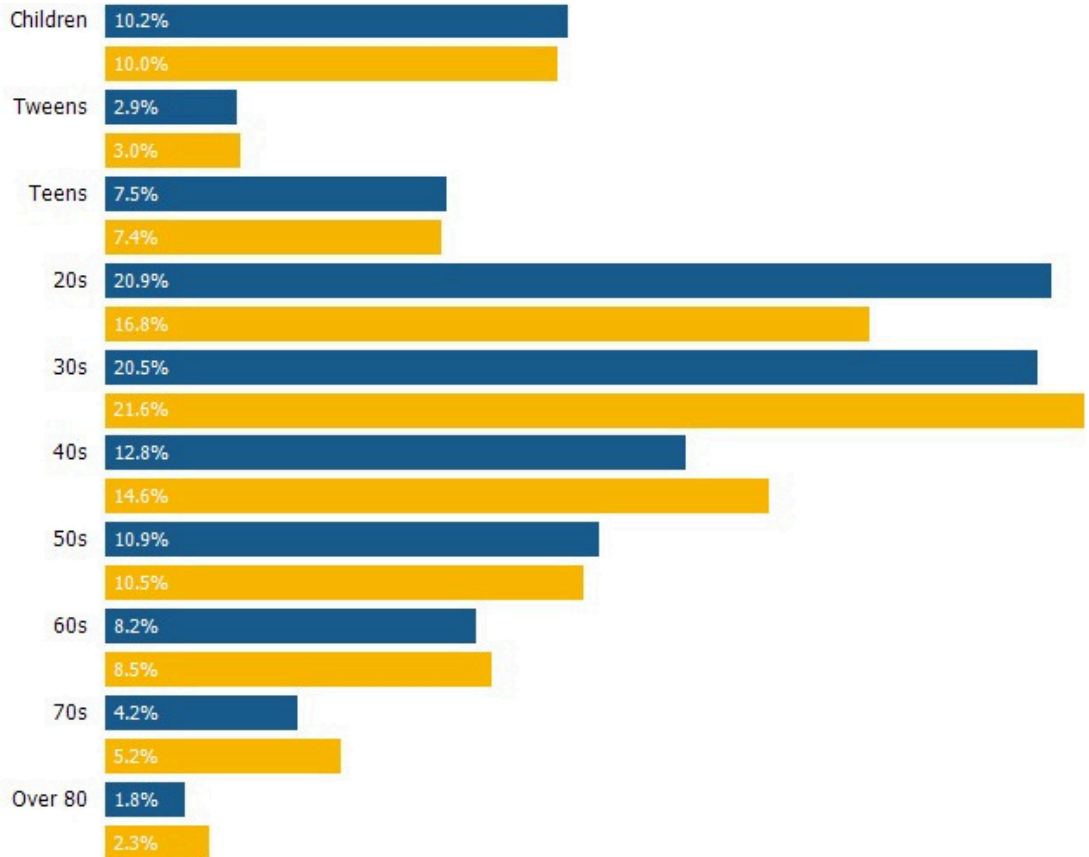
■ 2024  
■ 2029 (Projected)

### Population by Age

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

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

Update Frequency: Annually



■ 2024  
■ 2029 (Projected)



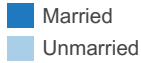
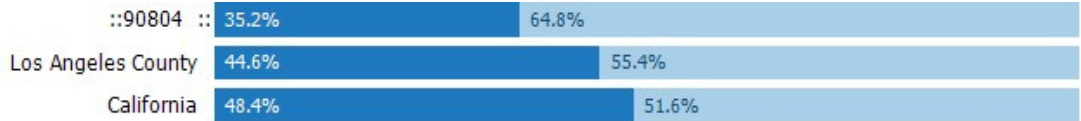
## Long Beach, CA 90804: Marital Status Comparison

### Married / Unmarried Adults Ratio

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

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

Update Frequency: Annually



### Married

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

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

Update Frequency: Annually



### Never Married

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

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

Update Frequency: Annually



### Widowed

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

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

Update Frequency: Annually



### Divorced

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

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

Update Frequency: Annually





## Long Beach, CA 90804: Economic Comparison

### Average Household Income

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

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

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



### Median Household Income

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

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

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



### Per Capita Income

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

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

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



### Average Disposable Income

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

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

Update Frequency: Annually





# Trade Area Report

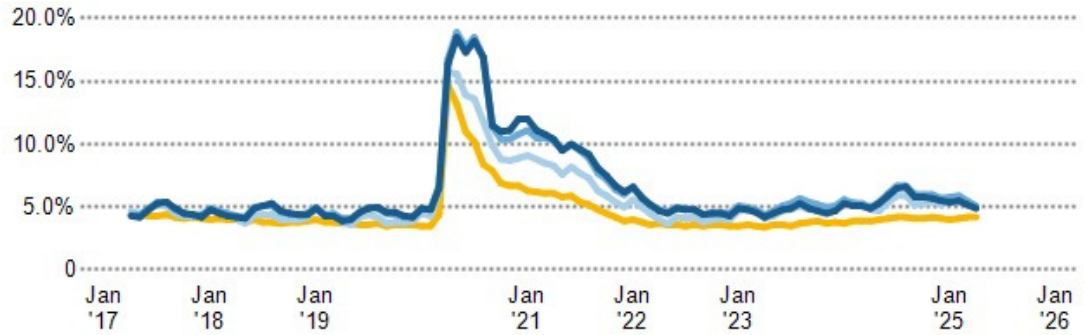
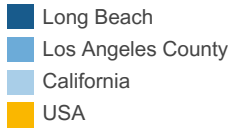
Long Beach, CA 90804

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

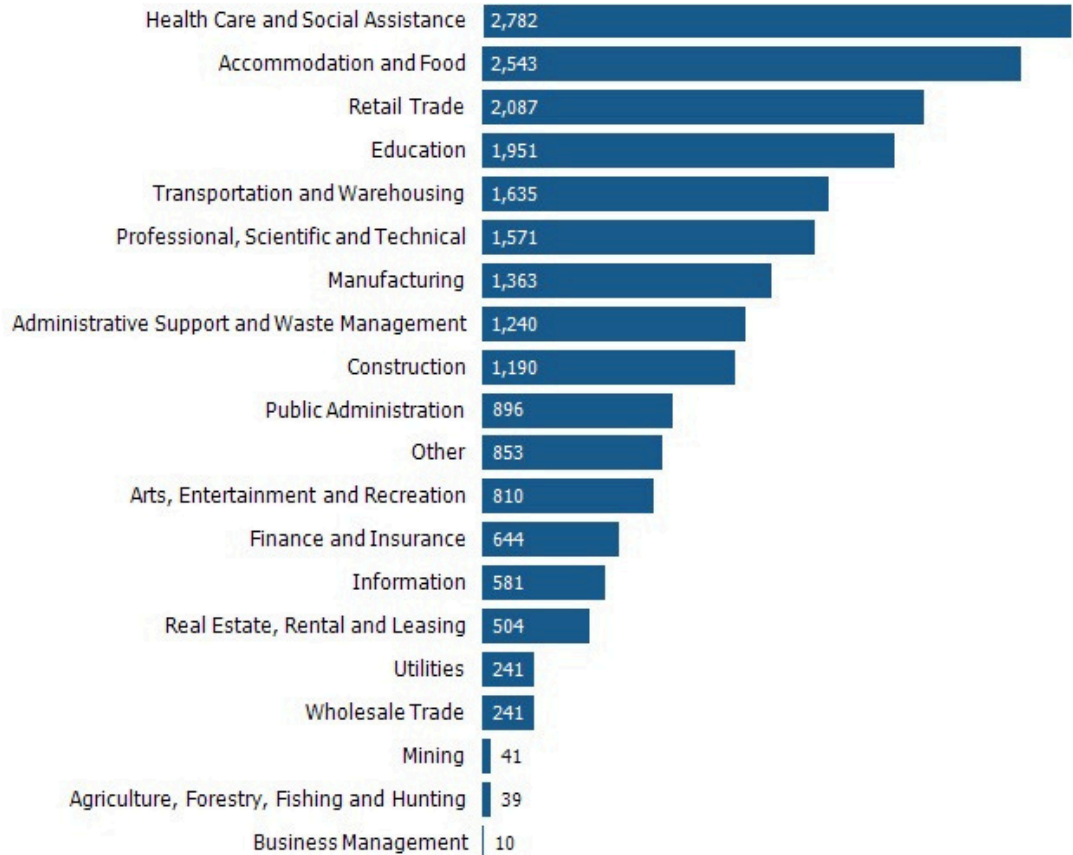


## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually





## Long Beach, CA 90804: Education Comparison

### 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.

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

Update Frequency: Annually



### 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.

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

Update Frequency: Annually



### 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.

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

Update Frequency: Annually



### High School Graduate

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

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

Update Frequency: Annually





## 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.

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

Update Frequency: Annually



## Associate Degree

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

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

Update Frequency: Annually



## 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.

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

Update Frequency: Annually



## 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.

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

Update Frequency: Annually





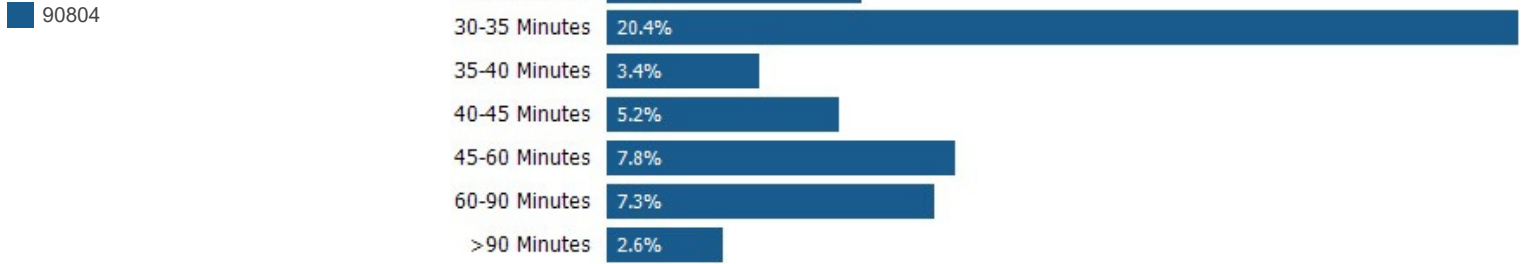
## Long Beach, CA 90804: Commute Comparison

### Average Commute Time

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

Data 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.

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

Update Frequency: Annually





## Long Beach, CA 90804: Home Value Comparison

### 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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly



### 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.

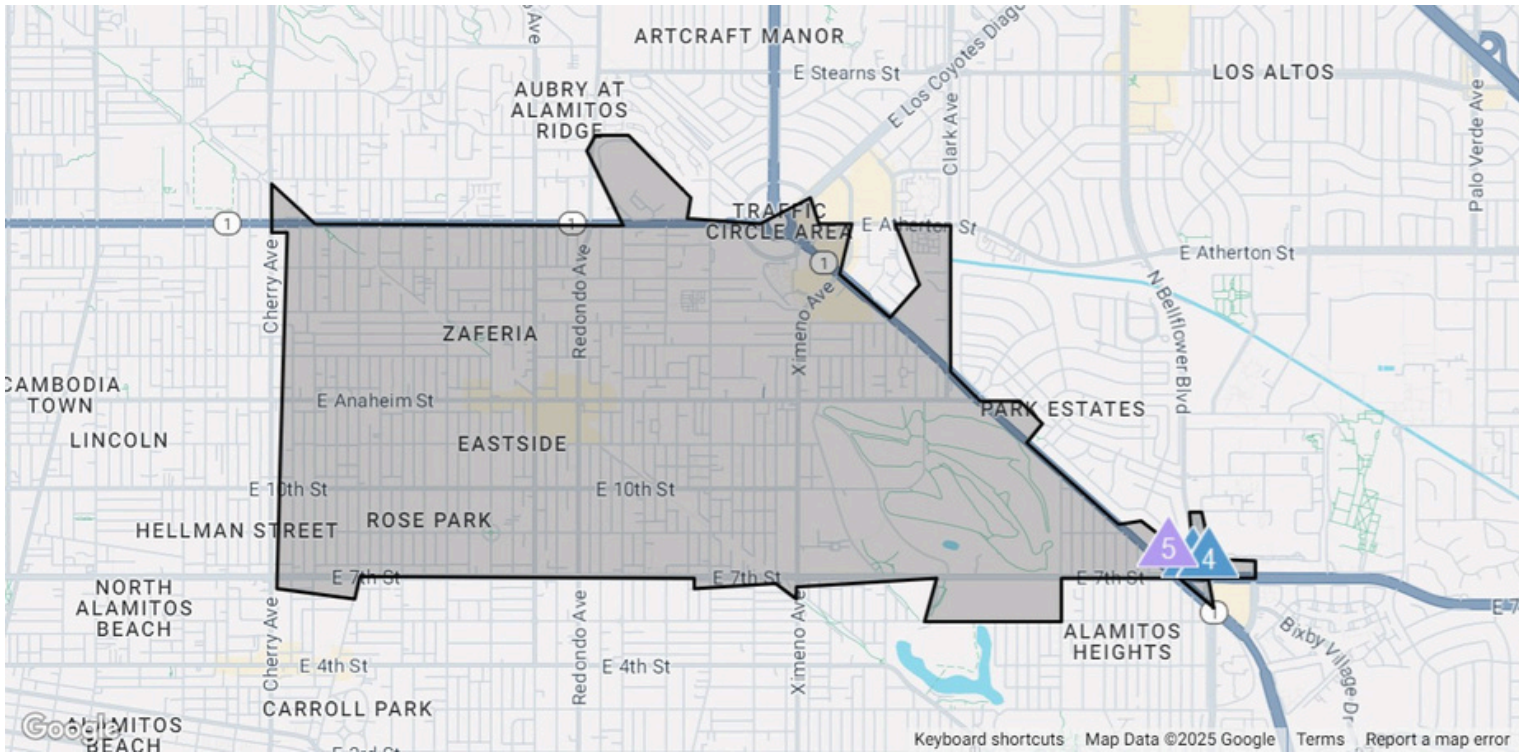
Data Source: Listing data

Update Frequency: Monthly





# Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

**63,223**

2024 Est.daily  
traffic counts

Street: 22  
Cross: EPacific Coast Hwy  
Cross Dir: W  
Dist: –

Historical counts

Year	Count Type
2018	▲ 64,000 AADT
2013	▲ 58,000 AADT
2012	▲ 58,000 AADT
2010	▲ 56,000 AADT
2009	▲ 67,000 AADT

2

**62,000**

2018 Est.daily  
traffic counts

Street: 22  
Cross: Flint Ave  
Cross Dir: SE  
Dist: 0.02 miles

Historical counts

Year	Count Type
2013	▲ 35,500 AADT
2012	▲ 34,000 AADT
2010	▲ 34,500 AADT
2009	▲ 34,000 AADT

3

**53,053**

2024 Est.daily  
traffic counts

Street: Bellflower Boulevard  
Cross: –  
Cross Dir: –  
Dist: –

Historical counts

Year	Count Type

4

**53,000**

2022 Est.daily  
traffic counts

Street: –  
Cross: –  
Cross Dir: –  
Dist: –

Historical counts

Year	Count Type
2021	▲ 53,000 AADT

5

**44,414**

2024 Est.daily  
traffic counts

Street: EPacific Coast Hwy  
Cross: Flint Ave  
Cross Dir: SE  
Dist: –

Historical counts

Year	Count Type

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)



## About RPR (Realtors Property Resource)

- RealtorsPropertyResource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics. **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narr.com>





*Thank You*