

Demographic Report

**10942-44 West Pico Boulevard
Los Angeles, CA 90064**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	28,627	136,561	285,570
Population (4/1/2000)	28,231	147,312	303,452
Population (1/1/2009)	30,067	157,753	316,492
Population (1/1/2014)	30,784	161,482	320,662
Growth (2009/2000)	6.5	7.09	4.3
Forecast (2014/2009)	2.38	2.36	1.32
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	13,490	66,300	130,708
Households (4/1/2000)	13,490	71,174	138,164
Households (1/1/2009)	14,580	77,269	145,937
Households (1/1/2014)	14,911	78,901	147,427
Growth (2009/2000)	8.08	8.56	5.63
Forecast (2014/2009)	2.27	2.11	1.02
Gender			
Male	14,638	77,456	153,470
Female	15,429	80,297	163,022
Age			
Median Age	37.4	34.4	34.2
Aged 0 to 5 Years	1,845	8,981	18,442
Aged 6 to 11 Years	1,457	6,857	15,997
Aged 12 to 17 Years	1,298	5,968	14,920
Aged 18 to 24 Years	2,971	21,132	47,564
Aged 25 to 34 Years	6,383	38,256	66,638
Aged 35 to 44 Years	4,528	22,616	44,187
Aged 45 to 54 Years	4,430	19,702	41,045
Aged 55 to 64 Years	3,121	14,869	29,706
Aged 65 to 74 Years	1,807	8,476	16,629
Aged 75 to 84 Years	1,500	7,338	14,248
Aged 85 Years and Older	727	3,558	7,116
POPULATION BY RACE			
White Alone	19,146	91,865	188,439
Black Alone	879	8,436	17,153
Asian Alone	5,787	32,072	54,201
Other	4,255	25,380	56,699

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	4,933	30,969	72,503
White Non-Hispanic	16,771	78,745	159,370
Marital Status (Pop 15+)			
Males Never Married	5,025	29,454	58,311
Males Married	6,389	31,445	60,301
Males Widowed	180	1,143	2,377
Males Divorced	950	5,526	10,630
Females Never Married	4,795	27,427	55,886
Females Married	6,060	30,925	60,382
Females Widowed	1,026	4,856	9,539
Females Divorced	1,705	8,212	17,288
Primary Language (Pop 5+)			
Speaks English	17,951	87,423	176,233
Speaks Spanish	3,227	21,077	49,895
Speaks Other Indo-European Languages	3,540	19,832	35,835
Speaks Asian or Pacific Island Language	3,160	18,460	32,023
Speaks Other Language	664	3,521	7,237
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	2.05	1.98	2.07
HOUSEHOLDS BY RACE			
White	9,763	48,419	94,854
Black	457	4,160	7,950
Asian	2,734	14,667	22,526
Other	1,626	10,023	20,607
HOUSEHOLDS BY ETHNICITY			
Hispanic	1,730	10,699	23,798
White Non-Hispanic	8,757	43,286	84,087

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	2.3	2.2	2.25
1 Person	5,769	33,462	60,762
2 Person	5,142	26,382	48,264
3 Person	1,847	8,715	17,180
4 Person	1,238	5,714	12,439
5 Person	395	1,963	4,621
6 Person	126	657	1,666
7 or More Person	63	376	1,005
HOUSING UNITS BY TENURE			
Housing, Occupied Units	14,580	77,269	145,937
Housing, Owner Occupied	6,526	24,340	49,287
Housing, Renter Occupied	8,054	52,929	96,650
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	6,526	24,340	49,287
Housing, Median Value Owner Households (\$)	484,584	512,778	510,382
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	26	58
Housing, Owner Households Valued \$60,000-\$79,999	1	20	45
Housing, Owner Households Valued \$80,000-\$99,999	4	23	72
Housing, Owner Households Valued \$100,000-\$124,999	16	53	107
Housing, Owner Households Valued \$125,000-\$149,999	24	106	203
Housing, Owner Households Valued \$150,000-\$174,999	26	170	311
Housing, Owner Households Valued \$175,000-\$199,999	43	436	973
Housing, Owner Households Valued \$200,000-\$249,999	94	432	872
Housing, Owner Households Valued \$250,000-\$299,999	549	2,088	4,229
Housing, Owner Households Valued \$300,000-\$399,999	648	2,130	4,358
Housing, Owner Households Valued \$400,000-\$499,999	2,186	6,442	13,018
Housing, Owner Households Valued \$500,000-\$749,999	1,272	3,913	7,212
Housing, Owner Households Valued \$750,000-\$999,999	1,498	6,389	12,134
Housing, Owner Households Valued More than \$1,000,000	156	2,068	5,597

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	8,054	52,929	96,650
Housing, Median Rent (\$)	1,494	1,397	1,381
Housing, Rent less than \$250	8	79	356
Housing, Rent \$250-\$499	25	163	536
Housing, Rent \$500-\$749	17	56	122
Housing, Rent \$750-\$999	239	1,324	4,719
Housing, Rent \$1,000-\$1,249	1,334	16,085	28,578
Housing, Rent \$1,250-\$1,499	2,385	14,031	24,848
Housing, Rent \$1,500-\$1,999	2,851	14,072	23,737
Housing, Rent \$2,000+	1,038	6,072	11,702
Housing, No Cash Rent	157	1,047	2,052
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	1,484,675,792	7,344,675,053	14,222,670,165
Median Household Income (\$)	69,885	60,037	60,045
Average Household Income (\$)	101,830	95,053	97,458
Per Capita Household Income (\$)	49,379	46,558	44,938
Household High Income Average (\$)	374,649	425,278	430,436
Households By Income			
Less than \$15,000	1,560	10,271	19,814
\$15,000 to \$24,999	969	6,528	12,490
\$25,000 to \$34,999	979	6,606	12,403
\$35,000 to \$49,999	1,698	9,906	18,404
\$50,000 to \$74,999	2,620	13,260	24,534
\$75,000 to \$99,999	1,895	9,379	17,369
\$100,000 to \$124,999	1,304	6,061	11,448
\$125,000 to \$149,999	912	4,168	7,994
\$150,000 to \$199,999	1,138	4,148	7,421
\$200,000 and Over	1,505	6,942	14,060
Occupation (Pop 16+)			
Management, Business, and Financial Operations	3,927	18,437	33,722
Professional and Related	6,643	33,081	60,872
Sales and Office	4,381	22,275	44,352
Service	1,209	7,877	16,234
Farming, Fishing, and Forestry	8	19	37
Construction, Extraction, and Maintenance	568	2,222	5,288
Production, Transportation, and Material Moving	569	3,277	7,171

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	2	57	87
Construction	518	2,054	4,563
Manufacturing	905	3,923	7,724
Wholesale Trade	449	2,067	4,164
Retail Trade	1,396	6,598	12,966
Transportation and Wareand Utilities	441	2,090	4,211
Information	1,808	8,420	16,437
Finance, Insurance, Real Estate and Rental and Leasing	1,500	7,400	13,514
Professional, Scientific, Management, Administrative, etc.	3,942	17,517	33,031
Educational, Health and Social Services	3,970	22,281	40,877
Arts, Entertainment, Accommodation and Food Services, etc.	1,254	8,637	17,525
Other Services	783	4,473	9,363
Public Administration	337	1,671	3,214
Education Attainment (Pop 25+)			
Less Than High School	1,566	9,112	21,238
High School	2,242	12,551	26,319
Some College	4,663	22,026	43,401
Associate Degree	1,203	6,474	12,185
College	7,293	36,717	67,022
Graduate Degree	5,529	27,935	49,404
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.99	2.96	3.04
1 Person	0	0	0
2 Person	3,373	16,723	31,303
3 Person	1,555	7,243	14,504
4 Person	1,179	5,134	11,049
5 Person	384	1,866	4,395
6 Person	123	620	1,593
7 or More Person	58	358	960
Family Income Characteristics			
Total Family Income(\$)	924,035,161	4,308,854,419	8,706,429,961
Median Income (\$)	97,097	84,742	83,945
Average Income (\$)	138,494	134,888	136,456
Per Capita Income (\$)	46,666	45,591	44,566
High Income Average (\$)	380,980	439,182	441,503

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	958,019	2,814,185	4,945,611
Motor Vehicles Store Sales	80,626	282,280	673,216
Home Furnishings Store Sales	66,108	119,851	162,322
Electrical and Appliances Store Sales	50,078	172,091	289,266
Building Materials and Garden Store Sales	62,498	146,163	318,890
Food and Beverage Store Sales	151,231	471,576	777,670
Health and Personal Care Store Sales	41,698	174,391	311,358
Gasoline Stations Store Sales	69,179	199,924	361,521
Clothing and Accessories Store Sales	96,779	268,532	446,475
Sporting Goods Store Sales	37,384	114,702	144,178
General Merchandise Store Sales	85,523	195,696	277,124
Miscellaneous Store Sales	52,489	133,762	191,182
Nonstore Purchases Sales	66,605	168,684	364,535
Food Services	97,821	366,533	627,874
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	872,278.10	4,288,345.50	8,099,910.40
Food	102,207.70	511,412.00	966,564.50
Food at home	55,140.50	279,320.10	528,679.60
Cereals and bakery products	7,115.80	36,016.40	68,453.70
Dairy products	5,978.90	30,108.90	57,485.10
Fruits and vegetables	10,218.90	51,548.00	96,428.60
Nonalcoholic beverages	5,216.70	26,565.10	50,446.70
Food prep (consumed out of town)	759.9	3,608.90	6,922.80
Food away from home	47,235.10	232,682.60	439,163.90
Food on out-of-town trips	4,796.40	22,658.00	42,889.70
Alcoholic beverages	7,950.50	38,789.40	74,676.90
Housing	235,036.10	1,165,955.40	2,192,144.30
Household operations	14,463.10	69,390.80	131,731.60
Housekeeping services	2,647.30	12,064.40	23,143.60
Household furnishings and equip	32,346.40	155,468.70	294,808.20
Household textiles	2,211.20	10,736.50	20,503.60
Furniture	9,265.10	44,251.70	82,009.70
Floor coverings	869.8	4,021.30	7,775.80
Major appliances	3,675.70	17,620.70	33,878.00
Small appliances	466.6	2,313.80	4,450.70
Miscellaneous household equip	14,617.50	70,459.20	134,657.20
Apparel and services	33,756.90	166,737.90	312,144.50
Men and boys	7,943.10	39,109.30	73,362.30

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	6,717.00	32,919.30	61,628.50
Boys, 2 to 15	1,130.20	5,795.80	11,041.90
Women's and girls	13,660.20	67,198.60	125,122.30
Women, 16 and over	11,756.10	57,632.60	107,120.50
Girls 2 to 15	1,727.40	8,785.00	16,601.40
Children under 2	1,384.70	7,367.40	13,761.20
Footwear	5,651.00	28,425.10	52,896.00
Other apparel products and services	5,037.00	24,335.70	46,474.10
Transportation	141,139.10	701,831.60	1,322,969.20
Vehicle purchases (net outlay)	52,597.50	261,192.70	492,195.20
Gasoline and motor oil	35,413.50	178,908.30	339,865.70
Other vehicle expenses	40,733.80	202,245.80	383,021.30
Public transportation	12,794.50	60,862.90	110,344.40
Health Care	41,878.20	207,930.20	400,650.60
Health insurance	22,590.50	112,699.00	216,048.40
Medical services	11,052.00	54,144.80	104,515.50
Drugs	6,618.40	32,826.80	64,148.60
Medical supplies	1,808.40	8,872.40	17,141.20
Entertainment	46,725.80	225,294.30	431,390.70
Fees and admissions	13,898.10	64,517.20	122,266.80
Television, radios, sound equip	15,932.40	79,786.00	151,625.90
Pets, toys, and playground equip	8,737.40	42,146.70	81,915.60
Other entertainment supplies	8,275.80	39,346.20	76,514.90
Personal care products, services	9,930.00	49,049.60	93,435.50
Reading	1,949.90	9,486.60	18,212.30
Education	19,198.70	93,631.80	174,892.70
Tobacco products, supplies	4,216.70	22,229.50	42,998.70
Cash contributions	32,028.50	153,515.70	291,181.90
Personal insurance and pensions	98,879.70	470,593.20	889,929.70