

Demographic Report

**10767 West Pico Boulevard
Los Angeles, CA 90064**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	27,054	134,174	287,968
Population (4/1/2000)	26,397	143,985	307,783
Population (1/1/2009)	27,944	154,312	323,725
Population (1/1/2014)	28,569	158,155	329,152
Growth (2009/2000)	5.86	7.17	5.18
Forecast (2014/2009)	2.24	2.49	1.68
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	13,000	64,690	131,807
Households (4/1/2000)	12,666	68,797	140,132
Households (1/1/2009)	13,599	74,750	149,315
Households (1/1/2014)	13,885	76,431	151,393
Growth (2009/2000)	7.37	8.65	6.55
Forecast (2014/2009)	2.1	2.25	1.39
Gender			
Male	13,438	75,531	156,402
Female	14,506	78,781	167,323
Age			
Median Age	38.8	34.8	34.4
Aged 0 to 5 Years	1,776	9,069	18,748
Aged 6 to 11 Years	1,380	7,033	16,362
Aged 12 to 17 Years	1,194	6,134	15,522
Aged 18 to 24 Years	2,401	19,879	48,059
Aged 25 to 34 Years	5,621	35,804	67,437
Aged 35 to 44 Years	4,235	21,901	44,936
Aged 45 to 54 Years	4,314	19,766	42,069
Aged 55 to 64 Years	3,088	14,890	30,825
Aged 65 to 74 Years	1,746	8,591	17,254
Aged 75 to 84 Years	1,441	7,594	15,034
Aged 85 Years and Older	748	3,651	7,479
POPULATION BY RACE			
White Alone	19,433	92,019	192,814
Black Alone	778	8,223	19,245
Asian Alone	4,541	30,357	54,695
Other	3,192	23,713	56,971

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	3,617	28,500	71,013
White Non-Hispanic	17,301	80,140	164,151
Marital Status (Pop 15+)			
Males Never Married	4,215	27,546	58,780
Males Married	6,087	31,495	62,022
Males Widowed	190	1,142	2,515
Males Divorced	966	5,277	10,709
Females Never Married	4,210	25,743	57,120
Females Married	5,913	31,150	62,228
Females Widowed	989	4,874	10,128
Females Divorced	1,634	7,974	17,474
Primary Language (Pop 5+)			
Speaks English	17,626	86,515	179,295
Speaks Spanish	2,392	19,415	48,982
Speaks Other Indo-European Languages	3,512	19,380	39,544
Speaks Asian or Pacific Island Language	2,426	17,840	32,423
Speaks Other Language	520	3,650	7,959
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	2.04	2	2.07
HOUSEHOLDS BY RACE			
White	9,881	47,575	97,070
Black	414	4,049	8,771
Asian	2,051	13,753	22,685
Other	1,253	9,373	20,789
HOUSEHOLDS BY ETHNICITY			
Hispanic	1,307	9,832	23,339
White Non-Hispanic	8,954	42,982	86,321

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	2.3	2.22	2.25
1 Person	5,334	31,732	62,210
2 Person	4,830	25,672	49,247
3 Person	1,725	8,567	17,507
4 Person	1,197	5,769	12,784
5 Person	373	1,982	4,826
6 Person	103	664	1,709
7 or More Person	37	364	1,032
HOUSING UNITS BY TENURE			
Housing, Occupied Units	13,599	74,750	149,315
Housing, Owner Occupied	6,773	25,709	50,433
Housing, Renter Occupied	6,826	49,041	98,882
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	6,773	25,709	50,433
Housing, Median Value Owner Households (\$)	497,713	588,161	504,661
Housing, Owner Households Valued Less than \$20,000	1	12	31
Housing, Owner Households Valued \$20,000-\$39,999	5	31	63
Housing, Owner Households Valued \$40,000-\$59,999	3	27	59
Housing, Owner Households Valued \$60,000-\$79,999	1	21	48
Housing, Owner Households Valued \$80,000-\$99,999	3	25	75
Housing, Owner Households Valued \$100,000-\$124,999	13	63	122
Housing, Owner Households Valued \$125,000-\$149,999	15	116	238
Housing, Owner Households Valued \$150,000-\$174,999	20	169	412
Housing, Owner Households Valued \$175,000-\$199,999	40	420	1,153
Housing, Owner Households Valued \$200,000-\$249,999	75	425	927
Housing, Owner Households Valued \$250,000-\$299,999	483	1,955	4,327
Housing, Owner Households Valued \$300,000-\$399,999	613	1,957	4,447
Housing, Owner Households Valued \$400,000-\$499,999	2,164	6,212	13,180
Housing, Owner Households Valued \$500,000-\$749,999	1,333	4,031	7,214
Housing, Owner Households Valued \$750,000-\$999,999	1,774	7,405	12,068
Housing, Owner Households Valued More than \$1,000,000	230	2,840	6,069

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	6,826	49,041	98,882
Housing, Median Rent (\$)	1,555	1,392	1,387
Housing, Rent less than \$250	10	66	357
Housing, Rent \$250-\$499	19	144	540
Housing, Rent \$500-\$749	8	36	117
Housing, Rent \$750-\$999	239	1,300	4,737
Housing, Rent \$1,000-\$1,249	851	15,078	28,748
Housing, Rent \$1,250-\$1,499	1,913	12,932	25,288
Housing, Rent \$1,500-\$1,999	2,517	12,493	24,718
Housing, Rent \$2,000+	1,074	5,917	12,251
Housing, No Cash Rent	195	1,075	2,126
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	1,541,782,091	7,620,070,908	14,647,697,191
Median Household Income (\$)	75,819	62,274	60,312
Average Household Income (\$)	113,375	101,941	98,099
Per Capita Household Income (\$)	55,174	49,381	45,247
Household High Income Average (\$)	382,609	434,262	432,399
Households By Income			
Less than \$15,000	1,209	9,619	20,246
\$15,000 to \$24,999	828	6,067	12,732
\$25,000 to \$34,999	857	6,177	12,563
\$35,000 to \$49,999	1,470	9,291	18,778
\$50,000 to \$74,999	2,376	12,671	25,065
\$75,000 to \$99,999	1,817	9,054	17,756
\$100,000 to \$124,999	1,194	5,881	11,751
\$125,000 to \$149,999	898	4,088	8,317
\$150,000 to \$199,999	1,225	4,120	7,595
\$200,000 and Over	1,725	7,782	14,512
Occupation (Pop 16+)			
Management, Business, and Financial Operations	3,865	17,998	34,784
Professional and Related	6,461	32,313	61,564
Sales and Office	3,909	21,452	45,848
Service	1,026	7,366	16,396
Farming, Fishing, and Forestry	8	19	53
Construction, Extraction, and Maintenance	380	2,109	5,330
Production, Transportation, and Material Moving	512	3,150	7,259

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	2	57	110
Construction	361	1,917	4,687
Manufacturing	928	3,767	7,921
Wholesale Trade	462	2,052	4,418
Retail Trade	1,207	6,226	13,515
Transportation and Wareand Utilities	421	2,164	4,319
Information	1,644	7,985	16,585
Finance, Insurance, Real Estate and Rental and Leasing	1,365	7,499	14,098
Professional, Scientific, Management, Administrative, etc.	3,885	17,057	33,543
Educational, Health and Social Services	3,776	21,729	41,490
Arts, Entertainment, Accommodation and Food Services, etc.	1,009	8,053	17,548
Other Services	739	4,230	9,655
Public Administration	362	1,671	3,345
Education Attainment (Pop 25+)			
Less Than High School	1,083	8,359	21,888
High School	1,995	12,453	27,096
Some College	4,398	21,321	44,319
Associate Degree	1,121	6,311	12,422
College	6,950	35,544	68,589
Graduate Degree	5,646	28,209	50,720
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.98	2.96	3.04
1 Person	0	0	0
2 Person	3,272	16,765	32,212
3 Person	1,480	7,216	14,867
4 Person	1,152	5,222	11,404
5 Person	361	1,891	4,605
6 Person	101	628	1,633
7 or More Person	33	347	984
Family Income Characteristics			
Total Family Income(\$)	991,616,820	4,665,162,969	9,029,271,204
Median Income (\$)	107,320	89,063	84,363
Average Income (\$)	154,964	145,473	137,421
Per Capita Income (\$)	53,008	49,206	44,862
High Income Average (\$)	391,607	440,015	444,756

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	880,394	2,679,058	5,475,894
Motor Vehicles Store Sales	80,626	183,240	715,425
Home Furnishings Store Sales	61,764	117,152	198,818
Electrical and Appliances Store Sales	42,770	168,332	313,286
Building Materials and Garden Store Sales	58,617	136,806	331,077
Food and Beverage Store Sales	134,347	467,643	857,418
Health and Personal Care Store Sales	38,487	163,493	347,203
Gasoline Stations Store Sales	63,330	168,886	399,810
Clothing and Accessories Store Sales	84,515	294,424	543,186
Sporting Goods Store Sales	35,681	102,683	154,179
General Merchandise Store Sales	85,523	262,803	322,384
Miscellaneous Store Sales	49,994	116,996	231,534
Nonstore Purchases Sales	58,177	136,049	390,915
Food Services	86,563	360,551	670,659
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	842,272.10	4,222,168.50	8,287,133.30
Food	97,698.20	500,903.10	988,594.60
Food at home	52,366.00	272,806.80	540,787.80
Cereals and bakery products	6,776.30	35,190.90	70,026.60
Dairy products	5,727.30	29,458.90	58,792.30
Fruits and vegetables	9,634.40	50,317.70	98,572.50
Nonalcoholic beverages	4,953.10	25,920.40	51,602.50
Food prep (consumed out of town)	752.8	3,594.20	7,080.80
Food away from home	45,515.60	228,743.80	449,115.70
Food on out-of-town trips	4,727.70	22,565.20	43,862.10
Alcoholic beverages	7,875.30	38,447.10	76,398.60
Housing	225,194.30	1,144,472.50	2,242,577.60
Household operations	14,230.10	68,945.10	134,818.90
Housekeeping services	2,713.00	12,277.20	23,707.80
Household furnishings and equip	31,784.90	154,318.90	301,546.20
Household textiles	2,165.70	10,614.60	20,961.70
Furniture	9,013.70	43,885.00	83,871.90
Floor coverings	896.2	4,089.50	7,973.40
Major appliances	3,623.20	17,505.90	34,662.40
Small appliances	453.4	2,273.00	4,555.30
Miscellaneous household equip	14,425.30	69,942.60	137,714.80
Apparel and services	32,490.60	164,111.20	319,452.90
Men and boys	7,665.00	38,514.50	75,036.20

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	6,490.10	32,464.40	63,013.50
Boys, 2 to 15	1,068.20	5,642.80	11,306.10
Women's and girls	13,080.30	66,072.70	128,010.50
Women, 16 and over	11,260.00	56,707.10	109,561.60
Girls 2 to 15	1,635.60	8,567.00	16,999.00
Children under 2	1,283.80	7,105.90	14,055.60
Footwear	5,362.40	27,830.70	54,157.50
Other apparel products and services	5,014.30	24,272.00	47,631.80
Transportation	134,690.50	687,263.20	1,352,737.20
Vehicle purchases (net outlay)	50,195.20	255,649.70	503,097.70
Gasoline and motor oil	33,697.50	174,629.00	347,601.70
Other vehicle expenses	39,003.90	198,276.00	391,820.30
Public transportation	12,261.60	60,121.30	112,711.90
Health Care	40,548.50	204,799.00	410,286.30
Health insurance	21,725.80	110,849.00	221,291.30
Medical services	10,806.10	53,459.80	106,965.30
Drugs	6,484.50	32,464.50	65,754.70
Medical supplies	1,760.20	8,755.90	17,543.40
Entertainment	45,898.00	223,204.70	441,197.20
Fees and admissions	13,865.80	64,655.10	125,049.60
Television, radios, sound equip	15,313.70	78,198.60	155,119.40
Pets, toys, and playground equip	8,604.00	41,678.90	83,723.30
Other entertainment supplies	8,254.10	39,203.20	78,248.20
Personal care products, services	9,629.80	48,299.30	95,693.80
Reading	1,909.30	9,383.70	18,629.60
Education	18,509.00	92,551.90	178,838.60
Tobacco products, supplies	4,007.80	21,470.50	43,941.80
Cash contributions	31,621.30	152,988.90	298,197.90
Personal insurance and pensions	97,084.20	467,317.10	910,754.00