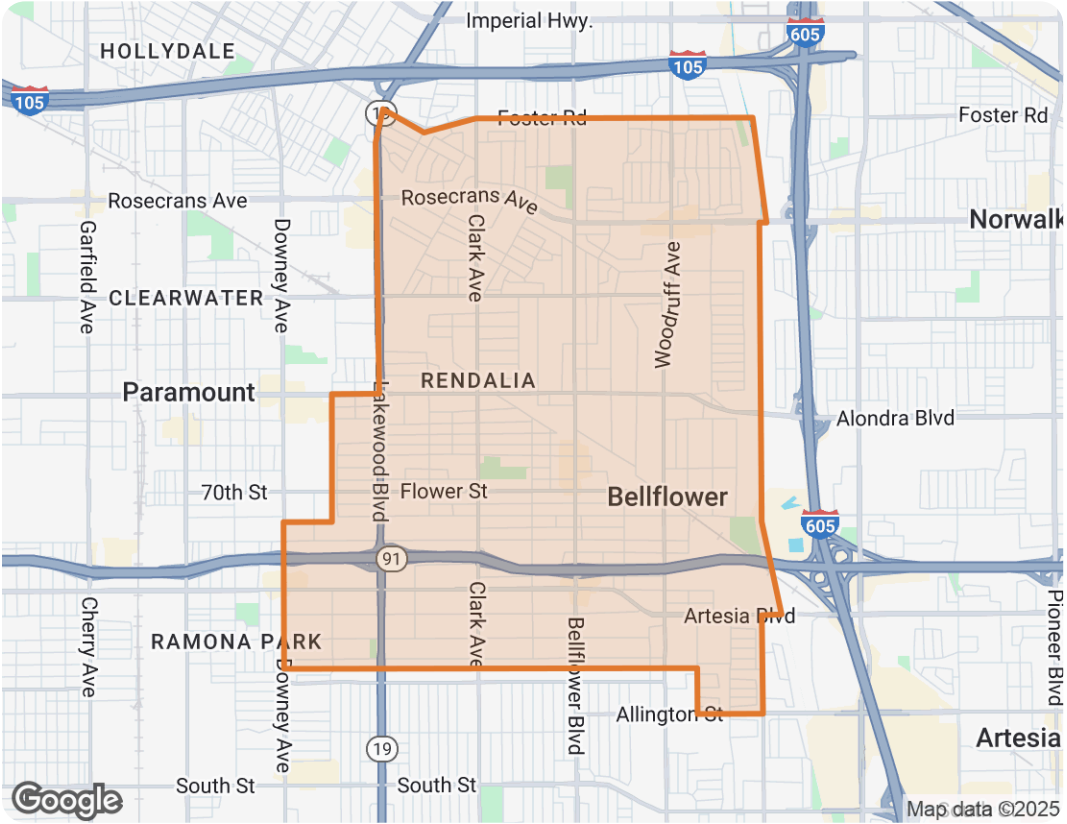




Bellflower, CA 90706



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Long Beach

Long Beach, CA 90807





Bellflower, CA 90706

Trade Area Summary

Attribute Summary for Bellflower, CA 90706

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$72,142	33.5	77,147	Diverse Convergence
Source: 2023/2028 Income (Esri)	Source: 2023/2028 Age: 5 Year Increments (Esri)	Source: 2023 Age: 1 Year Increments (Esri)	Source: 2023 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Next Wave

Urban dwellers; young, hardworking families

URBANIZATION - Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Diverse Convergence	Urban Villages	City Lights	Front Porches	Pleasantville
% of Households	11,496 (47.3%)	7,317 (30.1%)	1,437 (5.9%)	1,275 (5.3%)	1,128 (4.6%)
Lifestyle Group	Next Wave	Sprouting Explorers	Middle Ground	Middle Ground	Upscale Avenues
Urbanization Group	Urban Periphery	Urban Periphery	Urban Periphery	Metro Cities	Suburban Periphery
Residence Type	High-Density Apartments; Single Family	Single Family	Multi-Units; Single Family	Single Family; Multi-Units	Single Family
Household Type	Married Couples w/ Kids	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.87	3.58	2.57	2.5	2.85
Median Age	33.7	34.9	40.1	36	43.4
Diversity Index	88.3	87.2	82.6	79.6	72.4
Median Household Income	\$64,500	\$85,200	\$87,900	\$56,700	\$115,400
Median Net Worth	\$35,300	\$199,900	\$152,800	\$57,800	\$522,700
Median Home Value	\$517,500	\$502,900	\$559,200	\$257,200	\$518,800
Homeownership	30.4	71	55.1	49.8	84.4
Employment	Services or Professional	Services or Professional	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma	Bachelor's Degree
Preferred Activities	Shop at warehouse clubs, specialty markets. Visit theme parks, the beach, play soccer and basketball.	Leisure focused on family activities. Fashion matters, spend liberally on new clothes.	Believe in equal opportunity and attuned to the environment. Spend 7+ hours exercising per week.	Seek adventure and strive to have fun. Go online for gaming and watching movies.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.
Financial	Limited funds to invest	Saving is more limited than spending	Save for the future, steer away from risky investments	With limited incomes, price is more important than brand	Invest conservatively
Media	Media used most often is the Internet	Media preferences vary	Use their cell phones frequently for news and entertainment	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Use all types of media equally (newspapers, magazines, radio, Internet, TV).





Bellflower, CA 90706

Consumer Segmentation

Top Tapestry Segments	Diverse Convergence	Urban Villages	City Lights	Front Porches	Pleasantville
Vehicle	1 or 2 vehicles for most	Own late model compact cars/SUVs	Own one vehicle, but rely on public transportation	Own just one vehicle	Prefer imported SUVs

Consumer Segment Details

About this segment

Diverse Convergence

Ranked

1st

dominant segment for this area

In this area

47.3%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

Who Are They?

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households.
- Approximately 76% of householders live in multiunit apartment buildings, 30% in 2-4 unit structures.
- Majority of apartments built before 1970 (65%), 29% built before 1940.
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English.
- 27% have no high school diploma; 28% have a high school diploma only.
- Labor force participation rate is 67% and higher than the US average.
- Hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

Market Profile

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on cell phones or on the radio at home.





Consumer Segment Details

About this segment

Urban Villages

Ranked

2nd

dominant segment for this area

In this area

30.1%

of households fall into this segment

In the United States

1.0%

of households fall into this segment

Who Are They?

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.
- Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.78.
- Homes are older, primarily single family, with a higher median value of \$325,100 and a lower vacancy rate of 4.7%.

Socioeconomic Traits

- This market includes recent immigrants and some language barriers.
- Education: more than half the population aged 25 or older have a high school diploma or some college.
- Labor force participation rate higher than the US.
- Brand conscious but not necessarily brand loyal; open to trying new things.
- Status-conscious consumers; choices reflect their youth, attention to style and pursuit of trends.
- Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family.
- Saving is more limited than spending in this young market.
- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.
- Media preferences vary.
- Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.



Consumer Segment Details

About this segment

City Lights

Ranked

3rd

dominant segment
for this area

In this area

5.9%

of households fall
into this segment

In the United States

1.4%

of households fall
into this segment

Who Are They?

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse.

Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Neighborhood

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households.
- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes



Consumer Segment Details

About this segment

Front Porches

Ranked

4th

dominant segment for this area

In this area

5.3%

of households fall into this segment

In the United States

1.6%

of households fall into this segment

Who Are They?

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

Neighborhood

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

Consumer Segment Details

About this segment

Pleasantville

Ranked

5th

dominant segment
for this area

In this area

4.6%

of households fall
into this segment

In the United States

2.1%

of households fall
into this segment

Who Are They?

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.5%.
- Suburban households with 3 or more vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

Bellflower, CA 90706

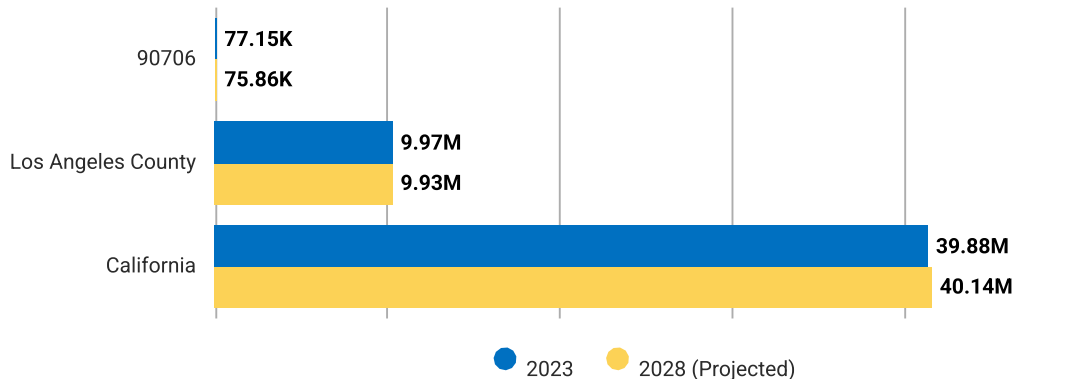
Population

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

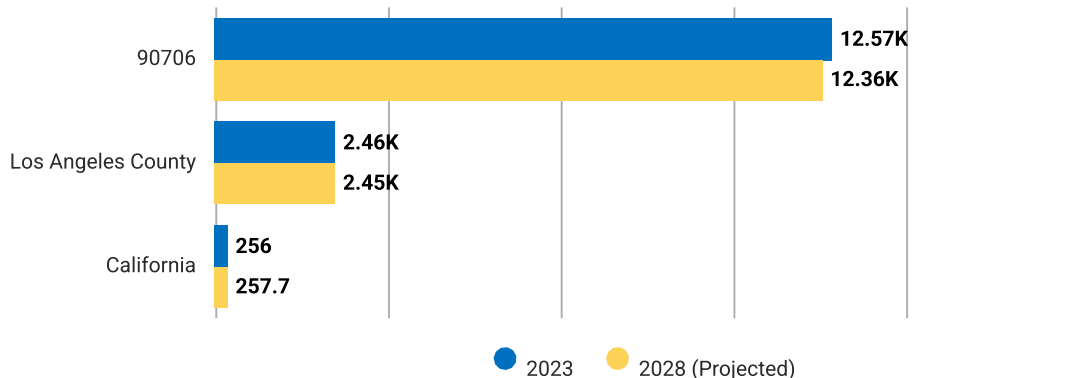
Total Population

This chart shows the total population in an area, compared with other geographies.



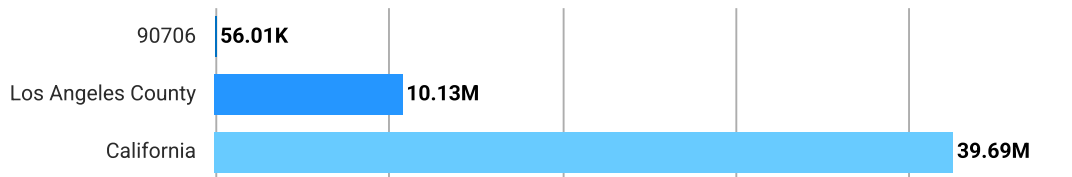
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

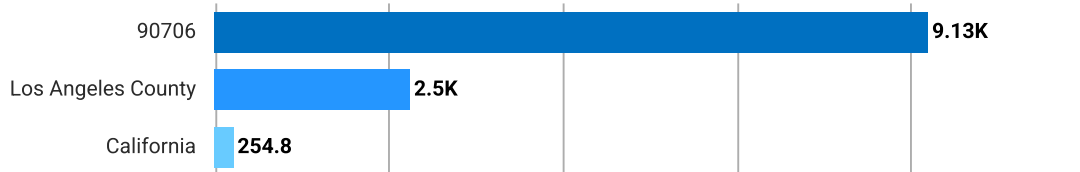




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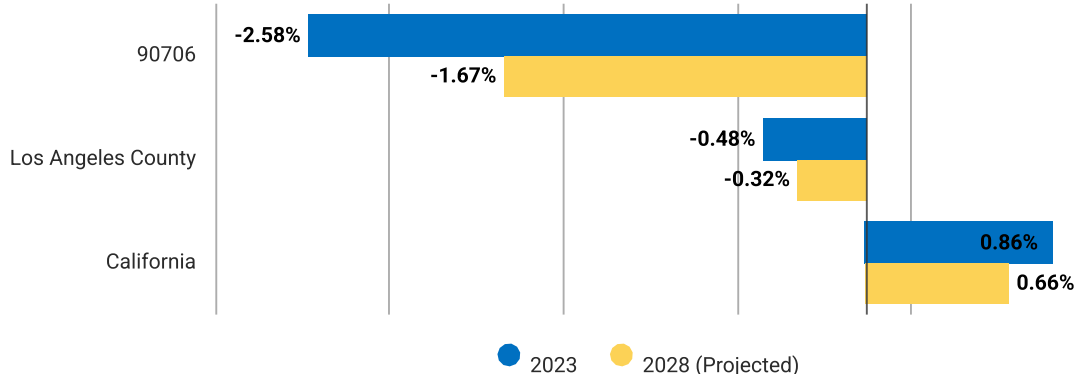
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



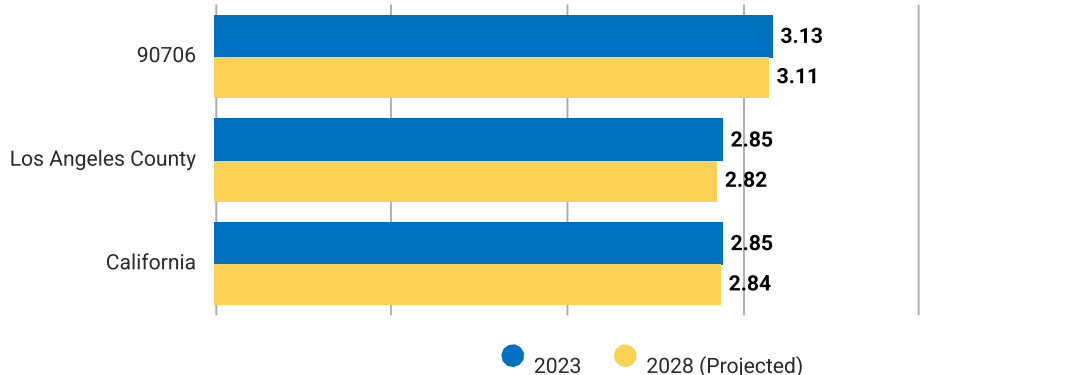
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.



Average Household Size

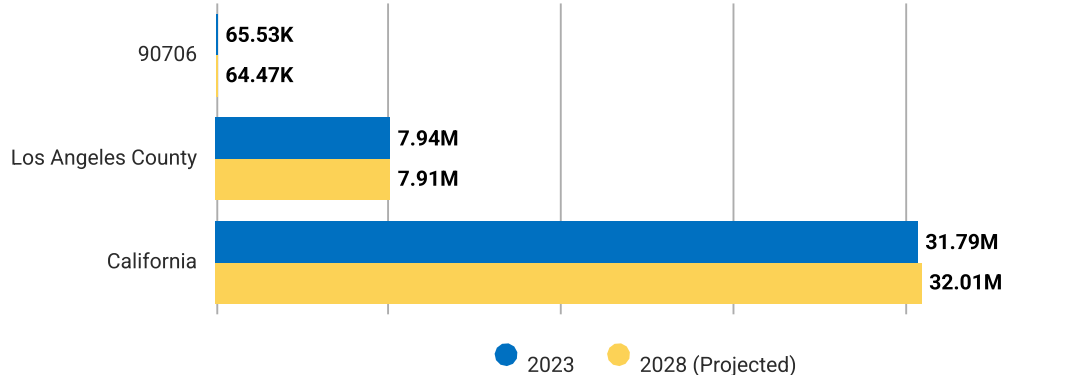
This chart shows the average household size in an area, compared with other geographies.



Bellflower, CA 90706

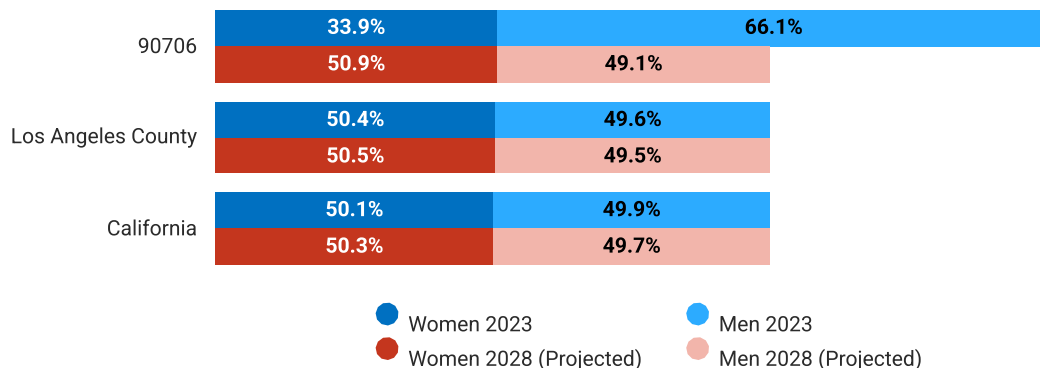
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



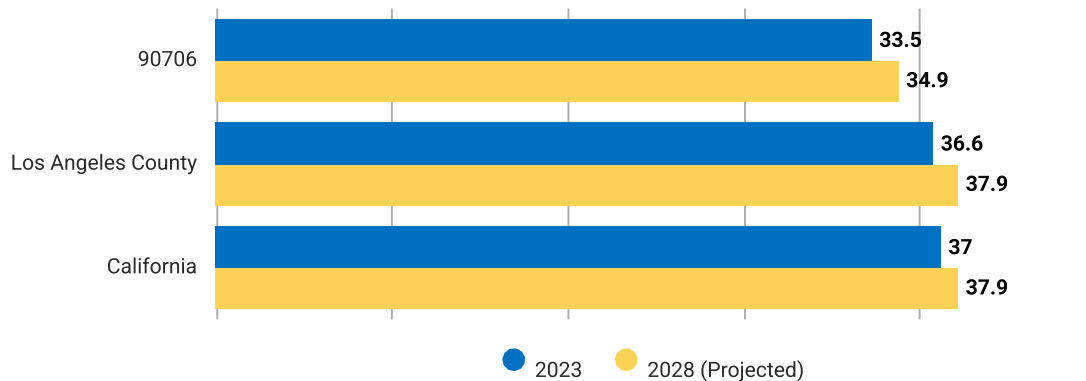
Age

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Median Age

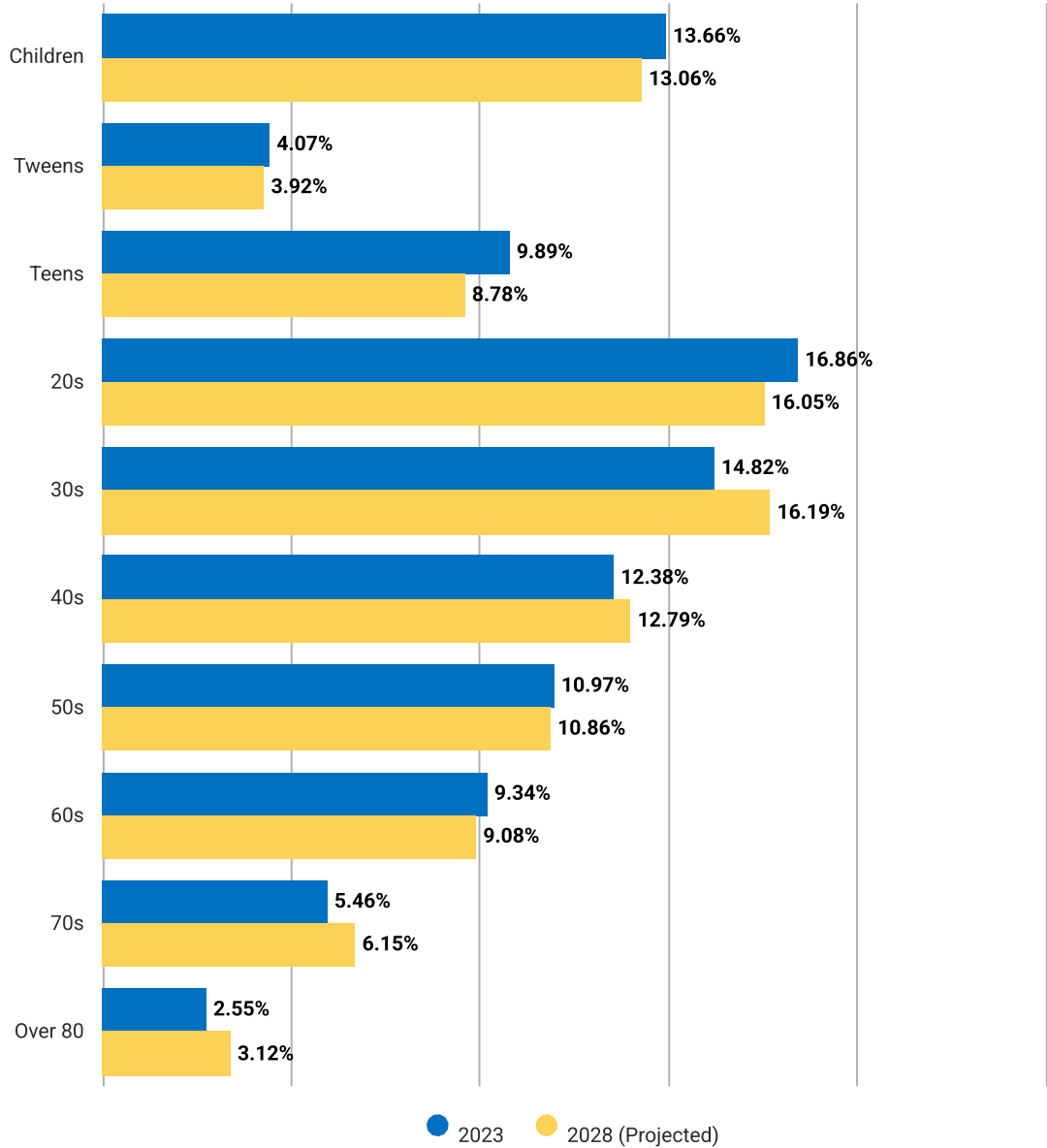
This chart shows the median age in an area, compared with other geographies.





Population by Age

This chart breaks down the population of an area by age group.



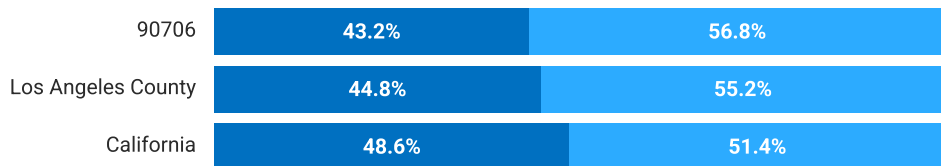
Married

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Married / Unmarried Adults Ratio

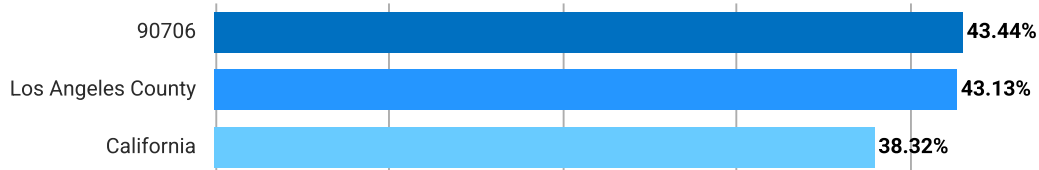
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.





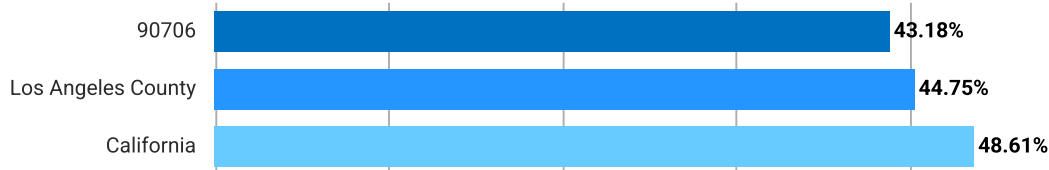
Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



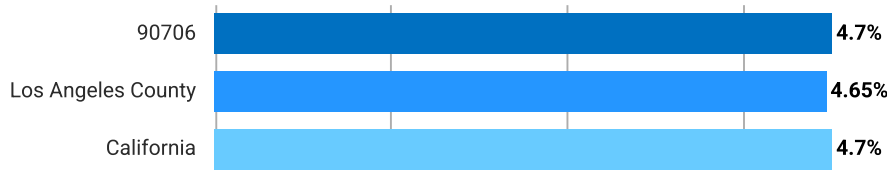
Married

This chart shows the number of people in an area who are married, compared with other geographies.



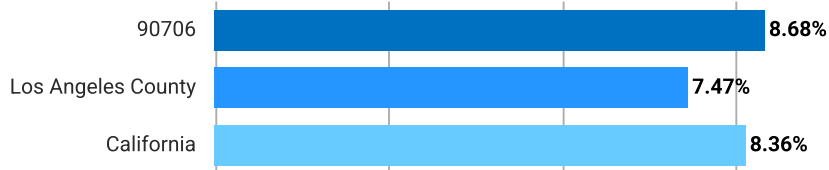
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.





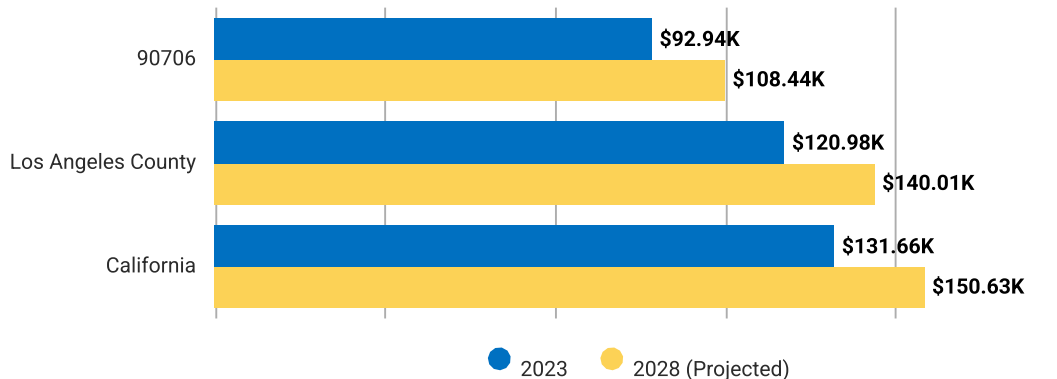
Income

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

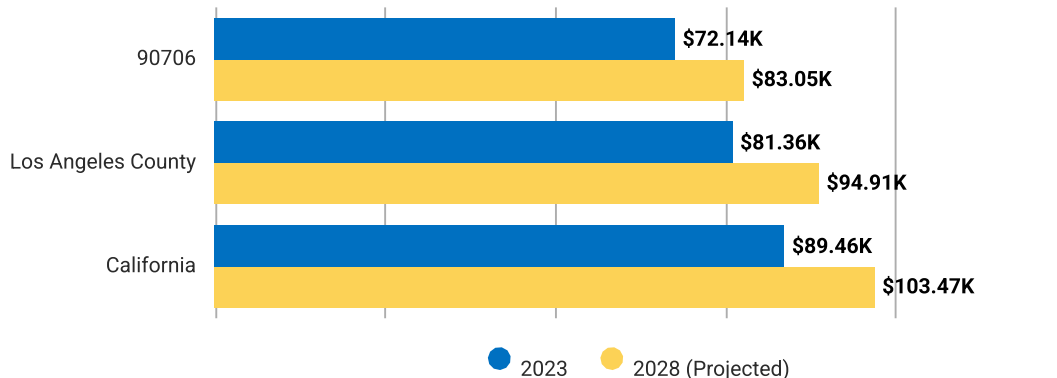
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



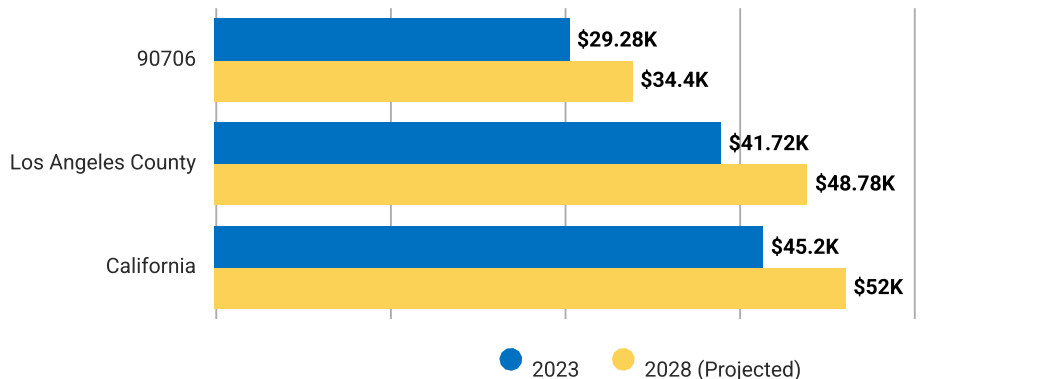
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.





Bellflower, CA 90706

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



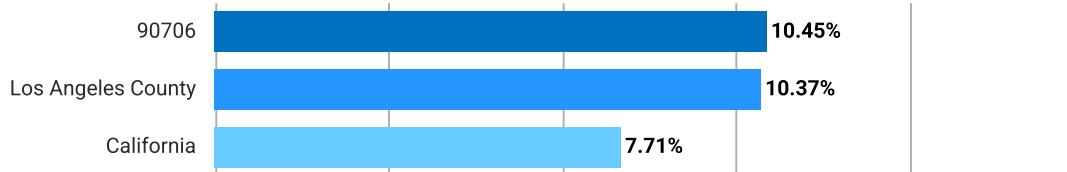
Education

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

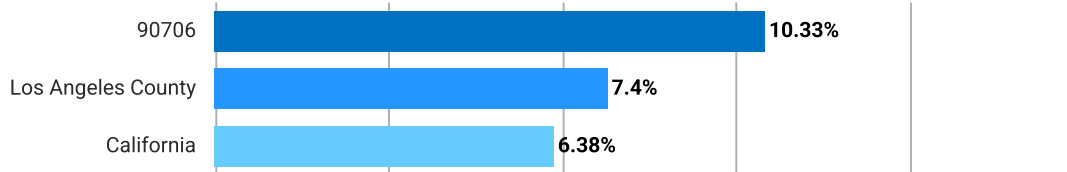
Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



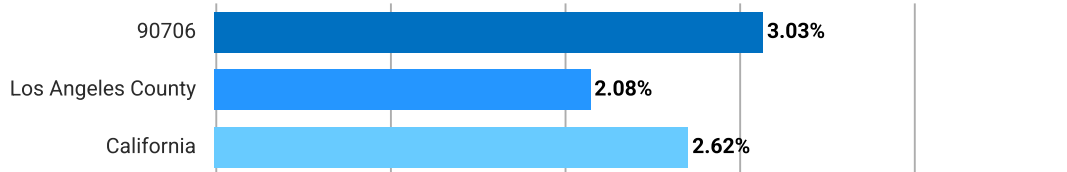
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



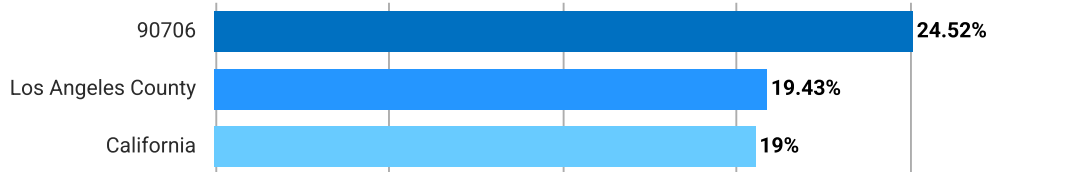
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

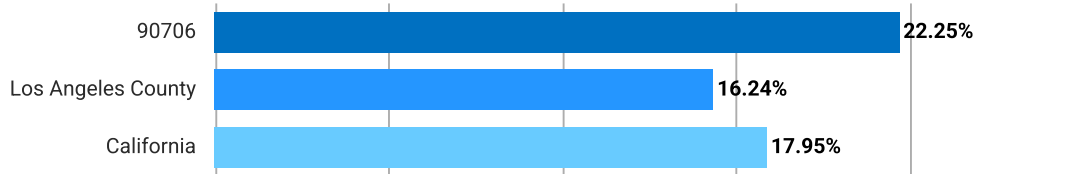




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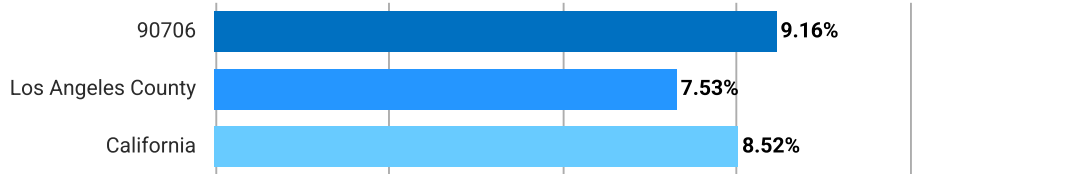
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



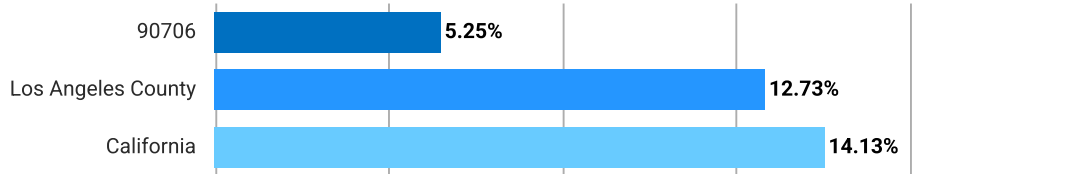
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



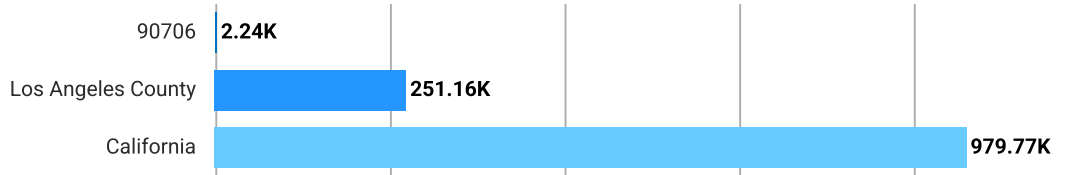
Economy

Unemployment Number

This chart shows the number of unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually





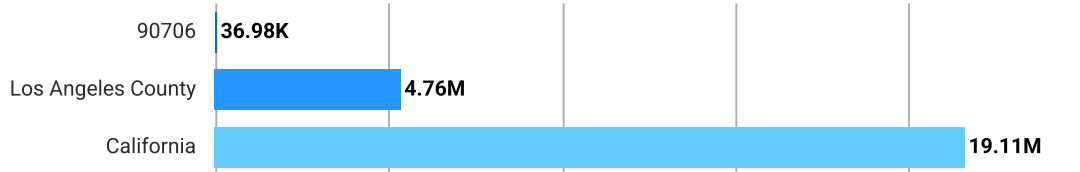
Bellflower, CA 90706

Employment Number

This chart shows the number of employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

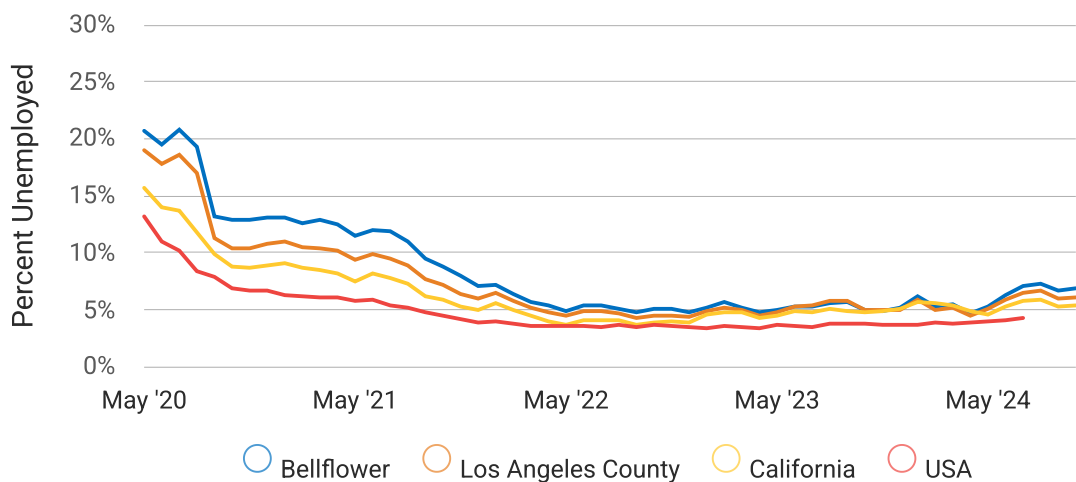


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly





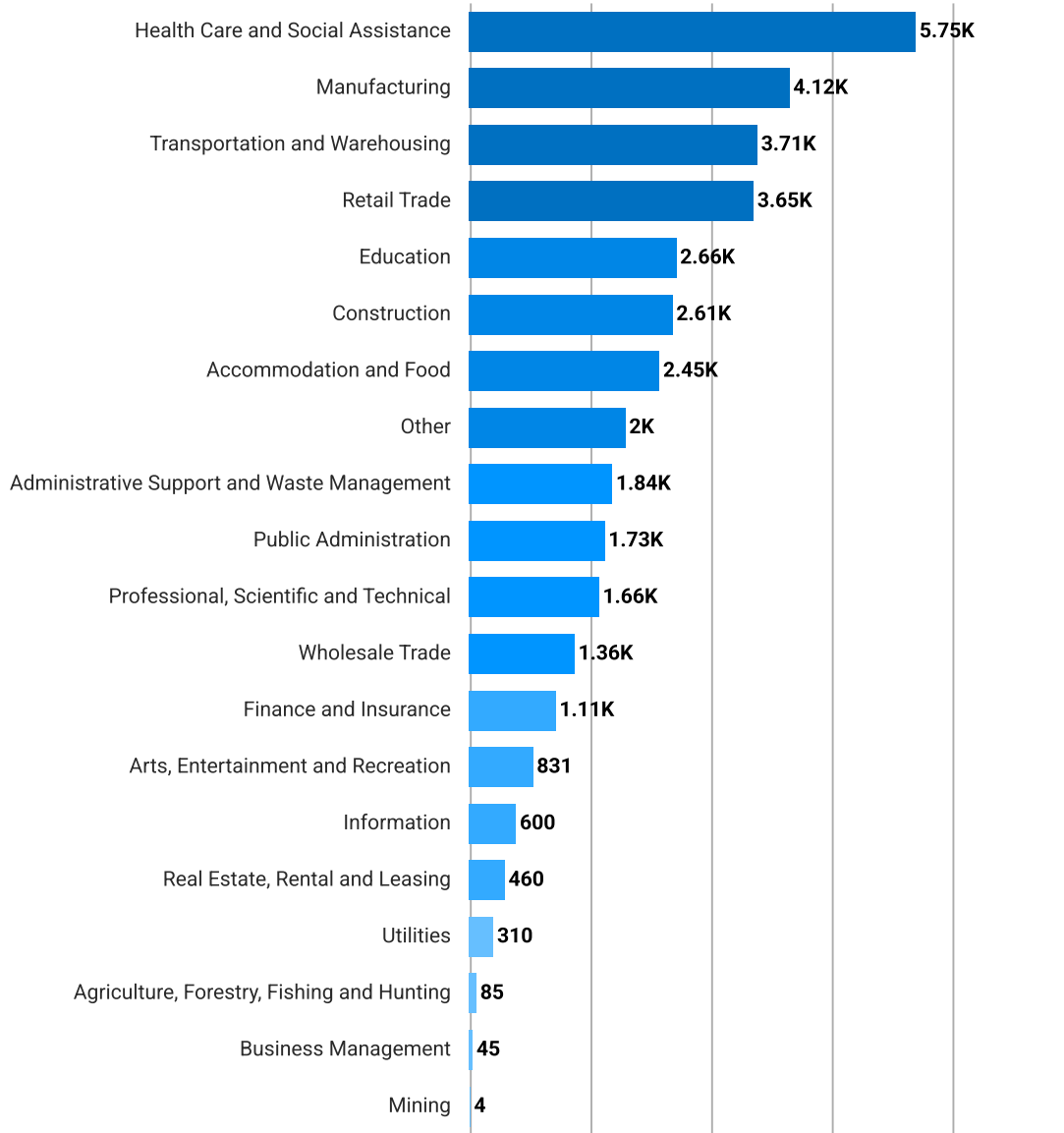
Bellflower, CA 90706

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually





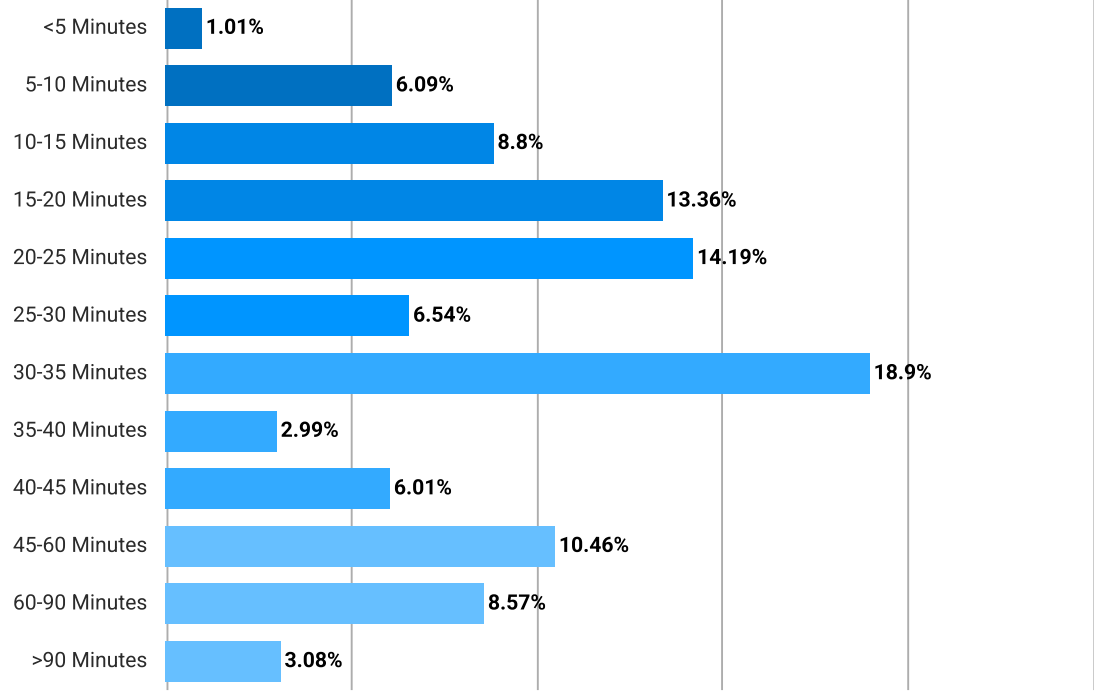
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

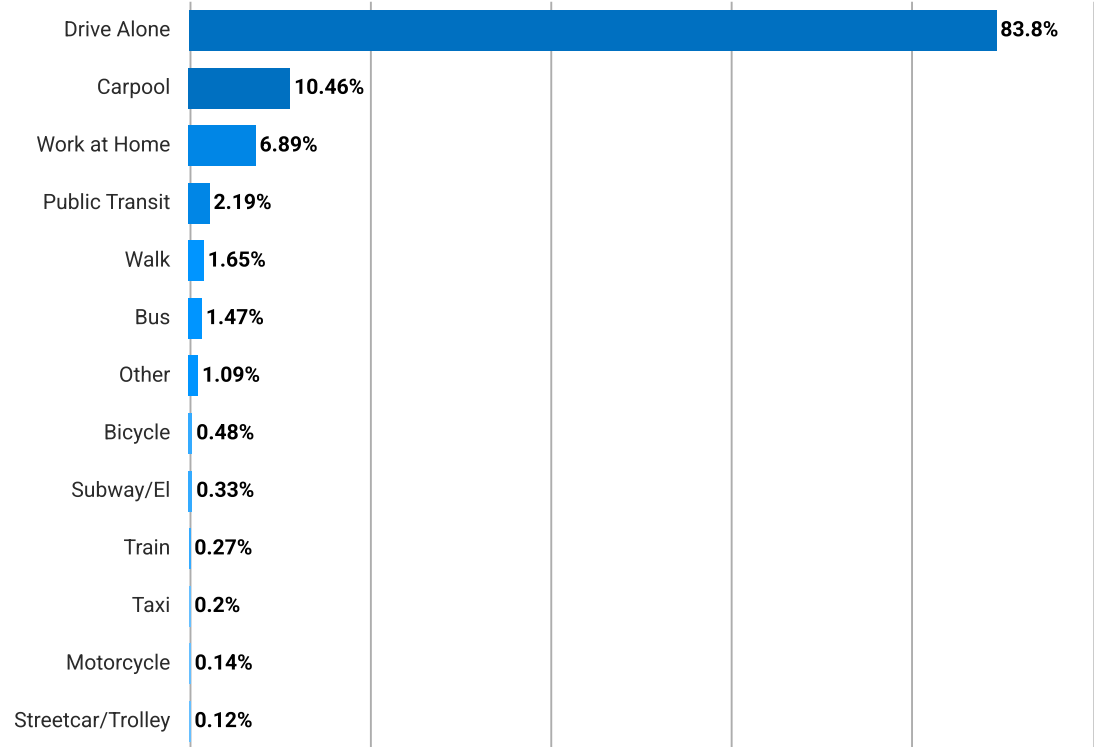


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually





Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

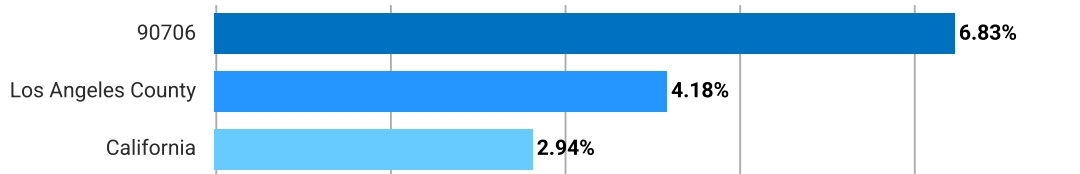


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

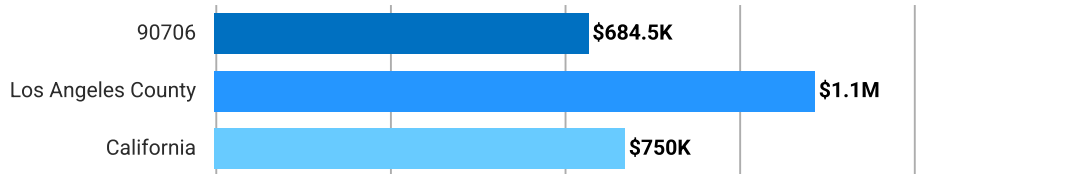


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Bellflower, CA 90706

About RPR

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- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
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