





City Manager

City of Carson, CA
ci.carson.ca.us

GEOGRAPHIC SERVICES

Home :: City Departments :: City Manager :: Information Technology :: Geographic Services

Print Page Font Size: T | T | T

What is GIS

Map Fees

Interactive Maps

Map Gallery

GIS Resource Links

» Geographic Services

- **Available Properties**
[Find commercial available land and buildings](#) for sale or lease.
- **Carson Property Information System**
For detailed information about property in the City of Carson, all you need is in the property information system.
- **Carson Property Information System <-- New version**
- **Map Gallery**
Looking for zoning and other maps you can print directly? Take a look at our extensive map gallery.

Download Area

- **Carson GIS Data Layers**
[Click here](#) to download a .zip file with the most frequently asked for data layers from the City of Carson's GIS Department. The file size is approximately 6 MB.
- **Street Improvements Index Map (pdf)**
- **Carson Mobile Home Parks and Address Points**
- **Carson Voting Precincts**



Contact City Hall
(310)830-7600
7:00 AM - 6:00 PM
Monday - Thursday

Here's what we'll talk about

- What we do in economic development
- Case studies
 - A regional mall (Drive time)
 - The motorcycle shop (Radius)
 - The grocery store (Comparison)
 - Understanding ourselves (Market research)
- Wrap up

Economic Development

- It's only a little about attraction
- The biggest deal is retention
- Don't forget expansion

Drive times:
because
sometimes
a circle just
isn't good
enough



Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

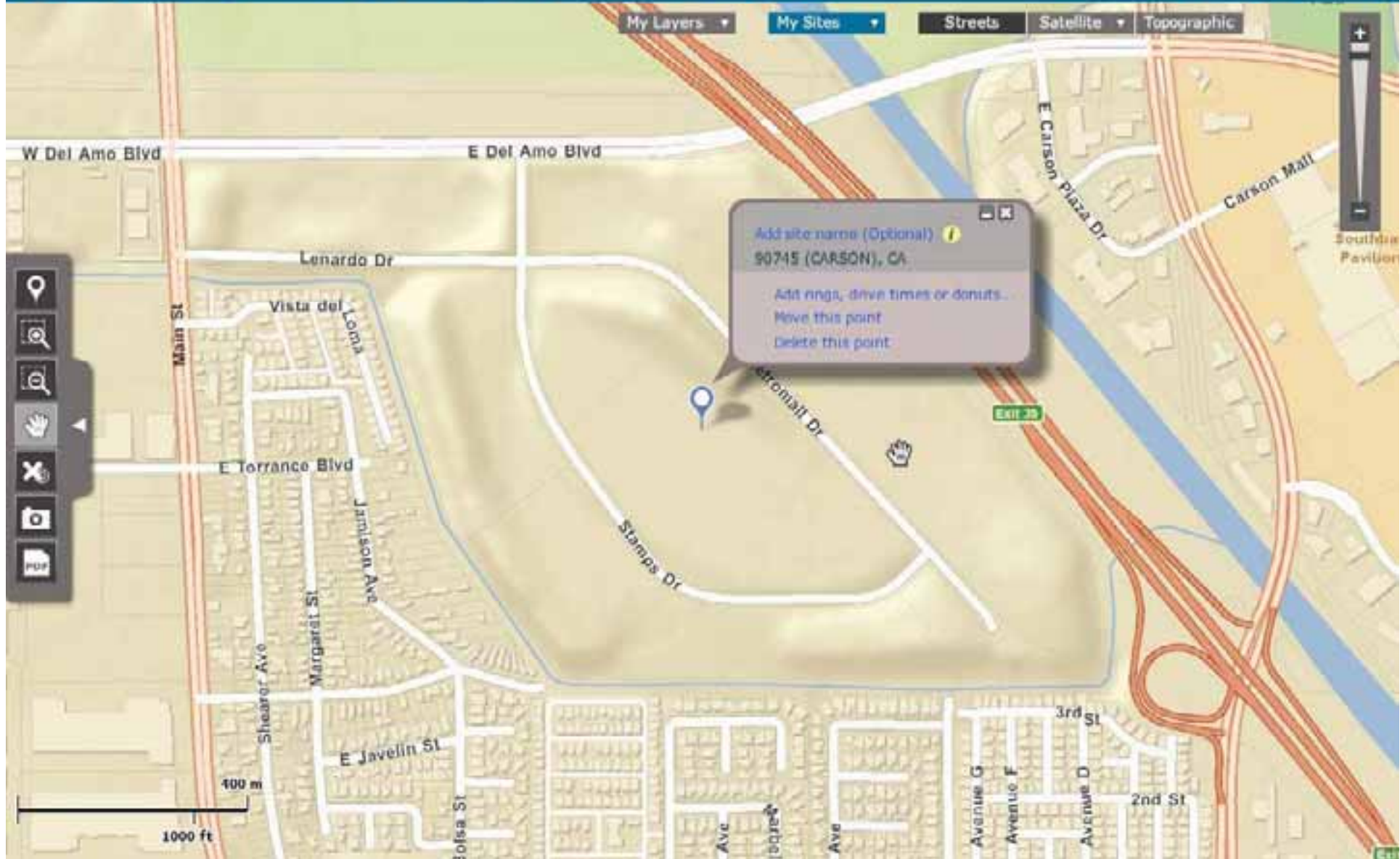
My Layers

My Sites

Streets

Satellite

Topographic



Home

Select Location

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Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Prev



Rings

Drive Times

Donuts

Radius

5

15

30

(in miles)

Apply

step 2 of 3

Click Next to add rings, drive times or donuts

Next

My Layers

My Sites

Streets

Satellite

Topographic

W Del Amo Blvd

E Del Amo Blvd

Lenardo Dr

Vista del

100th

Metromall Dr

Exit 35

Carson Plaza Dr

Carson Mall

Main St

E Torrance Blvd

Jamison Ave

Stamps Dr

400 m

1000 ft

E Javelin St

Shearer Ave

Margaret St

Bolsa St

1st Ave

2nd Ave

3rd Ave

Avenue G

Avenue F

3rd St

2nd St



Home

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Rings

Drive Times

Donuts

Radius

5

15

30

(in miles)

Apply

step 2 of 3

Click Next to add rings, drive times or donuts

Next

My Layers

My Sites

Streets

Satellite

Topographic



Home

Select Location

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Choose One >>

Find Location

Draw Polygon

Select Geographies

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Prev



Rings

Drive Times

Donuts

Apply

step 2 of 3

Click Next to add rings, drive times or donuts

Next

Time 10 20 45 (in minutes)

My Layers

My Sites

Streets

Satellite

Topographic



Home

Select Location

Get Reports

Research Market

Choose One To

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

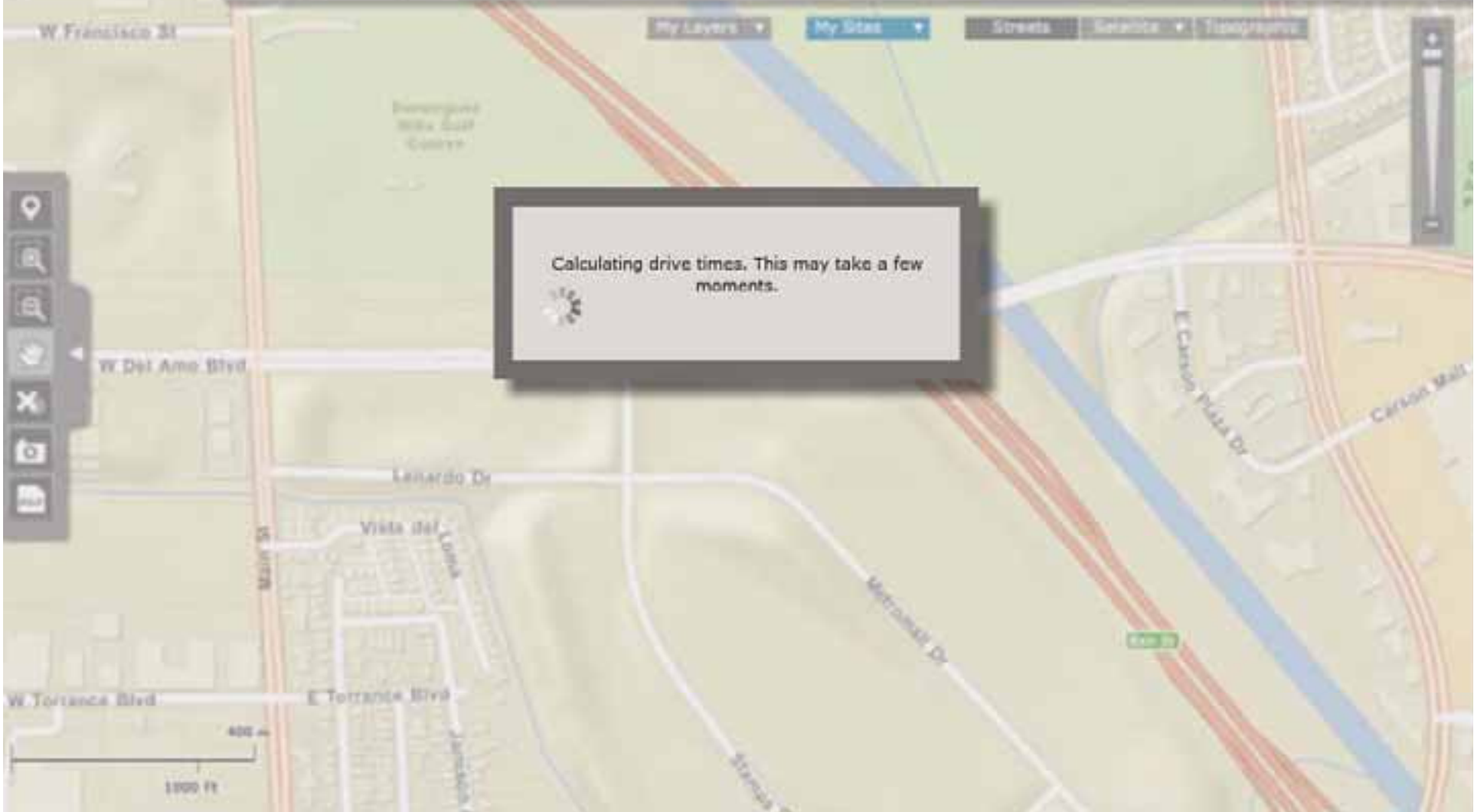
Map navigation and settings toolbar including a star icon, a 'Time' dropdown menu with options 15, 30, and 45 (in minutes), an 'Apply' button, and a 'Click here to add legs, drive time or stops' button. A 'step 2 of 3' indicator is also present.

My Layers | My Sites | Streets | Reference | Topographic

Calculating drive times. This may take a few moments.



Map navigation toolbar with icons for home, pan, zoom, and other map controls.



Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

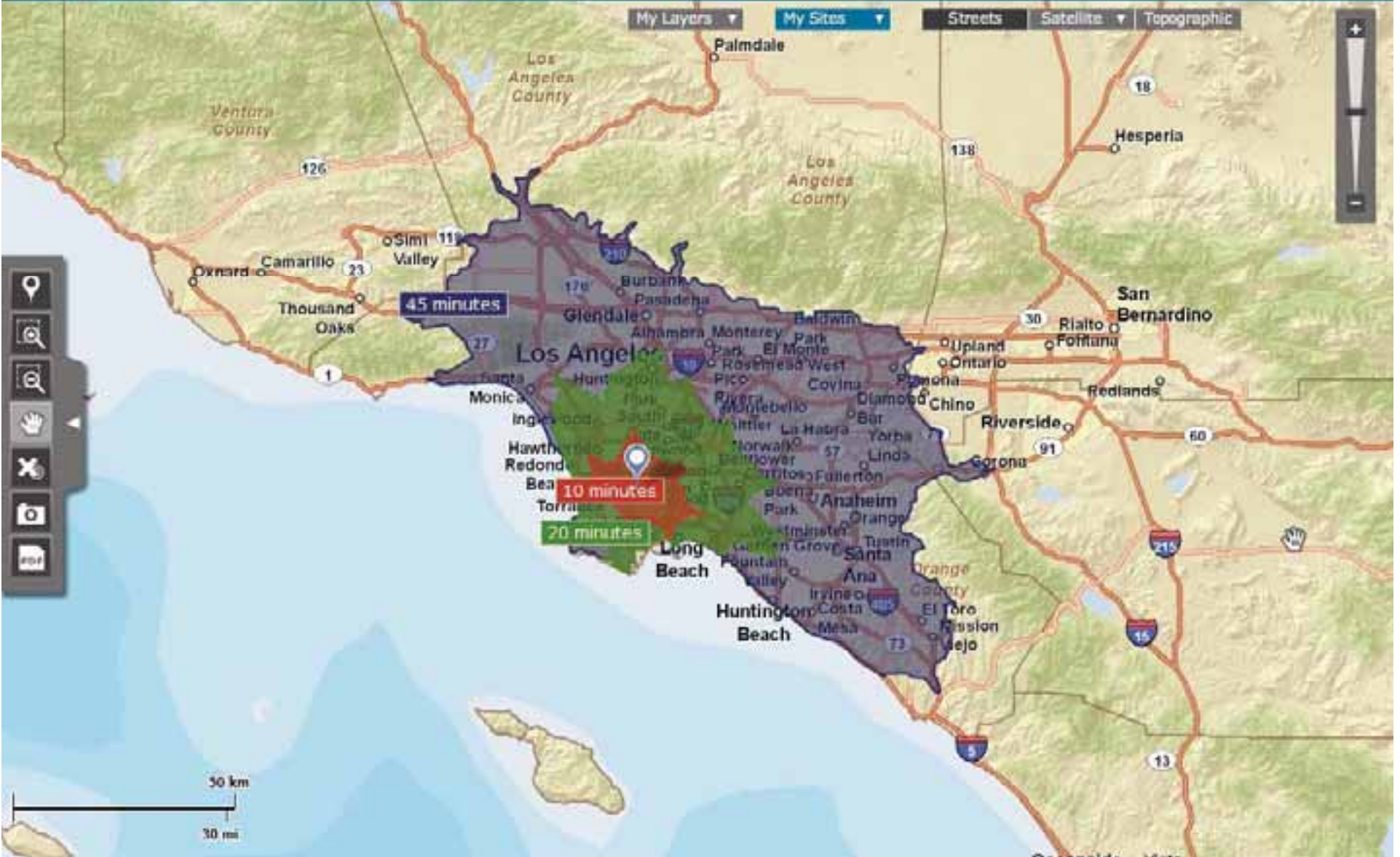
Draw Polygon

Select Geographies

Import File

Organize Sites

My Layers My Sites Streets Satellite Topographic



Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Prev



Rings

Drive Times

Donuts

Apply

step 2 of 3

Click Next to add rings, drive times or donuts

Next

Time 10 20 45 (in minutes)

My Layers

My Sites

Streets

Satellite

Topographic



50 km
30 mi

Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Prev

What do you want to do next with this site?

Get Reports

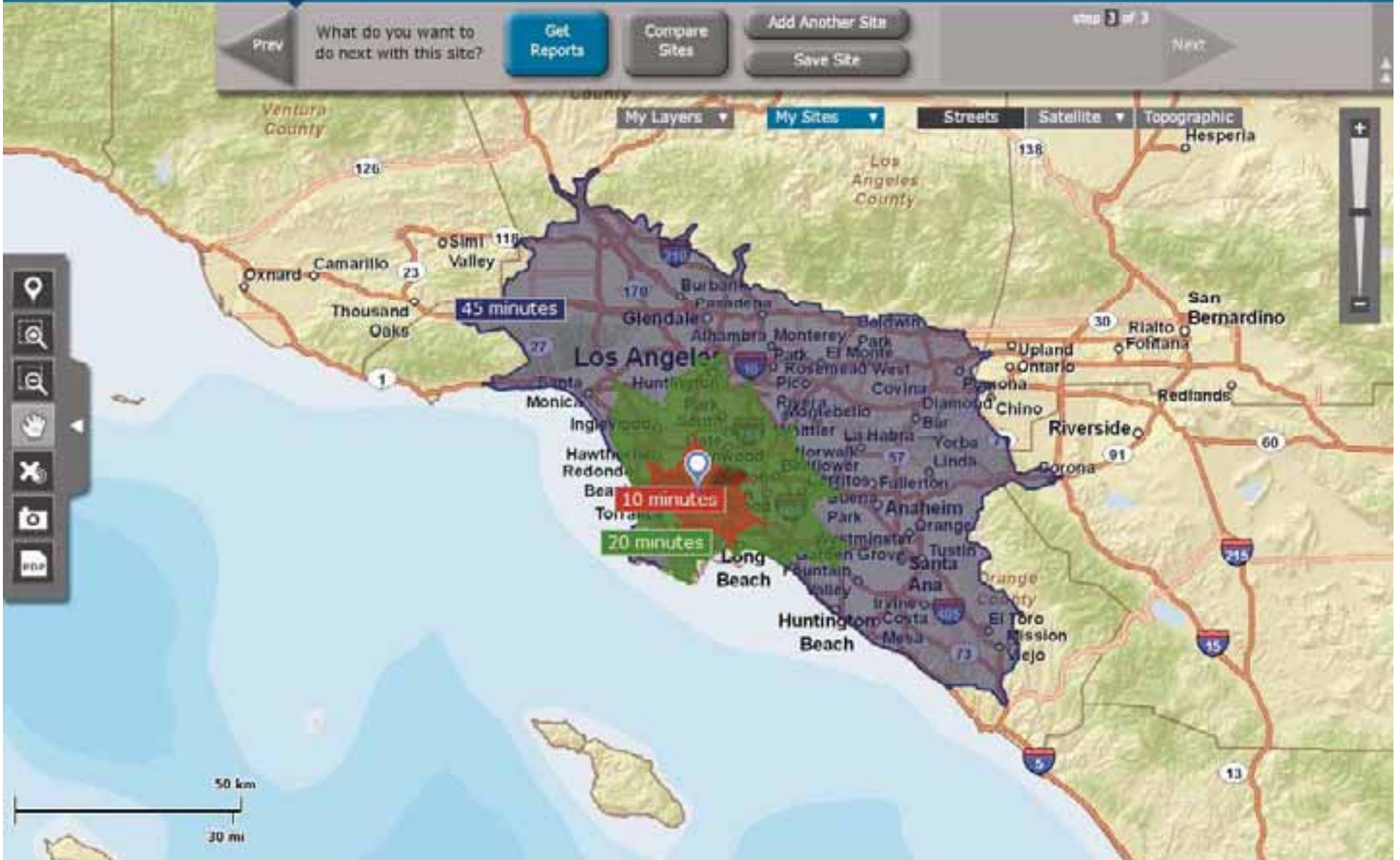
Compare Sites

Add Another Site

Save Site

step 3 of 3

Next



Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports


Create Comparison Reports


Previous Reports

Selected Sites: 1

Select All | Remove

E Del Amo Blvd, Carson, C...
 E Del Amo Blvd, Car...
 10, 20, 45 minutes

90745 (CARSON), CA
 90745 (CARSON), CA
 10, 20, 45 minutes

Motorcycles_1
 977 W Hyde Park Dr...
 10 miles










Motorcycles
 977 W Hyde Park Dr...
 10 miles

Run Favorites

Add New Location

View: All Reports

Sort by: Report Name | Popularity | Price | Favorites

Add	Report Name	Price	Format PDF	Sample	Favorites
Add	1990-2000 Comparison Profile	Included	PDF		
Add	Age 50+ Profile	Included	PDF		
Add	Age by Income Profile	Included	PDF		
Add	Age By Sex By Race Profile	Included	PDF		
Add	Age by Sex Profile	Included	PDF		
Add	Automotive Aftermarket Expenditures	Included	PDF		
Add	Business Locator	Included	PDF		
Add	Business Summary	Included	PDF		
Add	Census 2000 Detailed Race Profile	Included	PDF		
Add	Census 2000 Summary Profile	Included	PDF		
Add	Demographic and Income Comparison Profile	Included	PDF		
Add	Demographic and Income Profile	Included	PDF		
Add	Demographic and Income Profile (New Style) Very popular	Included	PDF		

Send to: waite@earthlink.net CCI: colleague@company.com;col Report subtitle: e.g.: Prepared by Esri

Run Selected Reports

Home

Select Location

Get Reports

Research Market

Choose One or

Run Standard Reports

Create Comparison Reports

Previous Reports

Selected Sites: 1

E-Del Amo Bus. Ctr., MN

90th (CARSON), CA

Motocycles, IL

Motocycles

E-Del Amo Bus. Ctr., MN
10, 20, 40 miles

90th (CARSON), CA
10, 20, 40 miles

977 W Hyde Park Dr., IL
10 miles

977 W Hyde Park Dr., IL
10 miles

Run Favorites

Add New Location

Report Description

Demographic and Income Profile

This report summarizes Census 2000, current-year estimates, and five-year forecasts of household data to reveal trends in demographics and income. Demographic variables illustrated with bar and pie charts help you quickly analyze the demographics of trade areas to forecast market growth.

[View a sample](#)

Related Information from ESRI

- [About this Database](#)
- [Changes and Trends](#)
- [Order the Source Data](#)

Ok

View: All Reports

Add	Report Name	Price	PDF	Sample	Favorites
Add	Census 2000 Summary				☆
Add	Demographic and Income Profile				☆
Add	Demographic and Income Profile				☆
Add	Demographic and Income Profile				☆
Add	Detailed Age Profile				☆
Add	Detailed Income Profile				☆
Add	Disposable Income Profile				☆
Add	Dominant Tapestry Segments				☆
Add	Electronics and Internet Usage				☆
Add	Executive Summary				☆
Add	Financial Expenditures				☆
Add	Financial Investments Market Potential	\$ 75	PDF		☆
Add	Graphic Profile	Included	PDF		☆

Send to: walt@earthlink.net | CC: coltagie@company.com, et al | Report submitted by: Prepared by Esri

Run Selected Reports

Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Selected Sites: 1

E Del Amo Blvd, Carson, C

90745 (CARSON), CA

Motorcycles_1

Motorcycles

E Del Amo Blvd, Cars...
10, 20, 45 minutes

90745 (CARSON), CA
10, 20, 45 minutes

977 W Hyde Park Blv...
10 miles

977 W Hyde Park Blv...
10 miles

Run Favorites

Add New Location

View: All Reports

Sort by: Report Name | Popularity | Price | Favorites

Add	Report Name	Price	Format	PDF	Sample	Favorites
<input type="button" value="Add"/>	Census 2000 Summary Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Demographic and Income Comparison Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Demographic and Income Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Demographic and Income Profile (New Style) Very popular	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input checked="" type="button" value="★"/>
<input type="button" value="Add"/>	Detailed Age Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Detailed Income Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Disposable Income Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input checked="" type="button" value="★"/>

Remove All	Selected Reports (2 Reports for 1 Site: 2 Total Reports)	Format	Quick Report
<input type="button" value="Remove"/>	<input type="checkbox"/> Demographic and Income Profile (New Style) E Del Amo Blvd, Carson, CA, 90745	<input type="button" value="PDF"/>	<input type="button" value="Run now..."/>
<input type="button" value="Remove"/>	<input type="checkbox"/> Disposable Income Profile E Del Amo Blvd, Carson, CA, 90745	<input type="button" value="PDF"/>	<input type="button" value="Run now..."/>

Send to: waite@earthlink.net CC: colleague@company.com, col Report subtitle: e.g.: Prepared by Esri

Home

Select Location

Get Reports

Research Market

Choose One or

Run Standard Reports

Create Comparison Reports

Previous Reports

Selected Sites: 3

E Del Amo Blvd, Carson, CA

90745 (CARSON, CA)

Motorcycles_3

Motorcycles

E Del Amo Blvd, Carson, CA
10, 20, 40 miles

90745 (CARSON, CA)
10, 20, 40 miles

977 W Hyde Park Dr...
10 miles

977 W Hyde Park Dr...
10 miles

Run Favorites

Add New Location

View: All Reports

Sort by: Report Name | Popularity | Price | Favorites

Add	Report Name	Sample	Favorites
Add	Census 2000 S...		
Add	Demographic a...		
Add	Demographic a...		
Add	Demographic a...		
Add	Detailed Age P...		
Add	Detailed Incom...		
Add	Disposable Inc...		

Reports Ready

Order Number: 120709

Your reports are ready:

- [Demographic and Income Profile \(New Style\) for E Del Amo Blvd, Carson, CA, 90745](#) PDF
- [Disposable Income Profile for E Del Amo Blvd, Carson, CA, 90745](#) PDF
- [All in one](#) PDF

Your reports are saved and can be accessed in the [Ordered Reports](#) section.
Your order was also emailed to you.

Do not show this dialog again. (You can turn this back on under [Preferences](#))

[OK](#)

Remove All	Selected Reports (2)	Quick Report
Remove	<input type="checkbox"/> Demographic and Income Profile (New Style) E Del Amo Blvd, Carson, CA, 90745	PDF Run now...
Remove	<input type="checkbox"/> Disposable Income Profile E Del Amo Blvd, Carson, CA, 90745	PDF Run now...

Send to: walt@earthlink.net CC: colt@apw@company.com, colt Report submitted 4/3/11 Prepared by Earl

[Run Selected Reports](#)



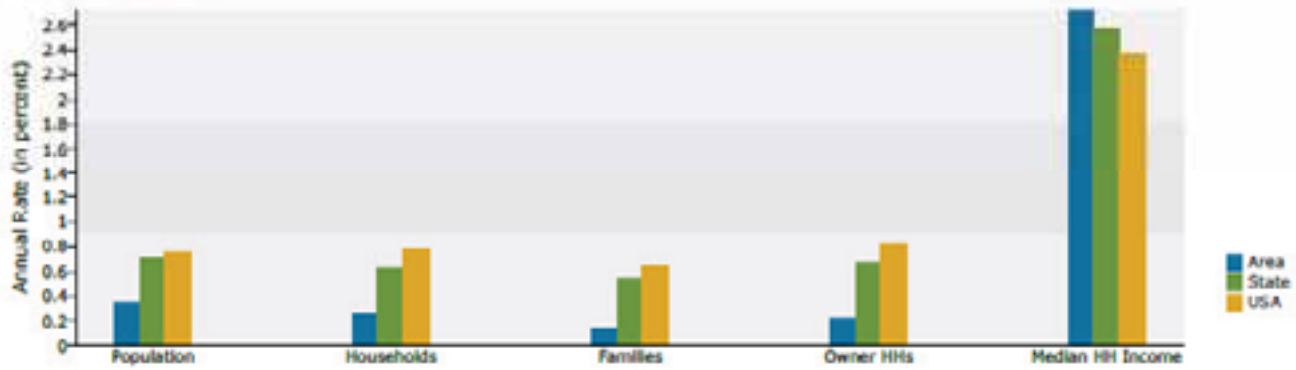
Demographic and Income Profile

E Del Amo Blvd, Carson, CA 90745
 Drive Time: 45 minutes

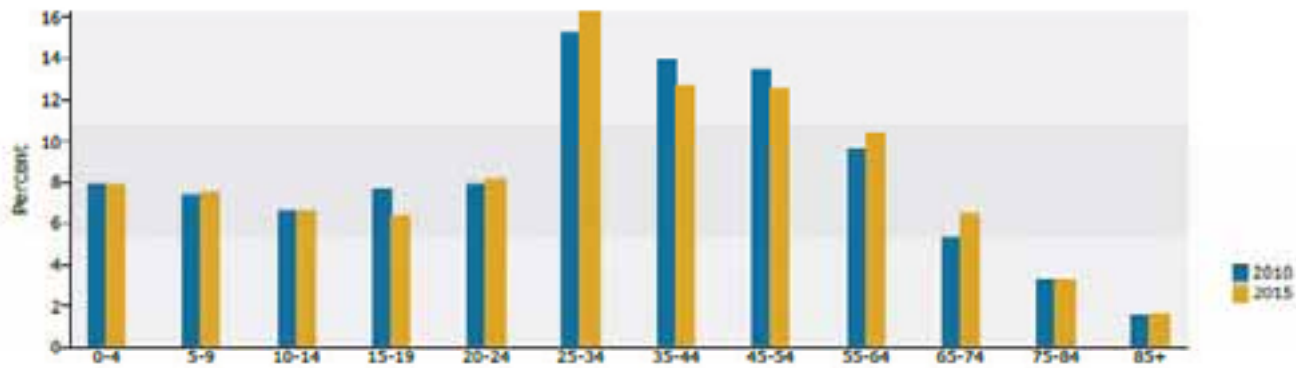
Latitude: 33.84623
 Longitude: -118.27308

Summary	2000		2010		2015	
Population	11,528,861		12,307,365		12,519,803	
Households	3,778,622		3,945,124		3,994,245	
Families	2,593,974		2,700,432		2,719,617	
Average Household Size	3.00		3.07		3.09	
Owner Occupied Housing Units	1,863,718		1,896,531		1,916,878	
Renter Occupied Housing Units	1,914,904		2,048,593		2,077,367	
Median Age	32.2		33.1		33.1	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	0.34%		0.70%		0.76%	
Households	0.25%		0.63%		0.78%	
Families	0.14%		0.55%		0.64%	
Owner HHS	0.21%		0.68%		0.82%	
Median Household Income	2.72%		2.59%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	588,470	15.6%	427,405	10.8%	344,915	8.6%
\$15,000 - \$24,999	457,407	12.1%	349,890	8.9%	286,492	7.2%
\$25,000 - \$34,999	448,489	11.9%	370,926	9.4%	289,235	7.2%
\$35,000 - \$49,999	572,322	15.1%	532,106	13.5%	432,977	10.8%
\$50,000 - \$74,999	694,010	18.4%	791,434	20.1%	864,208	21.6%
\$75,000 - \$99,999	408,407	10.8%	569,147	14.4%	579,442	14.5%
\$100,000 - \$149,999	363,061	9.6%	507,862	12.9%	667,733	16.7%
\$150,000 - \$199,999	115,575	3.1%	190,990	4.8%	248,672	6.2%
\$200,000+	134,225	3.5%	205,286	5.2%	280,493	7.0%
Median Household Income	\$44,866		\$58,140		\$66,477	
Average Household Income	\$63,745		\$78,650		\$91,437	
Per Capita Income	\$21,216		\$25,546		\$29,546	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent

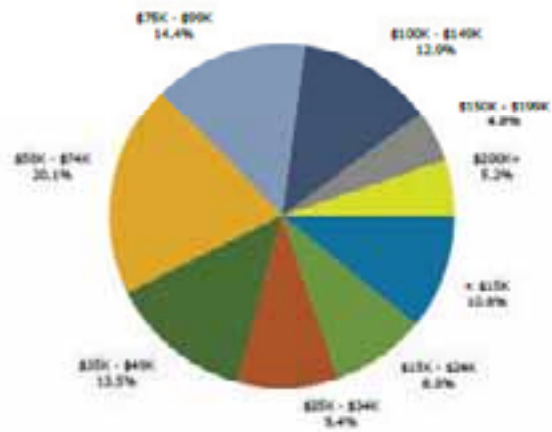
Trends 2010-2015



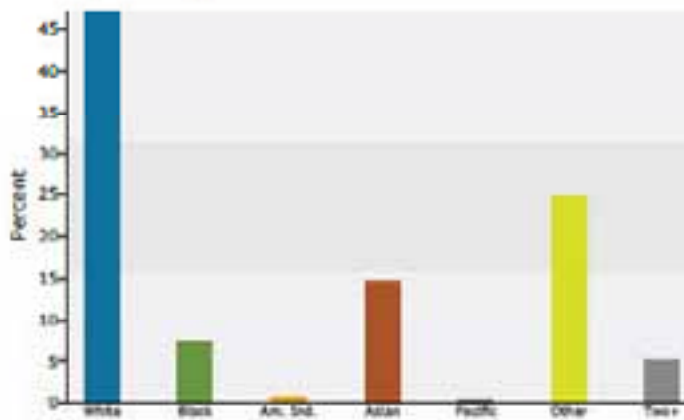
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 47.2%

What does that show?



Keeping the distance – a radius study

Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Address: 977 W. Hyde Park, Inglewood, CA

Site Name: Motorcycles

step 1 of 3
Click Next to add rings, drive times or donuts

Map of Los Angeles area showing major highways (10, 101, 105, 110, 60, 72, 91, 118, 10, 5, 605) and city names (Los Angeles, Inglewood, Torrance, etc.). Includes a scale bar (10 km / 5 mi) and a map control panel on the left.

Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Address: 977 W Hyde Park Blvd, Inglewood, CA 9030

Address Lat/Long

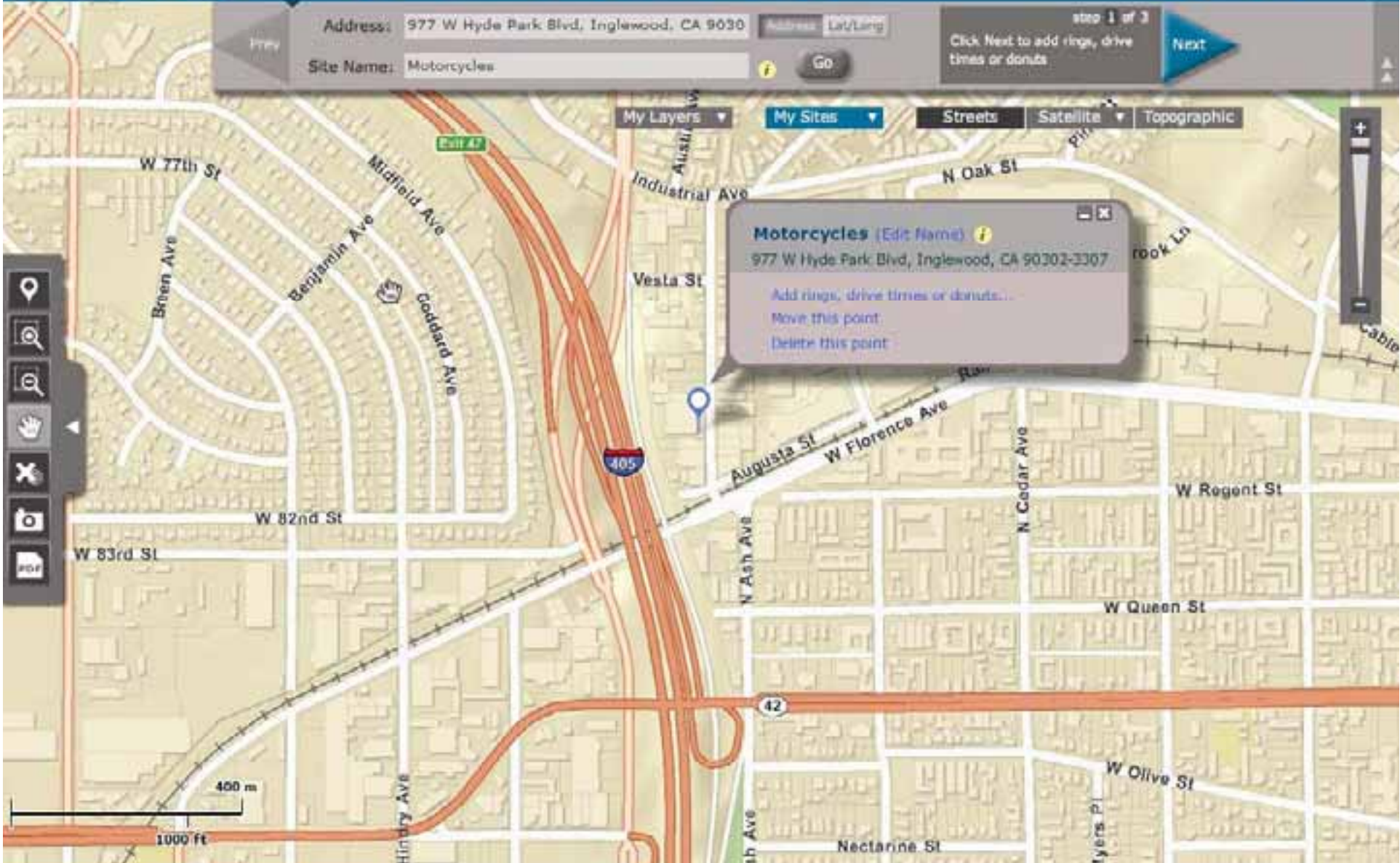
step 1 of 3

Click Next to add rings, drive times or donuts

Next

Site Name: Motorcycles

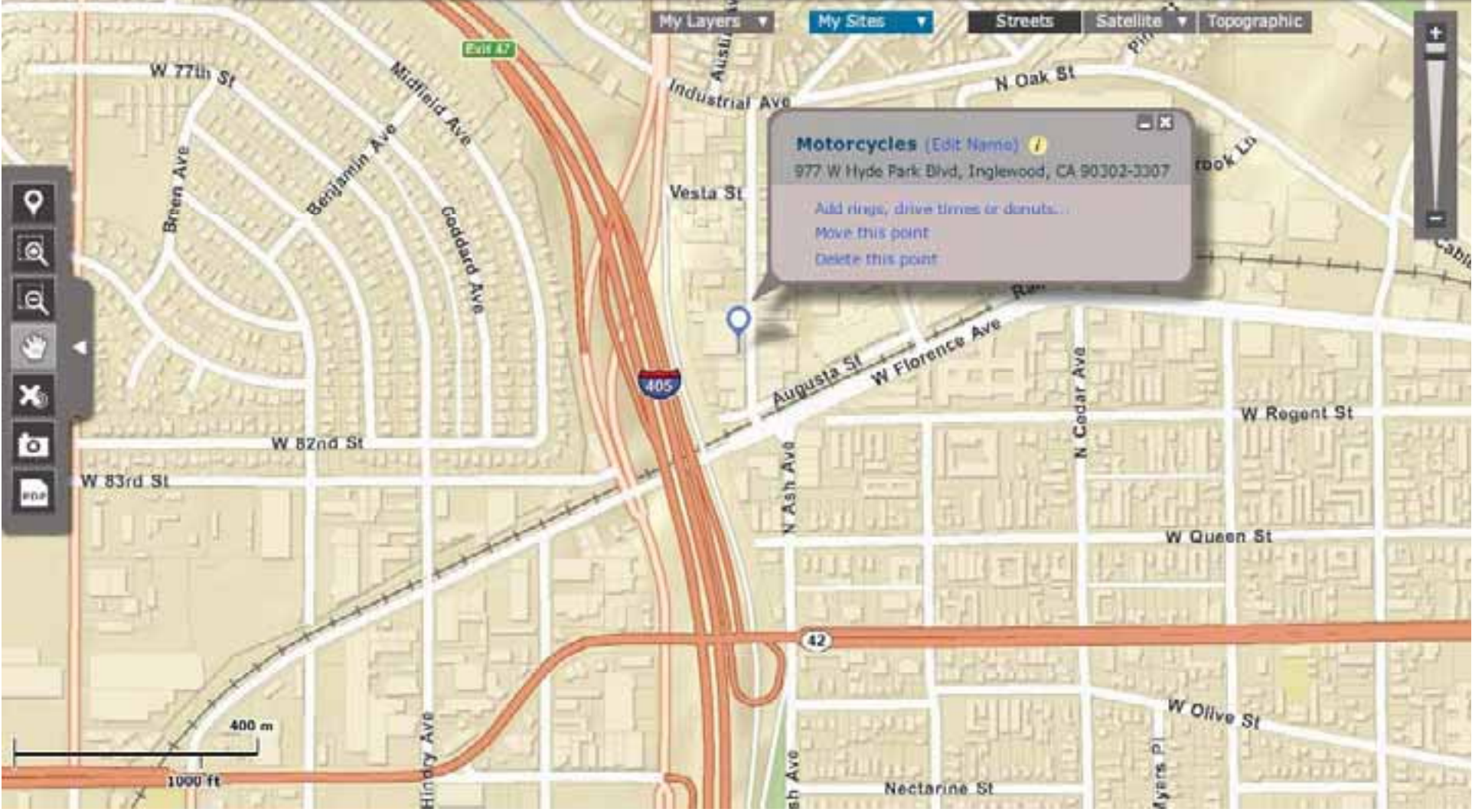
Go



step 2 of 3
Click Next to get reports, save this site or create a new site

Prev Rings Drive Times Donuts **Apply** Next

Radius (in miles)



Motorcycles (Edit Name) ⓘ

977 W Hyde Park Blvd, Inglewood, CA 90302-3307

[Add rings, drive times or donuts...](#)

[Move this point](#)

[Delete this point](#)

Home

Select Location

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Research Market

Choose One >>

Find Location

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Import File

Organize Sites

Calabasas

Prev



Rings

Drive Times

Donuts

Radius 10

(in miles)

Apply

step 2 of 3

Click Next to get reports, save this site or create a new site.

Next



10 miles

10 km

5 mi

Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites



What happened?



Can we sell you an apple? A comparison study

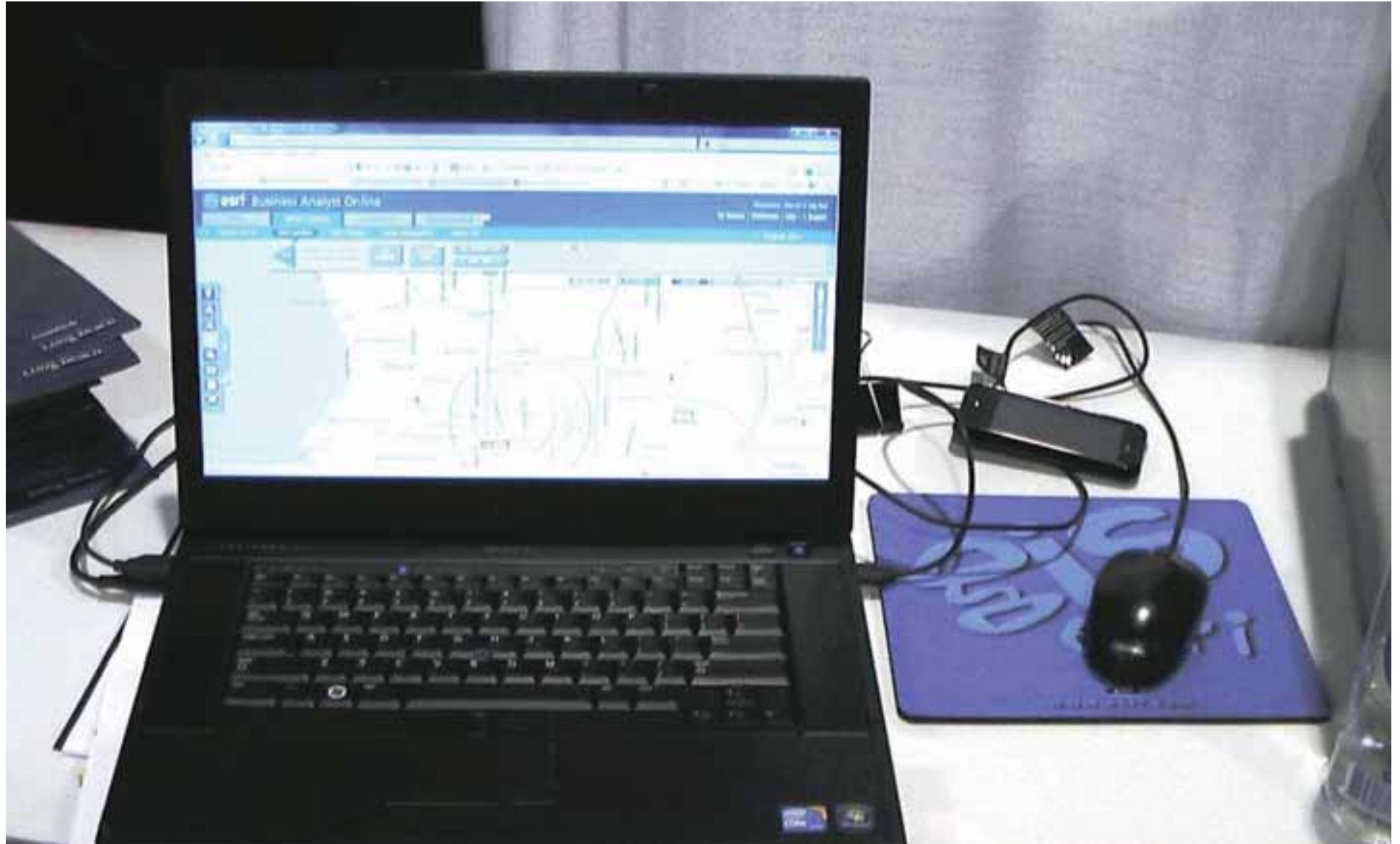


Carson, California









Home

Select Location

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Research Market

Choose One

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Prev

Address: 21801 Avalon Blvd, Carson, CA, 90745

Address Lat/Long

step 1 of 3

Click next to add rings, drive times or donuts

Next

Site Name: Enter site name (optional)



Go

My Layers

My Sites

Streets

Satellite

Topographic



Add site name (Optional)

21801 Avalon Blvd, Carson, CA, 90745

[Add rings, drive times or donuts...](#)

[Move this point](#)

[Delete this point](#)



Southwest Village

Prev Rings Drive Times Donuts Apply step 2 of 3 Click next to get reports, save this site or create a new site Next

Radius 1 (in miles)

My Layers My Sites Streets Satellite Topographic

1 mile

West Carson 2 km

Southwest Village

Prev What do you want to do next with this site? Get Reports Compare Sites Add Another Site Save Site Next

step 3 of 3



Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Selected Sites: 1

Select All | None

21801 Avalon Blvd, Carson, CA

21801 Avalon Blvd, C...
1 miles

E Del Amo Blvd, Carson, C...

E Del Amo Blvd, Cars...
10, 20, 45 minutes

90745 (CARSON), CA

90745 (CARSON), CA
10, 20, 45 minutes

Motorcycles_1

977 W Hyde Park Be...
10 miles

Run Favorites

Add New Location

View: All Reports

Sort by: Report Name | Popularity | Price | Favorites

Add	Report Name	Price	Format	PDF	Sample	Favorites
<input type="button" value="Add"/>	Business Locator	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Business Summary	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input checked="" type="button" value="☆"/>
<input type="button" value="Add"/>	Census 2000 Detailed Race Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Census 2000 Summary Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>

Remove All	Selected Reports (1 Report for 1 Site: 1 Total Reports)	Format	Quick Report
<input type="button" value="Remove"/>	Demographic and Income Profile (New Style)		
	21801 Avalon Blvd, Carson, CA, 90745	<input type="button" value="PDF"/>	<input type="button" value="Run now..."/>

Send to: waite@earthlink.net CC: cmlwague@company.com, cml Report subtitle: e.g.: Prepared by Esri

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,674	6.8%	1,920	7.1%	1,990	7.1%
5 - 9	2,006	8.2%	1,898	7.0%	1,966	7.0%
10 - 14	1,940	7.9%	1,806	6.7%	1,900	6.8%
15 - 19	1,857	7.6%	2,136	7.9%	1,774	6.3%
20 - 24	1,636	6.7%	1,968	7.3%	2,093	7.5%
25 - 34	3,370	13.7%	3,872	14.3%	4,140	14.8%
35 - 44	3,579	14.6%	3,467	12.8%	3,462	12.4%
45 - 54	3,128	12.7%	3,597	13.3%	3,382	12.1%
55 - 64	2,233	9.1%	2,970	10.9%	3,317	11.9%
65 - 74	1,786	7.3%	1,787	6.6%	2,150	7.7%
75 - 84	1,081	4.4%	1,213	4.5%	1,223	4.4%
85+	305	1.2%	493	1.8%	552	2.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,295	29.7%	7,507	27.7%	7,501	26.8%
Black Alone	1,782	7.2%	1,625	6.0%	1,524	5.5%
American Indian Alone	154	0.6%	146	0.5%	142	0.5%
Asian Alone	8,600	35.0%	10,063	37.1%	10,607	38.0%
Pacific Islander Alone	1,047	4.3%	996	3.7%	973	3.5%
Some Other Race Alone	4,280	17.4%	5,192	19.1%	5,559	19.9%
Two or More Races	1,435	5.8%	1,595	5.9%	1,642	5.9%
Hispanic Origin (Any Race)	8,813	35.8%	10,644	39.2%	11,369	40.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

October 16, 2010

Made with Esri Business Analyst

Home

Select Location

Get Reports

Research Market

Choose One >>

Find Location

Draw Polygon

Select Geographies

Import File

Organize Sites

Prev

What do you want to do next with this site?

Get Reports

Compare Sites

Add Another Site

Save Site

img 1 of 1

Next

My Layers

My Sites

Streets

Satellite

Topographic

Carson

E 223rd St

W Wardlow Rd

West Carson

Harbor City

Lomita

Wilmington

Add site name (Optional)

111 W Pacific Coast Hwy, Wilmington, CA, 90744

Add rings, drive times or donuts...

Move this point

Delete this point



step 2 of 3

Click Next to get reports, save this site or create a new site

Next

My Layers My Sites

Streets Satellite Topographic

Radius 1 (in miles)

Apply

Hermosa Beach

Redondo Beach

Torrance

Harbor City

Lomita

Rolling Hills Estates

Rancho Palos Verdes

San Pedro

Long Beach Middle Harbor

Long Beach Harbor

San Pedro Bay

Pacific Ocean

5 mi

Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Selected Sites: 1

Select All | None

111 W Pacific Coast Hwy, ...
 111 W Pacific Coast ...
 1 miles

21801 Avalon Blvd, Carson...
 21801 Avalon Blvd, C...
 1 miles

E Del Amo Blvd, Carson, C...
 E Del Amo Blvd, Cars...
 10, 20, 45 minutes

90745 (CARSON), CA
 90745 (CARSON), CA
 10, 20, 45 minutes

Run Favorites

Add New Location

View: All Reports

Sort by: Report Name | Popularity | Price | Favorites

Add	Report Name	Price	Format	PDF	Sample	Favorites
<input type="button" value="Add"/>	Business Locator	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Business Summary	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input checked="" type="button" value="☆"/>
<input type="button" value="Add"/>	Census 2000 Detailed Race Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>
<input type="button" value="Add"/>	Census 2000 Summary Profile	Included	<input type="button" value="PDF"/>	<input type="button" value="PDF"/>		<input type="button" value="☆"/>

Remove All	Selected Reports (1 Report for 1 Site: 1 Total Reports)	Format	Quick Report
<input type="button" value="Remove"/>	Demographic and Income Profile (New Style)		
	111 W Pacific Coast Hwy, Wilmington, CA, 90744	<input type="button" value="PDF"/>	<input type="button" value="Run now..."/>

Send to: waite@earthlink.net CC: colleague@company.com,col Report subtitle: e.g., Prepared by Esri

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,051	10.1%	4,655	10.6%	4,889	10.9%
5 - 9	4,442	11.1%	4,285	9.8%	4,453	9.9%
10 - 14	3,635	9.0%	3,466	7.9%	3,697	8.2%
15 - 19	3,389	8.4%	4,079	9.3%	3,278	7.3%
20 - 24	3,466	8.6%	3,980	9.1%	4,396	9.8%
25 - 34	6,980	17.4%	7,145	16.3%	7,586	16.9%
35 - 44	5,475	13.6%	5,683	13.0%	5,390	12.0%
45 - 54	3,842	9.6%	4,500	10.3%	4,417	9.8%
55 - 64	2,309	5.7%	3,229	7.4%	3,609	8.0%
65 - 74	1,538	3.8%	1,562	3.6%	1,957	4.4%
75 - 84	786	2.0%	880	2.0%	837	1.9%
85+	261	0.6%	319	0.7%	361	0.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,926	37.2%	15,750	36.0%	15,934	35.5%
Black Alone	1,091	2.7%	948	2.2%	877	2.0%
American Indian Alone	491	1.2%	458	1.0%	437	1.0%
Asian Alone	1,511	3.8%	1,644	3.8%	1,690	3.8%
Pacific Islander Alone	365	0.9%	329	0.8%	313	0.7%
Some Other Race Alone	19,412	48.3%	22,144	50.6%	23,076	51.4%
Two or More Races	2,379	5.9%	2,513	5.7%	2,541	5.7%
Hispanic Origin (Any Race)	33,968	84.5%	38,320	87.5%	39,762	88.6%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing; Esri forecasts for 2010 and 2015.

October 16, 2010

Made with Esri Business Analyst

Selected Sites: 2

<input checked="" type="checkbox"/> Existing store 111 W Pacific Coast ... 1 miles	<input checked="" type="checkbox"/> Carson potential site 21801 Avalon Blvd, C... 1 miles	<input type="checkbox"/> E Del Amo Blvd, Carson, C... E Del Amo Blvd, Cars... 10, 20, 45 minutes	<input type="checkbox"/> 90745 (CARSON), CA 90745 (CARSON), CA 10, 20, 45 minutes
--	---	--	---

Run Favorites | Add New Location

Comparison Report Setup

1

Choose the sites you want to compare from the site panel above.
Selected Sites: Existing store; Carson potential site;

2

(optional)

Select geographies to compare to your sites (optional).

ZIP Code: County: State: Country:

3

(optional)

Select a site or geography to use as a benchmark (optional).

Select Benchmark:

4

View graphs and tables for popular variables:

Population Households Income Housing ...or customize your own comparison report from the full list of variables:

Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Back to Comparison Report Setup

Population

Households

Income

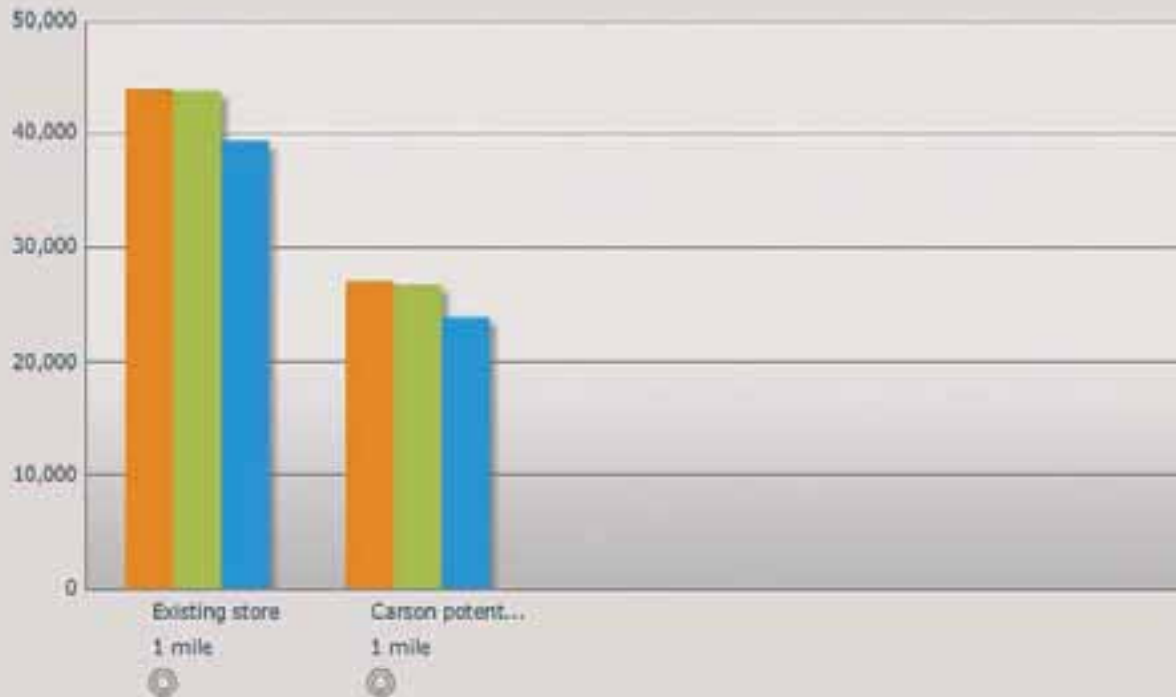
Housing

Customize

Population Comparisons

View:  

Variables: 3 variables selected



- 2010 Total Population
- 2010 Household Population
- 2010 Family Population

2010 2015

Print...

Export to Excel...

Selected States: 2

- ✓ 3333 Pacific Coast Hwy, Pacific Coast...
- ✓ 21101 Avenida Real, Carls...
- ✓ 10101 Avenida Real, Carls...
- ✓ 10710 LINDSEY, CA
- ✓ 10710 LINDSEY, CA
- ✓ 10710 LINDSEY, CA

Back to Comparison Report Setup | Run Comparison | Add More Locations

Category: Demographics | Year: 2010

Search within 2010 Demographics variables | Go

- Available Variables
- 2010 Hispanic
 - 2010 Total Hispanic Population
 - 2010 Hispanic White Population
 - 2010 Hispanic Black Population
 - 2010 Hispanic American Indian/Alaska Native Po...
 - 2010 Hispanic Asian Population
 - 2010 Hispanic Pacific Islander Population
 - 2010 Hispanic Other Race Population
 - 2010 Hispanic Population of Two or More Races

- Selected Variables: (Clear all) | My Lists | Save List...
- Selected Variables
 - 2010 Total Hispanic Population

View Table | View Graph

Selected Sites: 2

- Existing store: 22001 Auburn Blvd, CA (1 mile)
- Carson potential site: 8000 E Carson Blvd, Carson, CA (1 mile)
- 10000 E Hillside Dr, Carson, CA (10,700 ft. from existing store)
- 10000 E Hillside Dr, Carson, CA (10,700 ft. from existing store)

Buttons: Back to Comparison Report Setup, Run Comparison, Add New Location

Back

Custom Comparisons

	Existing store 1 mile	Carson potential site 1 mile	
2010 Total Hispanic Population	38,322	10,644	

View:  

- Layout:
- Variables in columns
 - Variables in rows
 - Expand rings, drive times or donuts

Print... | Export to Excel...

Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Back to Comparison Report Setup

Existing store

Carson potential site

8049 (CARSON), CA

1007 (CARSON), CA

Run

Add New Location

Population

Households

Income

Housing

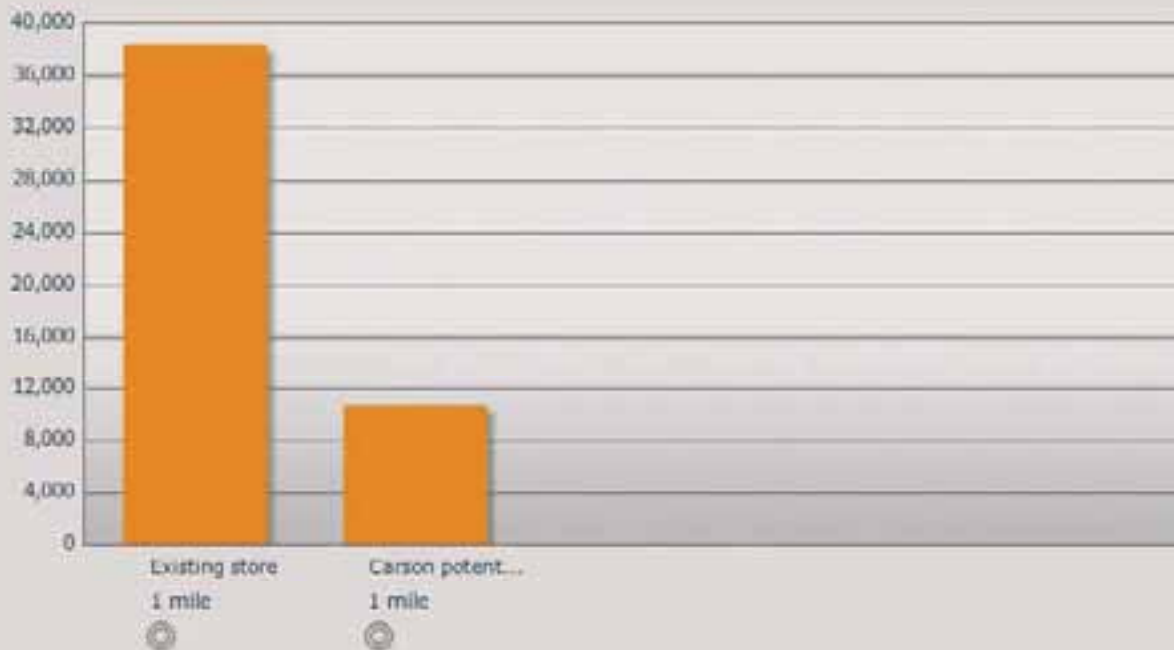
Customize

Home

Custom Comparisons

View: [Bar Chart Icon] [Table Icon]

Variables: 2010 Total Hispanic Population



2010 Total Hispanic Population

Print...

Export to Excel...

Home

Select Location

Get Reports

Research Market

Choose One >>

Run Standard Reports

Create Comparison Reports

Previous Reports

Back to Comparison Report Setup

Population

Households

Income

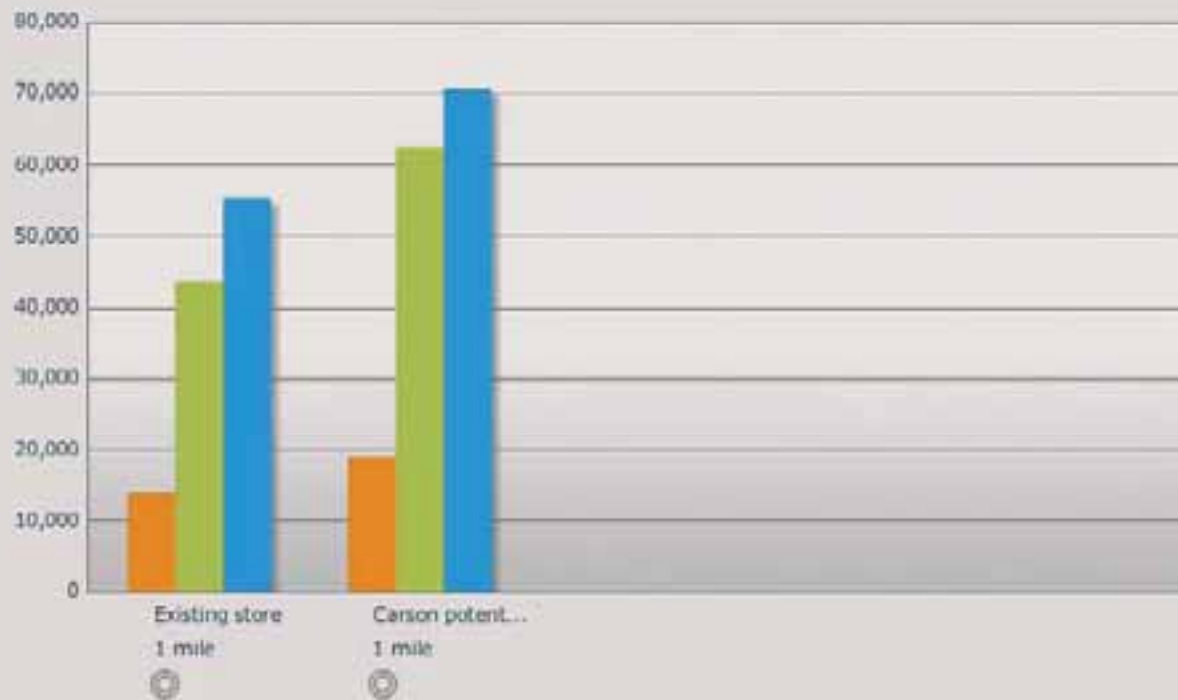
Housing

Customize

Income Comparisons

View: [Map View] [Table View]

Variables: 3 variables selected



- 2010 Per Capita Income
- 2010 Median Household Income
- 2010 Average Household Income

2010 2015

Print...

Export to Excel...

Selected Sites: 2

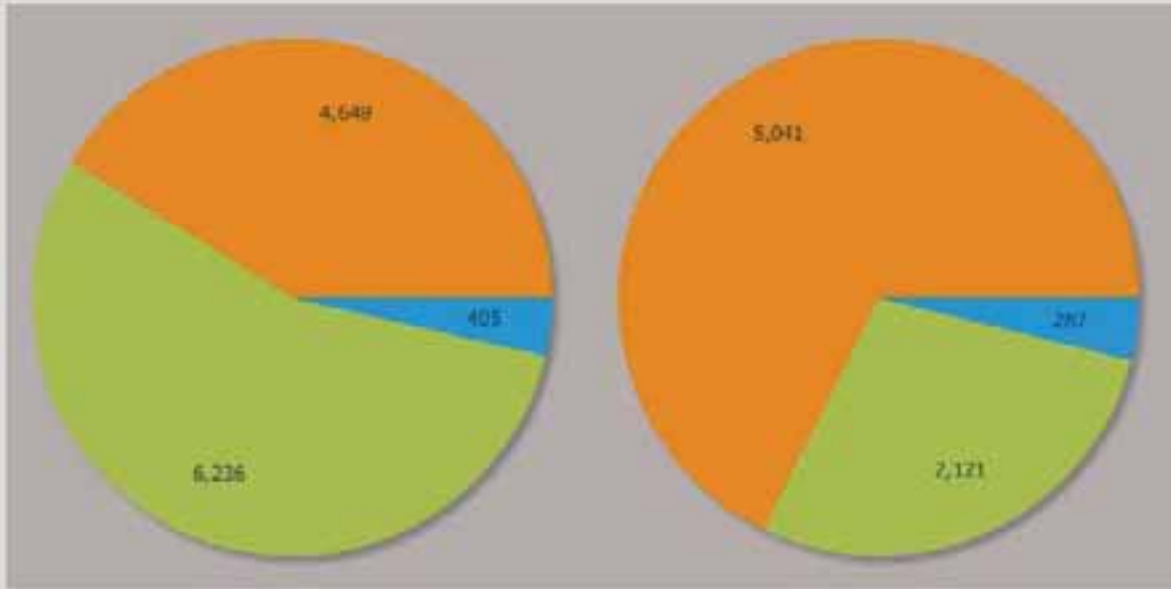
- Existing store: 22001 Avenida Del... | 1 mile
- Carson potential site: 10000... | 1 mile
- 10000... | 1 mile

Back to Comparison Report Setup

Housing Comparisons

View: [Map] [Table]

Variables: 3 variables selected



- 2010 Owner Occupied Housing Units
- 2010 Renter Occupied Housing Units
- 2010 Vacant Housing Units

2010 | 2015

Existing store
1 mile

Carson potential site
1 mile

Print... | Export to Excel...

◀ Back to Comparison Report Setup

2010 Public Adm...
2010 Public Adm...
2010 Public Adm...
2010 Public Adm...
2010 Public Adm...
2010 Public Adm...

Run
Add New Location

Category: Business | Year: 2010

Search within 2010 Business variables

- Available Variables
- Other Services except Public Administration (NAICS88) Businesses
 - Other Services except Public Administration (NAICS88) Employees
 - Automotive Repair & Maintenance (NAICS8111) Businesses
 - Automotive Repair & Maintenance (NAICS8111) Employees
 - Public Administration (NAICS92) Businesses
 - Public Administration (NAICS92) Employees
 - Unclassified Establishments (NAICS99) Businesses
 - Unclassified Establishments (NAICS99) Employees

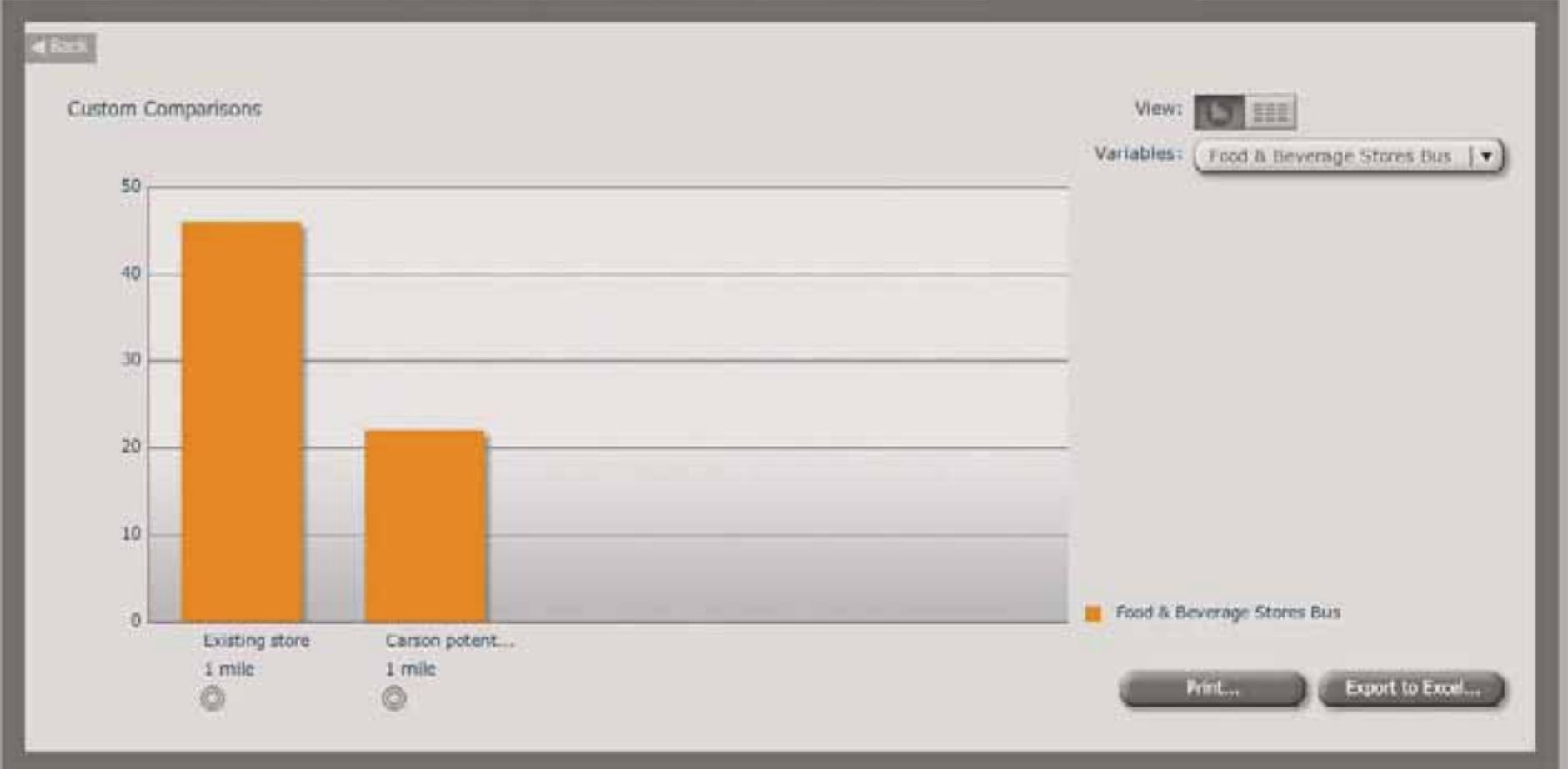
- Selected Variables (Clear all) | My Lists | Save List...
- Selected Variables (Refresh List)
 - 2010 Total Hispanic Population
 - Food & Beverage Stores (NAICS445) Businesses

View Table | View Graph

Back to Comparison Report Setup

22521 Avenida Blvd, L...
8 Del Amo Blvd, Carson, C...
10115 (DORRIS), CA
10115 (DORRIS), CA

Run Analysis | Add New Location



How did this help?



Research!

Home

Select Location

Get Reports

Research Market

Choose One >>

Smart Map Search

Create Color-Coded Map

Import Locations

Business Search



Enter Address (optional)

Go

Choose Variables

Geography:

Auto Selection

Colors:



Transparency:



More Options...

Select Location

My Layers

My Sites

Streets

Satellite

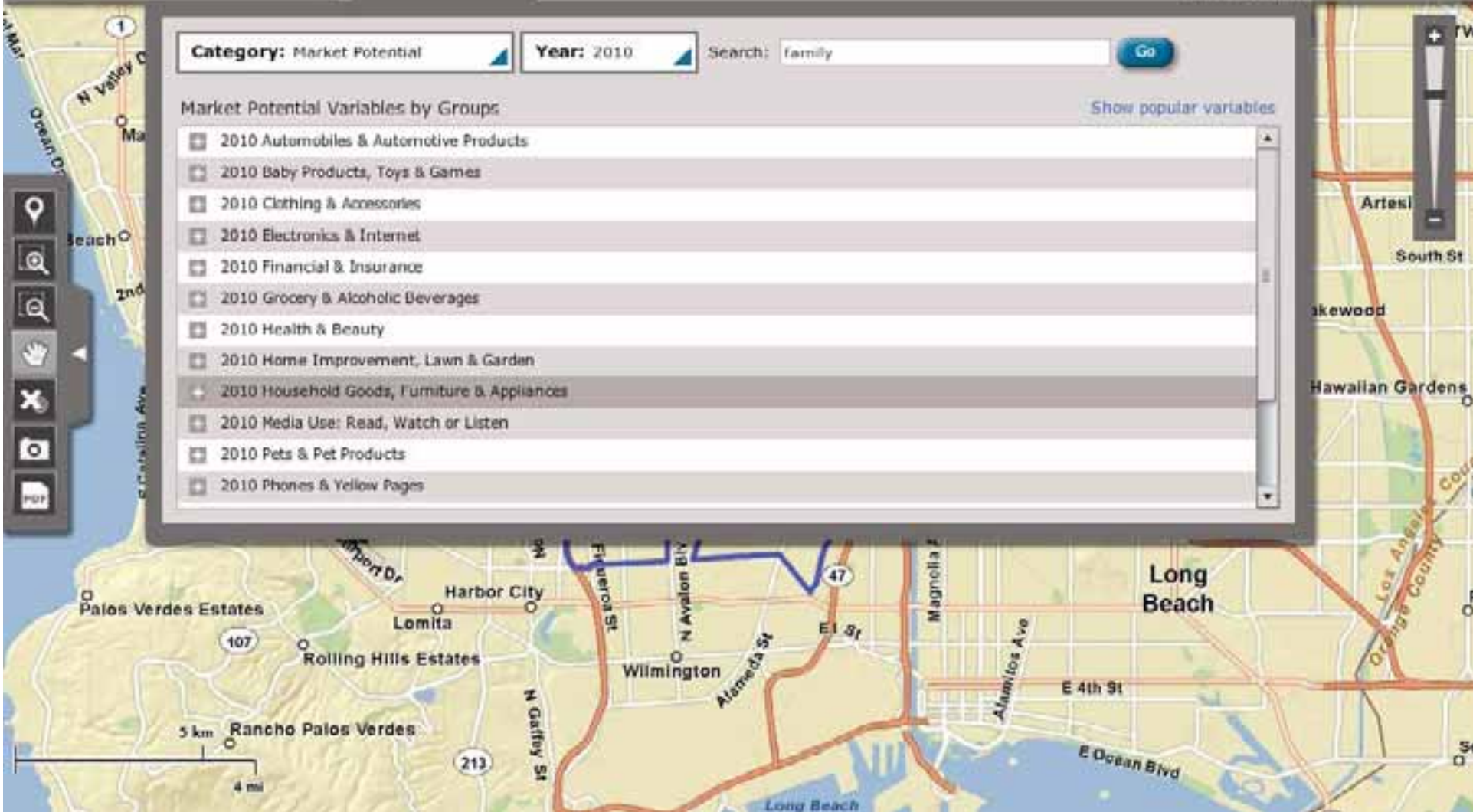
Topographic



Enter Address (optional) Geography: Colors: Transparency:

Category: Year: Search:

- Market Potential Variables by Groups [Show popular variables](#)
- 2010 Automobiles & Automotive Products
 - 2010 Baby Products, Toys & Games
 - 2010 Clothing & Accessories
 - 2010 Electronics & Internet
 - 2010 Financial & Insurance
 - 2010 Grocery & Alcoholic Beverages
 - 2010 Health & Beauty
 - 2010 Home Improvement, Lawn & Garden
 - 2010 Household Goods, Furniture & Appliances
 - 2010 Media Use: Read, Watch or Listen
 - 2010 Pets & Pet Products
 - 2010 Phones & Yellow Pages



Home

Select Location

Get Reports

Research Market

Choose One >>

Smart Map Search

Create Color-Coded Map

Import Locations

Business Search



Enter Address (optional)

Go

Choose Variables

Geography:

Auto Selection

Colors:

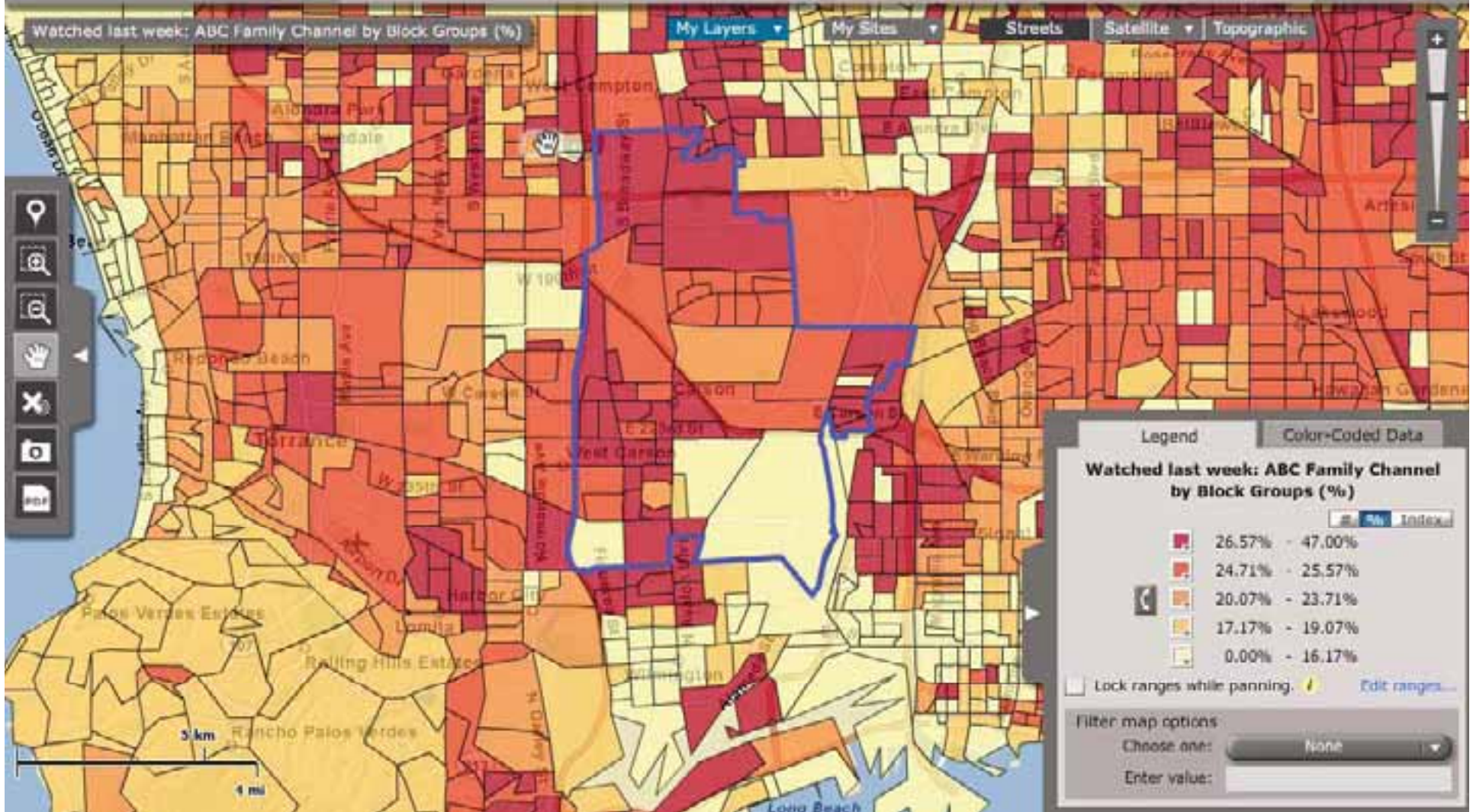


Transparency:



Select Location

More Options...



Home

Select Location

Get Reports

Research Market

Choose One >>

Smart Map Search

Create Color-Coded Map

Import Locations

Business Search



Enter Address (optional)

Go

Choose Variables

Geography:

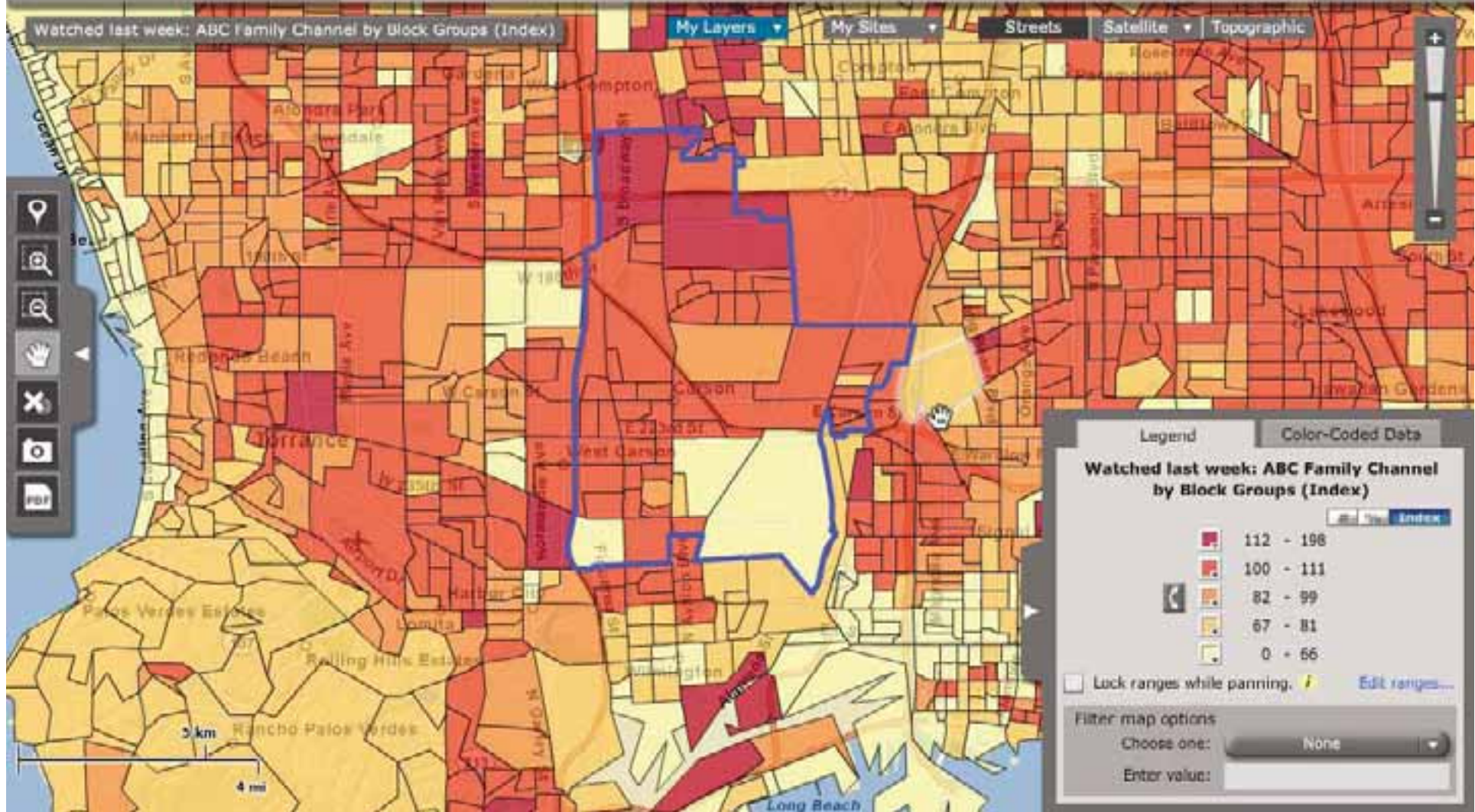
Auto Selection


Colors: [Color Scale]

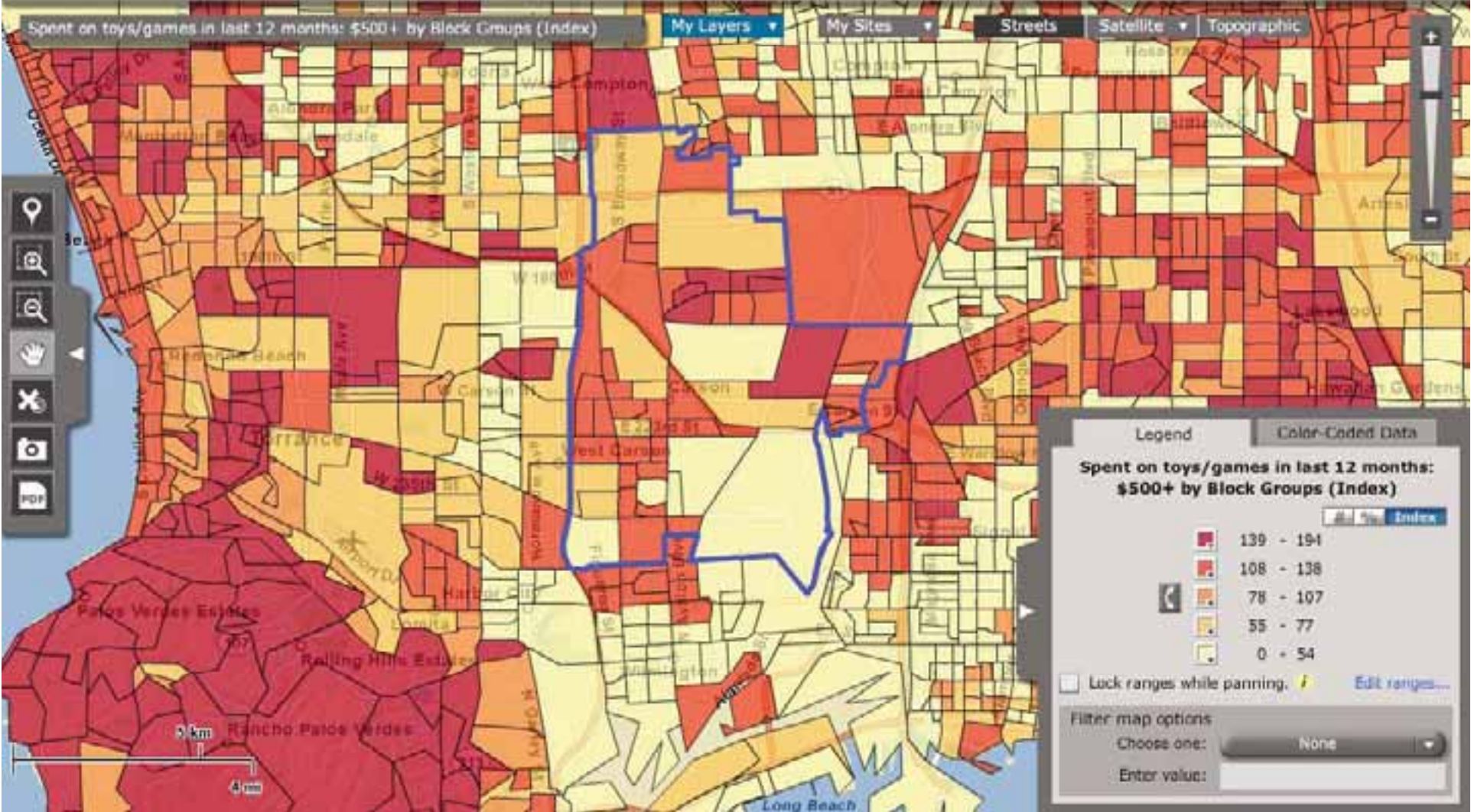
Transparency: [Slider]

Select Location

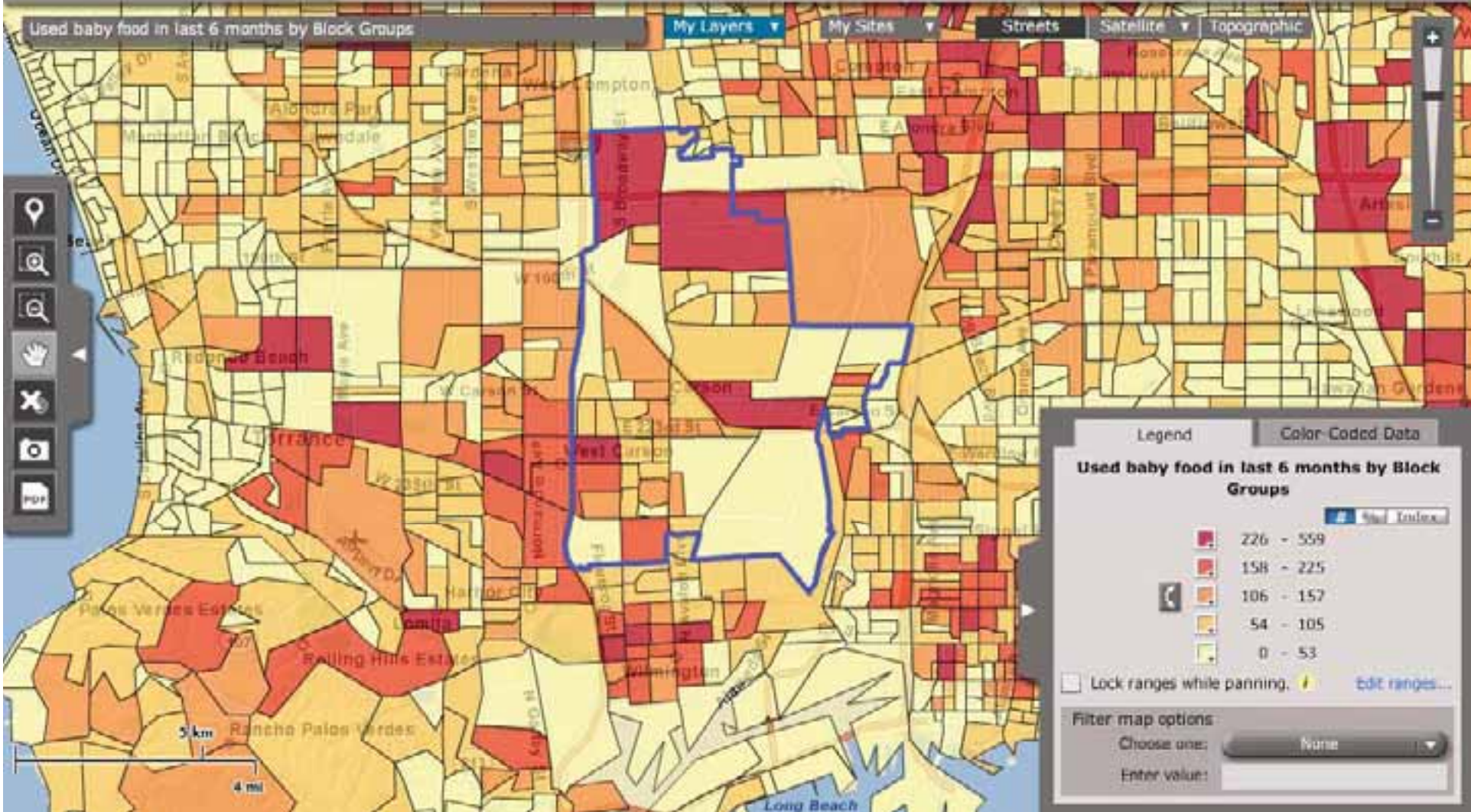
More Options...



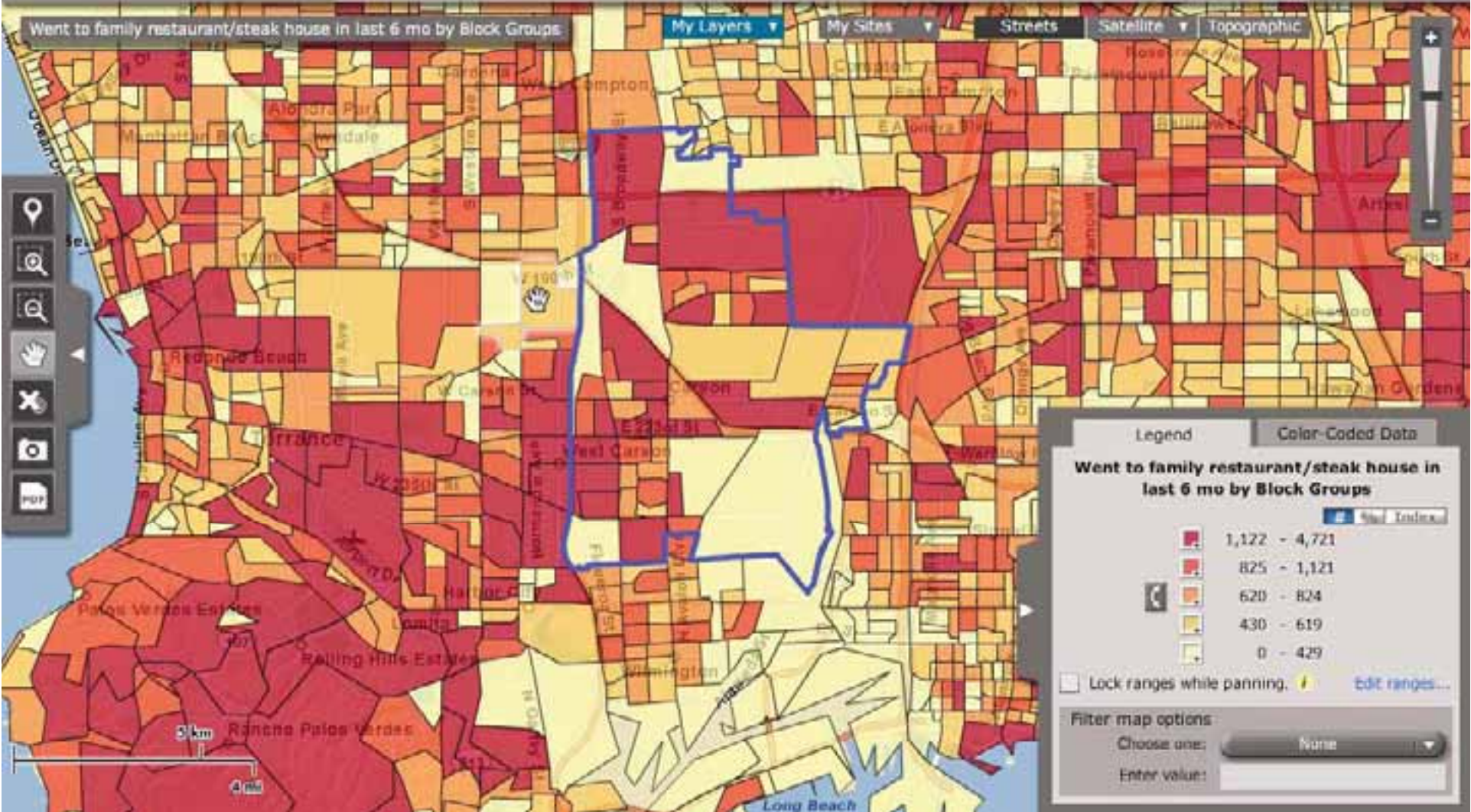
Enter Address (optional) Go Choose Variables Geography: Auto Selection Colors:  Transparency: Select Location



Enter Address (optional) Go **Choose Variables** Geography: Auto Selection Colors:  Transparency: **Select Location** More Options...



Enter Address (optional) Geography: Colors: Transparency:



Home

Select Location

Get Reports

Research Market

Choose One >>

Smart Map Search

Create Color-Coded Map

Import Locations

Business Search



Enter Address (optional)

Go

Choose Variables

Geography:

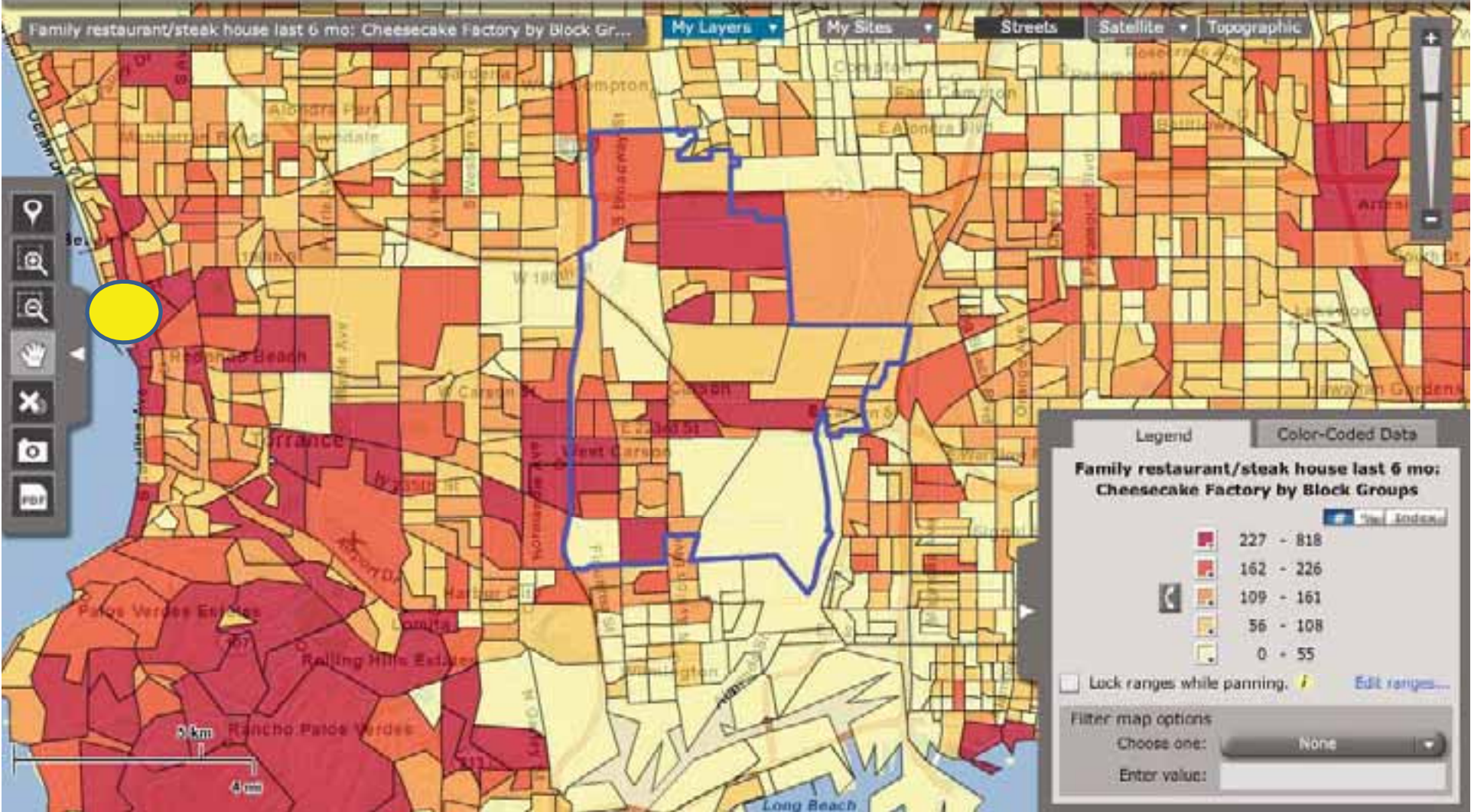
Auto Selection

Colors: [Color Scale]

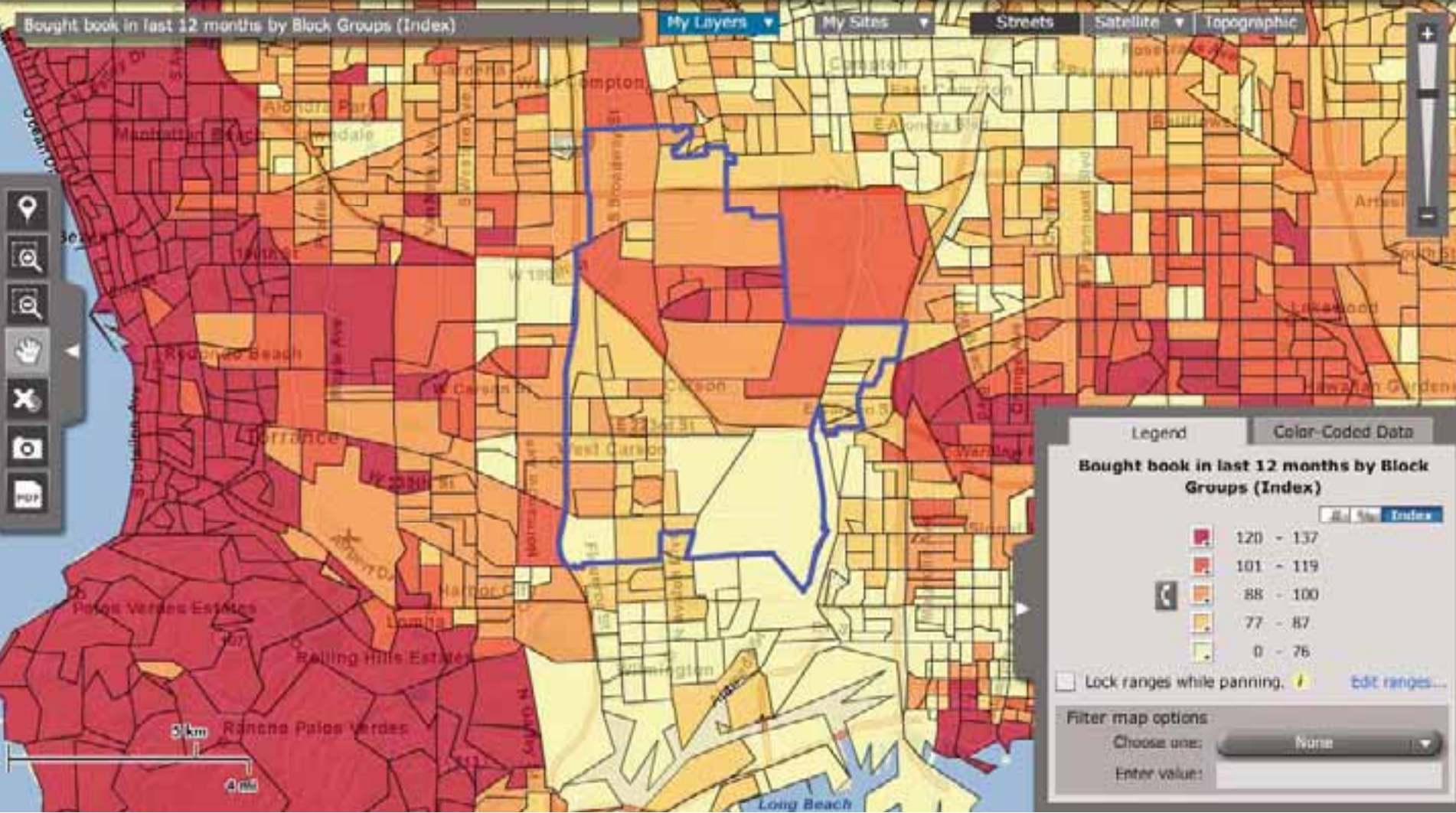
Transparency: [Slider]

Select Location

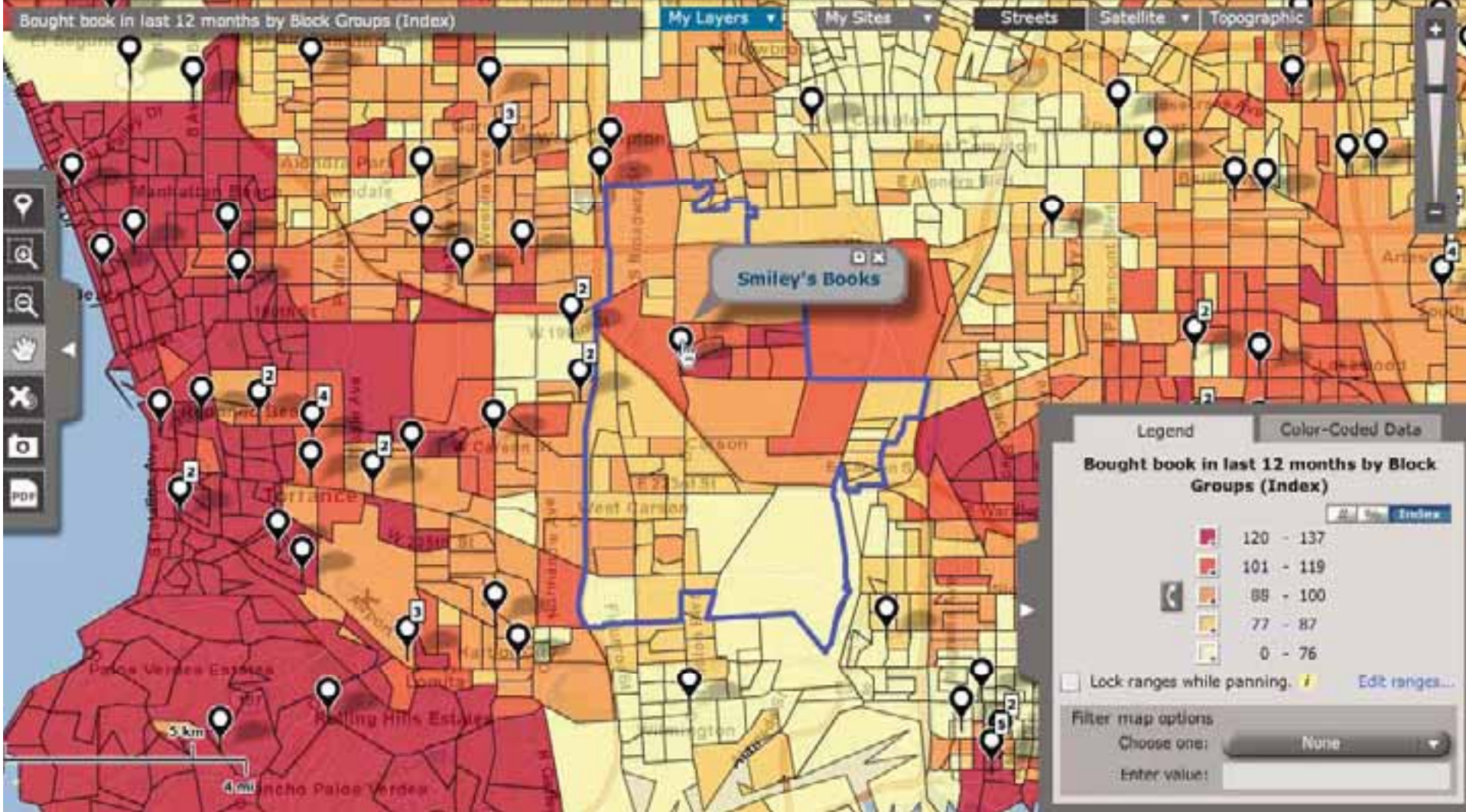
More Options...



Enter Address (optional) Go **Choose Variables** Geography: Auto Selection Colors: Transparency: **Select Location**
More Options...



Enter Address (optional) Go Choose Variables Geography: Auto Selection Colors: Transparency: Select Location



What did we learn?

What's next?

- What we do in economic development
- Case studies
 - A regional mall (Drive time)
 - The motorcycle shop (Radius)
 - The grocery store (Comparison)
 - Understanding ourselves (Market research)
- Give it a try!

