



# Demographic and Income Profile

SLO  
 876 Higuera Street San Luis Obispo CA 93401  
 Ring: 1 mile radius

Latitude: 35.2804  
 Longitude: -120.6620

Summary	Census 2010	2018	2023
Population	15,171	16,369	17,171
Households	7,083	7,501	7,844
Families	1,997	2,125	2,221
Average Household Size	2.10	2.15	2.15
Owner Occupied Housing Units	1,669	2,028	2,312
Renter Occupied Housing Units	5,414	5,472	5,532
Median Age	25.0	26.5	27.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.96%	0.82%	0.83%
Households	0.90%	0.76%	0.79%
Families	0.89%	0.76%	0.71%
Owner HHs	2.66%	1.73%	1.16%
Median Household Income	3.51%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,800	24.0%	1,638	20.9%
\$15,000 - \$24,999	732	9.8%	677	8.6%
\$25,000 - \$34,999	776	10.3%	772	9.8%
\$35,000 - \$49,999	812	10.8%	832	10.6%
\$50,000 - \$74,999	1,218	16.2%	1,282	16.3%
\$75,000 - \$99,999	738	9.8%	828	10.6%
\$100,000 - \$149,999	775	10.3%	925	11.8%
\$150,000 - \$199,999	300	4.0%	395	5.0%
\$200,000+	351	4.7%	497	6.3%
Median Household Income	\$42,114		\$50,052	
Average Household Income	\$64,360		\$76,151	
Per Capita Income	\$29,604		\$34,834	

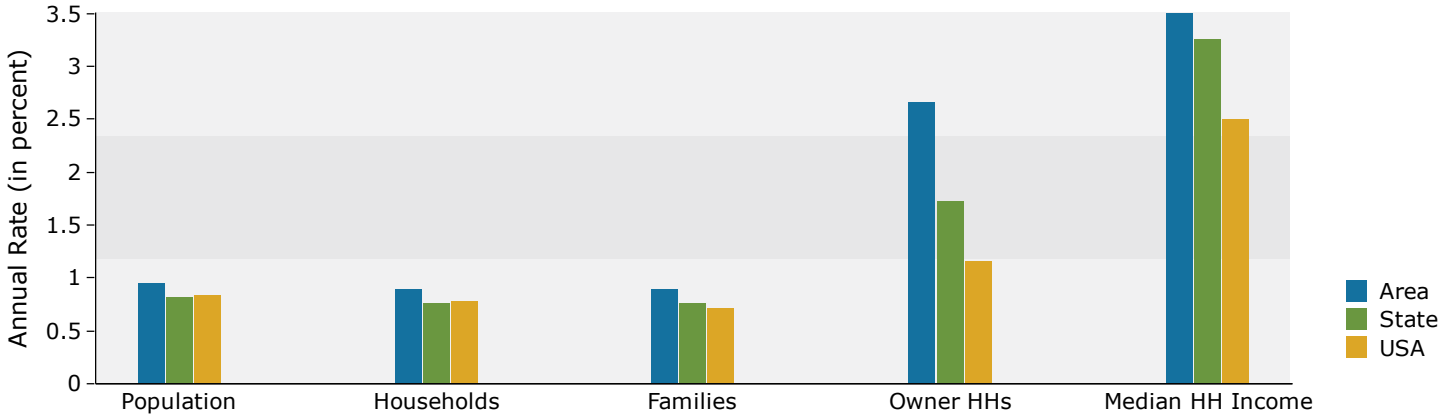
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	401	2.6%	412	2.5%	453	2.6%
5 - 9	418	2.8%	425	2.6%	439	2.6%
10 - 14	324	2.1%	333	2.0%	343	2.0%
15 - 19	889	5.9%	850	5.2%	899	5.2%
20 - 24	5,561	36.7%	5,568	34.0%	5,490	32.0%
25 - 34	2,460	16.2%	3,021	18.5%	3,254	18.9%
35 - 44	1,230	8.1%	1,323	8.1%	1,536	8.9%
45 - 54	1,274	8.4%	1,188	7.3%	1,189	6.9%
55 - 64	1,224	8.1%	1,441	8.8%	1,455	8.5%
65 - 74	613	4.0%	898	5.5%	1,051	6.1%
75 - 84	412	2.7%	479	2.9%	611	3.6%
85+	366	2.4%	431	2.6%	452	2.6%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,059	86.1%	13,749	84.0%	14,196	82.7%
Black Alone	175	1.2%	173	1.1%	161	0.9%
American Indian Alone	100	0.7%	116	0.7%	125	0.7%
Asian Alone	664	4.4%	868	5.3%	1,021	5.9%
Pacific Islander Alone	20	0.1%	20	0.1%	20	0.1%
Some Other Race Alone	528	3.5%	654	4.0%	746	4.3%
Two or More Races	626	4.1%	789	4.8%	902	5.3%
Hispanic Origin (Any Race)	2,055	13.5%	2,536	15.5%	2,926	17.0%

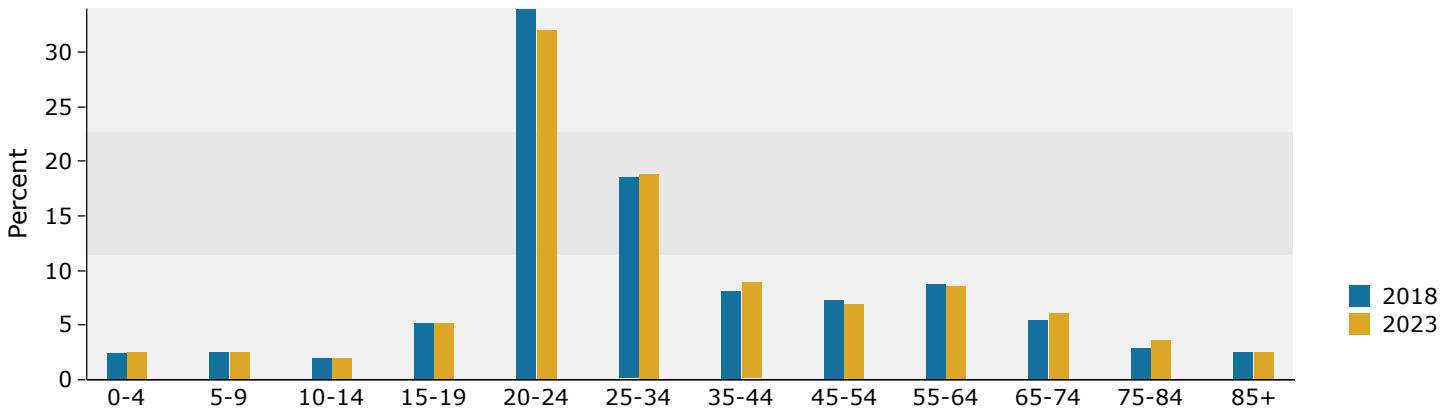
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

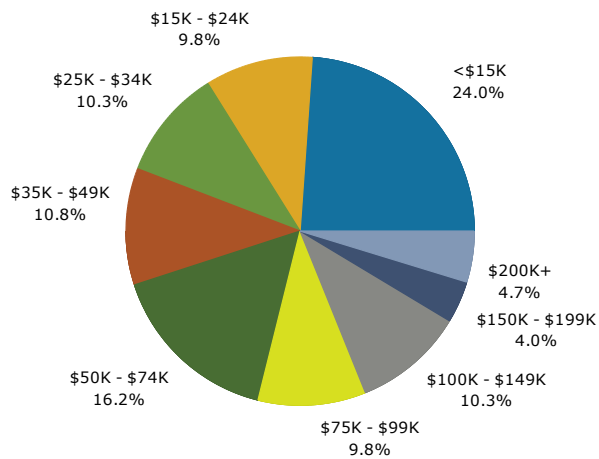
## Trends 2018-2023



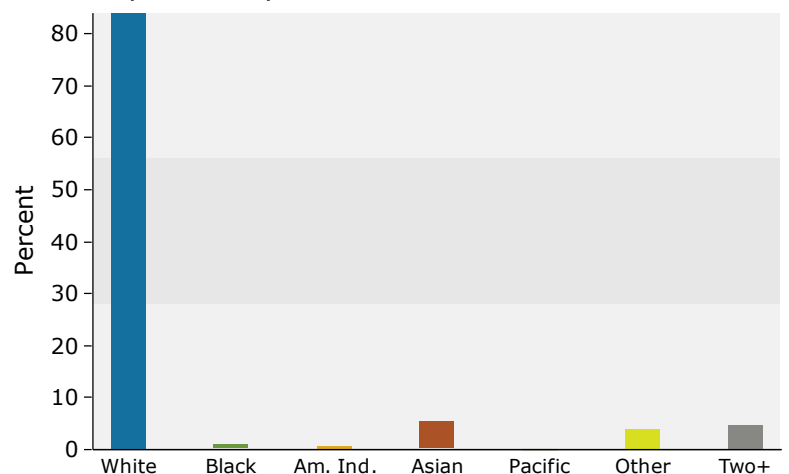
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 15.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Profile

SLO  
876 Higuera Street San Luis Obispo CA 93401  
Ring: 3 mile radius

Latitude: 35.2804  
Longitude: -120.6620

Summary	Census 2010	2018	2023
Population	51,064	53,871	55,893
Households	19,132	20,336	21,168
Families	7,544	8,012	8,330
Average Household Size	2.28	2.31	2.31
Owner Occupied Housing Units	7,444	8,637	9,597
Renter Occupied Housing Units	11,688	11,699	11,571
Median Age	24.4	25.5	26.7
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.74%	0.82%	0.83%
Households	0.81%	0.76%	0.79%
Families	0.78%	0.76%	0.71%
Owner HHs	2.13%	1.73%	1.16%
Median Household Income	3.03%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	4,360	21.4%	3,973	18.8%
\$15,000 - \$24,999	1,970	9.7%	1,789	8.5%
\$25,000 - \$34,999	2,135	10.5%	2,053	9.7%
\$35,000 - \$49,999	2,106	10.4%	2,120	10.0%
\$50,000 - \$74,999	2,952	14.5%	3,066	14.5%
\$75,000 - \$99,999	2,075	10.2%	2,301	10.9%
\$100,000 - \$149,999	2,605	12.8%	3,077	14.5%
\$150,000 - \$199,999	893	4.4%	1,115	5.3%
\$200,000+	1,241	6.1%	1,674	7.9%
Median Household Income	\$46,444		\$53,932	
Average Household Income	\$72,799		\$85,380	
Per Capita Income	\$28,731		\$33,519	

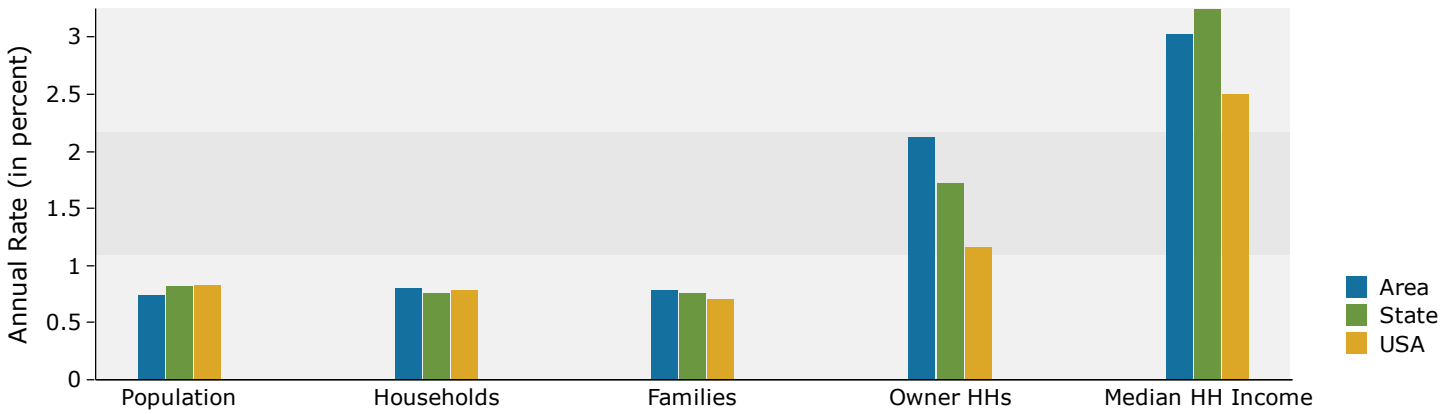
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,487	2.9%	1,489	2.8%	1,592	2.8%
5 - 9	1,502	2.9%	1,501	2.8%	1,540	2.8%
10 - 14	1,424	2.8%	1,418	2.6%	1,434	2.6%
15 - 19	7,921	15.5%	7,377	13.7%	7,466	13.4%
20 - 24	14,881	29.1%	14,709	27.3%	14,353	25.7%
25 - 34	6,024	11.8%	7,368	13.7%	7,666	13.7%
35 - 44	3,631	7.1%	3,772	7.0%	4,415	7.9%
45 - 54	4,447	8.7%	4,049	7.5%	3,954	7.1%
55 - 64	4,317	8.5%	5,076	9.4%	5,043	9.0%
65 - 74	2,392	4.7%	3,557	6.6%	4,201	7.5%
75 - 84	1,782	3.5%	2,051	3.8%	2,639	4.7%
85+	1,256	2.5%	1,504	2.8%	1,590	2.8%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	42,629	83.5%	43,798	81.3%	44,610	79.8%
Black Alone	573	1.1%	547	1.0%	505	0.9%
American Indian Alone	291	0.6%	330	0.6%	353	0.6%
Asian Alone	3,147	6.2%	3,880	7.2%	4,450	8.0%
Pacific Islander Alone	72	0.1%	75	0.1%	79	0.1%
Some Other Race Alone	2,132	4.2%	2,553	4.7%	2,873	5.1%
Two or More Races	2,221	4.3%	2,689	5.0%	3,023	5.4%
Hispanic Origin (Any Race)	7,286	14.3%	8,726	16.2%	9,908	17.7%

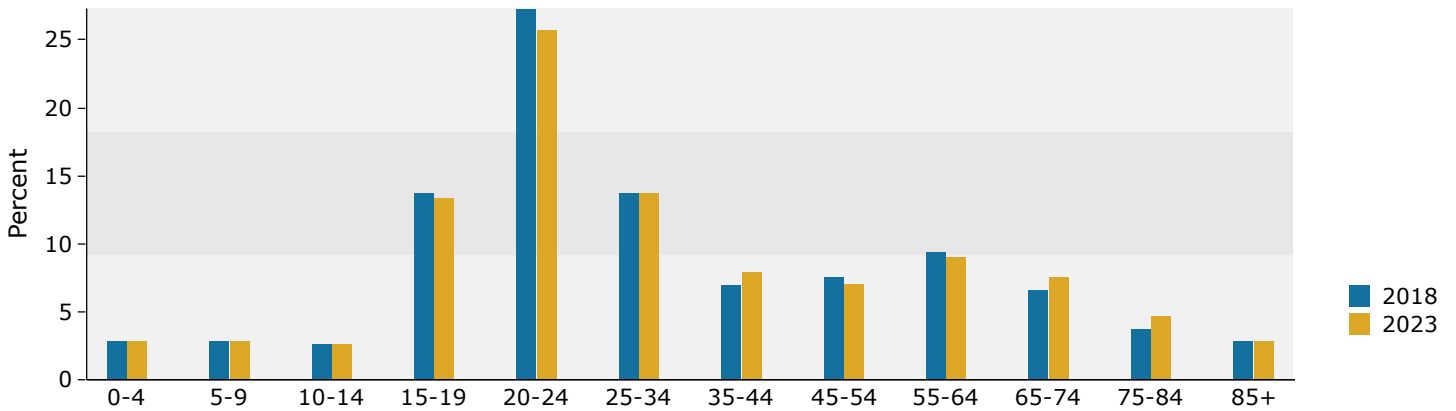
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

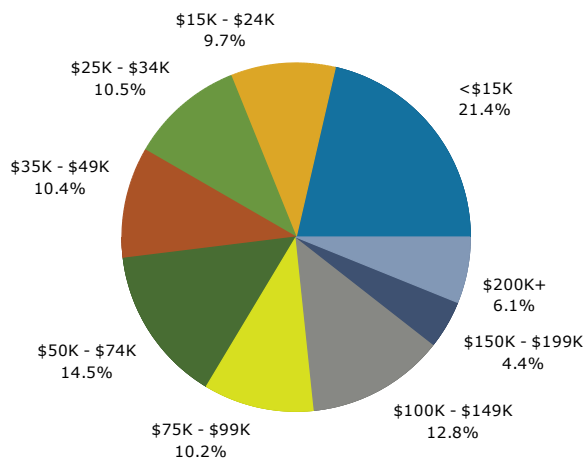
## Trends 2018-2023



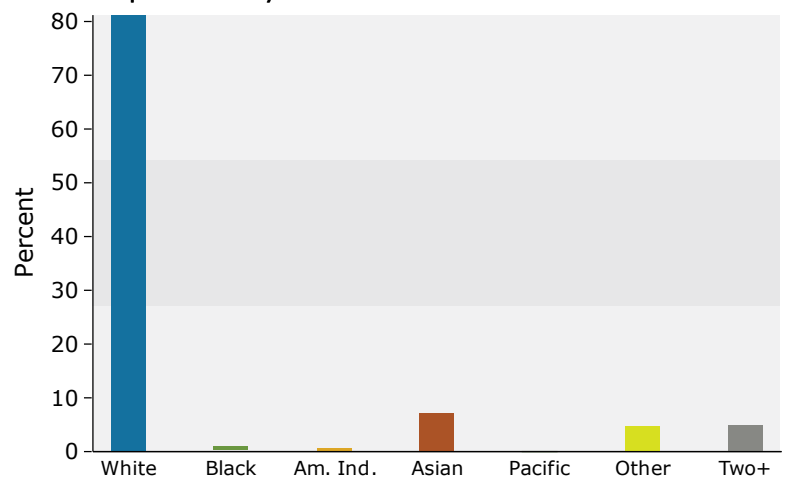
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 16.2%



# Demographic and Income Profile

SLO  
876 Higuera Street San Luis Obispo CA 93401  
Ring: 5 mile radius

Latitude: 35.2804  
Longitude: -120.6620

Summary	Census 2010	2018	2023
Population	61,032	63,493	65,632
Households	20,183	21,433	22,304
Families	8,275	8,775	9,119
Average Household Size	2.30	2.33	2.34
Owner Occupied Housing Units	8,211	9,464	10,481
Renter Occupied Housing Units	11,972	11,969	11,823
Median Age	26.6	28.3	29.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.66%	0.82%	0.83%
Households	0.80%	0.76%	0.79%
Families	0.77%	0.76%	0.71%
Owner HHs	2.06%	1.73%	1.16%
Median Household Income	2.70%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	4,399	20.5%	4,004	18.0%
\$15,000 - \$24,999	2,018	9.4%	1,827	8.2%
\$25,000 - \$34,999	2,190	10.2%	2,099	9.4%
\$35,000 - \$49,999	2,189	10.2%	2,192	9.8%
\$50,000 - \$74,999	3,068	14.3%	3,172	14.2%
\$75,000 - \$99,999	2,199	10.3%	2,418	10.8%
\$100,000 - \$149,999	2,880	13.4%	3,362	15.1%
\$150,000 - \$199,999	1,021	4.8%	1,259	5.6%
\$200,000+	1,463	6.8%	1,964	8.8%
Median Household Income	\$49,269		\$56,280	
Average Household Income	\$76,584		\$89,758	
Per Capita Income	\$27,644		\$32,248	

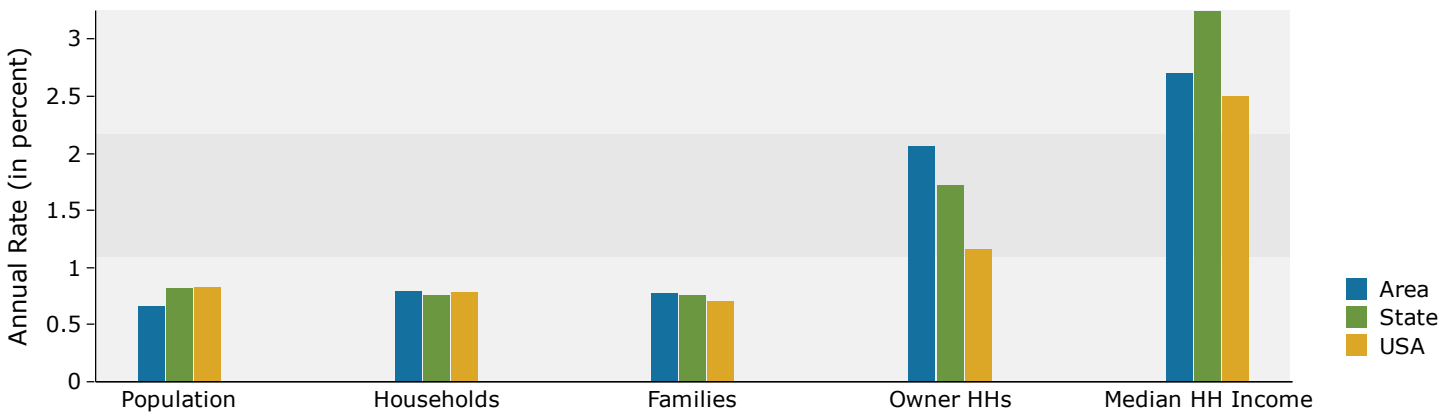
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,601	2.6%	1,603	2.5%	1,714	2.6%
5 - 9	1,666	2.7%	1,654	2.6%	1,698	2.6%
10 - 14	1,642	2.7%	1,615	2.5%	1,621	2.5%
15 - 19	8,409	13.8%	7,825	12.3%	7,899	12.0%
20 - 24	15,725	25.8%	15,482	24.4%	15,108	23.0%
25 - 34	7,902	12.9%	9,217	14.5%	9,537	14.5%
35 - 44	5,819	9.5%	5,808	9.1%	6,509	9.9%
45 - 54	6,773	11.1%	6,165	9.7%	6,033	9.2%
55 - 64	5,422	8.9%	6,225	9.8%	6,165	9.4%
65 - 74	2,791	4.6%	4,052	6.4%	4,772	7.3%
75 - 84	1,966	3.2%	2,263	3.6%	2,901	4.4%
85+	1,317	2.2%	1,583	2.5%	1,676	2.6%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	49,132	80.5%	50,377	79.3%	51,352	78.2%
Black Alone	3,189	5.2%	2,719	4.3%	2,573	3.9%
American Indian Alone	374	0.6%	410	0.6%	434	0.7%
Asian Alone	3,267	5.4%	4,030	6.3%	4,624	7.0%
Pacific Islander Alone	76	0.1%	79	0.1%	83	0.1%
Some Other Race Alone	2,668	4.4%	3,062	4.8%	3,399	5.2%
Two or More Races	2,326	3.8%	2,816	4.4%	3,166	4.8%
Hispanic Origin (Any Race)	9,643	15.8%	11,279	17.8%	12,619	19.2%

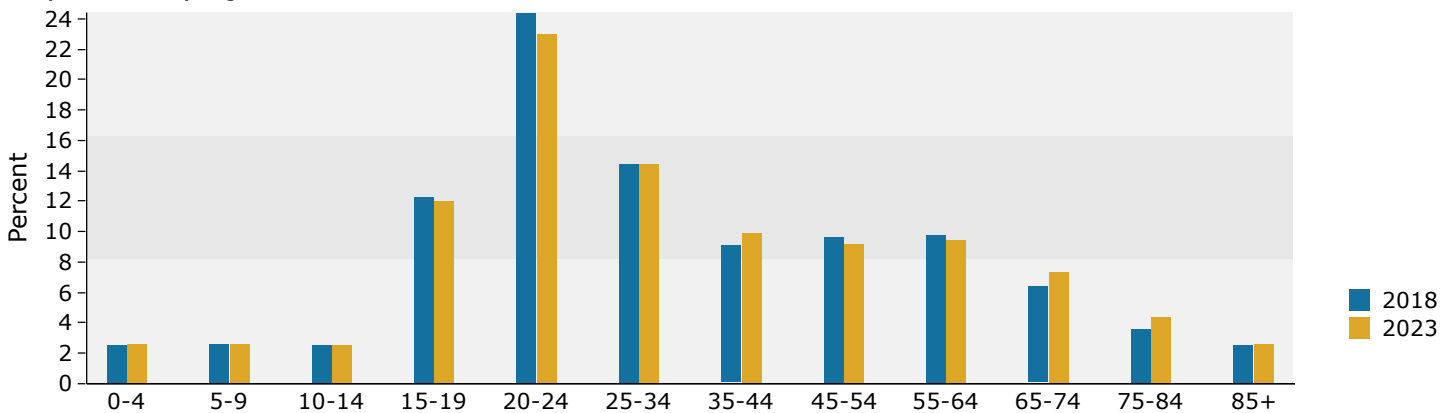
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

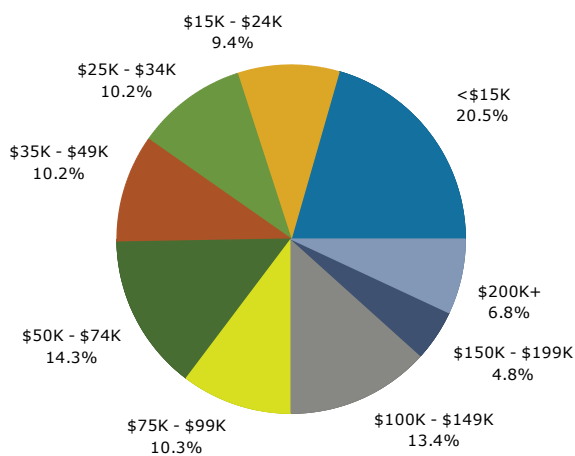
## Trends 2018-2023



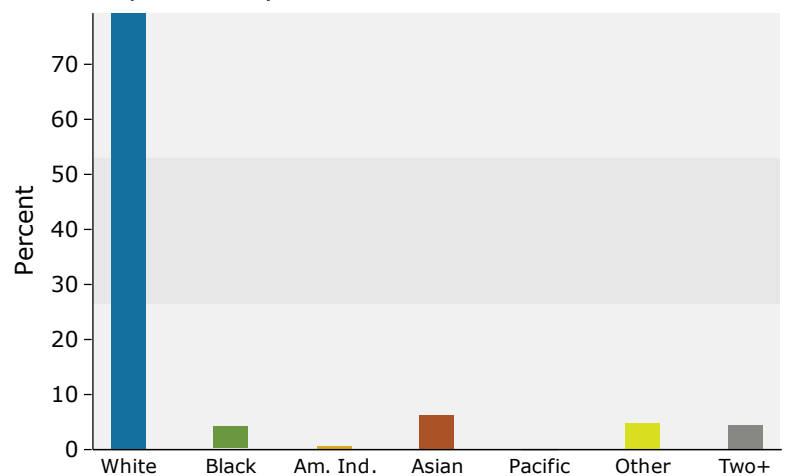
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 17.8%