Huntington Beach
2018 Resident Profile & Economic Impacts

October 2019

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Susan Thomas
Vice President - Marketing
Visit Huntington Beach

Dear Ms. Thomas:

Attached is the 2018 Huntington Beach *Resident* Profile and Economic & Fiscal Impact report. The results and our findings are based on 649 on-site resident interviews. The resident volume and economic and fiscal impacts were estimated by CIC Research, Inc. using the resident survey data and econometric modeling.

If you have questions or seek further interpretation or application of the results, please contact me.

It has been our pleasure to work with you, your associates, during this most worthwhile engagement.

Sincerely,

Lauren Schlau

President

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STRATEGIC CONSULTING | MARKET RESEARCH

SECTION 1

Summary of Findings

Lauren Schlau Consulting

Executive Summary - Background

Overview: Huntington Beach is a popular Southern California city of 200,000 residents offering a high quality of life and a variety of public and private amenities. It is also a well-known coastal resort destination, embodying its brand, "Surf City USA."

- Visit Huntington Beach (VHB) is the official entity marketing and managing the brand to ensure a satisfying visitor experience while also balancing the needs of residents.

- **Study Objectives:** VHB conducted this study (in conjunction with a visitor study) to measure spending contributions by residents, to identify behaviors in Huntington Beach related to hosting visitors, shopping and dining out, and their demographics.
  - The analysis is based on quarterly intercept interviews among 649 resident groups out and about in Huntington Beach.

- The results will help VHB, its stakeholders and the City guide destination management in order to help maintain quality of life and an experience that will best satisfy both residents and visitors.

Summary of Impacts – $78 Mill. Total Spending & $520,000 in Local Taxes

Huntington Beach surveyed residents generated economic and fiscal impacts for 2018 as shown below. Note, trip* volume, spending and impacts represent categories specified in the resident on-site survey, not total resident spending in Huntington Beach during the year.

- Total of **nearly 1.9 million activity trips** in Huntington Beach by city residents in 2018
- Residents spent an estimated **$92.54** per group per trip and **$41.42** per capita per trip.
- This spending resulted in $78,375,400 of total annual direct spending in the city.
- Resident spending generated **$520,600 in sales tax revenue** to the City of Huntington Beach,
- As well, this resident spending supported 552 local **jobs**, .7% of citywide workforce. **

Table 1 – Summary of Resident Volume and Spending

Measure	2018
Total Resident Trip Volume	1,892,100
Average resident group size	2.23
Avg. Trip Spending Per Resident Group	$92.54
Avg. Trip Spending Resident Per-capita	$41.42
Total Resident Spending	$78,375,400
City Sales Tax Generated	$520,600
Local Jobs Supported by resident spending	552

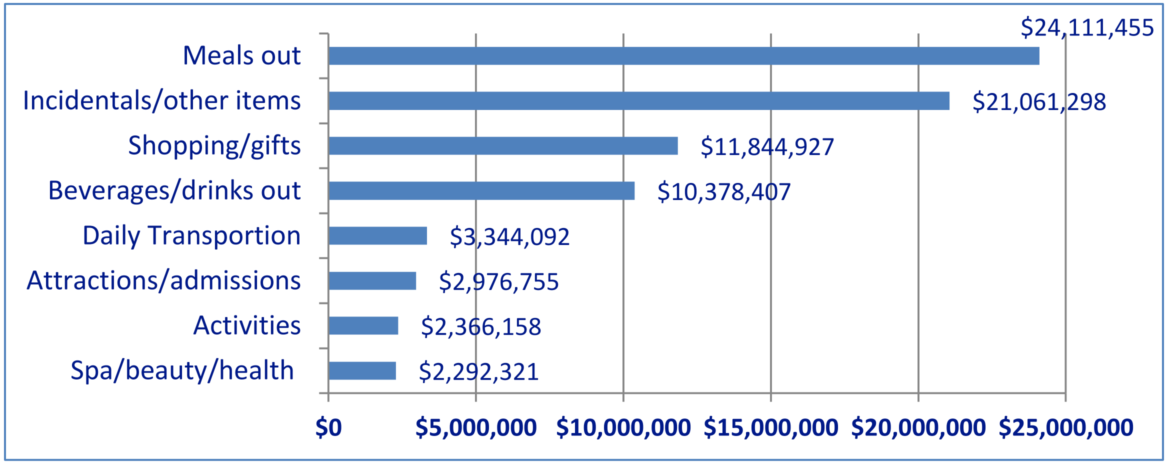
* A "trip" is an occasion when a local resident is out and engaged in various activities in the city as defined in the survey.
** Profile of City of Huntington Beach, So. California Assoc. Governments, citywide full-time jobs of 84,151 in 2018.

OF THEIR $78 MILL. TOTAL, RESIDENTS SPENT $35 MILL. ON MEALS & BEVERAGES

Aggregate annual resident spending in Huntington Beach by category is discussed and shown below.

- Residents’ top spending categories were:
  - Meals out was first at $24.1 million, representing 31% of total resident spending
  - With beverages at $10.3 million, 13% of the total, meals and beverages combined was nearly $35 million, or 43% of the total.
  - Residents also spent $21.1million for incidentals/other items, 27% of the total
  - Shopping/gift spending reached $11.8 million, 15% of the total.

Table 2 – Resident Spending in Huntington Beach by Category



CITY EARNED $520,000 IN TAX FROM RESIDENT SPENDING

Resident spending generates taxes directly to the City of Huntington Beach.

- The City realizes one percentage point of 7.75% levied on taxable retail items, meals and beverages, a portion of groceries and local transportation, all of which accrue to the City's general fund.

- In 2018 the City received an estimated $520,600 in retail sales tax from $52.1 million of resident direct *taxable* spending.

Table 3 – Resident Taxable Spending Sales Tax

Taxable Category	Taxable Total Spending	Huntington Beach City Tax Revenue	Ratio
Meals	$ 20,476,820	$ 204,768	39.3%
Beverages	$ 8,813,934	$ 88,139	16.9%
Shopping/gifts	$ 10,992,972	$ 109,930	21.1%
Daily Transport/Parking	$ 1,470,077	$ 14,701	2.8%
Spa/Beauty/Health Club	$ 531,861	$ 5,319	1.0%
Groceries/incidentals/Other	$ 9,773,224	$ 97,732	18.8%
Total	**$ 52,058,888**	**$ 520,589**	**100.0%**

Note: Admissions and activities are non-taxable and excluded from the tax calculation.

RESIDENT SPENDING SUPPORTED 552 LOCAL JOBS

Resident spending supports local employment which are estimated from resident spending (*net* of taxes and tips), and spending levels by category that support each full-time equivalent position.

- Resident spending net of taxes and tips was an estimated $71.4 million.
- This spending supported an estimated 552 Huntington Beach jobs.
- The top employment categories are:
  - 221 jobs or 40% of the total in restaurants and 95 jobs in drinking places for a combined 316 jobs in food and beverage service.
  - 64 or 12% of jobs in miscellaneous outlets, 50 in attractions and 40 in activities related employment.

Table 4 – Huntington Beach Employment Supported by Resident Net Spending

Taxable Category	Sales by Sector (excl. taxes/tips)	Spending to Support One Job [1]	Direct Jobs Generated	Ratio Jobs
Meals	$ 20,476,820	$ 92,601	221	40.1%
Beverages	$ 8,813,934	$ 92,601	95	17.2%
Shopping/gifts	$ 10,992,972	$ 316,602	35	6.3%
Attractions/ Admissions	$ 2,976,755	$ 59,012	50	9.1%
Daily Transport/Parking	$ 3,230,161	$ 143,413	23	4.1%
Spa/beauty/health	$ 2,251,102	$ 94,687	24	4.3%
Activities	$ 2,366,158	$ 59,012	40	7.3%
Incidentals/Other	$ 20,303,873	$ 316,602	64	11.6%
Total	**$ 71,411,775**	**$ 129,369**	**552**	**100.0%**

[1] Source: Visit California; Dean Runyan Assoc., California Travel Impacts by County 2018, May 2019

Summary Resident Profile - I

Residents out and about in Huntington Beach were interviewed on specific questions related to hosting visitors, shopping, dining out, related spending in the city and their demographics.

- Residents surveyed were active in terms of their hosting visitors at their home or having them stay in local hotels, with over a third doing each on average twice per year.
- Well over 90% shop for non-basic items (anywhere) in Huntington Beach.
- Over 57% of resident shoppers prefer Bella Terra with Pacific City a distant second by 37% and Downtown a close third at 34%.
  - Of those not shopping in downtown, a third said hard to park as the most cited reason.
  - Of those who do shop in downtown, 8 in 10 do so at least once a month.
  - Downtown resident patrons also were highly aware overall of specified venues/services there.
- Over 95% if residents enjoy lunch and dinner out in Huntington Beach eateries, and do so about 30 times a year for each.
- 7 in 10 residents rate tourism both as highly compatible with the community and that it is highly important to the local economy.

Summary Resident Profile - 2

- 86% of resident groups out and about reported spending in the city (the day interviewed).
- They spent an average of $93 daily or $41 per-capita.
- When out and about a third of residents were in family groups and about a fifth each were either couples or groups of friends.
  - As a result, resident groups averaged 3.0 persons each.
- 47% of surveyed residents are married/partnered, and a third 33% are single.
- Resident (respondent) median age was 39.
- Respondents reported total annual average household income, $87,000.
- Just over half, 51% of respondents were male and 49% were female.

PROFILE OF A TYPICAL HUNTINGTON BEACH RESIDENT

Table 5 – Summary Resident Profile Characteristics

Characteristic	2018
Percent hosting visitors in their home	37%
Average Number of Groups hosted	2.6
Percent referring visitors to Huntington Beach paid lodging	38%
Average Number of Groups referred	2.0
Rated Tourism as Compatible with the Community (% 4 or 5 out of 5 / mean)	74% / 4.0
Rated Tourism as Important to the Economy (% 4 or 5 out of 5 / mean)	70% / 4.0
Number of Times (year) Residents Shop in Downtown HB	30
Number of Times (year) Residents Eat Lunch out in HB	34
Number of Times (year) Residents Eat Dinner Out in HB	34
Resident Per Group / Per Capita Spending in HB	$93 / $ 41
Resident Group Type (when around town): family / couple	34% / 22%
Resident Group Size (when around town)	3.0
Resident Household: married / single	47% / 33%
Resident (respondent) median age	39
Resident household median 2018 income	$87,100
Respondent Gender: male / female	51% / 49%

SECTION 2

Profile of Resident Characteristics

Huntington Beach Offers Amenities & Venues for Residents

- Huntington Beach offers an array of amenities centered around the Pacific Ocean and the city's 10 mile coastline including Huntington City Beach/Dog Beach across from downtown; Huntington State Beach, the southernmost beach, and Bolsa Chica State Beach/Ecological Reserve to the north.
- Other key assets are Talbert Wetlands and Shipley Nature Center in the city's Central Park, where residents engage in outdoor activities including equestrian, fishing and golf.
- Much of the city's economic activity is centered in or adjacent to the walkable downtown area, which is also adjacent to the coastal beaches:
  - Main Street features shops, eating and drinking places and entertainment and retains much of the original surf culture vibe and look
  - Fifth Street features newer hotels, retail, and dining amenities
  - Just south along Pacific Coast Highway are high rise hotels, spas and Pacific City retail/dining center
- Directly across Coast Highway from downtown and beach adjacent is the iconic 1,800 foot Huntington Beach Pier fronted by the popular VHB resident Kiosk.
- Other resident oriented retail venues include Bella Terra and 5 Points Plaza.
- Beach casual to fine-dine restaurants throughout the city form a growing culinary scene.
- Cultural venues include Huntington Beach Art Center, International Surfing Museum, Surfing Walk of Fame and Surfers' Hall of Fame.
- Various special events year-round include the U.S. Open of Surfing, Surf City U.S.A. Marathon, AVP Beach Volleyball, and Great Pacific Airshow, among others.

ANALYSIS BASED ON ON-SITE RESIDENT INTERVIEWS

- Huntington Beach amenities and activities are enjoyed by residents and visitors alike and contribute to the Huntington Beach economy.
- Huntington Beach residents interact with visitors when hosting non-local guests in their homes or when their visitors stay in local paid lodging, as well as when at popular venues or attending events where both residents and visitors are present.
- The responses of resident groups sampled* on the intercept survey provide the basis for residents' behavioral and demographic profile, as well as for the economic model used to estimated resident trips and economic and fiscal impacts.
- In this section, each survey question is summarized with an accompanying table, covering residents' interactions with visitors, shopping and dining out in Huntington Beach, and their demographics.

* the survey was not designed to represent all residents but rather those out and about in popular areas frequented by both residents and non-local visitors. A list of the interview locations is shown in the Appendix.

OVER A THIRD OF RESIDENTS HOSTED NON-LOCAL VISITORS DURING 2018

- For the year nearly 37% of residents hosted a non-local visitor in their home.
- This incidence was highest in winter at 43% and lowest in the spring at 28%.
- Incidence was also higher among older residents at 44%, and especially by highest annual income residents of which 73% hosted visitors.

Table 6 - Incidence of HB Residents Hosting Non-Local Visitors at Home

Residents hosting visitors	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Residents	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
No	63.1%	57.2%	72.0%	62.2%	60.7%	68.0%	56.2%	79.4%	60.2%	56.8%	27.5%
Yes	36.9%	42.8%	28.0%	37.8%	39.3%	32.0%	43.8%	20.6%	39.8%	43.2%	72.5%

Residents Hosted 2.6 Visitor Groups at Home in HB

- Residents hosted 2.6 groups on average during the year.
- While incidence was second lowest in the summer, the average number of groups hosted then was highest of any season at 2.9.
- While incidence of younger residents hosting was lower, they did host more groups, nearly 2.9 versus 2.5 by older residents.
- As well, higher income households also hosted the most groups, 3.3 on average.

Table 7 – Number of Groups Hosted by Residents

Number of groups hosted	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Had/expect visitors staying in their home	**233**	**63**	**45**	**60**	**65**	**91**	**89**	**32**	**71**	**68**	**27**
None	0.8%	0.0%	0.0%	2.8%	0.0%	1.8%	0.0%	1.8%	1.9%	0.0%	0.0%
1 time	30.1%	33.6%	20.0%	32.4%	31.3%	24.3%	33.5%	54.4%	31.6%	29.4%	13.9%
2-3 times	38.7%	43.6%	51.0%	28.2%	35.1%	38.1%	37.9%	31.6%	36.8%	41.2%	38.0%
4-7 times	25.9%	20.8%	29.0%	27.5%	27.6%	30.1%	24.1%	10.5%	25.8%	22.2%	44.3%
8+ times	4.6%	2.0%	0.0%	9.2%	6.0%	5.8%	4.4%	1.8%	3.9%	7.2%	3.8%
Mean # of times:	**2.61**	**2.21**	**2.82**	**2.93**	**2.57**	**2.85**	**2.51**	**1.82**	**2.55**	**2.58**	**3.32**

Residents Hosted Each Visitor Group for Nearly 3.8 Nights

- Overall, visitors hosted in Huntington Beach homes stayed 3.8 nights on average.
- They stayed longest in summer, 4.1 average nights versus 3.4 nights in spring, the shortest stay.
- Guests at older residents' homes stayed longer, 4 nights versus 3.5 nights in younger residents' homes.
- In this case visitors stayed longest with lowest income households, 4.3 nights.

Table 8 – Length of Stay in HB Resident Homes

Average length of stay (nights)	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base: Had/expect visitors staying in their home	**231**	**63**	**45**	**58**	**65**	**89**	**89**	**31**	**70**	**68**	**27**
0 nights/did not stay	1.3%	0.0%	0.0%	4.3%	0.7%	2.7%	0.0%	0.0%	0.0%	0.0%	1.3%
1 night	12.5%	10.7%	13.0%	19.6%	6.7%	8.6%	11.3%	10.7%	5.9%	16.3%	2.5%
2-3 nights	40.7%	40.3%	52.0%	34.1%	39.6%	51.4%	36.0%	33.9%	50.7%	33.3%	57.0%
4-7 nights	34.9%	39.6%	30.0%	22.5%	46.3%	23.9%	45.3%	41.1%	38.2%	38.6%	24.1%
8+ nights	10.6%	9.4%	5.0%	19.6%	6.7%	13.5%	7.4%	14.3%	5.3%	11.8%	15.2%
Mean # of nights:	**3.75**	**3.89**	**3.41**	**4.09**	**4.03**	**3.54**	**3.99**	**4.27**	**3.80**	**3.99**	**3.85**

Hosted Visitor Groups Averaged 2 Persons

- The visitor groups hosted in Huntington Beach consisted of 2.2 persons on average.
- The largest groups, 2.5 people came in summer, not surprisingly as more families travel then.
- Groups were slightly larger among older and highest income households.

Table 9 – Persons Per Visitor Group Hosted by Residents

Number of Persons per group	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base: Had/expect visitors staying in their home	**231**	**63**	**45**	**58**	**65**	**89**	**89**	**31**	**70**	**68**	**27**
n/a	1.2%	0.0%	0.0%	3.6%	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
1 person	27.4%	43.6%	34.0%	15.2%	17.2%	30.2%	22.2%	33.9%	27.6%	30.1%	21.5%
2 people	40.9%	34.2%	32.0%	44.9%	50.7%	44.1%	42.4%	37.5%	42.1%	42.5%	39.2%
3-5 people	26.5%	20.1%	34.0%	27.5%	26.9%	22.5%	33.0%	28.6%	28.3%	24.2%	36.7%
6-10 people	4.0%	2.0%	0.0%	8.7%	4.5%	0.9%	2.5%	0.0%	2.0%	3.3%	2.5%
Mean # of people:	**2.20**	**1.91**	**2.00**	**2.49**	**2.38**	**1.91**	**2.31**	**1.95**	**2.03**	**2.15**	**2.43**

A Third Also Expected Visitors Who Stayed in HB Paid Lodging

Residents also indicated the extent that they expected and/or referred visitors to any type of Huntington Beach paid lodging, as discussed below.

- Overall 30% of resident households expected/referred non-local visitors staying in local paid lodging.
- More residents, 38% expected/referred such visitors in the fall than other seasons.
- As well more visitors were expected/referred by both lowest and highest income than the middle income households.

Table 10 – Residents' Visitors Staying in HB Paid Lodging

Households expecting/ referring visitors to local paid lodging	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Resident	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
None	70.3%	67.8%	81.2%	70.2%	61.6%	69.7%	65.2%	66.1%	71.7%	67.2%	66.1%
1 time	12.2%	15.2%	9.0%	7.7%	17.6%	9.9%	18.4%	10.5%	12.3%	16.7%	11.0%
2 times	8.3%	9.8%	4.5%	10.4%	8.5%	9.6%	8.2%	9.4%	9.8%	11.6%	2.8%
3-5 times	7.7%	7.2%	3.4%	9.6%	10.9%	8.2%	8.0%	11.9%	5.4%	4.5%	20.2%
5+ times	1.4%	0.0%	2.0%	2.1%	1.5%	2.5%	0.2%	2.2%	0.8%	0.0%	0.0%

RESIDENTS EXPECTED 2 GROUPS TO STAY IN LOCAL PAID LODGING

- Local households expected/referred 2.0 visitor groups on average who were staying in local paid lodging.
- Slightly more, 2.13 visitor groups were expected in summer and well more than the 1.75 groups expected in winter.
- As well more, 2.3 visitor groups were expected by younger residents with 2.4 groups expected by highest income households.

Table 11 – Resident Visitor Groups Staying in Local Paid Lodging

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Had/expect visitors in HB paid lodging	**171**	**41**	**28**	**47**	**55**	**83**	**62**	**42**	**47**	**44**	**11**
1 time	41.2%	47.3%	47.8%	25.9%	45.8%	32.7%	52.8%	30.9%	43.6%	50.9%	32.4%
2 times	28.0%	30.4%	23.9%	34.8%	22.1%	31.8%	23.6%	27.7%	34.5%	35.3%	8.1%
3-5 times	26.1%	22.3%	17.9%	32.1%	28.2%	27.1%	23.0%	35.1%	19.1%	13.8%	59.5%
5+ times	4.7%	0.0%	10.4%	7.1%	3.8%	8.4%	0.6%	6.4%	2.7%	0.0%	0.0%
Mean # of times:	**2.01**	**1.75**	**2.10**	**2.13**	**1.98**	**2.33**	**1.71**	**2.29**	**1.78**	**1.63**	**2.43**

Of Residents' Paid Lodging Visitors, 7 in 10 HB Stayed in Hotels

- A strong 70% majority of Huntington Beach residents' paid lodging guests were staying in hotels, while far fewer 11% stayed in shared vacation rentals, and even fewer in other lodging type.

Table 12 – Paid Lodging Type Used by Residents' Visitors

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Had/expect visitors staying in paid lodging	**171**	**41**	**28**	**47**	**55**	**83**	**62**	**42**	**47**	**44**	**11**
A hotel, motel or inn	69.7%	67.9%	76.1%	61.6%	74.8%	67.3%	73.3%	60.6%	86.4%	67.2%	67.6%
A shared rental home like Airbnb or VRBO, etc.	11.4%	1.8%	16.4%	14.3%	14.5%	15.4%	8.7%	27.7%	4.5%	9.5%	8.1%
Other paid long term stay lodging	3.3%	8.9%	0.0%	0.0%	3.1%	0.0%	7.5%	0.0%	3.6%	5.2%	0.0%
RV Park	1.4%	1.8%	0.0%	1.8%	1.5%	0.0%	2.5%	0.0%	1.8%	0.0%	0.0%
Other/Don't know	14.2%	19.6%	7.5%	22.3%	6.1%	17.3%	8.1%	11.7%	3.6%	18.1%	24.3%

Paid Lodging Visitors Stayed 2.6 Nights in Huntington Beach

- Residents' visitors using paid lodging stayed an average of 2.6 nights.
- Stays were slightly longer in the fall, 3.0 nights and shortest in summer, 2.4 nights.

Table 13 – Length of Stay Among Residents' Visitors in Paid Lodging

Nights in HB paid lodging by residents' visitors	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Had/expect visitors staying in paid lodging	**171**	**41**	**28**	**47**	**55**	**83**	**62**	**42**	**47**	**44**	**11**
1 night	21.1%	32.1%	13.4%	23.2%	13.7%	18.2%	23.6%	19.1%	19.1%	30.2%	0.0%
2 nights	34.8%	32.1%	35.8%	34.8%	36.6%	40.2%	29.8%	28.7%	43.6%	31.0%	56.8%
3-4 nights	31.3%	18.8%	47.8%	34.8%	30.5%	33.6%	31.1%	39.4%	28.2%	24.1%	35.1%
5-7 nights	12.8%	17.0%	3.0%	7.1%	19.1%	7.9%	15.5%	12.8%	9.1%	14.7%	8.1%
Mean # of nights:	**2.58**	**2.49**	**2.60**	**2.43**	**3.03**	**2.49**	**2.65**	**2.71**	**2.46**	**2.45**	**2.57**

3/4 Rate Tourism Highly Compatible with the Community

- Overall 74% said tourism is highly compatible with the local community, with 43% rating it 5 and 31% rating it 4 (out of 5 the highest).
  - Just 13% rated it of low compatibility (2 or 1 rating).
- The overall mean rating was 4.0 out of 5.0.
- Ratings varied by season with the highest ratings in spring at 90% rating tourism highly compatible versus 63% rating it such in winter.
- Younger residents were slightly more positive with 80% rating it highly compatible, as did 77% of households with $100,000-249,999 income.

Table 14 – Rating of Compatibility of Tourism with the Local Community

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Had/expect visitors staying in paid lodging	**171**	**41**	**28**	**47**	**55**	**83**	**62**	**42**	**47**	**44**	**11**
5 - Most compatible	42.9%	29.5%	68.7%	55.4%	30.5%	47.2%	39.1%	48.9%	39.1%	50.9%	48.6%
4	30.6%	33.0%	20.9%	28.6%	35.1%	32.7%	30.4%	16.0%	33.6%	26.7%	21.6%
Net 5 + 4 = Highly Compatible	**73.5%**	**62.5%**	**89.6%**	**83.9%**	**65.6%**	**79.9%**	**69.6%**	**64.9%**	**72.7%**	**77.6%**	**70.3%**
3 - Somewhat	13.0%	21.4%	9.0%	1.8%	17.6%	13.1%	9.9%	19.1%	12.7%	11.2%	10.8%
2	7.1%	11.6%	0.0%	12.5%	2.3%	3.3%	11.8%	8.5%	9.1%	7.8%	8.1%
1 - Least Compatible	6.2%	4.5%	0.0%	1.8%	14.5%	3.7%	8.1%	7.4%	5.5%	3.4%	8.1%
Mean rating, (5=Most → 1=Least)	**4.0**	**3.7**	**4.6**	**4.2**	**3.6**	**4.2**	**3.8**	**3.9**	**3.9**	**4.1**	**4.0**

Lauren Schlau Consulting

Residents Rate Tourism as Highly *Important* to the HB Economy

- Overall 70% of respondents rated tourism as highly important to the local economy, with 43% rating it 5 and 27% rating it 4 (out of 5).
  - Conversely only 7% rated it of little or no importance.
- The overall mean rating was 4.0.
- Residents responding in summer rated it slightly higher with 73% rating it 5 or 4, as did 75% of older versus 66% of younger respondents, and 82% of the highest income households.

Table 15 – Rating Tourism's Importance to the Huntington Beach Economy

Importance of Tourism to the local economy	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Resident	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
5 - Most important	42.5%	42.0%	33.6%	50.8%	43.4%	37.7%	52.1%	46.6%	39.6%	45.2%	52.3%
4 - Very	27.2%	30.5%	31.9%	22.6%	24.0%	28.8%	23.3%	24.5%	26.2%	31.6%	30.3%
Net 4 + 5	**69.8%**	**72.4%**	**65.5%**	**73.4%**	**67.4%**	**66.4%**	**75.4%**	**71.1%**	**65.8%**	**76.8%**	**82.6%**
3- Somewhat	21.9%	19.8%	23.8%	21.8%	22.0%	24.8%	18.1%	19.5%	25.4%	19.5%	9.2%
2 – Litlte	5.1%	4.6%	5.9%	1.1%	9.4%	6.7%	2.2%	7.2%	6.7%	1.7%	3.7%
1 - No importance	1.8%	2.3%	2.0%	2.1%	0.9%	0.8%	2.4%	0.4%	2.1%	2.0%	0.9%
DK/No response	1.4%	0.9%	2.8%	1.6%	0.3%	1.3%	1.9%	1.8%	0.0%	0.0%	3.7%
Mean rating, (5 → 1)	**4.0**	**4.1**	**3.9**	**4.2**	**4.0**	**4.0**	**4.2**	**4.1**	**3.9**	**4.2**	**4.3**

Bella Terra Preferred Shopping Area

- Overall 93% of resident respondents shop for non-basics retail gifts and items (anywhere).
- Of those who shop 57% go to Bella Terra, 37% to Pacific City, 43% to downtown Huntington Beach and 32% to Five Points, the top centers named.
- By age while the order is the same as the Total, 59% of younger residents go to Bella Terra and 43% go to Pacific City, while fewer older residents, 51% use Bella Terra and 36% shop at Pacific City.
- More difference was seen by income with a higher share of lower income groups using downtown and fewer at Bella Terra or Pacific City, whereas more upper income groups especially patronize Pacific City.

Table 16 – Shopping Locations for Retail or Gift Items (non-basics)

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Resident	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
Bella Terra	57.3%	64.7%	55.5%	50.8%	58.9%	59.1%	51.4%	49.1%	57.1%	59.3%	56.0%
Pacific City	36.8%	39.1%	32.5%	30.6%	45.7%	43.1%	35.6%	30.0%	32.9%	36.2%	59.6%
Huntington Beach downtown area	34.1%	41.1%	31.4%	28.7%	35.8%	35.0%	36.7%	37.2%	36.0%	27.7%	38.5%
5 Points Plaza	31.7%	35.6%	28.6%	31.1%	31.7%	30.0%	37.4%	26.7%	32.4%	34.7%	29.4%
Beach Boulevard areas	20.1%	17.8%	17.9%	25.3%	19.1%	21.8%	22.2%	17.0%	21.9%	23.4%	8.3%
Sunset Beach	7.7%	10.9%	3.9%	6.1%	10.0%	9.3%	7.6%	14.1%	5.4%	6.2%	6.4%
Huntington Harbor Mall	6.4%	9.2%	1.7%	5.6%	9.4%	5.5%	9.3%	9.0%	4.1%	7.9%	2.8%
5th & PCH	5.8%	5.5%	4.2%	7.2%	6.5%	7.5%	4.5%	6.1%	8.5%	4.2%	3.7%
Other Huntington Beach centers/areas	16.0%	10.6%	19.0%	19.7%	14.1%	16.4%	17.5%	17.7%	11.8%	20.6%	5.5%
Other O.C. centers/areas	23.6%	27.0%	28.9%	19.7%	19.1%	31.4%	16.4%	26.0%	23.1%	24.9%	25.7%
Don't ever shop	7.3%	5.5%	10.6%	6.9%	6.2%	5.8%	7.1%	7.6%	9.8%	5.1%	3.7%

Parking Main Reason Residents Don't Shop in Downtown HB

- Two-thirds did not name downtown as a place where they shop; 35% gave their reason as hard to find parking there, 25% said it is too crowded with visitors and for 24% it doesn't have the stores they go to.

- Parking was the main reason cited by all segments except the highest income; 46% of them said it doesn't have the stores they prefer.

Table 17 – Why Don't Shop in Downtown Huntington Beach

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Don't shop in HB downtown	**439**	**95**	**119**	**117**	**108**	**184**	**151**	**91**	**123**	**106**	**25**
Hard to find parking	34.8%	38.5%	41.2%	29.5%	30.6%	39.2%	30.0%	41.4%	36.1%	30.1%	25.4%
Too crowded with visitors	25.1%	22.9%	27.3%	23.5%	26.5%	25.5%	23.9%	21.3%	24.1%	23.8%	29.9%
Doesn't have the stores I go to	24.2%	19.0%	21.6%	35.4%	18.3%	26.1%	22.2%	24.1%	14.1%	27.3%	46.3%
Doesn't have the goods I look for	20.1%	18.5%	18.4%	22.4%	20.5%	22.7%	20.8%	14.4%	21.3%	21.9%	37.3%
Shops/area too touristy	14.8%	11.7%	13.5%	16.8%	16.9%	19.0%	10.6%	17.8%	14.5%	12.5%	22.4%
Too rowdy/feels unsafe	11.2%	13.2%	12.7%	7.8%	11.9%	12.2%	12.6%	5.7%	8.8%	16.8%	6.0%
Too crowded with locals	10.5%	2.9%	10.2%	15.3%	11.9%	11.1%	7.8%	11.5%	12.4%	7.0%	6.0%
Lacks quality level of items I purchase	8.5%	6.8%	8.2%	9.3%	9.6%	13.1%	1.7%	13.8%	5.6%	7.8%	4.5%
Too far from home	8.1%	11.7%	14.7%	5.2%	0.9%	9.8%	8.2%	10.3%	4.8%	11.3%	7.5%
Unpleasant/unattractive ambiance	5.1%	7.8%	6.9%	3.7%	2.3%	4.6%	8.5%	3.4%	1.6%	5.9%	7.5%
Other reasons	9.1%	9.3%	7.8%	10.8%	8.2%	7.4%	8.9%	9.8%	6.8%	7.0%	13.4%
DK/No response	11.0%	9.3%	15.1%	9.7%	9.6%	8.9%	11.3%	12.1%	15.3%	7.0%	4.5%

DOWNTOWN RESIDENT SHOPPERS FREQUENTLY VISIT THE DISTRICT

- Among downtown shoppers, 83% frequent the district at least once per month, and at least 80% for each segment do so.
- Overall these shoppers average 30 trips per year or over 1½ times each month.

Table 18 – Frequency Residents Shop in Downtown Huntington Beach

Frequency shopping in downtown HB	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base: Shop in HB	**540**	**133**	**130**	**140**	**137**	**233**	**189**	**109**	**152**	**135**	**36**
Weekly or more often	35.8%	36.5%	28.2%	30.7%	48.2%	33.3%	40.2%	26.0%	40.4%	36.9%	33.3%
Every 2-3 weeks	25.4%	28.3%	26.1%	31.3%	15.4%	29.7%	18.9%	33.9%	19.9%	26.6%	29.4%
About once a month	21.6%	22.0%	27.1%	19.8%	17.7%	22.2%	21.1%	20.3%	21.4%	24.7%	22.5%
At least once per month	**82.8%**	**86.8%**	**81.4%**	**81.8%**	**81.3%**	**85.2%**	**80.2%**	**80.2%**	**81.7%**	**88.2%**	**85.2%**
Less than once a month - more than 4 times a year	6.8%	3.3%	9.3%	8.5%	6.0%	6.9%	8.1%	6.2%	8.7%	3.2%	3.9%
About 3-4 times a year	4.9%	5.3%	4.8%	5.2%	4.3%	4.3%	5.1%	7.0%	4.8%	4.8%	5.9%
About 1-2 times a year	3.4%	3.0%	3.1%	2.1%	5.7%	3.0%	4.4%	4.4%	3.6%	3.5%	0.0%
Less than once per year	1.5%	1.6%	0.0%	2.4%	1.7%	0.2%	1.5%	1.8%	0.3%	0.3%	4.9%
Never	0.6%	0.0%	1.4%	0.0%	1.0%	0.5%	0.7%	0.4%	0.9%	0.0%	0.0%
Mean # of times per year:	**29.9**	**30.7**	**26.3**	**28.0**	**34.8**	**29.3**	**31.3**	**25.6**	**31.7**	**30.9**	**29.1**

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HIGH AWARENESS OF DOWNTOWN VENUES/SERVICES

- Overall 95% of surveyed residents who frequent downtown were aware of specified venues or services there.
- Highest awareness, 71% was of the Surfing Museum, with 50% aware of the Art Museum, 47% of the Guinness Record Surfboard and 46% of the Pier Information Kiosk, the top venues of resident awareness.
- There were differences between segments, mainly higher awareness of most venues by older residents and those with higher income levels.

Table 19 – Awareness of Downtown Huntington Beach Venues/Services

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base: shops in DT HB	**201**	**57**	**46**	**49**	**49**	**91**	**73**	**43**	**58**	**47**	**15**
Huntington Beach International Surfing Museum	70.5%	77.6%	73.2%	50.0%	77.9%	67.2%	74.1%	65.0%	57.1%	83.7%	83.3%
Huntington Beach Art Museum	50.3%	63.6%	47.3%	52.8%	35.2%	42.1%	58.2%	39.8%	37.9%	59.2%	54.8%
Guinness World Record Surfboard	47.2%	65.7%	61.6%	26.9%	30.3%	47.0%	50.0%	38.8%	40.7%	49.0%	66.7%
Visitor information kiosk at the Pier	46.0%	51.7%	50.0%	46.3%	35.2%	41.7%	44.1%	29.1%	50.0%	57.1%	50.0%
Improved public bathrooms	33.8%	32.9%	49.1%	26.9%	27.0%	38.1%	30.6%	28.2%	33.6%	38.8%	31.0%
Greeters/ambassadors	22.9%	21.0%	26.8%	31.5%	13.9%	21.9%	23.5%	18.4%	25.0%	27.6%	28.6%
Wayfinding signage	14.0%	10.5%	17.0%	10.2%	18.9%	11.7%	15.3%	15.5%	18.6%	18.4%	4.8%
None of these	4.7%	2.1%	7.1%	2.8%	7.4%	4.5%	5.3%	5.8%	10.0%	2.0%	0.0%

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Residents Frequently Eat Lunch Out in the City

- Among all residents, 95% eat lunch out in Huntington Beach (non-fast food) restaurants.
- Of those who do, 81% eat out at least once a month, and across all segments at least 76% do so.
- On average residents eat lunch out 34 times a year or 1½ times a month.

Table 20 - Eat Out in HB - Lunch

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Resident	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
Weekly or more often	44.8%	50.0%	34.2%	47.6%	47.5%	46.6%	42.5%	41.2%	45.2%	48.3%	55.0%
Every 2-3 weeks	20.8%	15.8%	27.2%	24.7%	15.0%	24.9%	19.4%	20.2%	21.9%	20.9%	15.6%
About once a month	15.8%	18.4%	14.8%	7.4%	23.2%	13.6%	19.2%	16.6%	15.7%	17.5%	10.1%
At least once per month	**81.4%**	**84.2%**	**76.2%**	**79.7%**	**85.7%**	**85.1%**	**81.1%**	**78.0%**	**82.8%**	**86.7%**	**80.7%**
Less than once a month but more than 4 times a year	5.9%	6.6%	8.1%	4.5%	4.4%	5.5%	6.3%	9.0%	3.9%	5.4%	2.8%
About 3-4 times a year	4.4%	5.7%	3.4%	5.6%	2.9%	3.3%	6.7%	5.4%	4.6%	2.3%	5.5%
About 1-2 times a year	2.3%	2.0%	1.1%	2.7%	3.5%	1.6%	1.1%	0.7%	4.6%	0.8%	6.4%
Less than once per year	0.7%	0.3%	0.6%	1.3%	0.6%	0.3%	0.4%	1.8%	0.5%	0.0%	0.0%
Never	5.3%	1.1%	10.6%	6.1%	2.9%	4.2%	4.3%	5.1%	3.6%	4.8%	4.6%
Mean # of times per year:	**33.6**	**36.1**	**28.5**	**35.0**	**34.8**	**35.2**	**32.5**	**31.7**	**33.9**	**35.8**	**37.9**

Almost All Residents Eat Dinner Out in the City

- Among all residents, 98% eat dinner out in Huntington Beach (non-fast food) restaurants.
- Of those who do, 85% eat out at least once a month, and across all segments at least 79% do so.
- On average residents eat lunch out 34 times a year or 1½ times a month.

Table 21 - Eat Out in HB - Dinner

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: HB Resident	**640**	**152**	**165**	**166**	**157**	**275**	**224**	**134**	**181**	**153**	**40**
Weekly or more often	44.5%	47.4%	38.1%	47.9%	44.6%	46.3%	43.8%	36.8%	43.7%	50.6%	63.3%
Every 2-3 weeks	23.3%	18.1%	27.7%	29.5%	17.0%	25.2%	19.9%	20.6%	26.0%	20.9%	11.9%
About once a month	17.2%	20.7%	18.5%	8.8%	21.7%	17.8%	17.1%	21.7%	18.5%	13.6%	11.9%
At least once per month	**85.0%**	**86.2%**	**84.3%**	**86.2%**	**83.3%**	**89.3%**	**80.8%**	**79.1%**	**88.2%**	**85.1%**	**87.1%**
Less than once a month but more than 4 times a year	4.7%	4.3%	6.7%	2.4%	5.6%	3.0%	6.7%	3.6%	2.6%	9.3%	4.6%
About 3-4 times a year	5.3%	5.2%	3.1%	7.4%	5.6%	4.8%	7.8%	11.2%	2.8%	4.0%	2.8%
About 1-2 times a year	2.3%	0.3%	3.9%	2.4%	2.3%	1.0%	2.8%	2.5%	4.4%	0.6%	1.8%
Less than once per year	0.7%	1.7%	0.3%	0.3%	0.6%	0.4%	0.2%	1.1%	0.5%	0.0%	3.7%
Never	2.0%	2.3%	1.7%	1.3%	2.6%	1.4%	1.7%	2.5%	1.5%	1.1%	0.0%
Mean # of times per year:	**34.0**	**35.1**	**31.3**	**36.2**	**33.4**	**35.4**	**33.2**	**29.5**	**34.0**	**37.0**	**42.3**

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Nearly 9 in 10 Residents Spending in HB, Most on Meals/Drinks Out

- The day that residents were interviewed, 86% were spending money in Huntington Beach in categories listed.
- Nearly 60% spent on a meal out, 42% spent on beverages out and 32% spent on groceries/ personal/other items, the top three.
- Residents' spending incidence generally increased by income level.

Table 22 – Resident Spending Incidence in Huntington Beach

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Meals out/snacks	59.9%	60.6%	52.1%	59.0%	68.1%	66.4%	53.4%	53.3%	59.8%	67.1%	63.5%
Drinks/beverages	42.8%	42.5%	37.0%	45.5%	45.9%	50.5%	38.9%	44.9%	43.0%	39.9%	60.9%
Groceries/personal/other items	32.0%	36.0%	29.7%	32.8%	29.4%	33.6%	32.3%	30.7%	28.6%	39.0%	30.4%
Shopping/Gifts/Souvenirs	18.6%	20.1%	13.4%	19.0%	21.6%	18.9%	19.8%	17.1%	17.3%	18.3%	27.0%
Local transportation (gas, transit, parking, etc.)	11.4%	15.6%	12.6%	8.7%	8.7%	13.3%	10.4%	10.8%	11.3%	11.0%	3.5%
Admissions attractions/ museums/clubs/entertainment	7.9%	12.6%	5.9%	4.2%	9.0%	9.3%	8.3%	12.5%	4.3%	7.0%	9.6%
Amenities - spa, beauty, health club	5.9%	9.5%	2.2%	2.9%	9.2%	7.9%	6.0%	5.2%	7.0%	3.9%	2.6%
Activity or lessons fees, equipment, rentals	4.6%	7.0%	1.1%	4.5%	5.9%	5.0%	6.0%	4.5%	2.5%	3.4%	13.0%
None of the above	13.7%	12.0%	18.2%	13.0%	11.5%	10.3%	13.4%	15.7%	12.1%	12.6%	6.1%

Resident Groups Spent Nearly $93/ Day in HB

- When out and about in Huntington Beach resident *groups* spent an average of $92.50 that day.
- Groups spent an average of $28.50 on meals out and about $25 on groceries/other items, the top two categories.
- They also spent $14 on shopping/retail items and $12 on beverages/drinks out.
- Spending was higher among older residents and not surprisingly increased notably by income level.

Table 23 – Resident Spending When in Out Huntington Beach

Mean Spending per resident group	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base: Residents	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Total ($)	**92.50**	**83.20**	**70.10**	**93.60**	**123.30**	**103.00**	**109.90**	**67.80**	**93.00**	**113.40**	**165.90**
Meals out/snacks	28.50	25.70	22.80	28.50	36.80	31.90	30.50	20.30	30.00	34.60	54.30
Groceries/personal/other items	24.90	23.60	20.60	29.10	26.00	25.30	30.70	18.40	23.90	35.80	25.80
Shopping/Gifts/Souvenirs	14.00	8.10	11.40	13.00	23.30	13.20	20.70	10.40	14.90	17.60	15.70
Drinks/beverages	12.30	10.20	8.60	14.10	16.10	13.70	16.30	10.50	12.60	14.30	29.00
Local transportation (gas, transit, parking, etc.)	3.90	4.30	4.40	2.90	4.20	4.30	4.00	3.10	4.20	4.10	0.90
Admission attraction/museums/ clubs/ entertainment	3.50	5.30	0.40	2.10	6.50	6.20	2.30	2.00	2.40	4.60	15.90
Activity or lessons fees, equipment, rentals	2.80	1.80	1.20	2.10	6.10	4.00	3.10	1.30	1.40	0.90	22.00
Amenities: spa, beauty health club	2.70	4.30	0.60	1.70	4.40	4.40	2.20	1.70	3.70	1.60	2.40

Lauren Schlau Consulting

EACH RESIDENT SPENT $41 IN HB/DAY

- Residents reported spending for an average of 1.6 people the day they were out and about in Huntington Beach (this is not group size as shown on slide 35).
- On that basis, their average daily *per-capita* spending was $41.40.
- As well spending rose by income level.

Table 24 – Resident Per-Capita Daily Spending

Mean Daily Spent Per Resident in HB	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Total ($)	**41.40**	**36.00**	**32.40**	**41.30**	**55.90**	**39.90**	**52.80**	**32.40**	**43.00**	**49.10**	**59.10**
Meals out/snacks	12.70	11.10	10.60	12.60	16.70	12.30	14.70	9.70	13.90	14.90	19.30
Groceries/personal/other items	11.10	10.20	9.50	12.90	11.80	9.80	14.80	8.80	11.10	15.50	9.20
Shopping/Gifts/Souvenirs	6.30	3.50	5.30	5.70	10.60	5.10	10.00	5.00	6.90	7.60	5.60
Drinks/beverages	5.50	4.40	4.00	6.20	7.30	5.30	7.80	5.00	5.80	6.20	10.30
Local transportation (gas, transit, parking, etc.)	1.80	1.90	2.00	1.30	1.90	1.70	1.90	1.50	1.90	1.80	0.30
Admissions attraction/museums/ clubs/entertainment	1.60	2.30	0.20	0.90	2.90	2.40	1.10	1.00	1.10	2.00	5.70
Activity or lessons fees, equipment, rentals	1.30	0.80	0.60	0.90	2.80	1.50	1.50	0.60	0.70	0.40	7.80
Amenities-spa, beauty, health club	1.20	1.90	0.30	0.80	2.00	1.70	1.00	0.80	1.70	0.70	0.90

RESIDENTS IN FAMILIES AND COUPLES WHEN AROUND TOWN

- A third, 34% of residents when surveyed were with family, 22% were couples, 20% were a group of friends and 18% were alone.
- There were slight differences by season, with fewer families in fall but more mixed groups.
- More obvious differences by age and income, with more older residents in families and couples while younger residents tended to be with friends.
- More lower income residents, likely related to age, were with friends, more middle income residents were with family and higher income residents were in both families and couples.

Table 25 – Resident Group Type

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
A family group	34.3%	39.7%	32.5%	38.4%	26.3%	33.8%	38.7%	21.6%	32.4%	48.6%	27.8%
A couple	21.9%	16.8%	25.2%	22.8%	23.0%	18.6%	20.9%	18.8%	22.1%	18.5%	26.1%
A group of friends, co-workers, colleagues	19.8%	18.4%	18.8%	18.0%	24.1%	27.6%	14.9%	28.9%	21.6%	12.9%	14.8%
Alone	18.2%	17.6%	19.6%	17.2%	18.5%	11.7%	23.4%	23.0%	19.6%	17.4%	7.8%
Mixed group of family/friends	4.6%	5.0%	3.9%	2.6%	6.7%	6.2%	2.1%	7.7%	3.0%	2.5%	15.7%
A business meeting group	0.2%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	2.6%
Other	1.0%	2.5%	0.0%	1.1%	0.6%	1.7%	0.0%	0.0%	1.3%	0.0%	5.2%

Residents were in Groups of 3 People

- Resident groups averaged 3.0 persons and are comparable across segments.

Table 26 – Resident Group Size

Mean Group Size	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Total	**3.0**	**3.2**	**2.9**	**3.1**	**3.0**	**3.3**	**3.0**	**3.1**	**3.0**	**3.2**	**3.3**
Over the age of 18	2.6	2.7	2.5	2.6	2.7	2.7	2.6	2.8	2.7	2.6	2.7
Under the age of 18	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.0	2.1	2.1	2.2

Nearly Half of Residents are Married, Varied by Age and Income

- Nearly half, 47% of surveyed residents are married/partnered, and a third 33% are single, the two prevalent household types.
- As may be expected more younger residents, 41% are single while 33% are married, whereas 63% of older residents are married while 26% are single.
- As well by income group the share of those married increases with income level, from 16% of the lower income group up to 68% for the highest level.

Table 27 – Household Type

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Married/domestic partner	47.4%	50.0%	46.8%	50.8%	42.0%	33.0%	63.4%	16.0%	46.7%	64.3%	67.8%
Single/unmarried adult	32.6%	28.5%	26.1%	34.4%	41.2%	40.6%	26.2%	53.7%	35.2%	25.8%	18.3%
Extended generational family group	7.4%	3.9%	8.1%	8.7%	9.0%	10.5%	5.1%	12.2%	7.5%	7.9%	6.1%
Group of unrelated individuals	5.5%	5.0%	11.8%	0.8%	4.8%	7.9%	3.0%	12.2%	8.5%	1.4%	0.0%
Other	3.3%	4.5%	3.9%	2.4%	2.5%	4.2%	2.1%	3.1%	1.8%	0.6%	4.3%
Prefer not to state/refused	3.7%	8.1%	3.4%	2.9%	0.6%	3.7%	0.2%	2.8%	0.3%	0.0%	3.5%

RESPONDENT MEDIAN AGE OF 39

- Overall resident (respondent) median age was 39* ; the highest share, 28% was in the 18-29 age group.

- Median age varied little by season but did vary by income, progressing from median age 28 for the lower income group up to 43 for the highest group.

Table 28 – Respondent Age

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base:	**638**	**151**	**162**	**165**	**160**	**279**	**226**	**134**	**184**	**154**	**41**
18-29	28.0%	28.2%	31.0%	19.1%	34.4%	55.1%	0.0%	56.4%	30.4%	10.1%	13.0%
30-39	22.9%	22.1%	20.0%	31.5%	17.5%	44.9%	0.0%	18.9%	21.6%	33.1%	29.6%
40-49	17.4%	13.7%	20.6%	14.2%	21.1%	0.0%	52.3%	11.8%	18.1%	20.5%	21.7%
50-59	15.8%	19.5%	13.9%	17.2%	12.7%	0.0%	47.7%	5.0%	15.1%	23.9%	18.3%
60+	15.9%	16.6%	14.5%	18.0%	14.4%	0.0%	0.0%	7.9%	14.8%	12.4%	17.4%
Median age:	**39.1**	**39.4**	**39.0**	**39.3**	**38.5**	**28.4**	**49.1**	**28.1**	**38.6**	**42.8**	**42.9**

* The city's overall median age is 41.9, according to the 2018 SCAG Community Profile.

9 IN 10 IDENTIFY AS HETEROSEXUAL

- Over 91% identify as heterosexual and 3% as LGBT with 6% not stating.
- Of note 10% of the highest income group identified as LGBT.

Table 29 – Identity

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Heterosexual/straight	91.3%	90.2%	91.6%	93.7%	89.6%	89.7%	93.4%	93.7%	93.7%	93.0%	87.8%
Lesbian/gay/bisexual/ transgender/queer	3.2%	3.9%	4.2%	1.9%	2.8%	4.3%	2.1%	4.2%	3.8%	2.0%	10.4%
Prefer not to state	5.5%	5.9%	4.2%	4.5%	7.6%	6.0%	4.5%	2.1%	2.5%	5.1%	1.7%

MEDIAN HOUSEHOLD INCOME OF $87,100

- Median expected 2018 household of Huntington Beach residents surveyed was $87,100.
  - This is close to the $88,100 according to the 2018 SCAG Community Profile.
- Again income is higher among the older respondents, $111,900 versus $73,700 for the younger group.

Table 30 – Median 2018 Household Income

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Valid Base: stated income	**516**	**129**	**127**	**129**	**131**	**240**	**184**	**137**	**184**	**154**	**41**
Under $30,000	13.9%	15.6%	15.4%	12.5%	12.3%	22.1%	4.2%	56.1%	0.0%	0.0%	0.0%
$30,000-$49,000	10.9%	10.8%	10.0%	9.7%	13.0%	11.9%	8.1%	43.9%	0.0%	0.0%	0.0%
$50,000 - $74,999	16.5%	14.6%	22.6%	16.7%	12.6%	16.9%	14.6%	0.0%	48.0%	0.0%	0.0%
$75,000 - $99,999	17.9%	16.3%	17.2%	10.4%	27.2%	16.4%	19.8%	0.0%	52.0%	0.0%	0.0%
$100,000 - $249,999	30.8%	32.3%	25.8%	39.9%	25.2%	24.8%	41.3%	0.0%	0.0%	100.0%	0.0%
$250,000 - $500,000	8.0%	7.3%	7.5%	10.1%	7.3%	7.9%	8.6%	0.0%	0.0%	0.0%	80.9%
Over $500,000	1.9%	3.1%	1.4%	0.7%	2.3%	0.0%	3.4%	0.0%	0.0%	0.0%	19.1%
Median income (USD):	**$87,077**	**$88,830**	**$77,865**	**$102,609**	**$86,128**	**$73,690**	**$111,867**	**$28,370**	**$75,966**	**$175,000**	**$404,570**

Nearly Even Split Male/Female Respondents

- Just over half,51% of respondents were male and 49% were female.
- The lower income group is skewed slightly female, 55% whereas the higher income groups are skewed male.

Table 31 - Respondent Gender

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Male	51.4%	46.6%	51.0%	59.8%	47.6%	50.5%	51.5%	44.6%	53.8%	54.5%	59.1%
Female	48.6%	53.4%	49.0%	40.2%	52.4%	49.5%	48.5%	55.4%	46.2%	45.5%	40.9%

Appendix

Interview Locations

How to Read the Tables

RESIDENT INTERVIEW LOCATIONS

- The main locations where residents were interviewed include Central Park, 27%, Pacific City at 17% Downtown (Main Street) with 15%, City Dog Beach at 12% and The Bolsa Chica area at 12%.
- Differences are seen especially by income with fewer upper income respondents at Central Park and more at Pacific City versus the total and other income groups.

Table 32 – Resident Interview Locations

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Central Park	26.8%	15.1%	44.8%	31.5%	15.7%	25.4%	21.9%	33.4%	24.4%	22.5%	19.1%
Pacific City	16.8%	12.3%	18.2%	12.4%	24.6%	23.0%	15.5%	10.8%	13.6%	18.3%	22.6%
Downtown (Main Street)	15.4%	14.8%	8.4%	20.9%	17.1%	13.3%	18.7%	9.1%	23.9%	12.6%	20.0%
City Beach/HB Dog Beach	13.1%	14.2%	13.4%	14.3%	10.4%	14.3%	12.8%	17.1%	11.3%	16.3%	13.0%
Wetlands/Bolsa Chica Reserve	12.3%	12.0%	11.2%	5.6%	20.7%	11.9%	11.7%	15.7%	12.6%	12.4%	8.7%
HB Pier	5.0%	4.7%	3.6%	9.3%	2.2%	3.1%	6.2%	3.8%	6.8%	5.6%	1.7%
Bella Terra Retail center	4.8%	19.3%	0.0%	0.0%	0.0%	4.2%	4.7%	4.5%	2.5%	5.6%	4.3%
Downtown (non-Main Street)	4.0%	3.9%	0.3%	6.1%	5.6%	2.9%	6.6%	5.6%	3.8%	4.5%	2.6%
Marriott SpringHill Suites	0.8%	0.0%	0.0%	0.0%	3.1%	0.8%	0.4%	0.0%	0.0%	1.4%	5.2%
Hyatt Regency Hotel	0.4%	1.7%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%	0.8%	2.6%
Huntington State Beach	0.1%	0.0%	0.0%	0.0%	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other (specify)	0.5%	2.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	1.3%	0.0%	0.0%

How to Read the Tables

- Each of the tables includes segments across the top by the Total, and by season when interviewed, age group and household income group.

	Total Resident	Season				Age		Income			
		Winter	Spring	Summer	Fall	18-39	40-59	<$50k	$50k-$99k	$100k-$249k	>$250k
Base:	**649**	**155**	**165**	**167**	**162**	**279**	**226**	**137**	**184**	**154**	**41**
Meals out/snacks	59.9%	60.6%	52.1%	59.0%	68.1%	66.4%	53.4%	53.3%	59.8%	67.1%	63.5%
Drinks/beverages	42.8%	42.5%	37.0%	45.5%	45.9%	50.5%	38.9%	44.9%	43.0%	39.9%	60.9%

- The Base is the number of respondents per segment.
- Data is read vertically to view the result per that segment and across to compare between segments.
- Figures in purple are statistically higher as compared to the total; those in blue are statistically lower.
- The sample of 649 has an error factor of +/- 3.8%.