TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

DUARTE, CALIFORNIA

PREPARED FOR CITY OF DUARTE
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Retail Trade Area — Duarte, California

DEMOGRAPHIC SNAPSHOT

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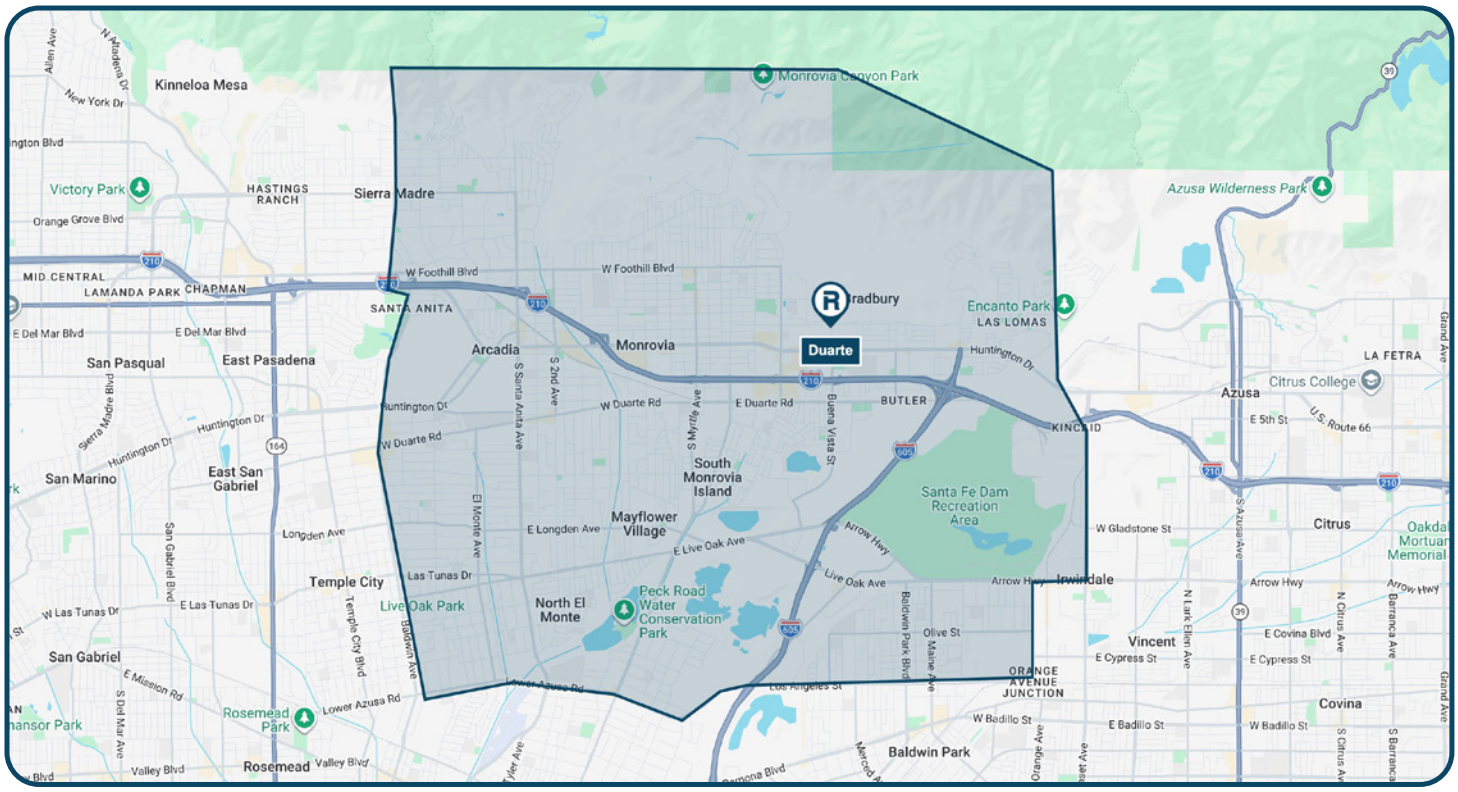

Population

154,386

Households

51,978

Age

0-9 Years	9.22%
10 - 17 Years	8.73%
18 - 24 Years	8.20%
25 - 34 Years	11.84%
35 - 44 Years	13.24%
45 - 54 Years	13.34%
55 - 64 Years	13.96%
65 and Older	21.48%
Median Age	44.09
Average Age	43.54

Educational Attainment (%)

Graduate or Professional Degree	16.01%
Bachelors Degree	25.62%
Associate Degree	6.92%
Some College	16.68%
High School Graduate (GED)	20.54%
Some High School, No Degree	5.43%
Less than 9th Grade	8.79%

Income

Average HH	$157,925
Median HH	$112,872
Per Capita	$53,923

Race Distribution

White	24.75%
Black/African American	2.90%
American Indian/Alaskan	1.26%
Asian	36.75%
Native Hawaiian/Islander	0.10%
Other Race	19.98%
Two or More Races	14.26%
Hispanic	39.45%
Non-Hispanic	60.55%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	151,293	
2026 Estimate	154,386	
2020 Census	160,226	
2010 Census	160,576	
Growth 2026 - 2031		-1.99%
Growth 2020 - 2026		-3.64%
Growth 2010 - 2020		-0.21%
2026 Est. Population by Single-Classification Race	**154,386**	
White Alone	38,214	24.75%
Black or African American Alone	4,475	2.90%
Amer. Indian and Alaska Native Alone	1,949	1.26%
Asian Alone	56,734	36.75%
Native Hawaiian and Other Pacific Island Alone	146	0.10%
Some Other Race Alone	30,847	19.98%
Two or More Races	22,022	14.26%
2026 Est. Population by Hispanic or Latino Origin	**154,386**	
Not Hispanic or Latino	93,482	60.55%
Hispanic or Latino	60,904	39.45%
Mexican	46,900	77.01%
Puerto Rican	819	1.34%
Cuban	592	0.97%
All Other Hispanic or Latino	12,594	20.68%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**60,904**	
White Alone	10,412	17.10%
Black or African American Alone	435	0.71%
American Indian and Alaska Native Alone	1,702	2.79%
Asian Alone	520	0.85%
Native Hawaiian and Other Pacific Islander Alone	58	0.10%
Some Other Race Alone	30,205	49.59%
Two or More Races	17,572	28.85%
2026 Est. Pop by Race, Asian Alone, by Category	**56,734**	
Chinese, except Taiwanese	30,624	53.98%
Filipino	5,517	9.72%
Japanese	1,269	2.24%
Asian Indian	2,121	3.74%
Korean	2,047	3.61%
Vietnamese	4,203	7.41%
Cambodian	380	0.67%
Hmong	110	0.19%
Laotian	44	0.08%
Thai	582	1.03%
All Other Asian Races Including 2+ Category	9,836	17.34%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**154,386**	
Arab	1,026	0.67%
Czech	207	0.13%
Danish	429	0.28%
Dutch	599	0.39%
English	6,386	4.14%
French (except Basque)	1,232	0.80%
French Canadian	228	0.15%
German	5,945	3.85%
Greek	778	0.50%
Hungarian	380	0.25%
Irish	5,665	3.67%
Italian	4,262	2.76%
Lithuanian	76	0.05%
United States or American	2,014	1.30%
Norwegian	787	0.51%
Polish	1,010	0.65%
Portuguese	145	0.09%
Russian	637	0.41%
Scottish	1,280	0.83%
Scotch-Irish	537	0.35%
Slovak	70	0.04%
Subsaharan African	330	0.21%
Swedish	822	0.53%
Swiss	125	0.08%
Ukrainian	225	0.15%
Welsh	236	0.15%
West Indian (except Hisp. groups)	268	0.17%
Other ancestries	93,462	60.54%
Ancestry Unclassified	25,224	16.34%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	64,245	43.57%
Speak Asian/Pacific Island Language at Home	37,202	25.23%
Speak IndoEuropean Language at Home	4,043	2.74%
Speak Spanish at Home	41,154	27.91%
Speak Other Language at Home	210	0.14%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**154,386**	
Age 0 - 4	6,939	4.50%
Age 5 - 9	7,296	4.73%
Age 10 - 14	8,184	5.30%
Age 15 - 17	5,292	3.43%
Age 18 - 20	5,405	3.50%
Age 21 - 24	7,259	4.70%
Age 25 - 34	18,272	11.84%
Age 35 - 44	20,436	13.24%
Age 45 - 54	20,589	13.34%
Age 55 - 64	21,552	13.96%
Age 65 - 74	18,508	11.99%
Age 75 - 84	10,523	6.82%
Age 85 and over	4,133	2.68%
Age 16 and over	130,198	84.33%
Age 18 and over	126,676	82.05%
Age 21 and over	121,272	78.55%
Age 65 and over	33,164	21.48%
2026 Est. Median Age		44.09
2026 Est. Average Age		43.54
2026 Est. Population by Sex	**154,386**	
Male	74,754	48.42%
Female	79,632	51.58%
2026 Est. Male Population by Age	**74,754**	
Age 0 - 4	3,541	4.74%
Age 5 - 9	3,712	4.97%
Age 10 - 14	4,193	5.61%
Age 15 - 17	2,712	3.63%
Age 18 - 20	2,780	3.72%
Age 21 - 24	3,715	4.97%
Age 25 - 34	9,232	12.35%
Age 35 - 44	10,133	13.56%
Age 45 - 54	9,893	13.23%
Age 55 - 64	10,381	13.89%
Age 65 - 74	8,482	11.35%
Age 75 - 84	4,490	6.01%
Age 85 and over	1,491	2.00%
2026 Est. Median Age, Male		42.41
2026 Est. Average Age, Male		42.26

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**79,632**	
Age 0 - 4	3,398	4.27%
Age 5 - 9	3,584	4.50%
Age 10 - 14	3,990	5.01%
Age 15 - 17	2,580	3.24%
Age 18 - 20	2,625	3.30%
Age 21 - 24	3,544	4.45%
Age 25 - 34	9,040	11.35%
Age 35 - 44	10,302	12.94%
Age 45 - 54	10,695	13.43%
Age 55 - 64	11,171	14.03%
Age 65 - 74	10,026	12.59%
Age 75 - 84	6,033	7.58%
Age 85 and over	2,642	3.32%
2026 Est. Median Age, Female		45.72
2026 Est. Average Age, Female		44.72
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	46,393	35.16%
Males, Never Married	24,338	18.44%
Females, Never Married	22,054	16.71%
Married, Spouse present	57,848	43.84%
Married, Spouse absent	8,460	6.41%
Widowed	7,879	5.97%
Males Widowed	1,584	1.20%
Females Widowed	6,295	4.77%
Divorced	11,388	8.63%
Males Divorced	3,874	2.94%
Females Divorced	7,514	5.69%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,025	8.79%
Some High School, no diploma	6,197	5.43%
High School Graduate (or GED)	23,420	20.54%
Some College, no degree	19,021	16.68%
Associate Degree	7,888	6.92%
Bachelor's Degree	29,209	25.62%
Master's Degree	13,188	11.57%
Professional School Degree	2,931	2.57%
Doctorate Degree	2,134	1.87%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,917	26.69%
High School Graduate	11,124	27.20%
Some College or Associate's Degree	10,525	25.74%
Bachelor's Degree or Higher	8,329	20.37%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	51,379	
2026 Estimate	51,978	
2020 Census	53,047	
2010 Census	52,112	
Growth 2026 - 2031		-1.14%
Growth 2020 - 2026		-2.1%
Growth 2010 - 2020		1.79%
2026 Est. Households by Household Type	**51,978**	
Family Households	38,461	74.00%
Nonfamily Households	13,517	26.0%
2026 Est. Group Quarters Population	2,158	
2026 Households by Ethnicity, Hispanic/Latino	16,606	
2026 Est. Households by Household Income	**51,978**	
Income < $15,000	3,205	6.17%
Income $15,000 - $24,999	2,214	4.26%
Income $25,000 - $34,999	2,235	4.30%
Income $35,000 - $49,999	3,768	7.25%
Income $50,000 - $74,999	5,884	11.32%
Income $75,000 - $99,999	5,814	11.19%
Income $100,000 - $124,999	5,422	10.43%
Income $125,000 - $149,999	4,602	8.85%
Income $150,000 - $199,999	6,230	11.99%
Income $200,000 - $249,999	3,865	7.44%
Income $250,000 - $499,999	4,962	9.55%
Income $500,000+	3,777	7.27%
2026 Est. Average Household Income		$157,925
2026 Est. Median Household Income		$112,872
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$113,588
Black or African American Alone		$81,377
American Indian and Alaska Native Alone		$96,142
Asian Alone		$127,993
Native Hawaiian and Other Pacific Islander Alone		$75,000
Some Other Race Alone		$101,670
Two or More Races		$105,347
Hispanic or Latino		$102,746
Not Hispanic or Latino		$119,248

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**51,978**	
Family Households with Children	14,020	26.97%
Family Households without Children	37,958	73.03%
Married-Couple Families	**26,471**	**50.93%**
Married-Couple Family, own children	10,566	20.33%
Married-Couple Family, no own children	15,905	30.60%
Cohabitating-Couple Families	**3,222**	**6.20%**
Cohabitating-Couple Family, own children	992	1.91%
Cohabitating-Couple Family, no own children	2,230	4.29%
Male Householder Families	**7,921**	**15.24%**
Male Householder, own children	565	1.09%
Male Householder, no own children	2,528	4.86%
Male Householder, only Nonrelatives	522	1.00%
Male Householder, Living Alone	4,306	8.28%
Female Householder Families	**14,363**	**27.63%**
Female Householder, own children	1,897	3.65%
Female Householder, no own children	5,386	10.36%
Female Householder, only Nonrelatives	646	1.24%
Female Householder, Living Alone	6,434	12.38%
2026 Est. Households by Household Size	**51,978**	
1-person	11,280	21.70%
2-person	13,924	26.79%
3-person	9,506	18.29%
4-person	8,547	16.44%
5-person	4,391	8.45%
6-person	2,161	4.16%
7-or-more-person	2,170	4.17%
2026 Est. Average Household Size		2.93
2026 Est. Households by Number of Vehicles	**51,978**	
No Vehicles	2,779	5.35%
1 Vehicle	14,046	27.02%
2 Vehicles	19,958	38.40%
3 Vehicles	8,952	17.22%
4 Vehicles	4,055	7.80%
5 or more Vehicles	2,187	4.21%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	37,980	
2026 Estimate	38,461	
2020 Estimate	39,340	
2010 Census	38,470	
Growth 2026 - 2031		-1.24%
Growth 2020 - 2026		-2.22%
Growth 2010 - 2020		2.26%
2026 Est. Families by Poverty Status	**38,461**	
2026 Families at or Above Poverty	35,952	93.48%
2026 Families at or Above Poverty with Children	14,781	38.43%
2026 Families Below Poverty	2,508	6.52%
2026 Families Below Poverty with Children	1,336	3.47%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	76,987	59.13%
Civilian Labor Force, Unemployed	4,009	3.08%
Armed Forces	48	0.04%
Not in Labor Force	49,154	37.75%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	47,600	62.20%
Non-Profit Private Workers	7,785	10.17%
Local Government Workers	1,433	1.87%
State Government Workers	2,515	3.29%
Federal Government Workers	7,077	9.25%
Self-Employed Workers	9,980	13.04%
Unpaid Family Workers	135	0.18%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,658	2.17%
Arts/Entertainment/Sports	2,029	2.65%
Building Grounds Maintenance	2,468	3.22%
Business/Financial Operations	5,253	6.86%
Community/Social Services	1,674	2.19%
Computer/Mathematical	3,349	4.38%
Construction/Extraction	2,946	3.85%
Education/Training/Library	5,074	6.63%
Farming/Fishing/Forestry	273	0.36%
Food Prep/Serving	3,237	4.23%
Health Practitioner/Technician	5,265	6.88%
Healthcare Support	3,114	4.07%
Maintenance Repair	1,578	2.06%
Legal	888	1.16%
Life/Physical/Social Science	1,463	1.91%
Management	9,252	12.09%
Office/Admin. Support	9,187	12.01%
Production	3,335	4.36%
Protective Services	1,207	1.58%
Sales/Related	6,767	8.84%
Personal Care/Service	1,933	2.53%
Transportation/Moving	4,574	5.98%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	51,858	67.77%
Blue Collar	12,434	16.25%
Service and Farm	12,233	15.99%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	51,371	69.40%
Car Pooled	7,356	9.94%
Public Transportation	1,862	2.52%
Walked	895	1.21%
Bicycle	130	0.18%
Other Means	1,133	1.53%
Worked at Home	11,269	15.23%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,996	
15 - 29 Minutes	19,427	
30 - 44 Minutes	17,295	
45 - 59 Minutes	6,643	
60 or more Minutes	7,203	
2026 Est. Avg Travel Time to Work in Minutes		34

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**51,978**	
Owner Occupied	31,037	59.71%
Renter Occupied	20,941	40.29%
2026 Owner Occ. HUs: Avg. Length of Residence		21.16†
2026 Renter Occ. HUs: Avg. Length of Residence		9.54†
2026 Est. Owner-Occupied Housing Units by Value	**31,037**	
Value Less than $20,000	414	1.33%
Value $20,000 - $39,999	90	0.29%
Value $40,000 - $59,999	123	0.40%
Value $60,000 - $79,999	120	0.39%
Value $80,000 - $99,999	113	0.36%
Value $100,000 - $149,999	342	1.10%
Value $150,000 - $199,999	170	0.55%
Value $200,000 - $299,999	188	0.61%
Value $300,000 - $399,999	260	0.84%
Value $400,000 - $499,999	671	2.16%
Value $500,000 - $749,999	6,175	19.90%
Value $750,000 - $999,999	7,795	25.11%
Value $1,000,000 or $1,499,999	7,578	24.42%
Value $1,500,000 or $1,999,999	2,979	9.60%
Value $2,000,000+	4,018	12.95%
2026 Est. Median All Owner-Occupied Housing Value		$966,920
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	37,575	68.32%
1 Unit Attached	4,550	8.27%
2 Units	1,066	1.94%
3 or 4 Units	1,994	3.63%
5 to 19 Units	4,190	7.62%
20 to 49 Units	2,003	3.64%
50 or More Units	2,673	4.86%
Mobile Home or Trailer	893	1.62%
Boat, RV, Van, etc.	55	0.10%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	674	1.23%
Housing Units Built 2010 to 2019	2,248	4.09%
Housing Units Built 2000 to 2009	3,168	5.76%
Housing Units Built 1990 to 1999	3,400	6.18%
Housing Units Built 1980 to 1989	5,838	10.62%
Housing Units Built 1970 to 1979	6,480	11.78%
Housing Units Built 1960 to 1969	7,069	12.85%
Housing Units Built 1950 to 1959	13,955	25.37%
Housing Units Built 1940 to 1949	7,502	13.64%
Housing Unit Built 1939 or Earlier	4,665	8.48%
2026 Est. Median Year Structure Built		1962

† 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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