



# Demographic and Income Profile

Victory + Tampa  
 19361 Victory Blvd, Reseda, California, 91335  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 34.18663  
 Longitude: -118.55520

Summary	Census 2010	Census 2020	2022	2027
Population	23,818	25,165	25,199	24,848
Households	7,494	7,888	7,898	7,802
Families	5,286	-	5,569	5,510
Average Household Size	3.08	3.09	3.09	3.08
Owner Occupied Housing Units	4,856	-	4,853	4,776
Renter Occupied Housing Units	2,638	-	3,045	3,026
Median Age	39.7	-	41.2	42.4

Trends: 2022-2027 Annual Rate	Area	State	National
Population	-0.28%	-0.06%	0.25%
Households	-0.24%	-0.01%	0.31%
Families	-0.21%	-0.01%	0.28%
Owner HHs	-0.32%	0.05%	0.53%
Median Household Income	3.39%	3.60%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	690	8.7%	435	5.6%
\$15,000 - \$24,999	363	4.6%	239	3.1%
\$25,000 - \$34,999	431	5.5%	272	3.5%
\$35,000 - \$49,999	700	8.9%	538	6.9%
\$50,000 - \$74,999	1,160	14.7%	1,257	16.1%
\$75,000 - \$99,999	978	12.4%	942	12.1%
\$100,000 - \$149,999	1,557	19.7%	1,505	19.3%
\$150,000 - \$199,999	992	12.6%	1,188	15.2%
\$200,000+	1,026	13.0%	1,424	18.3%

Median Household Income	\$88,850	\$104,944
Average Household Income	\$120,466	\$147,714
Per Capita Income	\$38,923	\$47,854

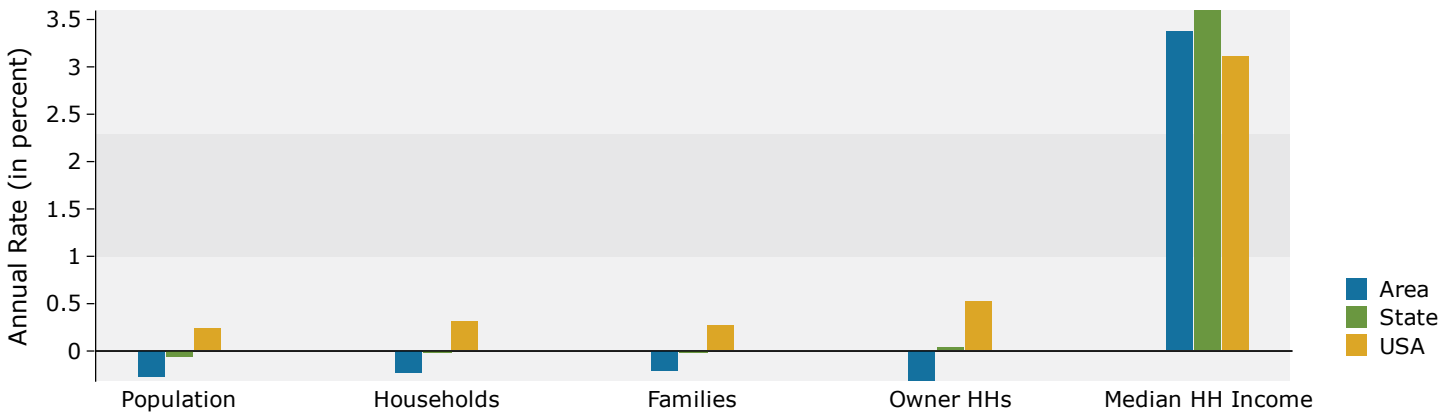
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,326	5.6%	1,247	4.9%	1,217	4.9%
5 - 9	1,389	5.8%	1,361	5.4%	1,261	5.1%
10 - 14	1,456	6.1%	1,448	5.7%	1,348	5.4%
15 - 19	1,557	6.5%	1,419	5.6%	1,313	5.3%
20 - 24	1,563	6.6%	1,455	5.8%	1,316	5.3%
25 - 34	3,101	13.0%	3,591	14.3%	3,287	13.2%
35 - 44	3,336	14.0%	3,258	12.9%	3,549	14.3%
45 - 54	3,551	14.9%	3,229	12.8%	3,077	12.4%
55 - 64	2,798	11.7%	3,262	12.9%	3,120	12.6%
65 - 74	1,500	6.3%	2,560	10.2%	2,652	10.7%
75 - 84	1,141	4.8%	1,431	5.7%	1,750	7.0%
85+	1,100	4.6%	938	3.7%	957	3.9%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	15,191	63.8%	12,066	47.9%	11,818	46.9%	11,008	44.3%
Black Alone	886	3.7%	1,006	4.0%	994	3.9%	953	3.8%
American Indian Alone	121	0.5%	356	1.4%	370	1.5%	426	1.7%
Asian Alone	2,252	9.5%	2,681	10.7%	2,774	11.0%	2,907	11.7%
Pacific Islander Alone	21	0.1%	18	0.1%	18	0.1%	18	0.1%
Some Other Race Alone	4,104	17.2%	5,690	22.6%	5,811	23.1%	6,034	24.3%
Two or More Races	1,242	5.2%	3,348	13.3%	3,413	13.5%	3,501	14.1%
Hispanic Origin (Any Race)	8,725	36.6%	9,626	38.3%	9,735	38.6%	9,845	39.6%

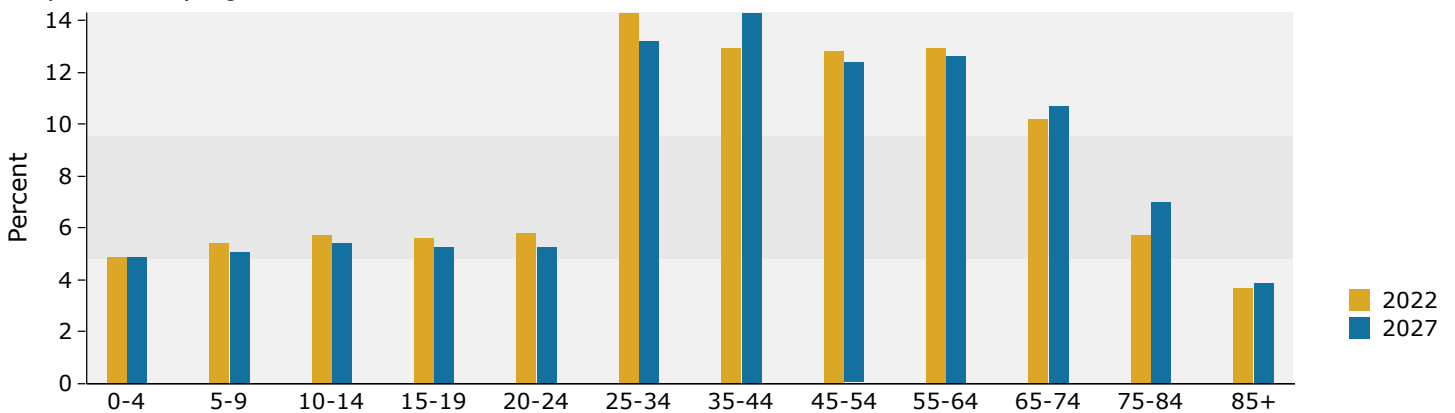
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

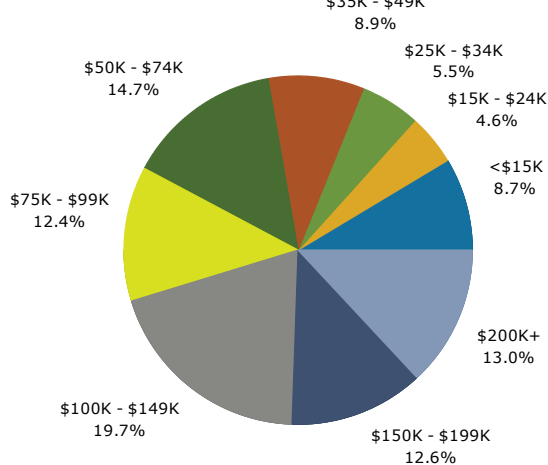
## Trends 2022-2027



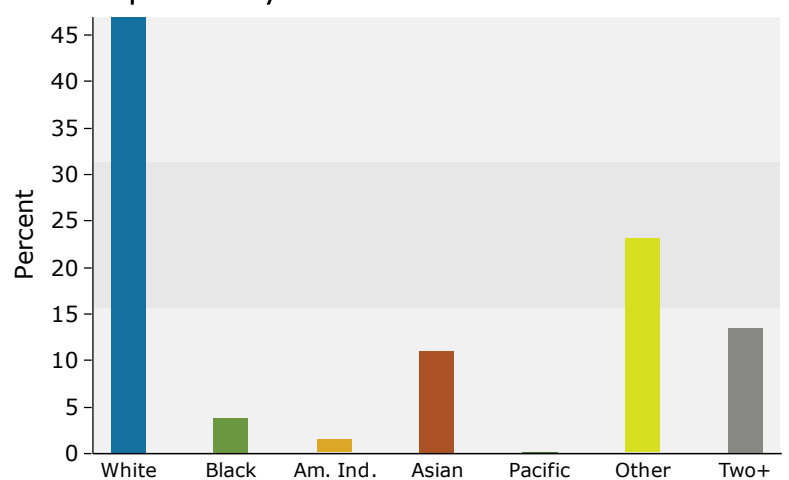
## Population by Age



## 2022 Household Income



## 2022 Population by Race



2022 Percent Hispanic Origin: 38.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Demographic and Income Profile

Victory + Tampa  
 19361 Victory Blvd, Reseda, California, 91335  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 34.18663  
 Longitude: -118.55520

Summary	Census 2010	Census 2020	2022	2027
Population	233,299	246,204	247,299	243,088
Households	79,991	86,308	86,841	85,718
Families	53,789	-	57,578	56,840
Average Household Size	2.89	2.82	2.81	2.80
Owner Occupied Housing Units	40,587	-	41,204	40,659
Renter Occupied Housing Units	39,404	-	45,637	45,059
Median Age	36.3	-	38.2	39.4

Trends: 2022-2027 Annual Rate	Area	State	National
Population	-0.34%	-0.06%	0.25%
Households	-0.26%	-0.01%	0.31%
Families	-0.26%	-0.01%	0.28%
Owner HHs	-0.27%	0.05%	0.53%
Median Household Income	4.05%	3.60%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	6,679	7.7%	4,404	5.1%
\$15,000 - \$24,999	4,746	5.5%	3,146	3.7%
\$25,000 - \$34,999	5,268	6.1%	3,811	4.4%
\$35,000 - \$49,999	7,654	8.8%	6,111	7.1%
\$50,000 - \$74,999	14,226	16.4%	13,197	15.4%
\$75,000 - \$99,999	11,044	12.7%	10,558	12.3%
\$100,000 - \$149,999	17,546	20.2%	18,532	21.6%
\$150,000 - \$199,999	9,646	11.1%	12,189	14.2%
\$200,000+	10,031	11.6%	13,770	16.1%
Median Household Income	\$84,324		\$102,852	
Average Household Income	\$117,043		\$142,778	
Per Capita Income	\$41,162		\$50,416	

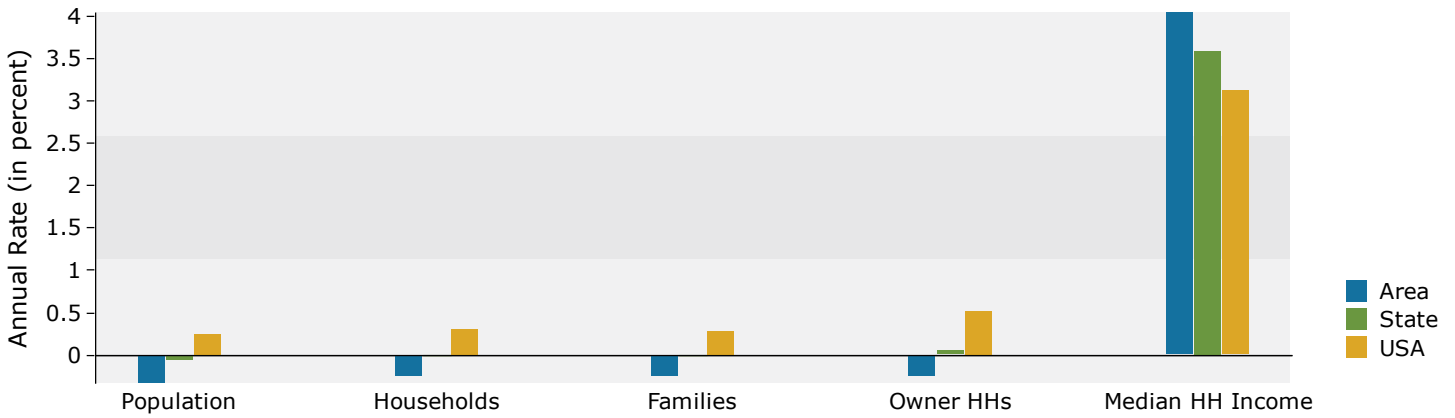
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,022	6.4%	13,908	5.6%	13,693	5.6%
5 - 9	13,948	6.0%	14,560	5.9%	13,279	5.5%
10 - 14	14,486	6.2%	14,987	6.1%	13,819	5.7%
15 - 19	15,504	6.6%	14,141	5.7%	13,438	5.5%
20 - 24	16,528	7.1%	15,690	6.3%	14,644	6.0%
25 - 34	36,469	15.6%	38,318	15.5%	36,028	14.8%
35 - 44	35,410	15.2%	35,913	14.5%	37,048	15.2%
45 - 54	32,927	14.1%	32,208	13.0%	31,402	12.9%
55 - 64	25,186	10.8%	29,153	11.8%	28,232	11.6%
65 - 74	13,720	5.9%	21,712	8.8%	22,495	9.3%
75 - 84	9,301	4.0%	11,327	4.6%	13,478	5.5%
85+	4,799	2.1%	5,381	2.2%	5,533	2.3%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	137,932	59.1%	106,107	43.1%	104,262	42.2%	96,925	39.9%
Black Alone	9,996	4.3%	11,784	4.8%	11,740	4.7%	11,241	4.6%
American Indian Alone	1,270	0.5%	3,617	1.5%	3,760	1.5%	4,280	1.8%
Asian Alone	26,648	11.4%	30,100	12.2%	31,237	12.6%	32,517	13.4%
Pacific Islander Alone	315	0.1%	271	0.1%	271	0.1%	268	0.1%
Some Other Race Alone	44,759	19.2%	61,787	25.1%	62,795	25.4%	64,039	26.3%
Two or More Races	12,379	5.3%	32,539	13.2%	33,234	13.4%	33,818	13.9%
Hispanic Origin (Any Race)	94,777	40.6%	101,140	41.1%	102,076	41.3%	101,955	41.9%

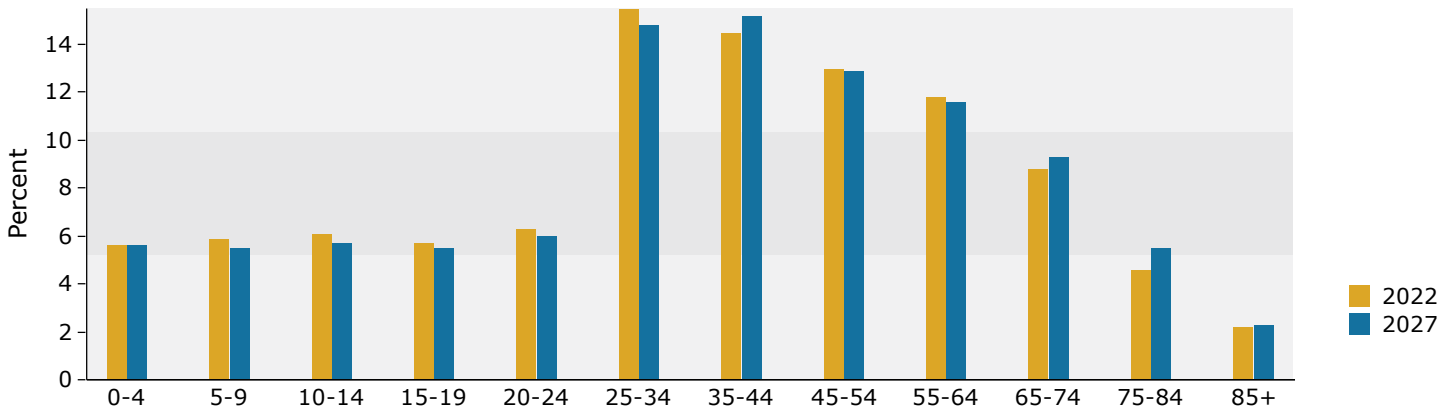
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

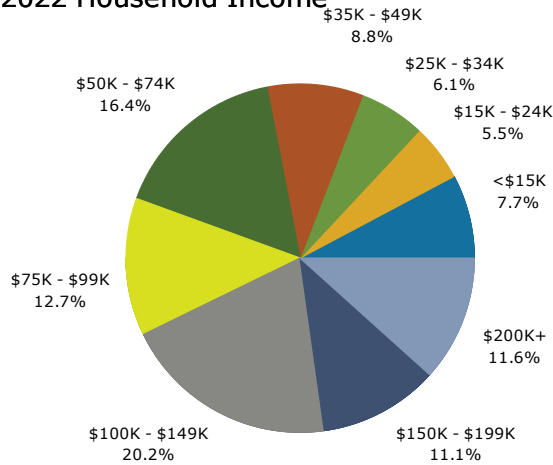
## Trends 2022-2027



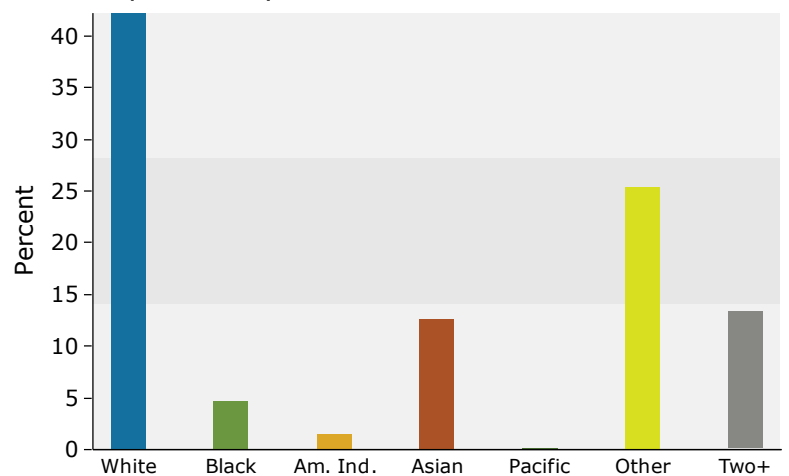
## Population by Age



## 2022 Household Income



## 2022 Population by Race



2022 Percent Hispanic Origin: 41.3%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Demographic and Income Profile

Victory + Tampa  
 19361 Victory Blvd, Reseda, California, 91335  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.18663  
 Longitude: -118.55520

Summary	Census 2010	Census 2020	2022	2027
Population	458,803	484,239	486,703	478,735
Households	160,117	170,912	172,283	170,009
Families	108,533	-	115,817	114,376
Average Household Size	2.82	2.79	2.78	2.77
Owner Occupied Housing Units	86,719	-	87,544	86,394
Renter Occupied Housing Units	73,398	-	84,739	83,615
Median Age	37.0	-	38.8	40.0

Trends: 2022-2027 Annual Rate	Area	State	National
Population	-0.33%	-0.06%	0.25%
Households	-0.27%	-0.01%	0.31%
Families	-0.25%	-0.01%	0.28%
Owner HHs	-0.26%	0.05%	0.53%
Median Household Income	3.62%	3.60%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	11,741	6.8%	7,771	4.6%
\$15,000 - \$24,999	8,844	5.1%	5,724	3.4%
\$25,000 - \$34,999	9,689	5.6%	6,713	3.9%
\$35,000 - \$49,999	14,737	8.6%	11,409	6.7%
\$50,000 - \$74,999	26,426	15.3%	24,548	14.4%
\$75,000 - \$99,999	21,011	12.2%	20,140	11.8%
\$100,000 - \$149,999	33,926	19.7%	35,080	20.6%
\$150,000 - \$199,999	19,728	11.5%	24,746	14.6%
\$200,000+	26,181	15.2%	33,879	19.9%

Median Household Income	\$91,063	\$108,789
Average Household Income	\$129,640	\$155,915
Per Capita Income	\$45,913	\$55,386

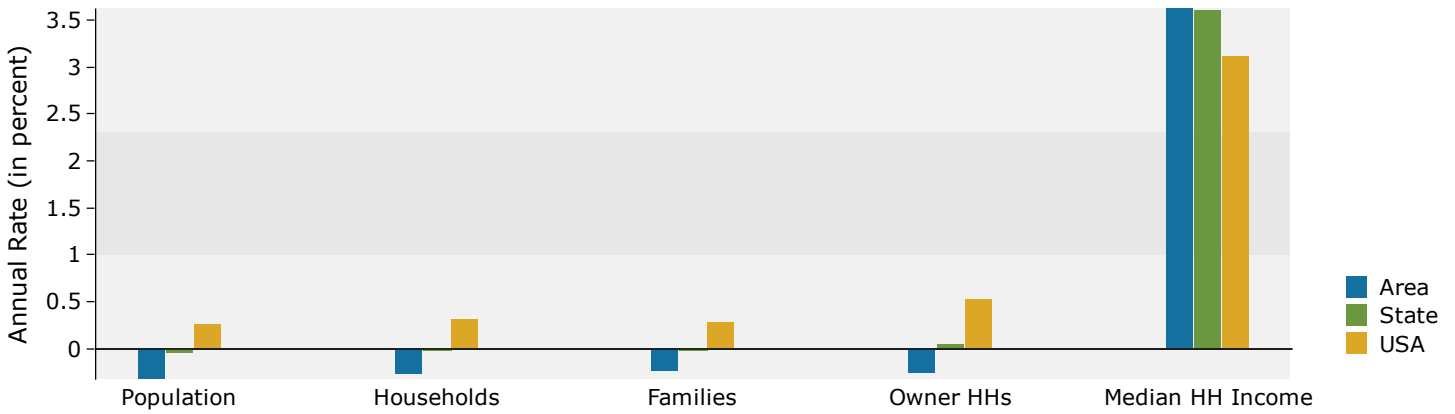
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,180	6.1%	26,225	5.4%	25,956	5.4%
5 - 9	27,264	5.9%	27,604	5.7%	25,456	5.3%
10 - 14	28,374	6.2%	28,965	6.0%	26,526	5.5%
15 - 19	32,210	7.0%	29,086	6.0%	27,025	5.6%
20 - 24	33,408	7.3%	31,175	6.4%	29,131	6.1%
25 - 34	66,661	14.5%	72,900	15.0%	68,622	14.3%
35 - 44	67,356	14.7%	67,385	13.8%	71,501	14.9%
45 - 54	66,098	14.4%	62,733	12.9%	60,185	12.6%
55 - 64	51,430	11.2%	59,864	12.3%	57,156	11.9%
65 - 74	28,833	6.3%	45,472	9.3%	47,123	9.8%
75 - 84	19,544	4.3%	24,264	5.0%	28,665	6.0%
85+	9,446	2.1%	11,030	2.3%	11,387	2.4%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	281,903	61.4%	218,780	45.2%	215,362	44.2%	200,736	41.9%
Black Alone	21,533	4.7%	23,744	4.9%	23,657	4.9%	22,562	4.7%
American Indian Alone	2,479	0.5%	6,032	1.2%	6,270	1.3%	7,137	1.5%
Asian Alone	55,137	12.0%	63,909	13.2%	66,474	13.7%	69,526	14.5%
Pacific Islander Alone	644	0.1%	616	0.1%	599	0.1%	588	0.1%
Some Other Race Alone	73,375	16.0%	107,666	22.2%	109,473	22.5%	111,907	23.4%
Two or More Races	23,733	5.2%	63,491	13.1%	64,868	13.3%	66,280	13.8%
Hispanic Origin (Any Race)	164,017	35.7%	180,966	37.4%	182,550	37.5%	182,478	38.1%

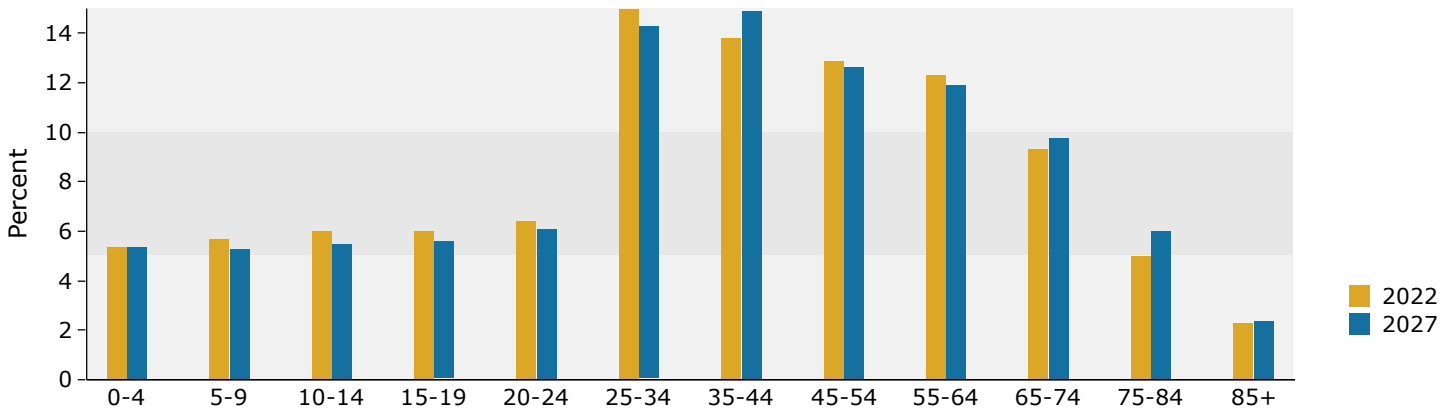
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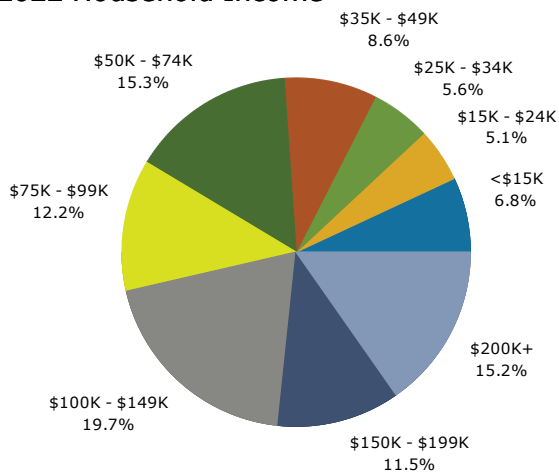
## Trends 2022-2027



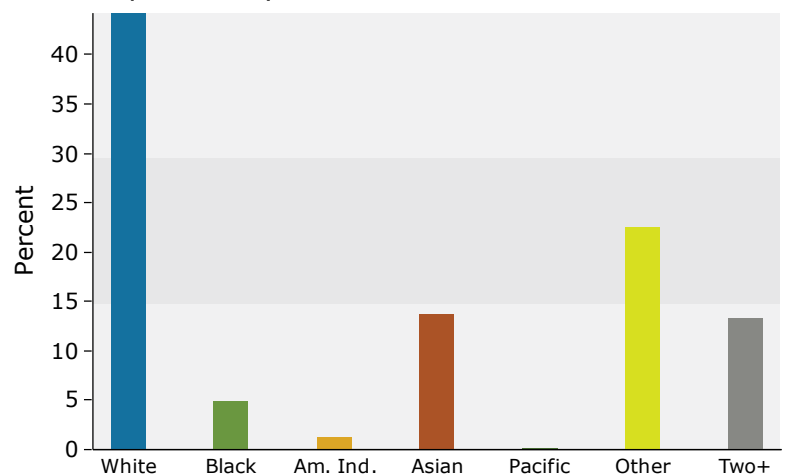
## Population by Age



## 2022 Household Income



## 2022 Population by Race



2022 Percent Hispanic Origin: 37.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.