# Demographic and Income Profile

Lincoln & Rose
119 Lincoln Blvd, Venice, California, 90291
Ring: 1 mile radius

**esri** *THE SCIENCE OF WHERE*

| Summary | Census 2020 | 2025 | 2030 |
|---|---|---|---|
| Total Population | 37,437 | 35,454 | 34,784 |
| Total Households | 18,923 | 18,892 | 18,889 |
| Family Households | 7,665 | 7,328 | 7,364 |
| Average Household Size | 1.93 | 1.83 | 1.80 |
| Owner Occupied Housing Units | 5,704 | 5,742 | 5,924 |
| Renter Occupied Housing Units | 13,219 | 13,150 | 12,964 |
| Median Age | 39.9 | 41.1 | 42.2 |

| Trends 2025 - 2030 | Area | State | National |
|---|---|---|---|
| Population | -0.4% | 0.1% | 0.4% |
| Households | 0.0% | 0.3% | 0.6% |
| Family Population | 0.1% | 0.3% | 0.5% |
| Owner Occupied Housing Units | 0.6% | 0.5% | 0.0% |
| Median Household Income | 2.8% | 2.3% | 2.5% |

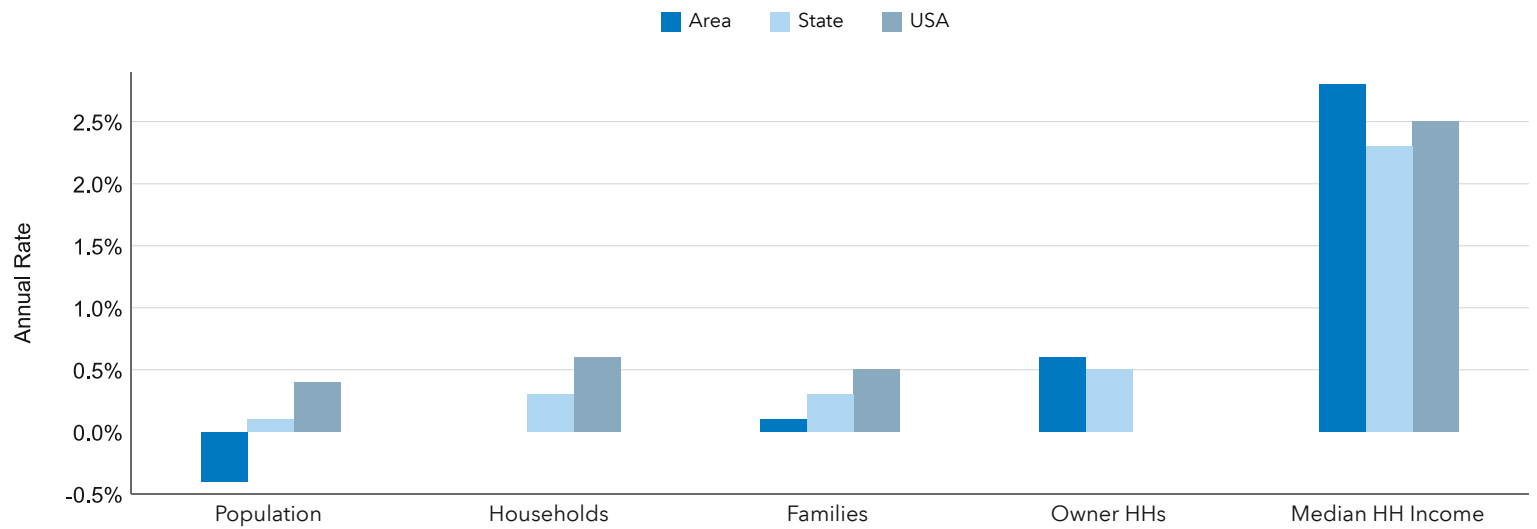| Households by Income | 2025 | | 2030 | |
|---|---|---|---|---|
| | Number | Percent | Number | Percent |
| Less than $15,000 | 1,567 | 8.3% | 1,432 | 7.6% |
| $15,000-$24,999 | 814 | 4.3% | 661 | 3.5% |
| $25,000-$34,999 | 825 | 4.4% | 701 | 3.7% |
| $35,000-$49,999 | 1,036 | 5.5% | 892 | 4.7% |
| $50,000-$74,999 | 1,916 | 10.1% | 1,666 | 8.8% |
| $75,000-$99,999 | 1,643 | 8.7% | 1,525 | 8.1% |
| $100,000-$149,999 | 2,773 | 14.7% | 2,739 | 14.5% |
| $150,000-$199,999 | 2,354 | 12.5% | 2,401 | 12.7% |
| $200,000 or greater | 5,965 | 31.6% | 6,871 | 36.4% |
| | | | | |
| Median Household Income | $127,185 | - | $146,095 | - |
| Average Household Income | $188,160 | - | $207,108 | - |
| Per Capita Income | $100,911 | - | $113,197 | - |

# Demographic and Income Profile   | Lincoln & Rose | Ring: 1 mile radius

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 1,414 | 3.8% | 1,251 | 3.5% | 1,180 | 3.4% |
| 5-9 | 1,251 | 3.3% | 1,133 | 3.2% | 1,010 | 2.9% |
| 10-14 | 1,258 | 3.4% | 1,130 | 3.2% | 1,084 | 3.1% |
| 15-19 | 1,293 | 3.5% | 1,212 | 3.4% | 1,131 | 3.3% |
| 20-24 | 1,668 | 4.5% | 1,911 | 5.4% | 1,911 | 5.5% |
| 25-29 | 3,618 | 9.7% | 2,969 | 8.4% | 3,384 | 9.7% |
| 30-34 | 4,446 | 11.9% | 3,831 | 10.8% | 3,180 | 9.1% |
| 35-39 | 3,812 | 10.2% | 3,632 | 10.2% | 3,241 | 9.3% |
| 40-44 | 2,815 | 7.5% | 2,976 | 8.4% | 2,895 | 8.3% |
| 45-49 | 2,711 | 7.2% | 2,451 | 6.9% | 2,675 | 7.7% |
| 50-54 | 2,572 | 6.9% | 2,466 | 7.0% | 2,264 | 6.5% |
| 55-59 | 2,362 | 6.3% | 2,124 | 6.0% | 2,113 | 6.1% |
| 60-64 | 2,190 | 5.8% | 2,033 | 5.7% | 1,940 | 5.6% |
| 65-69 | 1,995 | 5.3% | 1,845 | 5.2% | 1,805 | 5.2% |
| 70-74 | 1,681 | 4.5% | 1,732 | 4.9% | 1,706 | 4.9% |
| 75-79 | 1,088 | 2.9% | 1,295 | 3.6% | 1,415 | 4.1% |
| 80-84 | 612 | 1.6% | 849 | 2.4% | 1,050 | 3.0% |
| Age 85+ | 650 | 1.7% | 614 | 1.7% | 800 | 2.3% |

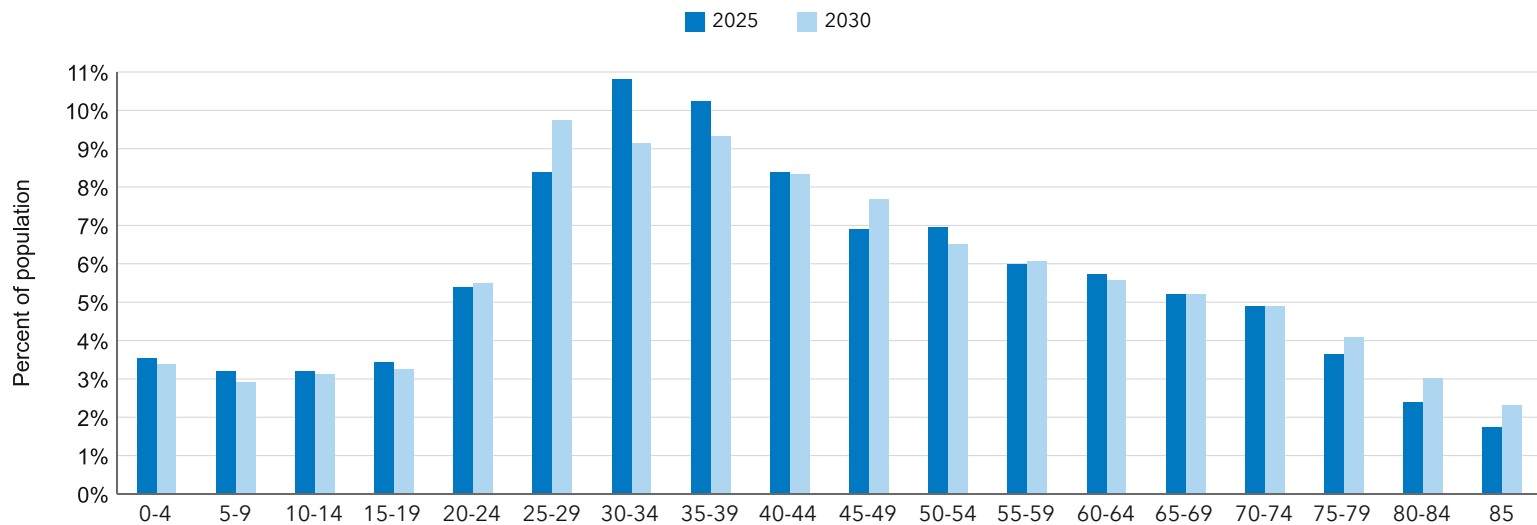| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 25,832 | 69.0% | 23,722 | 66.9% | 22,386 | 64.4% |
| Black Alone | 1,685 | 4.5% | 1,635 | 4.6% | 1,626 | 4.7% |
| American Indian | 350 | 0.9% | 349 | 1.0% | 357 | 1.0% |
| Asian Alone | 2,215 | 5.9% | 2,256 | 6.4% | 2,447 | 7.0% |
| Pacific Islander | 82 | 0.2% | 81 | 0.2% | 81 | 0.2% |
| Some Other Race | 2,640 | 7.0% | 2,705 | 7.6% | 2,905 | 8.3% |
| Two or More Races | 4,633 | 12.4% | 4,705 | 13.3% | 4,982 | 14.3% |
| Hispanic (Any Race) | 6,423 | 17.2% | 6,558 | 18.5% | 7,036 | 20.2% |

# Key Indicators for 2025

**35,454**
Total Population
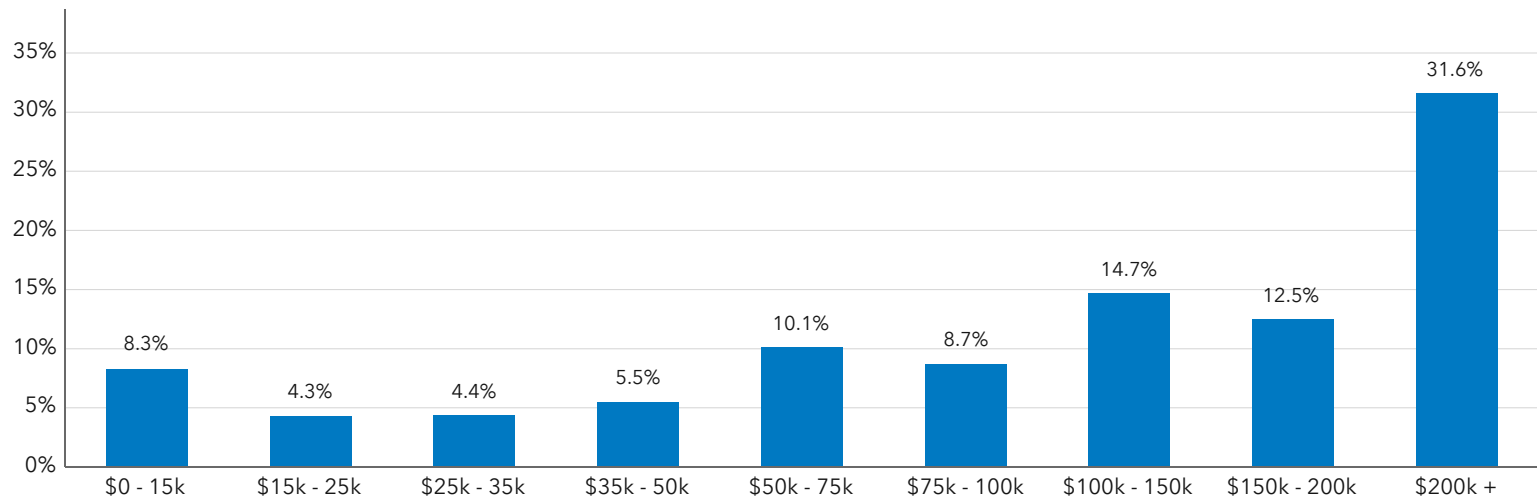
**18,892**
Total Households

**1.83**
Average Household Size

**41.1**
Median Age

**33,437**
Daytime Population

# Trends: 2025 - 2030 Annual Rate

Legend: Area | State | USA



# Population by Age

Legend: 2025 | 2030

## Key Indicators for 2025

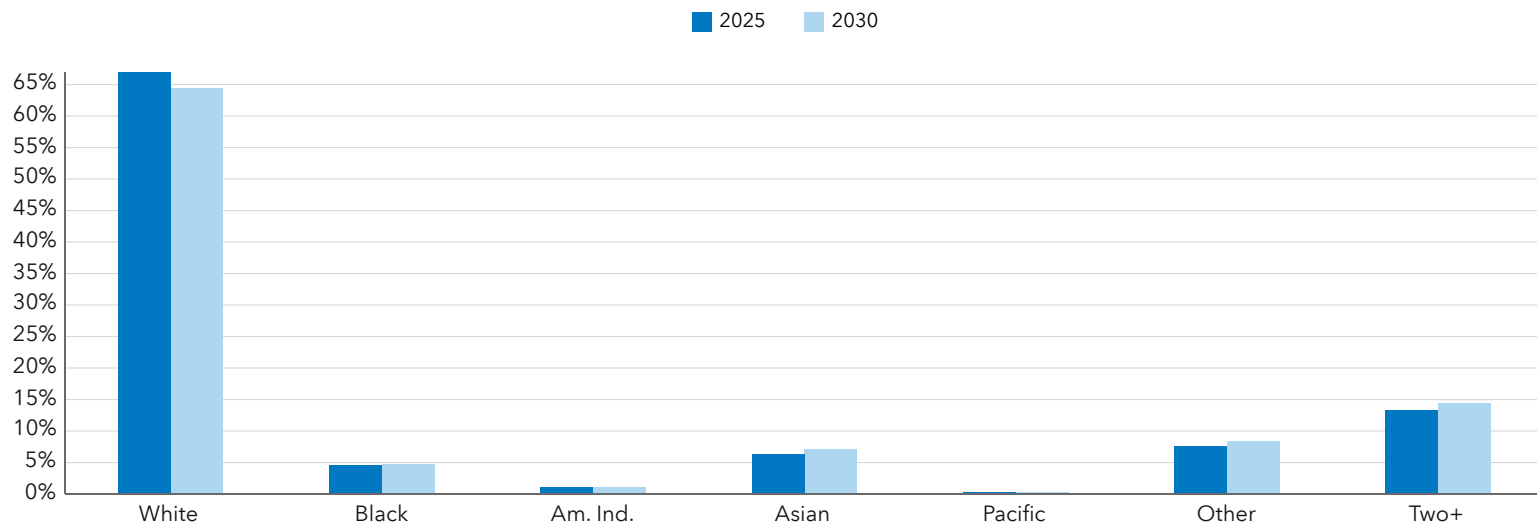| $127,185 | $156,483 | 127 | 27 | 67 |
|---|---|---|---|---|
| Median Household Income | Median Net Worth | Esri Wealth Index | Esri Housing Affordability Index | Esri Diversity Index |

## Households by Income for 2025



## Population by Race

# Demographic and Income Profile

Lincoln & Rose
119 Lincoln Blvd, Venice, California, 90291
Ring: 3 mile radius

| Summary | Census 2020 | 2025 | 2030 |
|---|---|---|---|
| Total Population | 228,251 | 225,360 | 225,074 |
| Total Households | 112,605 | 115,370 | 117,822 |
| Family Households | 47,539 | 46,653 | 47,669 |
| Average Household Size | 1.97 | 1.90 | 1.86 |
| Owner Occupied Housing Units | 32,877 | 33,063 | 34,160 |
| Renter Occupied Housing Units | 79,728 | 82,307 | 83,662 |
| Median Age | 39.0 | 39.9 | 41.3 |

| Trends 2025 - 2030 | Area | State | National |
|---|---|---|---|
| Population | 0.0% | 0.1% | 0.4% |
| Households | 0.4% | 0.3% | 0.6% |
| Family Population | 0.4% | 0.3% | 0.5% |
| Owner Occupied Housing Units | 0.7% | 0.5% | 0.0% |
| Median Household Income | 2.8% | 2.3% | 2.5% |

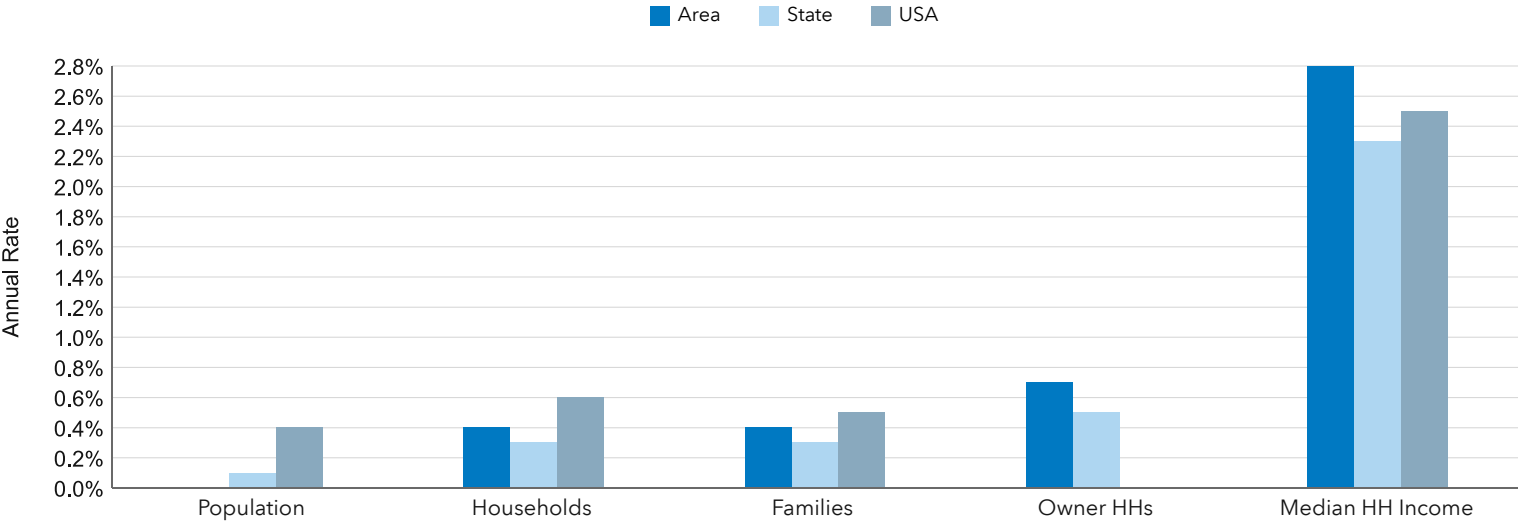| Households by Income | 2025 | | 2030 | |
|---|---|---|---|---|
| | Number | Percent | Number | Percent |
| Less than $15,000 | 9,278 | 8.0% | 8,678 | 7.4% |
| $15,000-$24,999 | 5,327 | 4.6% | 4,431 | 3.8% |
| $25,000-$34,999 | 4,886 | 4.2% | 4,193 | 3.6% |
| $35,000-$49,999 | 6,230 | 5.4% | 5,449 | 4.6% |
| $50,000-$74,999 | 12,057 | 10.4% | 10,912 | 9.3% |
| $75,000-$99,999 | 10,339 | 9.0% | 9,844 | 8.3% |
| $100,000-$149,999 | 17,609 | 15.3% | 17,635 | 15.0% |
| $150,000-$199,999 | 13,696 | 11.9% | 14,531 | 12.3% |
| $200,000 or greater | 35,949 | 31.2% | 42,149 | 35.8% |
| | | | | |
| Median Household Income | $123,286 | - | $141,844 | - |
| Average Household Income | $182,902 | - | $201,116 | - |
| Per Capita Income | $93,863 | - | $105,510 | - |

# Demographic and Income Profile    | Lincoln & Rose | Ring: 3 mile radius

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 9,002 | 3.9% | 8,372 | 3.7% | 8,022 | 3.6% |
| 5-9 | 7,999 | 3.5% | 8,127 | 3.6% | 7,319 | 3.3% |
| 10-14 | 8,075 | 3.5% | 7,694 | 3.4% | 7,987 | 3.5% |
| 15-19 | 7,550 | 3.3% | 8,024 | 3.6% | 7,732 | 3.4% |
| 20-24 | 11,971 | 5.2% | 12,603 | 5.6% | 13,376 | 5.9% |
| 25-29 | 25,176 | 11.0% | 20,070 | 8.9% | 21,041 | 9.3% |
| 30-34 | 27,101 | 11.9% | 25,803 | 11.4% | 20,301 | 9.0% |
| 35-39 | 21,706 | 9.5% | 22,451 | 10.0% | 21,674 | 9.6% |
| 40-44 | 16,823 | 7.4% | 18,429 | 8.2% | 19,283 | 8.6% |
| 45-49 | 15,256 | 6.7% | 15,108 | 6.7% | 16,740 | 7.4% |
| 50-54 | 14,432 | 6.3% | 14,319 | 6.3% | 14,130 | 6.3% |
| 55-59 | 13,341 | 5.8% | 13,270 | 5.9% | 13,273 | 5.9% |
| 60-64 | 12,380 | 5.4% | 11,932 | 5.3% | 12,227 | 5.4% |
| 65-69 | 11,192 | 4.9% | 10,741 | 4.8% | 10,748 | 4.8% |
| 70-74 | 9,715 | 4.3% | 9,744 | 4.3% | 9,838 | 4.4% |
| 75-79 | 6,778 | 3.0% | 8,106 | 3.6% | 8,514 | 3.8% |
| 80-84 | 4,573 | 2.0% | 5,398 | 2.4% | 6,709 | 3.0% |
| Age 85+ | 5,180 | 2.3% | 5,170 | 2.3% | 6,160 | 2.7% |

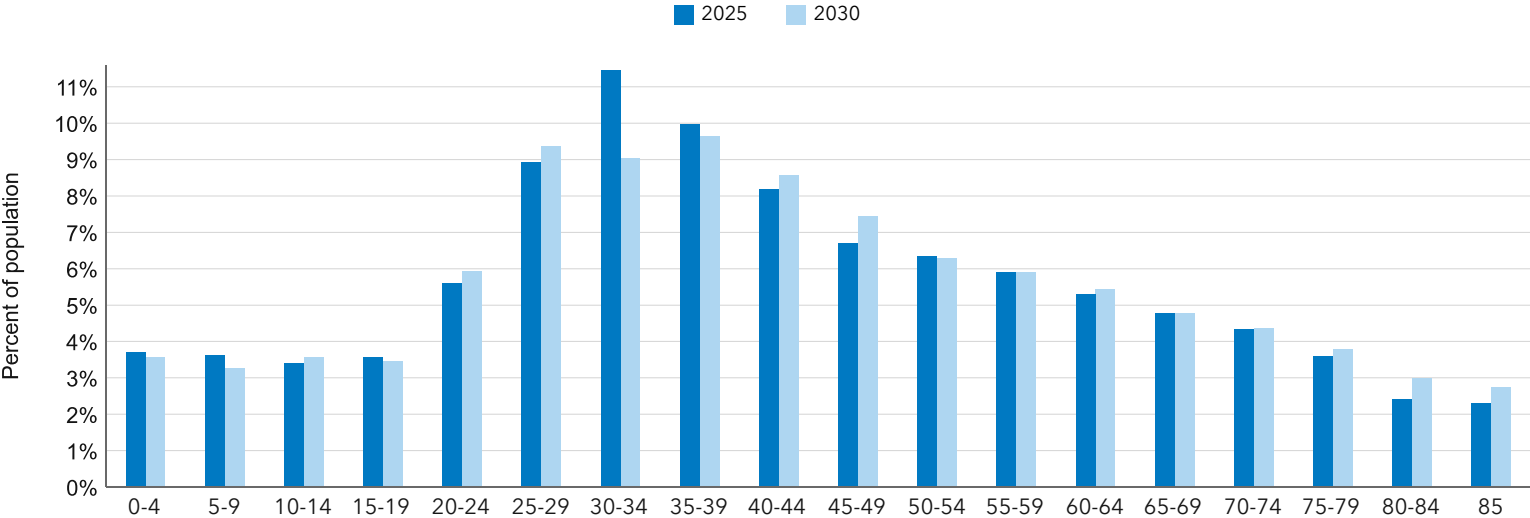| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 143,307 | 62.8% | 136,030 | 60.4% | 129,501 | 57.5% |
| Black Alone | 9,532 | 4.2% | 9,650 | 4.3% | 9,772 | 4.3% |
| American Indian | 1,872 | 0.8% | 1,954 | 0.9% | 2,032 | 0.9% |
| Asian Alone | 26,564 | 11.6% | 28,035 | 12.4% | 30,545 | 13.6% |
| Pacific Islander | 365 | 0.2% | 367 | 0.2% | 371 | 0.2% |
| Some Other Race | 18,498 | 8.1% | 19,716 | 8.8% | 21,356 | 9.5% |
| Two or More Races | 28,114 | 12.3% | 29,607 | 13.1% | 31,497 | 14.0% |
| Hispanic (Any Race) | 41,055 | 18.0% | 43,541 | 19.3% | 47,098 | 20.9% |

## Key Indicators for 2025

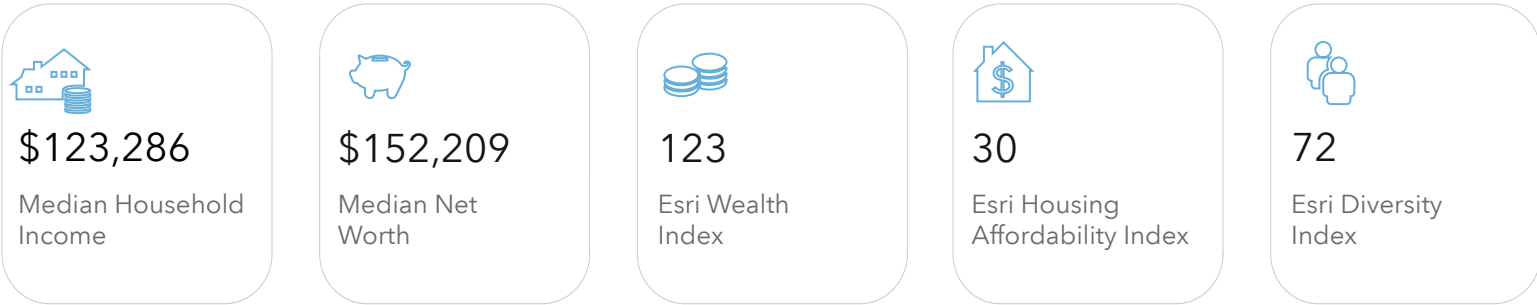**225,360**
Total Population
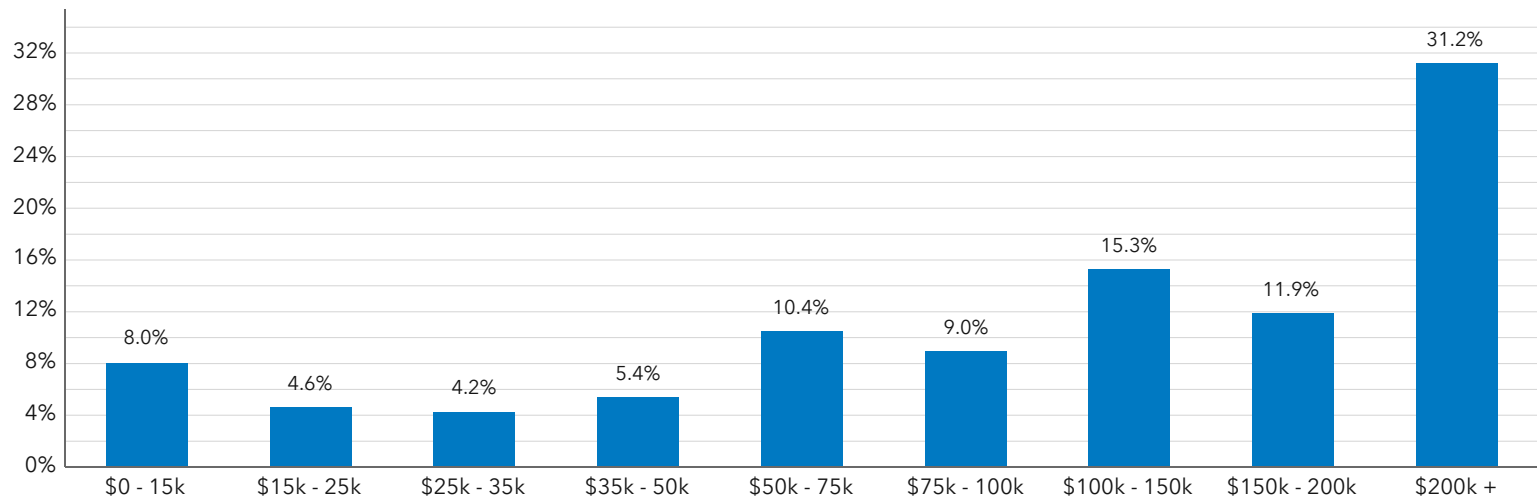
**115,370**
Total Households

**1.90**
Average Household Size

**39.9**
Median Age

**291,677**
Daytime Population

## Trends: 2025 - 2030 Annual Rate

■ Area   ■ State   ■ USA



## Population by Age

■ 2025   ■ 2030

## Key Indicators for 2025

| | | | | |
|---|---|---|---|---|
| **$123,286** | **$152,209** | **123** | **30** | **72** |
| Median Household Income | Median Net Worth | Esri Wealth Index | Esri Housing Affordability Index | Esri Diversity Index |

## Households by Income for 2025

- $0 - 15k: 8.0%
- $15k - 25k: 4.6%
- $25k - 35k: 4.2%
- $35k - 50k: 5.4%
- $50k - 75k: 10.4%
- $75k - 100k: 9.0%
- $100k - 150k: 15.3%
- $150k - 200k: 11.9%
- $200k +: 31.2%

## Population by Race

Legend: ■ 2025  ■ 2030

White, Black, Am. Ind., Asian, Pacific, Other, Two+
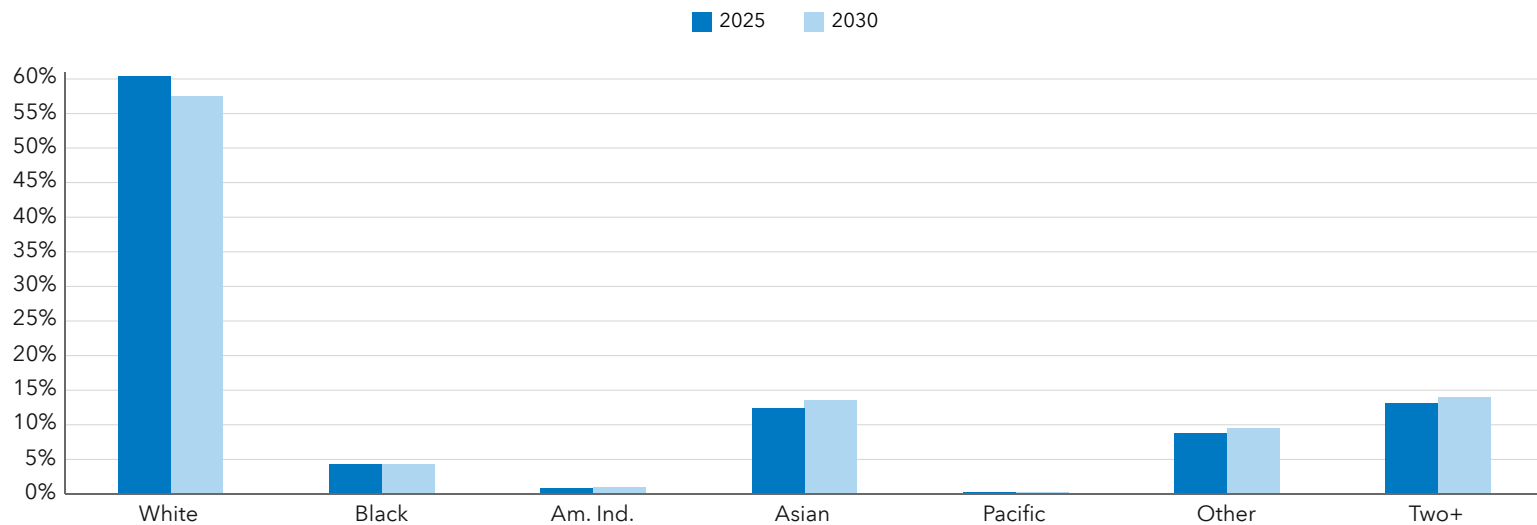
# Demographic and Income Profile

Lincoln & Rose
119 Lincoln Blvd, Venice, California, 90291
Ring: 5 mile radius

| Summary | Census 2020 | 2025 | 2030 |
|---|---|---|---|
| Total Population | 495,417 | 480,773 | 480,491 |
| Total Households | 229,345 | 231,220 | 236,049 |
| Family Households | 103,433 | 99,344 | 101,519 |
| Average Household Size | 2.06 | 1.98 | 1.94 |
| Owner Occupied Housing Units | 78,585 | 76,987 | 79,071 |
| Renter Occupied Housing Units | 150,760 | 154,233 | 156,978 |
| Median Age | 37.6 | 38.4 | 39.5 |

| Trends 2025 - 2030 | Area | State | National |
|---|---|---|---|
| Population | 0.0% | 0.1% | 0.4% |
| Households | 0.4% | 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 | 2.7% | 2.3% | 2.5% |

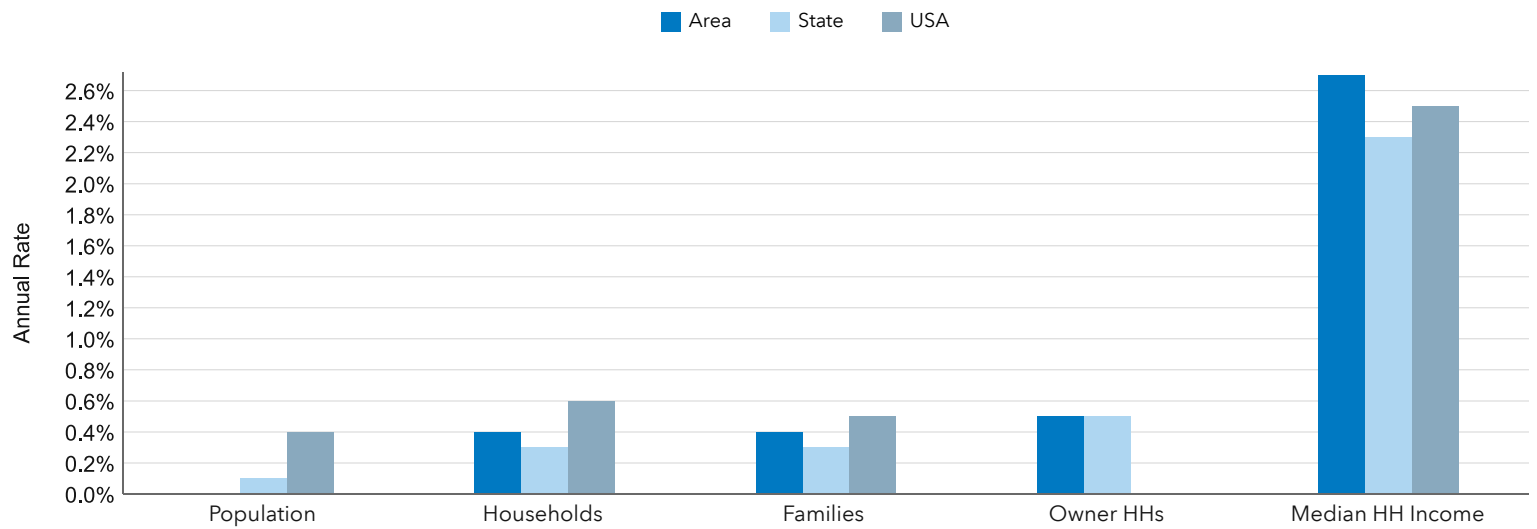| Households by Income | 2025 | | 2030 | |
|---|---|---|---|---|
| | Number | Percent | Number | Percent |
| Less than $15,000 | 17,801 | 7.7% | 16,639 | 7.0% |
| $15,000-$24,999 | 9,695 | 4.2% | 8,077 | 3.4% |
| $25,000-$34,999 | 9,209 | 4.0% | 7,941 | 3.4% |
| $35,000-$49,999 | 12,961 | 5.6% | 11,344 | 4.8% |
| $50,000-$74,999 | 24,002 | 10.4% | 21,738 | 9.2% |
| $75,000-$99,999 | 21,810 | 9.4% | 21,026 | 8.9% |
| $100,000-$149,999 | 35,948 | 15.6% | 35,707 | 15.1% |
| $150,000-$199,999 | 28,098 | 12.2% | 29,669 | 12.6% |
| $200,000 or greater | 71,695 | 31.0% | 83,906 | 35.5% |
| | | | | |
| Median Household Income | $124,434 | - | $142,025 | - |
| Average Household Income | $188,461 | - | $206,239 | - |
| Per Capita Income | $90,791 | - | $101,469 | - |

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 20,106 | 4.1% | 18,394 | 3.8% | 17,793 | 3.7% |
| 5-9 | 18,780 | 3.8% | 17,947 | 3.7% | 16,257 | 3.4% |
| 10-14 | 18,409 | 3.7% | 17,514 | 3.6% | 17,559 | 3.6% |
| 15-19 | 22,384 | 4.5% | 22,469 | 4.7% | 22,481 | 4.7% |
| 20-24 | 39,901 | 8.1% | 38,082 | 7.9% | 39,594 | 8.2% |
| 25-29 | 53,027 | 10.7% | 44,693 | 9.3% | 44,384 | 9.2% |
| 30-34 | 53,330 | 10.8% | 51,978 | 10.8% | 42,980 | 8.9% |
| 35-39 | 42,677 | 8.6% | 43,452 | 9.0% | 43,165 | 9.0% |
| 40-44 | 33,652 | 6.8% | 36,211 | 7.5% | 37,554 | 7.8% |
| 45-49 | 30,779 | 6.2% | 29,837 | 6.2% | 32,926 | 6.8% |
| 50-54 | 29,418 | 5.9% | 28,482 | 5.9% | 28,130 | 5.8% |
| 55-59 | 27,420 | 5.5% | 26,303 | 5.5% | 26,326 | 5.5% |
| 60-64 | 25,595 | 5.2% | 24,009 | 5.0% | 24,352 | 5.1% |
| 65-69 | 23,285 | 4.7% | 21,835 | 4.5% | 21,863 | 4.5% |
| 70-74 | 20,345 | 4.1% | 19,960 | 4.2% | 20,060 | 4.2% |
| 75-79 | 14,532 | 2.9% | 16,823 | 3.5% | 17,661 | 3.7% |
| 80-84 | 9,984 | 2.0% | 11,377 | 2.4% | 14,020 | 2.9% |
| Age 85+ | 11,794 | 2.4% | 11,408 | 2.4% | 13,388 | 2.8% |

| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 300,573 | 60.7% | 278,598 | 58.0% | 264,851 | 55.1% |
| Black Alone | 21,414 | 4.3% | 21,378 | 4.5% | 21,591 | 4.5% |
| American Indian | 3,207 | 0.7% | 3,324 | 0.7% | 3,440 | 0.7% |
| Asian Alone | 73,191 | 14.8% | 76,314 | 15.9% | 82,808 | 17.2% |
| Pacific Islander | 811 | 0.2% | 815 | 0.2% | 828 | 0.2% |
| Some Other Race | 36,937 | 7.5% | 38,838 | 8.1% | 41,718 | 8.7% |
| Two or More Races | 59,285 | 12.0% | 61,507 | 12.8% | 65,255 | 13.6% |
| | | | | | | |
| Hispanic (Any Race) | 83,458 | 16.9% | 87,305 | 18.2% | 93,823 | 19.5% |

## Key Indicators for 2025

| | | | | |
|---|---|---|---|---|
| 480,773 | 231,220 | 1.98 | 38.4 | 658,344 |
| Total Population | Total Households | Average Household Size | Median Age | Daytime Population |

## Trends: 2025 - 2030 Annual Rate

■ Area   ■ State   ■ USA



## Population by Age

■ 2025   ■ 2030

## Key Indicators for 2025

| $124,434 | $172,830 | 136 | 31 | 73 |
|----------|----------|-----|-----|-----|
| Median Household Income | Median Net Worth | Esri Wealth Index | Esri Housing Affordability Index | Esri Diversity Index |

## Households by Income for 2025

| Income Range | Percent |
|--------------|---------|
| $0 - 15k | 7.7% |
| $15k - 25k | 4.2% |
| $25k - 35k | 4.0% |
| $35k - 50k | 5.6% |
| $50k - 75k | 10.4% |
| $75k - 100k | 9.4% |
| $100k - 150k | 15.6% |
| $150k - 200k | 12.2% |
| $200k + | 31.0% |

## Population by Race

Legend: 2025, 2030

(Bar chart showing population by race for White, Black, Am. Ind., Asian, Pacific, Other, Two+ with 2025 and 2030 values)