

Demographic and Income Profile

Center at Coldwater
12910 Ventura Blvd, Studio City, California, 91604
Ring: 1 mile radius



Summary	Census 2020	2025	2030
Total Population	24,557	23,761	23,274
Total Households	11,455	11,356	11,333
Family Households	5,862	5,600	5,603
Average Household Size	2.12	2.07	2.03
Owner Occupied Housing Units	5,287	5,248	5,346
Renter Occupied Housing Units	6,168	6,108	5,987
Median Age	40.4	41.5	42.6

Trends 2025 - 2030	Area	State	National
Population	-0.4%	0.1%	0.4%
Households	0.0%	0.3%	0.6%
Family Population	0.0%	0.3%	0.5%
Owner Occupied Housing Units	0.4%	0.5%	0.0%
Median Household Income	2.4%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	500	4.4%	458	4.0%
\$15,000-\$24,999	398	3.5%	313	2.8%
\$25,000-\$34,999	391	3.4%	322	2.8%
\$35,000-\$49,999	608	5.3%	504	4.5%
\$50,000-\$74,999	1,168	10.3%	986	8.7%
\$75,000-\$99,999	997	8.8%	915	8.1%
\$100,000-\$149,999	1,541	13.6%	1,409	12.4%
\$150,000-\$199,999	1,516	13.3%	1,531	13.5%
\$200,000 or greater	4,237	37.3%	4,896	43.2%
Median Household Income	\$151,838	-	\$171,364	-
Average Household Income	\$234,854	-	\$257,575	-
Per Capita Income	\$112,189	-	\$125,341	-

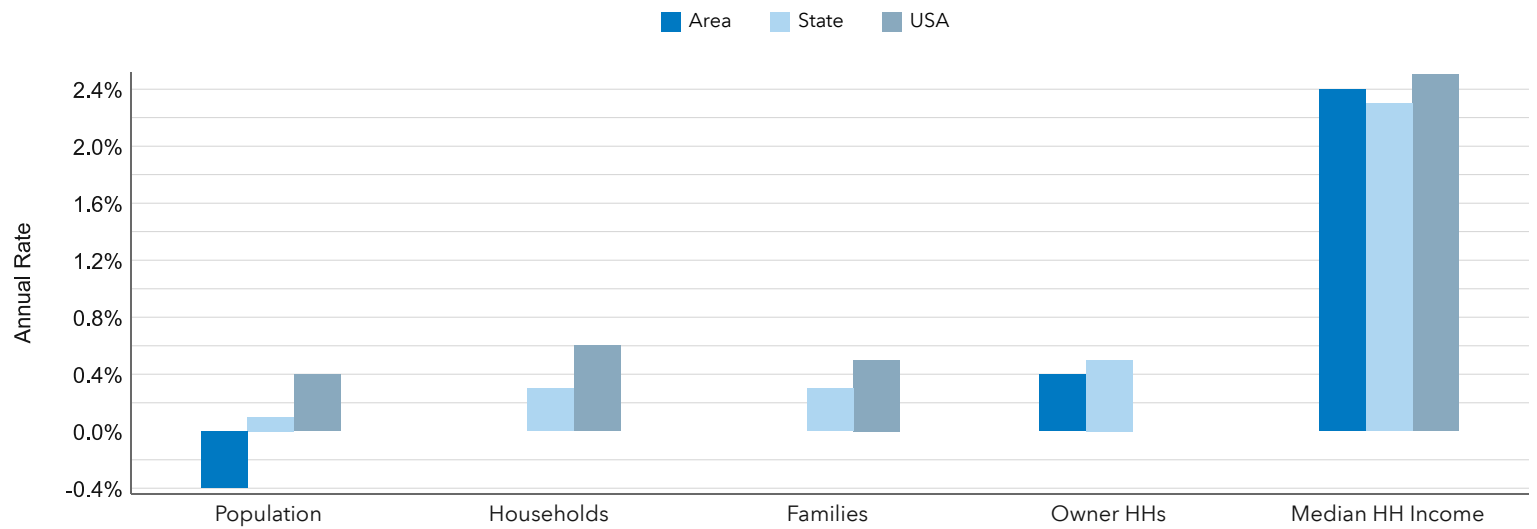
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,132	4.6%	1,012	4.3%	966	4.2%
5-9	1,148	4.7%	1,125	4.7%	972	4.2%
10-14	1,142	4.7%	1,143	4.8%	1,139	4.9%
15-19	860	3.5%	969	4.1%	982	4.2%
20-24	1,063	4.3%	1,080	4.5%	1,269	5.5%
25-29	2,049	8.3%	1,580	6.7%	1,651	7.1%
30-34	2,449	10.0%	2,141	9.0%	1,629	7.0%
35-39	2,259	9.2%	2,228	9.4%	1,999	8.6%
40-44	1,990	8.1%	1,998	8.4%	1,987	8.5%
45-49	1,815	7.4%	1,755	7.4%	1,777	7.6%
50-54	1,721	7.0%	1,679	7.1%	1,608	6.9%
55-59	1,618	6.6%	1,542	6.5%	1,515	6.5%
60-64	1,430	5.8%	1,440	6.1%	1,414	6.1%
65-69	1,284	5.2%	1,207	5.1%	1,259	5.4%
70-74	1,037	4.2%	1,027	4.3%	1,001	4.3%
75-79	695	2.8%	864	3.6%	895	3.9%
80-84	400	1.6%	519	2.2%	663	2.9%
Age 85+	465	1.9%	450	1.9%	546	2.4%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,066	73.6%	17,009	71.6%	16,102	69.2%
Black Alone	1,049	4.3%	1,047	4.4%	1,057	4.5%
American Indian	80	0.3%	82	0.3%	83	0.4%
Asian Alone	1,713	7.0%	1,782	7.5%	1,936	8.3%
Pacific Islander	16	0.1%	16	0.1%	16	0.1%
Some Other Race	1,060	4.3%	1,120	4.7%	1,210	5.2%
Two or More Races	2,574	10.5%	2,704	11.4%	2,871	12.3%
Hispanic (Any Race)	2,879	11.7%	3,035	12.8%	3,283	14.1%

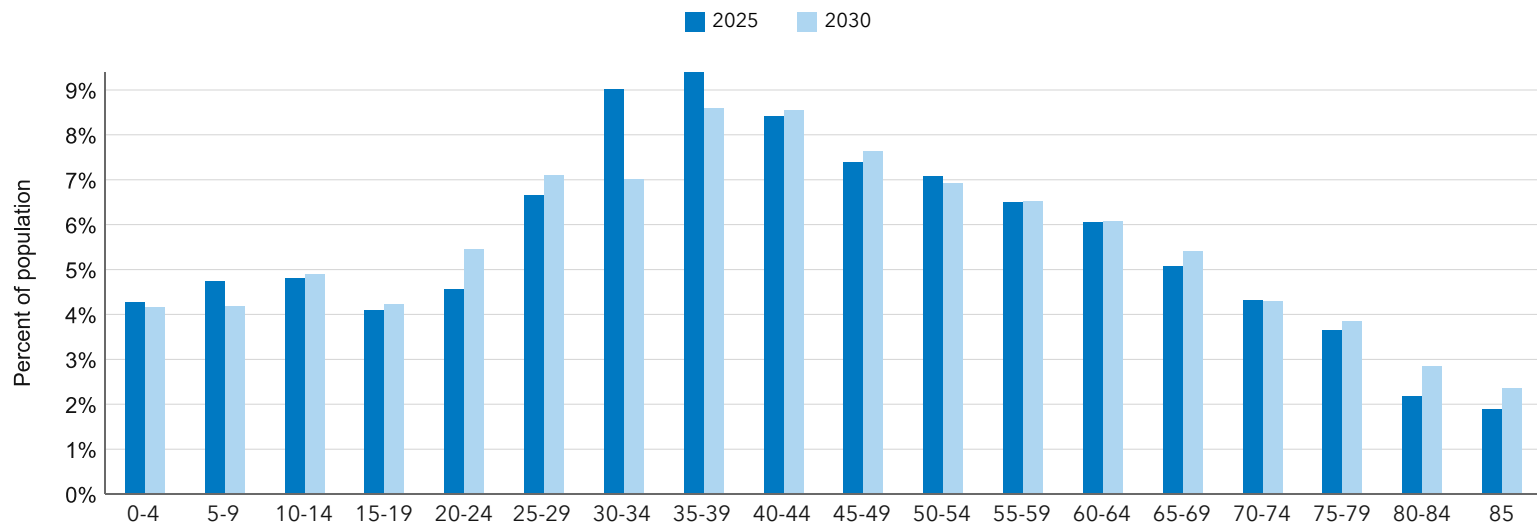
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



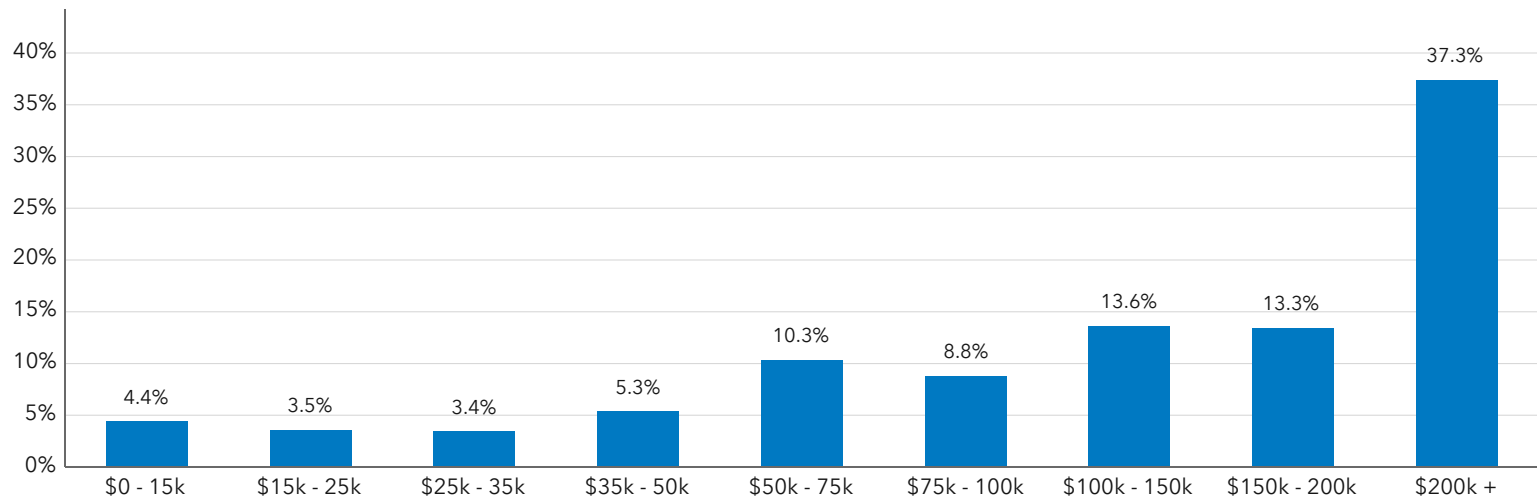
Population by Age



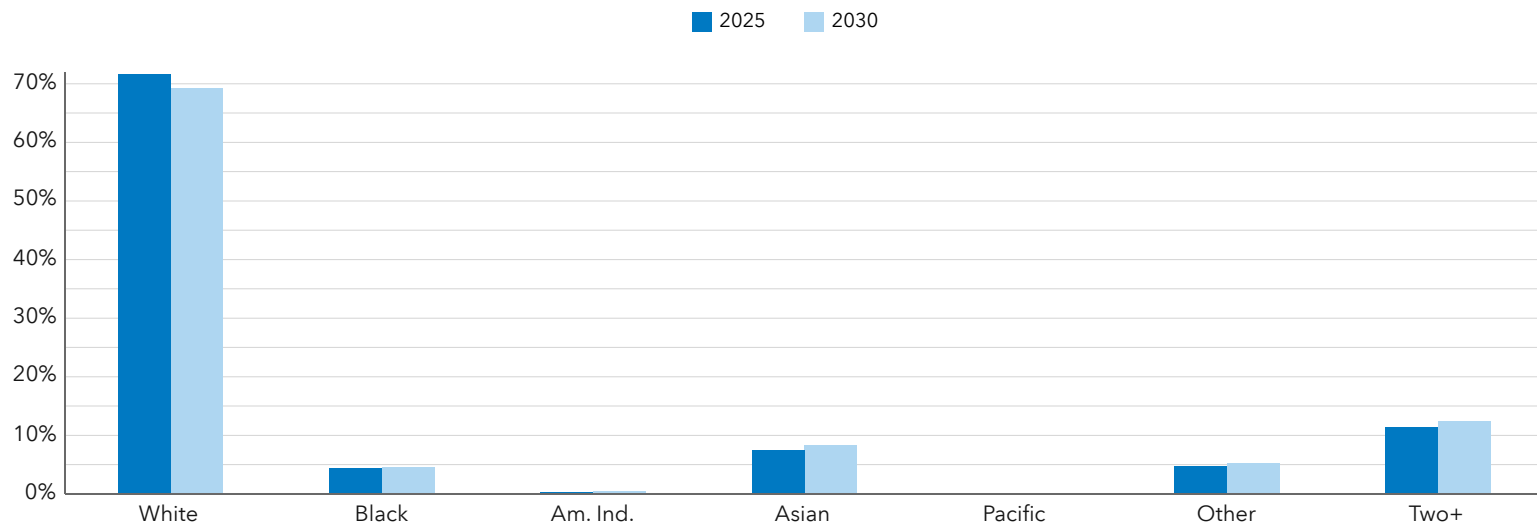
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

Center at Coldwater
12910 Ventura Blvd, Studio City, California, 91604
Ring: 3 mile radius



Summary	Census 2020	2025	2030
Total Population	202,583	200,132	198,248
Total Households	92,939	94,631	95,818
Family Households	46,396	45,459	46,017
Average Household Size	2.16	2.10	2.05
Owner Occupied Housing Units	34,583	34,658	35,391
Renter Occupied Housing Units	58,356	59,973	60,428
Median Age	38.8	39.6	40.7

Trends 2025 - 2030	Area	State	National
Population	-0.2%	0.1%	0.4%
Households	0.2%	0.3%	0.6%
Family Population	0.2%	0.3%	0.5%
Owner Occupied Housing Units	0.4%	0.5%	0.0%
Median Household Income	2.2%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	7,399	7.8%	6,876	7.2%
\$15,000-\$24,999	4,834	5.1%	4,018	4.2%
\$25,000-\$34,999	4,351	4.6%	3,720	3.9%
\$35,000-\$49,999	6,443	6.8%	5,635	5.9%
\$50,000-\$74,999	11,520	12.2%	10,545	11.0%
\$75,000-\$99,999	10,981	11.6%	10,772	11.2%
\$100,000-\$149,999	15,739	16.6%	15,713	16.4%
\$150,000-\$199,999	10,736	11.3%	11,614	12.1%
\$200,000 or greater	22,627	23.9%	26,927	28.1%
Median Household Income	\$104,042	-	\$116,074	-
Average Household Income	\$167,858	-	\$184,549	-
Per Capita Income	\$79,247	-	\$89,050	-

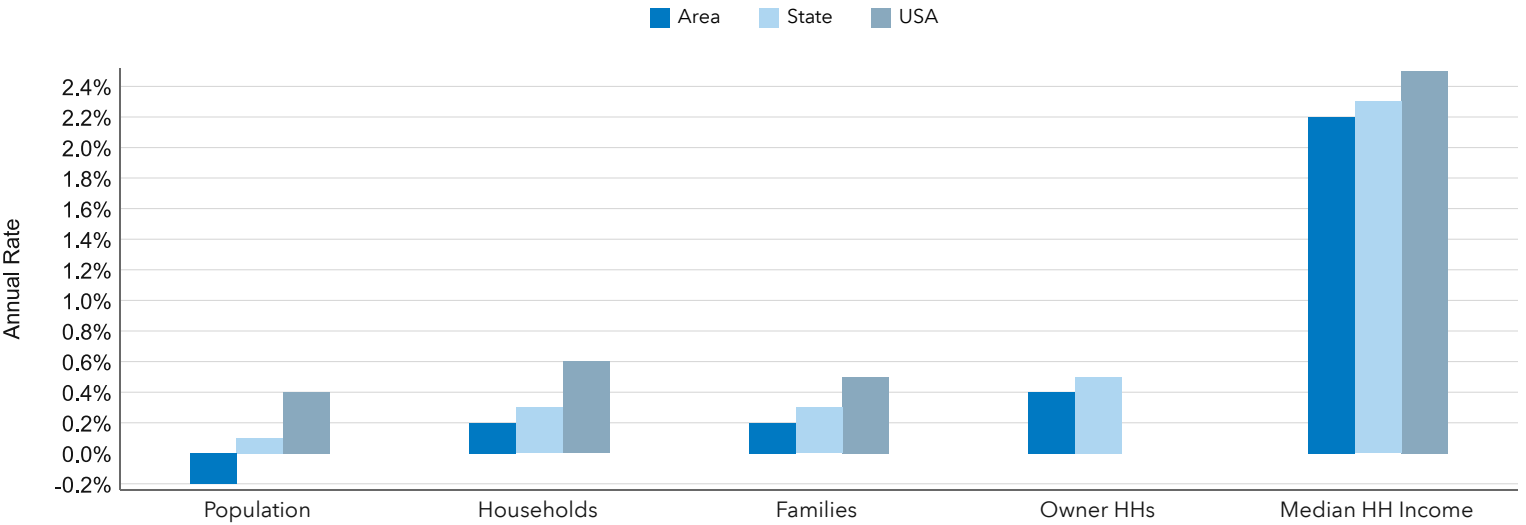
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	9,083	4.5%	8,409	4.2%	8,113	4.1%
5-9	9,051	4.5%	8,828	4.4%	7,862	4.0%
10-14	8,929	4.4%	8,668	4.3%	8,553	4.3%
15-19	7,759	3.8%	8,417	4.2%	8,152	4.1%
20-24	11,163	5.5%	11,184	5.6%	12,161	6.1%
25-29	19,603	9.7%	16,893	8.4%	17,164	8.7%
30-34	21,749	10.7%	20,281	10.1%	17,174	8.7%
35-39	18,504	9.1%	18,704	9.3%	17,561	8.9%
40-44	15,485	7.6%	16,441	8.2%	16,596	8.4%
45-49	14,122	7.0%	13,962	7.0%	14,839	7.5%
50-54	13,456	6.6%	13,271	6.6%	12,926	6.5%
55-59	12,330	6.1%	11,910	6.0%	11,740	5.9%
60-64	11,195	5.5%	10,941	5.5%	10,784	5.4%
65-69	9,890	4.9%	9,595	4.8%	9,636	4.9%
70-74	8,010	4.0%	8,499	4.3%	8,456	4.3%
75-79	5,150	2.5%	6,507	3.3%	7,138	3.6%
80-84	3,467	1.7%	3,927	2.0%	5,092	2.6%
Age 85+	3,638	1.8%	3,692	1.8%	4,301	2.2%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	132,306	65.3%	125,708	62.8%	119,098	60.1%
Black Alone	11,323	5.6%	11,536	5.8%	11,705	5.9%
American Indian	1,330	0.7%	1,412	0.7%	1,456	0.7%
Asian Alone	14,868	7.3%	15,647	7.8%	17,005	8.6%
Pacific Islander	248	0.1%	256	0.1%	263	0.1%
Some Other Race	19,395	9.6%	21,000	10.5%	22,626	11.4%
Two or More Races	23,113	11.4%	24,573	12.3%	26,095	13.2%
Hispanic (Any Race)	39,870	19.7%	42,888	21.4%	46,144	23.3%

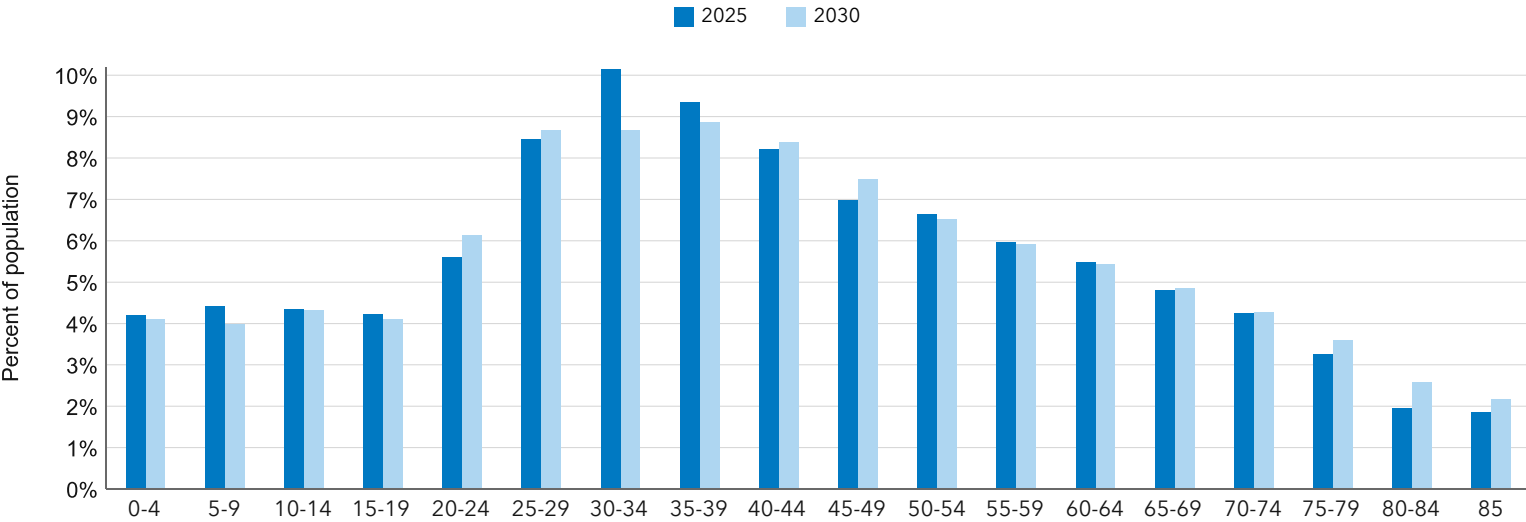
Key Indicators for 2025



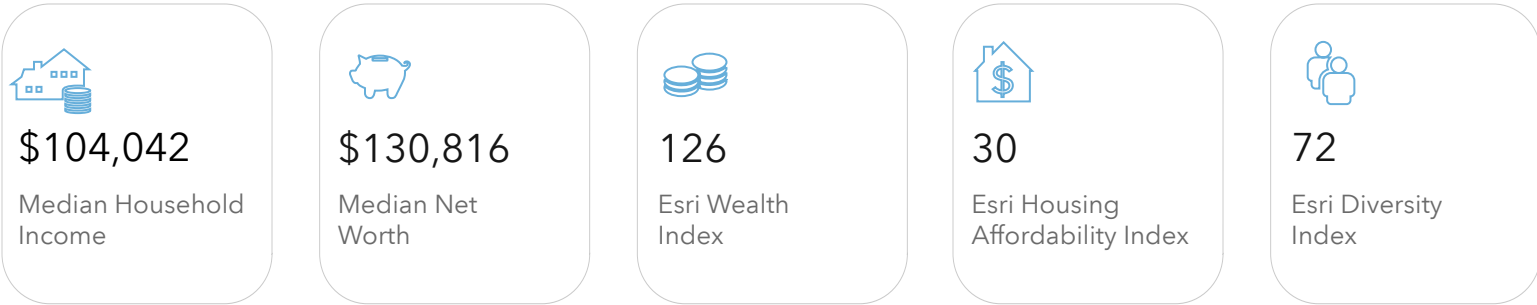
Trends: 2025 - 2030 Annual Rate



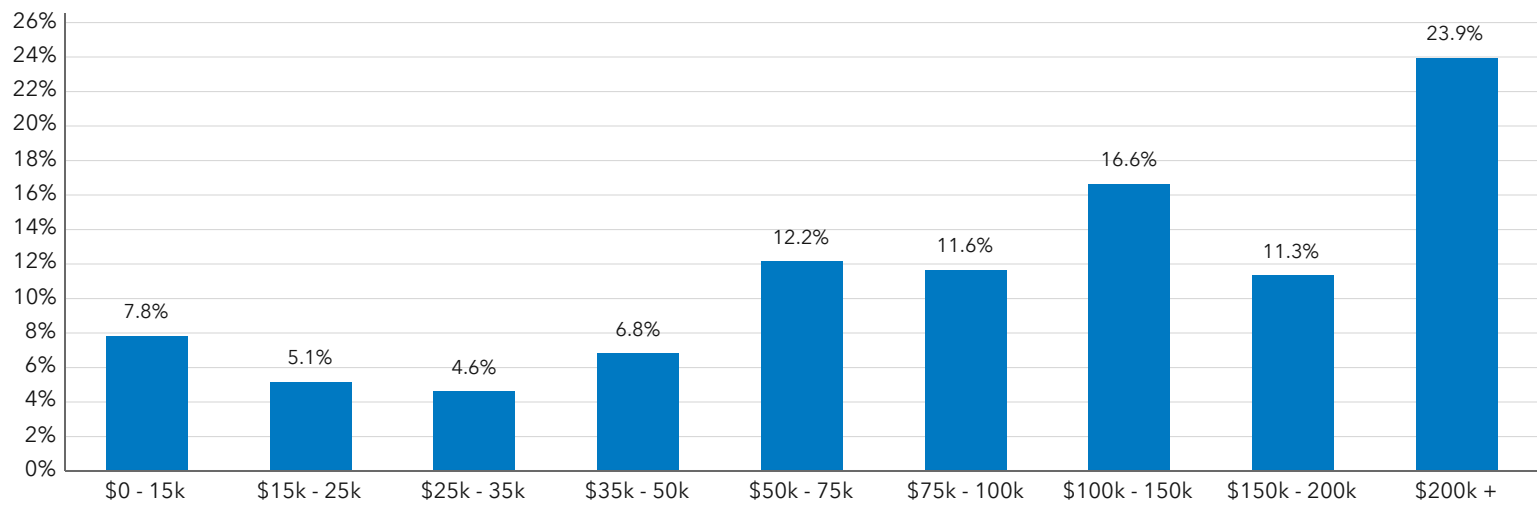
Population by Age



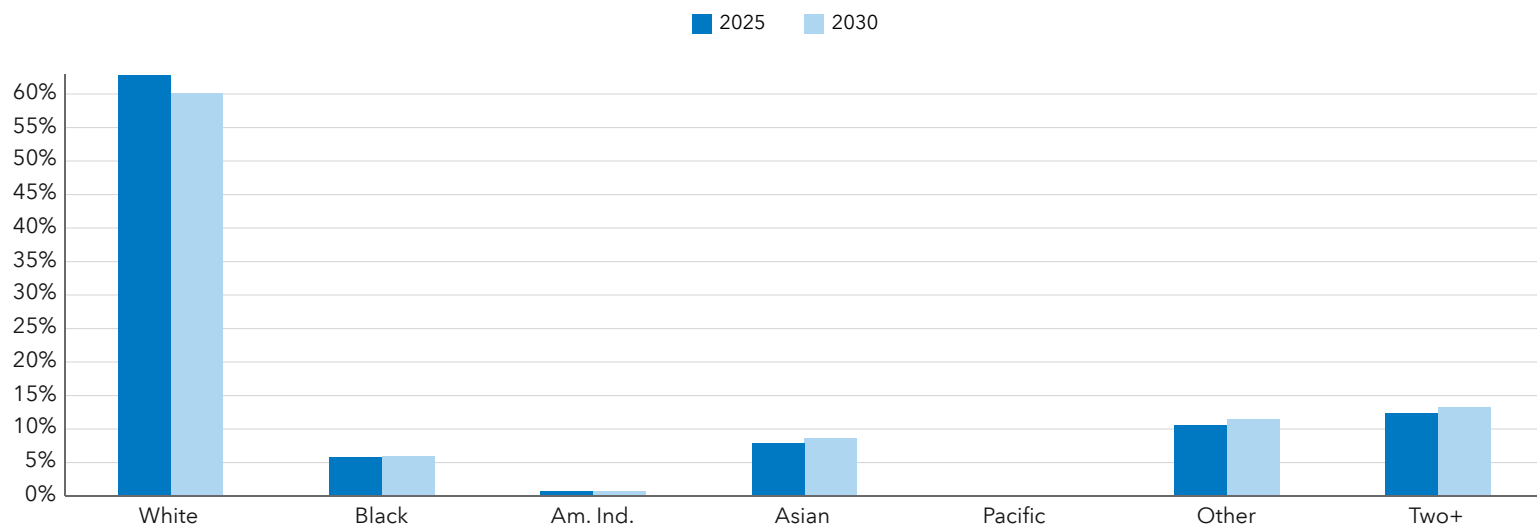
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

Center at Coldwater
12910 Ventura Blvd, Studio City, California, 91604
Ring: 5 mile radius



Summary	Census 2020	2025	2030
Total Population	549,207	536,307	532,904
Total Households	233,305	236,679	240,350
Family Households	122,291	119,984	122,201
Average Household Size	2.33	2.24	2.19
Owner Occupied Housing Units	84,789	85,314	87,339
Renter Occupied Housing Units	148,516	151,365	153,011
Median Age	38.4	39.4	40.7

Trends 2025 - 2030	Area	State	National
Population	-0.1%	0.1%	0.4%
Households	0.3%	0.3%	0.6%
Family Population	0.4%	0.3%	0.5%
Owner Occupied Housing Units	0.5%	0.5%	0.0%
Median Household Income	2.5%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	20,454	8.6%	18,733	7.8%
\$15,000-\$24,999	12,921	5.5%	10,681	4.4%
\$25,000-\$34,999	12,615	5.3%	10,837	4.5%
\$35,000-\$49,999	18,633	7.9%	16,383	6.8%
\$50,000-\$74,999	31,523	13.3%	29,409	12.2%
\$75,000-\$99,999	28,000	11.8%	27,829	11.6%
\$100,000-\$149,999	37,589	15.9%	38,478	16.0%
\$150,000-\$199,999	23,920	10.1%	26,339	11.0%
\$200,000 or greater	51,022	21.6%	61,658	25.6%
Median Household Income	\$93,693	-	\$106,012	-
Average Household Income	\$155,619	-	\$172,010	-
Per Capita Income	\$68,729	-	\$77,630	-

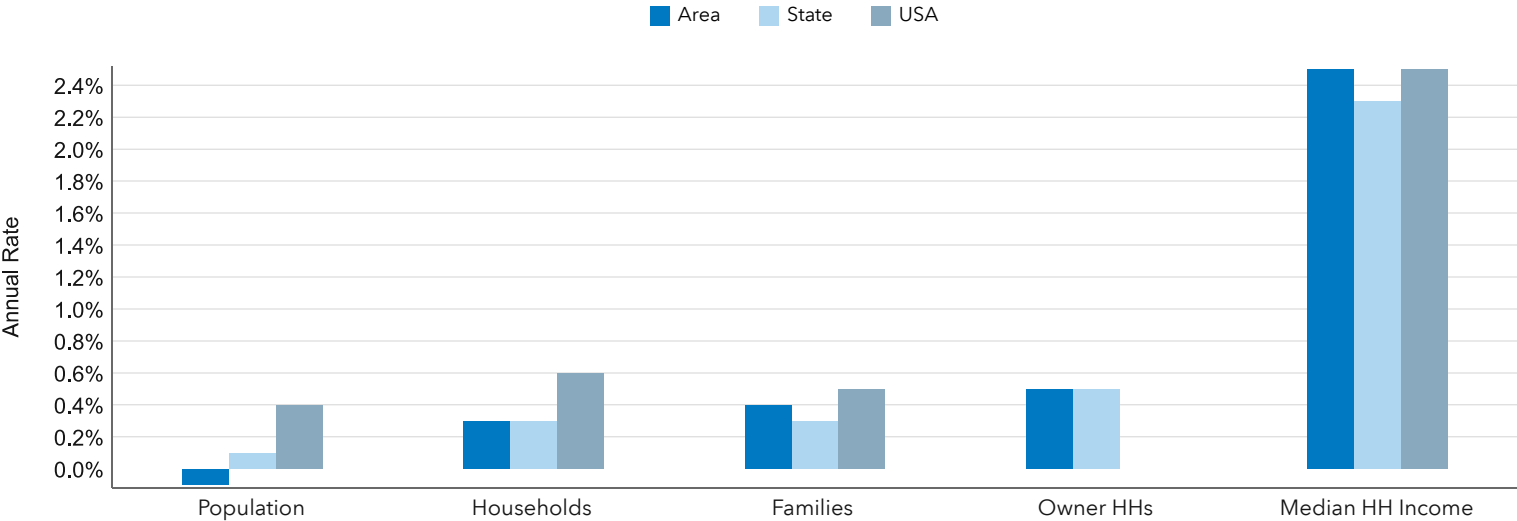
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	24,687	4.5%	22,891	4.3%	22,198	4.2%
5-9	25,398	4.6%	23,992	4.5%	21,820	4.1%
10-14	26,666	4.9%	24,417	4.5%	23,813	4.5%
15-19	24,964	4.5%	25,532	4.8%	23,975	4.5%
20-24	33,693	6.1%	30,893	5.8%	32,727	6.1%
25-29	51,608	9.4%	44,412	8.3%	42,710	8.0%
30-34	54,855	10.0%	53,323	9.9%	45,263	8.5%
35-39	47,528	8.7%	48,245	9.0%	47,864	9.0%
40-44	40,340	7.3%	42,390	7.9%	43,612	8.2%
45-49	37,625	6.8%	36,519	6.8%	39,088	7.3%
50-54	37,015	6.7%	35,470	6.6%	34,556	6.5%
55-59	34,579	6.3%	32,799	6.1%	31,927	6.0%
60-64	31,149	5.7%	30,101	5.6%	29,715	5.6%
65-69	25,830	4.7%	26,390	4.9%	26,591	5.0%
70-74	20,593	3.8%	22,130	4.1%	23,494	4.4%
75-79	13,314	2.4%	16,600	3.1%	18,666	3.5%
80-84	9,368	1.7%	10,291	1.9%	13,419	2.5%
Age 85+	9,997	1.8%	9,912	1.9%	11,465	2.1%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	304,666	55.5%	285,818	53.3%	270,124	50.7%
Black Alone	25,716	4.7%	25,547	4.8%	25,509	4.8%
American Indian	5,524	1.0%	5,627	1.1%	5,709	1.1%
Asian Alone	42,020	7.7%	43,225	8.1%	46,455	8.7%
Pacific Islander	705	0.1%	715	0.1%	723	0.1%
Some Other Race	102,799	18.7%	105,532	19.7%	110,977	20.8%
Two or More Races	67,776	12.3%	69,843	13.0%	73,407	13.8%
Hispanic (Any Race)	177,038	32.2%	181,364	33.8%	190,929	35.8%

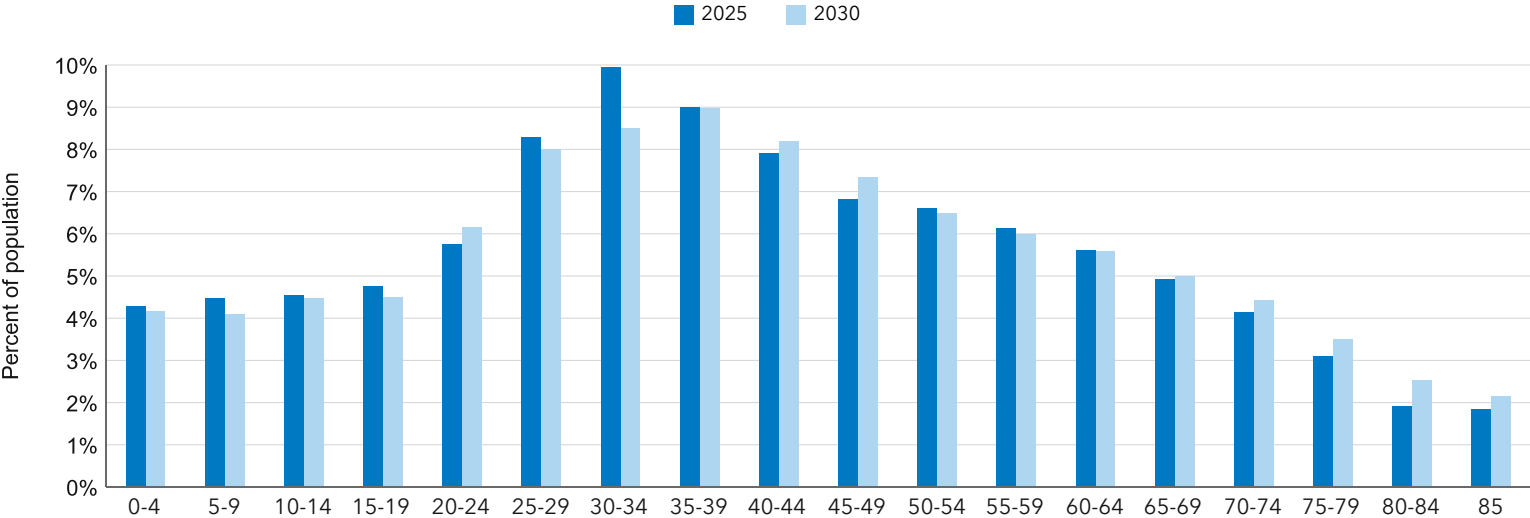
Key Indicators for 2025



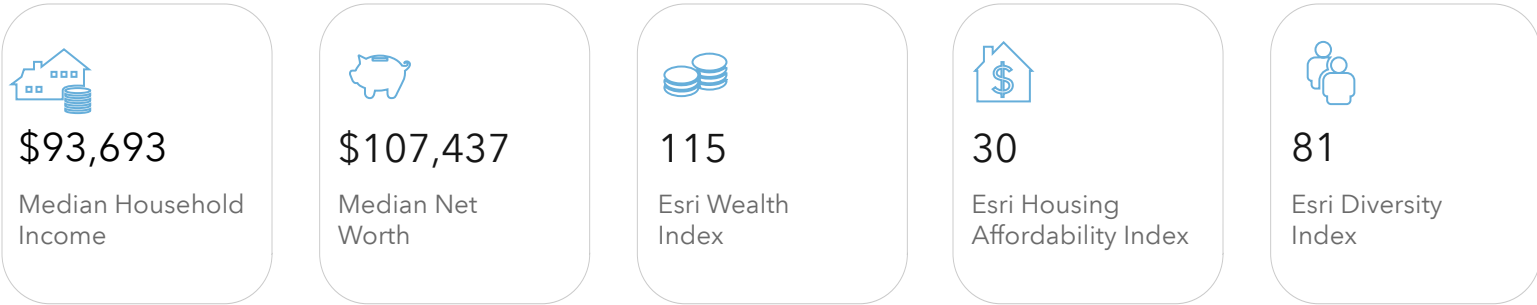
Trends: 2025 - 2030 Annual Rate



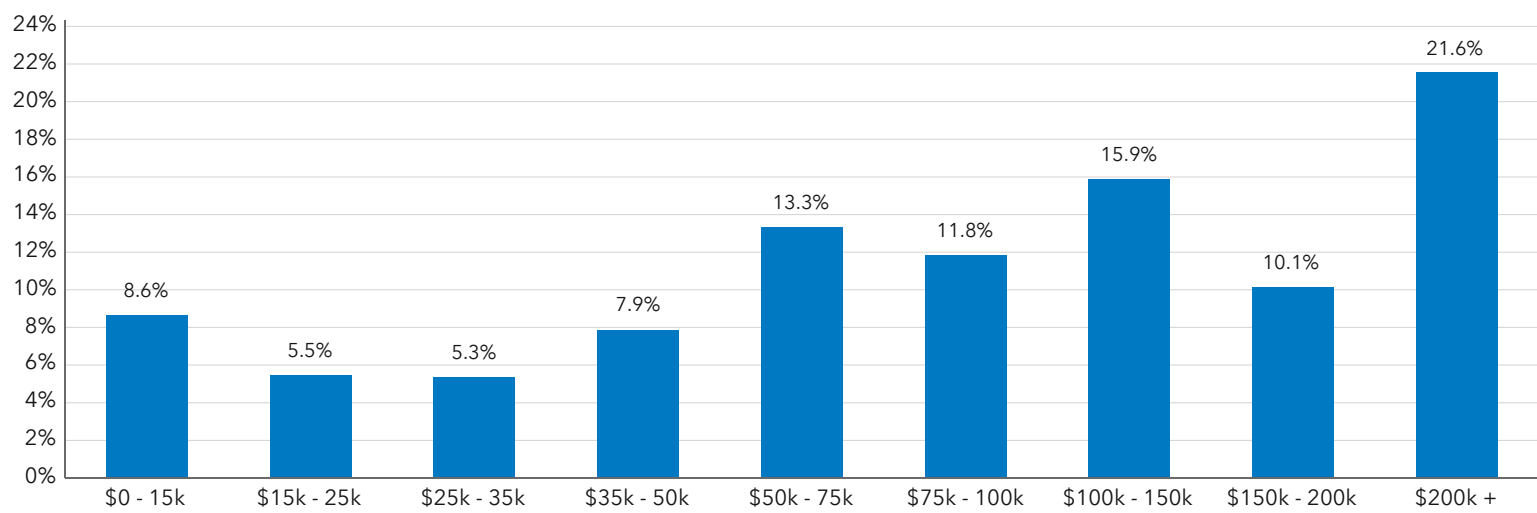
Population by Age



Key Indicators for 2025



Households by Income for 2025



Population by Race

