TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

DUARTE, CALIFORNIA

PREPARED FOR CITY OF DUARTE
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Community — Duarte, California

DEMOGRAPHIC SNAPSHOT

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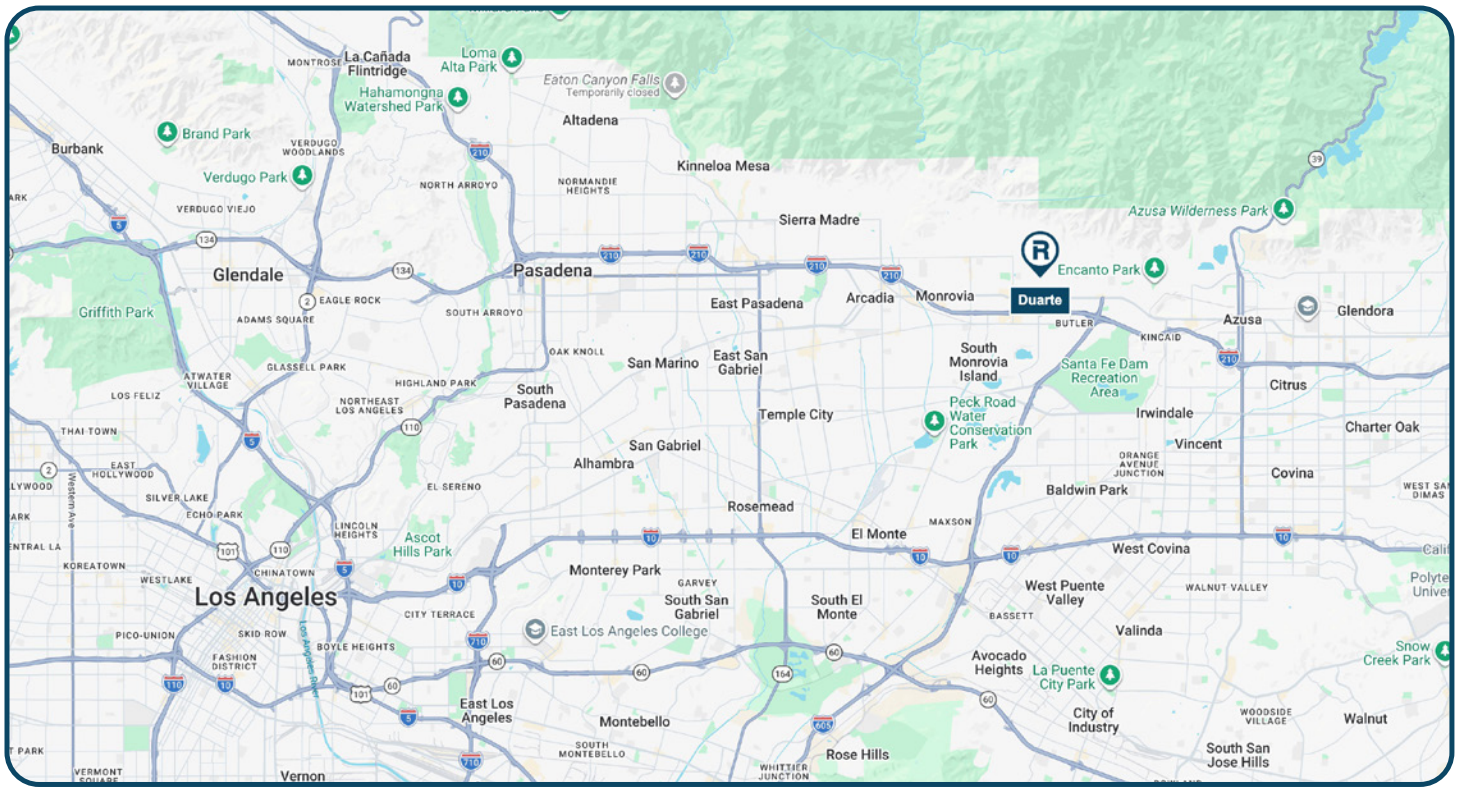

Population

21,102

Households

7,309

Age

0-9 Years	9.08%
10 - 17 Years	7.98%
18 - 24 Years	7.32%
25 - 34 Years	11.52%
35 - 44 Years	13.12%
45 - 54 Years	12.74%
55 - 64 Years	13.71%
65 and Older	24.54%
Median Age	45.78
Average Age	45.10

Educational Attainment (%)

Graduate or Professional Degree	11.74%
Bachelors Degree	22.61%
Associate Degree	8.14%
Some College	19.99%
High School Graduate (GED)	23.59%
Some High School, No Degree	6.17%
Less than 9th Grade	7.77%

Income

Average HH	$136,525
Median HH	$106,949
Per Capita	$48,463

Race Distribution

White	28.10%
Black/African American	4.83%
American Indian/Alaskan	1.81%
Asian	22.78%
Native Hawaiian/Islander	0.17%
Other Race	24.79%
Two or More Races	17.52%
Hispanic	50.23%
Non-Hispanic	49.77%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2026 Estimate	21,102	
2026 Est. Population by Single-Classification Race	**21,102**	
White Alone	5,929	28.10%
Black or African American Alone	1,019	4.83%
Amer. Indian and Alaska Native Alone	383	1.81%
Asian Alone	4,807	22.78%
Native Hawaiian and Other Pacific Island Alone	35	0.17%
Some Other Race Alone	5,232	24.79%
Two or More Races	3,697	17.52%
2026 Est. Population by Hispanic or Latino Origin	**21,102**	
Not Hispanic or Latino	10,503	49.77%
Hispanic or Latino	10,599	50.23%
Mexican	7,673	72.39%
Puerto Rican	25	0.24%
Cuban	131	1.24%
All Other Hispanic or Latino	2,770	26.14%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**10,599**	
White Alone	1,824	17.21%
Black or African American Alone	68	0.64%
American Indian and Alaska Native Alone	333	3.14%
Asian Alone	80	0.76%
Native Hawaiian and Other Pacific Islander Alone	18	0.17%
Some Other Race Alone	5,147	48.56%
Two or More Races	3,129	29.52%
2026 Est. Pop by Race, Asian Alone, by Category	**4,807**	
Chinese, except Taiwanese	1,606	33.41%
Filipino	1,974	41.07%
Japanese	159	3.31%
Asian Indian	430	8.95%
Korean	133	2.77%
Vietnamese	44	0.92%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	8	0.17%
All Other Asian Races Including 2+ Category	453	9.42%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**21,102**	
Arab	265	1.26%
Czech	16	0.08%
Danish	79	0.37%
Dutch	108	0.51%
English	907	4.30%
French (except Basque)	346	1.64%
French Canadian	12	0.06%
German	874	4.14%
Greek	58	0.28%
Hungarian	83	0.39%
Irish	604	2.86%
Italian	503	2.38%
Lithuanian	1	0.01%
United States or American	265	1.26%
Norwegian	42	0.20%
Polish	143	0.68%
Portuguese	18	0.09%
Russian	94	0.45%
Scottish	308	1.46%
Scotch-Irish	40	0.19%
Slovak	0	0.00%
Subsaharan African	93	0.44%
Swedish	241	1.14%
Swiss	35	0.17%
Ukrainian	0	0.00%
Welsh	85	0.40%
West Indian (except Hisp. groups)	5	0.02%
Other ancestries	12,638	59.89%
Ancestry Unclassified	3,239	15.35%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,104	45.13%
Speak Asian/Pacific Island Language at Home	2,575	12.76%
Speak IndoEuropean Language at Home	794	3.94%
Speak Spanish at Home	7,286	36.11%
Speak Other Language at Home	91	0.45%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**21,102**	
Age 0 - 4	927	4.39%
Age 5 - 9	988	4.68%
Age 10 - 14	1,040	4.93%
Age 15 - 17	645	3.06%
Age 18 - 20	655	3.10%
Age 21 - 24	889	4.21%
Age 25 - 34	2,430	11.52%
Age 35 - 44	2,768	13.12%
Age 45 - 54	2,688	12.74%
Age 55 - 64	2,894	13.71%
Age 65 - 74	2,756	13.06%
Age 75 - 84	1,687	8.00%
Age 85 and over	735	3.48%
Age 16 and over	17,930	84.97%
Age 18 and over	17,502	82.94%
Age 21 and over	16,847	79.84%
Age 65 and over	5,178	24.54%
2026 Est. Median Age		45.78
2026 Est. Average Age		45.10
2026 Est. Population by Sex	**21,102**	
Male	9,970	47.25%
Female	11,132	52.75%
2026 Est. Male Population by Age	**9,970**	
Age 0 - 4	472	4.73%
Age 5 - 9	501	5.03%
Age 10 - 14	534	5.36%
Age 15 - 17	330	3.31%
Age 18 - 20	333	3.34%
Age 21 - 24	443	4.44%
Age 25 - 34	1,191	11.95%
Age 35 - 44	1,345	13.49%
Age 45 - 54	1,307	13.11%
Age 55 - 64	1,397	14.01%
Age 65 - 74	1,206	12.10%
Age 75 - 84	672	6.74%
Age 85 and over	239	2.40%
2026 Est. Median Age, Male		43.79
2026 Est. Average Age, Male		43.30

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**11,132**	
Age 0 - 4	455	4.09%
Age 5 - 9	487	4.37%
Age 10 - 14	506	4.55%
Age 15 - 17	315	2.83%
Age 18 - 20	322	2.89%
Age 21 - 24	446	4.01%
Age 25 - 34	1,239	11.13%
Age 35 - 44	1,423	12.78%
Age 45 - 54	1,381	12.41%
Age 55 - 64	1,497	13.45%
Age 65 - 74	1,550	13.92%
Age 75 - 84	1,015	9.12%
Age 85 and over	496	4.46%
2026 Est. Median Age, Female		47.71
2026 Est. Average Age, Female		46.70
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,278	34.60%
Males, Never Married	3,330	18.35%
Females, Never Married	2,948	16.25%
Married, Spouse present	7,387	40.71%
Married, Spouse absent	1,347	7.42%
Widowed	1,227	6.76%
Males Widowed	209	1.15%
Females Widowed	1,018	5.61%
Divorced	1,908	10.51%
Males Divorced	480	2.64%
Females Divorced	1,428	7.87%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,240	7.77%
Some High School, no diploma	984	6.17%
High School Graduate (or GED)	3,764	23.59%
Some College, no degree	3,190	19.99%
Associate Degree	1,299	8.14%
Bachelor's Degree	3,608	22.61%
Master's Degree	1,321	8.28%
Professional School Degree	234	1.47%
Doctorate Degree	318	1.99%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,708	23.57%
High School Graduate	2,018	27.84%
Some College or Associate's Degree	2,065	28.49%
Bachelor's Degree or Higher	1,457	20.10%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2026 Estimate	7,309	
2026 Est. Households by Household Type	**7,309**	
Family Households	5,045	69.03%
Nonfamily Households	2,264	30.97%
2026 Est. Group Quarters Population	512	
2026 Households by Ethnicity, Hispanic/Latino	2,963	
2026 Est. Households by Household Income	**7,309**	
Income < $15,000	637	8.72%
Income $15,000 - $24,999	358	4.90%
Income $25,000 - $34,999	319	4.37%
Income $35,000 - $49,999	457	6.25%
Income $50,000 - $74,999	811	11.10%
Income $75,000 - $99,999	831	11.37%
Income $100,000 - $124,999	849	11.62%
Income $125,000 - $149,999	661	9.04%
Income $150,000 - $199,999	987	13.50%
Income $200,000 - $249,999	556	7.61%
Income $250,000 - $499,999	573	7.84%
Income $500,000+	270	3.69%
2026 Est. Average Household Income		$136,525
2026 Est. Median Household Income		$106,949
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$107,454
Black or African American Alone		$117,412
American Indian and Alaska Native Alone		$115,595
Asian Alone		$103,115
Native Hawaiian and Other Pacific Islander Alone		$107,264
Some Other Race Alone		$109,182
Two or More Races		$104,492
Hispanic or Latino		$105,859
Not Hispanic or Latino		$107,766

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**7,309**	
Family Households with Children	1,549	21.19%
Family Households without Children	5,760	78.81%
Married-Couple Families	**3,562**	**48.73%**
Married-Couple Family, own children	1,159	15.86%
Married-Couple Family, no own children	2,403	32.88%
Cohabitating-Couple Families	**449**	**6.14%**
Cohabitating-Couple Family, own children	125	1.71%
Cohabitating-Couple Family, no own children	324	4.43%
Male Householder Families	**1,005**	**13.75%**
Male Householder, own children	94	1.29%
Male Householder, no own children	315	4.31%
Male Householder, only Nonrelatives	68	0.93%
Male Householder, Living Alone	528	7.22%
Female Householder Families	**2,293**	**31.37%**
Female Householder, own children	171	2.34%
Female Householder, no own children	838	11.47%
Female Householder, only Nonrelatives	41	0.56%
Female Householder, Living Alone	1,243	17.01%
2026 Est. Households by Household Size	**7,309**	
1-person	1,975	27.02%
2-person	1,873	25.63%
3-person	1,184	16.20%
4-person	1,039	14.22%
5-person	577	7.89%
6-person	347	4.75%
7-or-more-person	314	4.30%
2026 Est. Average Household Size		2.82
2026 Est. Households by Number of Vehicles	**7,309**	
No Vehicles	740	10.13%
1 Vehicle	1,897	25.95%
2 Vehicles	2,652	36.28%
3 Vehicles	1,248	17.07%
4 Vehicles	434	5.94%
5 or more Vehicles	338	4.62%
2026 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2026 Estimate	5,045	
2026 Est. Families by Poverty Status	**5,045**	
2026 Families at or Above Poverty	4,850	96.14%
2026 Families at or Above Poverty with Children	1,837	36.41%
2026 Families Below Poverty	195	3.87%
2026 Families Below Poverty with Children	93	1.84%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	10,624	59.25%
Civilian Labor Force, Unemployed	632	3.52%
Armed Forces	0	0.00%
Not in Labor Force	6,674	37.22%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	6,607	63.18%
Non-Profit Private Workers	1,241	11.87%
Local Government Workers	246	2.35%
State Government Workers	341	3.26%
Federal Government Workers	1,098	10.50%
Self-Employed Workers	923	8.83%
Unpaid Family Workers	1	0.01%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	162	1.55%
Arts/Entertainment/Sports	186	1.78%
Building Grounds Maintenance	253	2.42%
Business/Financial Operations	613	5.86%
Community/Social Services	254	2.43%
Computer/Mathematical	372	3.56%
Construction/Extraction	464	4.44%
Education/Training/Library	816	7.80%
Farming/Fishing/Forestry	24	0.23%
Food Prep/Serving	421	4.03%
Health Practitioner/Technician	735	7.03%
Healthcare Support	519	4.96%
Maintenance Repair	372	3.56%
Legal	80	0.77%
Life/Physical/Social Science	182	1.74%
Management	982	9.39%
Office/Admin. Support	1,443	13.80%
Production	561	5.37%
Protective Services	152	1.45%
Sales/Related	935	8.94%
Personal Care/Service	268	2.56%
Transportation/Moving	663	6.34%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	6,760	64.65%
Blue Collar	2,060	19.70%
Service and Farm	1,637	15.66%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	7,075	71.82%
Car Pooled	722	7.33%
Public Transportation	210	2.13%
Walked	256	2.60%
Bicycle	8	0.08%
Other Means	94	0.95%
Worked at Home	1,486	15.09%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,900	
15 - 29 Minutes	2,297	
30 - 44 Minutes	2,315	
45 - 59 Minutes	606	
60 or more Minutes	1,230	
2026 Est. Avg Travel Time to Work in Minutes		34

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**7,309**	
Owner Occupied	4,590	62.80%
Renter Occupied	2,719	37.20%
2026 Owner Occ. HUs: Avg. Length of Residence		22.90†
2026 Renter Occ. HUs: Avg. Length of Residence		8.60†
2026 Est. Owner-Occupied Housing Units by Value	**4,590**	
Value Less than $20,000	33	0.72%
Value $20,000 - $39,999	7	0.15%
Value $40,000 - $59,999	7	0.15%
Value $60,000 - $79,999	17	0.37%
Value $80,000 - $99,999	2	0.04%
Value $100,000 - $149,999	94	2.05%
Value $150,000 - $199,999	35	0.76%
Value $200,000 - $299,999	15	0.33%
Value $300,000 - $399,999	78	1.70%
Value $400,000 - $499,999	133	2.90%
Value $500,000 - $749,999	1,438	31.33%
Value $750,000 - $999,999	1,680	36.60%
Value $1,000,000 or $1,499,999	779	16.97%
Value $1,500,000 or $1,999,999	97	2.11%
Value $2,000,000+	175	3.81%
2026 Est. Median All Owner-Occupied Housing Value		$812,952
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	4,989	64.95%
1 Unit Attached	727	9.47%
2 Units	95	1.24%
3 or 4 Units	365	4.75%
5 to 19 Units	487	6.34%
20 to 49 Units	201	2.62%
50 or More Units	736	9.58%
Mobile Home or Trailer	81	1.05%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	206	2.68%
Housing Units Built 2010 to 2019	129	1.68%
Housing Units Built 2000 to 2009	217	2.83%
Housing Units Built 1990 to 1999	393	5.12%
Housing Units Built 1980 to 1989	1,144	14.89%
Housing Units Built 1970 to 1979	1,669	21.73%
Housing Units Built 1960 to 1969	1,003	13.06%
Housing Units Built 1950 to 1959	1,693	22.04%
Housing Units Built 1940 to 1949	1,143	14.88%
Housing Unit Built 1939 or Earlier	84	1.09%
2026 Est. Median Year Structure Built		1969

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

TheRetailCoach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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