

# Demographic Report

**10921 West Pico Boulevard  
Los Angeles, CA 90064**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	30,243	138,972	288,245
Population (4/1/2000)	29,740	149,446	306,968
Population (1/1/2009)	31,498	159,929	320,327
Population (1/1/2014)	32,159	163,677	324,585
Growth (2009/2000)	5.91	7.01	4.35
Forecast (2014/2009)	2.1	2.34	1.33
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	14,532	67,259	131,981
Households (4/1/2000)	14,384	72,142	139,475
Households (1/1/2009)	15,444	78,290	147,408
Households (1/1/2014)	15,743	79,937	148,936
Growth (2009/2000)	7.37	8.52	5.69
Forecast (2014/2009)	1.94	2.1	1.04
<b>Gender</b>			
Male	15,288	78,451	155,273
Female	16,210	81,478	165,054
<b>Age</b>			
Median Age	37.5	34.5	34.2
Aged 0 to 5 Years	1,927	9,117	18,800
Aged 6 to 11 Years	1,490	7,002	16,315
Aged 12 to 17 Years	1,302	6,115	15,225
Aged 18 to 24 Years	3,041	21,124	47,982
Aged 25 to 34 Years	6,787	38,371	67,439
Aged 35 to 44 Years	4,757	22,859	44,659
Aged 45 to 54 Years	4,640	20,088	41,463
Aged 55 to 64 Years	3,266	15,176	29,965
Aged 65 to 74 Years	1,914	8,722	16,830
Aged 75 to 84 Years	1,594	7,668	14,416
Aged 85 Years and Older	780	3,687	7,233
<b>POPULATION BY RACE</b>			
White Alone	20,436	94,122	190,088
Black Alone	909	8,419	18,005
Asian Alone	5,868	32,141	54,334
Other	4,285	25,247	57,900

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	4,935	30,491	73,825
White Non-Hispanic	18,016	81,087	160,688
<b>Marital Status (Pop 15+)</b>			
Males Never Married	5,245	29,567	58,861
Males Married	6,643	32,085	60,916
Males Widowed	187	1,172	2,425
Males Divorced	1,056	5,563	10,773
Females Never Married	4,986	27,552	56,396
Females Married	6,381	31,576	61,104
Females Widowed	1,080	4,986	9,738
Females Divorced	1,866	8,311	17,508
<b>Primary Language (Pop 5+)</b>			
Speaks English	19,067	89,188	177,824
Speaks Spanish	3,262	20,674	50,828
Speaks Other Indo-European Languages	3,760	20,379	36,662
Speaks Asian or Pacific Island Language	3,183	18,501	32,069
Speaks Other Language	633	3,635	7,378
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.03	1.98	2.07
<b>HOUSEHOLDS BY RACE</b>			
White	10,523	49,390	95,590
Black	483	4,155	8,259
Asian	2,784	14,709	22,584
Other	1,654	10,036	20,975
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	1,728	10,570	24,138
White Non-Hispanic	9,501	44,277	84,705

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	2.28	2.2	2.26
1 Person	6,226	33,800	61,284
2 Person	5,435	26,792	48,673
3 Person	1,917	8,827	17,366
4 Person	1,279	5,828	12,614
5 Person	399	1,997	4,711
6 Person	126	671	1,713
7 or More Person	62	375	1,047
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	15,444	78,290	147,408
Housing, Owner Occupied	6,887	25,459	49,447
Housing, Renter Occupied	8,557	52,831	97,961
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	6,887	25,459	49,447
Housing, Median Value Owner Households (\$)	487,005	537,959	509,013
Housing, Owner Households Valued Less than \$20,000	1	12	31
Housing, Owner Households Valued \$20,000-\$39,999	5	32	67
Housing, Owner Households Valued \$40,000-\$59,999	3	27	61
Housing, Owner Households Valued \$60,000-\$79,999	1	22	49
Housing, Owner Households Valued \$80,000-\$99,999	4	25	72
Housing, Owner Households Valued \$100,000-\$124,999	16	63	107
Housing, Owner Households Valued \$125,000-\$149,999	24	117	211
Housing, Owner Households Valued \$150,000-\$174,999	26	173	317
Housing, Owner Households Valued \$175,000-\$199,999	43	449	998
Housing, Owner Households Valued \$200,000-\$249,999	94	437	872
Housing, Owner Households Valued \$250,000-\$299,999	564	2,127	4,262
Housing, Owner Households Valued \$300,000-\$399,999	664	2,149	4,376
Housing, Owner Households Valued \$400,000-\$499,999	2,297	6,484	13,040
Housing, Owner Households Valued \$500,000-\$749,999	1,361	4,034	7,226
Housing, Owner Households Valued \$750,000-\$999,999	1,614	6,956	12,157
Housing, Owner Households Valued More than \$1,000,000	170	2,352	5,601

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<b>RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Housing, Renter Occupied	8,557	52,831	97,961
Housing, Median Rent (\$)	1,499	1,399	1,378
Housing, Rent less than \$250	9	79	363
Housing, Rent \$250-\$499	25	162	546
Housing, Rent \$500-\$749	17	56	122
Housing, Rent \$750-\$999	239	1,326	4,829
Housing, Rent \$1,000-\$1,249	1,462	15,935	29,182
Housing, Rent \$1,250-\$1,499	2,439	13,975	25,133
Housing, Rent \$1,500-\$1,999	2,960	14,116	23,937
Housing, Rent \$2,000+	1,204	6,118	11,772
Housing, No Cash Rent	202	1,064	2,077
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	1,593,333,855	7,567,582,363	14,305,561,205
Median Household Income (\$)	70,618	60,628	59,906
Average Household Income (\$)	103,168	96,661	97,047
Per Capita Household Income (\$)	50,585	47,318	44,659
Household High Income Average (\$)	372,635	426,517	430,290
<b>Households By Income</b>			
Less than \$15,000	1,623	10,353	20,103
\$15,000 to \$24,999	1,030	6,522	12,655
\$25,000 to \$34,999	1,048	6,615	12,561
\$35,000 to \$49,999	1,767	9,972	18,558
\$50,000 to \$74,999	2,733	13,368	24,800
\$75,000 to \$99,999	2,025	9,503	17,579
\$100,000 to \$124,999	1,350	6,119	11,564
\$125,000 to \$149,999	958	4,294	8,080
\$150,000 to \$199,999	1,258	4,242	7,429
\$200,000 and Over	1,652	7,302	14,079
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	4,295	18,679	33,986
Professional and Related	7,003	33,649	61,214
Sales and Office	4,621	22,513	44,943
Service	1,284	7,824	16,413
Farming, Fishing, and Forestry	8	19	44
Construction, Extraction, and Maintenance	557	2,207	5,416
Production, Transportation, and Material Moving	565	3,296	7,332

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<b>Industry (Pop 16+)</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Agriculture, Forestry, Fishing and Hunting, and Mining	2	57	96
Construction	506	2,055	4,651
Manufacturing	1,011	3,992	7,826
Wholesale Trade	501	2,100	4,218
Retail Trade	1,439	6,653	13,180
Transportation and Wareand Utilities	461	2,093	4,300
Information	1,900	8,424	16,576
Finance, Insurance, Real Estate and Rental and Leasing	1,571	7,601	13,606
Professional, Scientific, Management, Administrative, etc.	4,291	17,853	33,299
Educational, Health and Social Services	4,139	22,555	41,083
Arts, Entertainment, Accommodation and Food Services, etc.	1,317	8,631	17,745
Other Services	838	4,480	9,487
Public Administration	357	1,693	3,281
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	1,560	8,995	21,790
High School	2,310	12,795	26,675
Some College	4,920	22,260	44,042
Associate Degree	1,225	6,541	12,298
College	7,778	37,300	67,501
Graduate Degree	5,945	28,680	49,699
<b>DETAILED FAMILY CHARACTERISTICS</b>			
<b>Families By Size</b>			
Median Size	2.98	2.95	3.05
1 Person	0	0	0
2 Person	3,563	17,115	31,611
3 Person	1,616	7,359	14,673
4 Person	1,217	5,249	11,218
5 Person	387	1,900	4,486
6 Person	123	635	1,640
7 or More Person	56	357	1,001
<b>Family Income Characteristics</b>			
Total Family Income(\$)	983,081,934	4,496,874,071	8,748,905,479
Median Income (\$)	98,289	85,902	83,279
Average Income (\$)	141,207	137,877	135,371
Per Capita Income (\$)	47,866	46,668	44,113
High Income Average (\$)	379,426	440,059	441,501

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<b>RETAIL SALES (\$000)</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Total Retail Sales (including Food Services)	978,925	2,819,766	5,074,125
Motor Vehicles Store Sales	80,626	282,280	671,641
Home Furnishings Store Sales	68,329	119,851	181,136
Electrical and Appliances Store Sales	51,972	172,091	299,263
Building Materials and Garden Store Sales	64,744	146,163	328,105
Food and Beverage Store Sales	155,963	471,576	790,810
Health and Personal Care Store Sales	42,880	174,391	314,763
Gasoline Stations Store Sales	69,179	199,924	374,567
Clothing and Accessories Store Sales	95,213	269,877	459,967
Sporting Goods Store Sales	37,384	114,702	149,714
General Merchandise Store Sales	85,523	195,696	279,338
Miscellaneous Store Sales	55,216	133,762	218,068
Nonstore Purchases Sales	71,674	168,684	373,987
Food Services	100,222	370,769	632,766
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	927,066.40	4,366,069.80	8,166,309.00
Food	108,457.80	519,919.50	974,983.80
Food at home	58,446.60	283,731.80	533,506.10
Cereals and bakery products	7,546.20	36,594.10	69,086.90
Dairy products	6,347.50	30,607.70	58,010.60
Fruits and vegetables	10,815.00	52,354.30	97,255.20
Nonalcoholic beverages	5,530.70	26,974.50	50,917.40
Food prep (consumed out of town)	810.9	3,687.50	6,974.40
Food away from home	50,189.70	236,802.60	442,771.40
Food on out-of-town trips	5,111.80	23,148.70	43,189.20
Alcoholic beverages	8,504.80	39,580.90	75,273.00
Housing	249,531.80	1,185,959.10	2,210,403.20
Household operations	15,425.10	70,830.00	132,736.70
Housekeeping services	2,847.20	12,401.00	23,275.10
Household furnishings and equip	34,497.70	158,668.30	296,995.00
Household textiles	2,357.00	10,949.10	20,666.20
Furniture	9,858.20	45,128.40	82,556.80
Floor coverings	938	4,130.70	7,824.40
Major appliances	3,917.80	17,994.70	34,147.00
Small appliances	496.5	2,356.00	4,491.00
Miscellaneous household equip	15,609.50	71,921.40	135,682.10
Apparel and services	35,879.80	169,670.30	314,662.80
Men and boys	8,448.80	39,804.40	73,943.00

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<b>CONSUMER EXPENDITURES (\$000)- CONTINUED</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Men, 16 and over	7,145.10	33,520.10	62,094.10
Boys, 2 to 15	1,197.40	5,876.10	11,160.80
Women's and girls	14,495.30	68,367.70	126,109.10
Women, 16 and over	12,473.50	58,650.30	107,937.40
Girls 2 to 15	1,830.80	8,910.80	16,770.90
Children under 2	1,464.90	7,452.50	13,901.80
Footwear	5,991.00	28,874.90	53,351.20
Other apparel products and services	5,393.30	24,857.10	46,829.50
Transportation	149,626.90	713,477.40	1,334,320.30
Vehicle purchases (net outlay)	55,760.40	265,498.40	496,419.90
Gasoline and motor oil	37,538.20	181,708.30	343,005.50
Other vehicle expenses	43,203.70	205,683.60	386,352.50
Public transportation	13,561.90	62,004.10	110,999.80
Health Care	44,502.60	211,932.70	404,261.20
Health insurance	23,975.30	114,838.80	218,006.90
Medical services	11,766.60	55,204.00	105,421.80
Drugs	7,048.50	33,509.10	64,741.30
Medical supplies	1,922.70	9,045.90	17,290.90
Entertainment	49,809.00	229,835.10	434,800.60
Fees and admissions	14,849.90	66,022.30	123,053.60
Television, radios, sound equip	16,932.50	81,135.60	152,968.10
Pets, toys, and playground equip	9,311.30	42,992.80	82,604.40
Other entertainment supplies	8,845.50	40,203.70	77,115.50
Personal care products, services	10,562.90	49,947.80	94,251.90
Reading	2,077.60	9,677.70	18,360.30
Education	20,394.00	95,387.30	176,149.40
Tobacco products, supplies	4,484.50	22,514.70	43,447.00
Cash contributions	34,186.50	156,862.90	293,300.80
Personal insurance and pensions	105,317.30	480,168.50	896,550.60