

# Demographic Report

**19801-19805 Ventura Boulevard  
Woodland Hills, CA 91364**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	6,883	59,163	159,980
Population (4/1/2000)	7,218	67,857	179,179
Population (1/1/2009)	6,952	71,095	184,871
Population (1/1/2014)	6,810	72,552	186,569
Growth (2009/2000)	-3.69	4.77	3.18
Forecast (2014/2009)	-2.04	2.05	0.92
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	2,523	22,367	63,875
Households (4/1/2000)	2,598	24,895	67,490
Households (1/1/2009)	2,526	26,495	70,529
Households (1/1/2014)	2,463	27,009	70,956
Growth (2009/2000)	-2.77	6.43	4.5
Forecast (2014/2009)	-2.49	1.94	0.61
<b>Gender</b>			
Male	3,444	34,922	91,677
Female	3,508	36,173	93,194
<b>Age</b>			
Median Age	43.1	37.4	35.2
Aged 0 to 5 Years	509	5,712	15,876
Aged 6 to 11 Years	532	5,472	14,422
Aged 12 to 17 Years	529	5,363	13,484
Aged 18 to 24 Years	440	6,264	17,599
Aged 25 to 34 Years	663	10,288	30,566
Aged 35 to 44 Years	993	10,356	27,192
Aged 45 to 54 Years	1,190	10,309	25,500
Aged 55 to 64 Years	939	7,719	18,314
Aged 65 to 74 Years	574	4,495	10,663
Aged 75 to 84 Years	438	3,199	7,631
Aged 85 Years and Older	145	1,918	3,624
<b>POPULATION BY RACE</b>			
White Alone	5,688	45,840	110,611
Black Alone	144	2,932	7,580
Asian Alone	405	6,057	19,310
Other	715	16,266	47,370

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	739	21,717	69,038
White Non-Hispanic	5,155	37,697	84,100
<b>Marital Status (Pop 15+)</b>			
Males Never Married	673	8,607	24,294
Males Married	1,820	16,010	39,988
Males Widowed	54	616	1,421
Males Divorced	217	2,496	6,602
Females Never Married	555	6,928	19,017
Females Married	1,908	16,418	40,665
Females Widowed	170	2,633	6,137
Females Divorced	255	3,545	9,759
<b>Primary Language (Pop 5+)</b>			
Speaks English	4,305	35,281	83,549
Speaks Spanish	658	15,331	47,760
Speaks Other Indo-European Languages	1,102	10,050	23,410
Speaks Asian or Pacific Island Language	90	3,312	12,341
Speaks Other Language	376	2,377	4,621
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.73	2.62	2.59
<b>HOUSEHOLDS BY RACE</b>			
White	2,134	18,318	46,903
Black	44	1,154	3,106
Asian	124	2,032	6,471
Other	224	4,991	14,049
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	184	6,043	18,862
White Non-Hispanic	1,973	15,910	39,042

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	2.87	2.73	2.67
1 Person	479	6,906	20,441
2 Person	905	8,692	22,100
3 Person	424	4,204	10,631
4 Person	435	3,848	9,401
5 Person	189	1,722	4,512
6 Person	59	647	1,909
7 or More Person	35	476	1,535
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	2,526	26,495	70,529
Housing, Owner Occupied	2,020	15,207	35,028
Housing, Renter Occupied	506	11,288	35,501
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	2,020	15,207	35,028
Housing, Median Value Owner Households (\$)	486,225	318,546	281,012
Housing, Owner Households Valued Less than \$20,000	0	27	58
Housing, Owner Households Valued \$20,000-\$39,999	1	31	75
Housing, Owner Households Valued \$40,000-\$59,999	0	31	78
Housing, Owner Households Valued \$60,000-\$79,999	2	62	147
Housing, Owner Households Valued \$80,000-\$99,999	0	236	582
Housing, Owner Households Valued \$100,000-\$124,999	0	318	748
Housing, Owner Households Valued \$125,000-\$149,999	3	423	988
Housing, Owner Households Valued \$150,000-\$174,999	2	674	1,594
Housing, Owner Households Valued \$175,000-\$199,999	37	2,079	5,648
Housing, Owner Households Valued \$200,000-\$249,999	24	1,495	3,758
Housing, Owner Households Valued \$250,000-\$299,999	298	2,063	6,188
Housing, Owner Households Valued \$300,000-\$399,999	161	887	2,944
Housing, Owner Households Valued \$400,000-\$499,999	559	2,006	4,782
Housing, Owner Households Valued \$500,000-\$749,999	307	1,497	2,293
Housing, Owner Households Valued \$750,000-\$999,999	489	2,665	3,876
Housing, Owner Households Valued More than \$1,000,000	137	713	1,269

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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	506	11,288	35,501
Housing, Median Rent (\$)	1,365	1,184	1,212
Housing, Rent less than \$250	0	126	323
Housing, Rent \$250-\$499	3	167	480
Housing, Rent \$500-\$749	13	104	181
Housing, Rent \$750-\$999	107	1,801	6,206
Housing, Rent \$1,000-\$1,249	60	4,508	11,953
Housing, Rent \$1,250-\$1,499	144	2,265	8,488
Housing, Rent \$1,500-\$1,999	58	1,517	4,993
Housing, Rent \$2,000+	113	535	2,034
Housing, No Cash Rent	8	265	843
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	369,915,432	2,654,071,499	6,066,262,674
Median Household Income (\$)	97,088	64,455	57,237
Average Household Income (\$)	146,443	100,173	86,011
Per Capita Household Income (\$)	53,210	37,331	32,813
Household High Income Average (\$)	478,804	416,772	404,988
<b>Households By Income</b>			
Less than \$15,000	182	2,412	8,048
\$15,000 to \$24,999	138	2,315	6,797
\$25,000 to \$34,999	157	2,511	7,209
\$35,000 to \$49,999	167	3,448	9,662
\$50,000 to \$74,999	308	4,430	12,258
\$75,000 to \$99,999	352	3,417	8,888
\$100,000 to \$124,999	383	2,274	5,670
\$125,000 to \$149,999	166	1,398	3,533
\$150,000 to \$199,999	270	1,743	3,444
\$200,000 and Over	403	2,547	5,020
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	738	6,127	14,965
Professional and Related	940	7,988	20,557
Sales and Office	985	9,872	25,177
Service	180	3,859	10,588
Farming, Fishing, and Forestry	6	23	55
Construction, Extraction, and Maintenance	208	2,231	6,432
Production, Transportation, and Material Moving	75	2,743	8,361

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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	15	50	117
Construction	208	1,845	5,280
Manufacturing	180	2,919	8,410
Wholesale Trade	126	1,064	2,706
Retail Trade	385	3,555	9,053
Transportation and Wareand Utilities	85	1,087	2,622
Information	225	1,998	5,308
Finance, Insurance, Real Estate and Rental and Leasing	442	3,588	8,731
Professional, Scientific, Management, Administrative, etc.	471	5,227	13,801
Educational, Health and Social Services	570	5,726	15,410
Arts, Entertainment, Accommodation and Food Services, etc.	236	3,302	8,084
Other Services	175	2,042	5,403
Public Administration	14	440	1,210
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	328	7,516	22,912
High School	634	8,639	22,349
Some College	1,246	11,266	27,900
Associate Degree	325	3,437	8,282
College	1,607	11,234	27,820
Graduate Degree	802	6,192	14,227
<b>DETAILED FAMILY CHARACTERISTICS</b>			
<b>Families By Size</b>			
Median Size	3.39	3.46	3.49
1 Person	0	0	0
2 Person	798	6,895	17,132
3 Person	404	3,958	9,947
4 Person	429	3,758	9,171
5 Person	185	1,696	4,421
6 Person	59	638	1,874
7 or More Person	33	467	1,506
<b>Family Income Characteristics</b>			
Total Family Income(\$)	296,208,917	2,098,501,636	4,525,717,863
Median Income (\$)	105,775	79,790	70,040
Average Income (\$)	155,246	120,520	102,738
Per Capita Income (\$)	48,203	36,124	30,136
High Income Average (\$)	446,560	419,554	414,330

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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)	38,509	1,120,776	3,069,213
Motor Vehicles Store Sales	0	200,008	511,912
Home Furnishings Store Sales	2,184	34,998	106,547
Electrical and Appliances Store Sales	6,208	29,542	138,877
Building Materials and Garden Store Sales	0	41,924	164,592
Food and Beverage Store Sales	0	153,305	474,061
Health and Personal Care Store Sales	6,696	75,064	208,793
Gasoline Stations Store Sales	5,603	81,247	265,846
Clothing and Accessories Store Sales	5,464	77,947	279,999
Sporting Goods Store Sales	0	26,081	74,552
General Merchandise Store Sales	0	171,538	298,524
Miscellaneous Store Sales	508	36,532	103,928
Nonstore Purchases Sales	0	92,596	181,505
Food Services	11,846	99,994	260,077
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	170,799.80	1,552,600.90	3,921,473.00
Food	19,510.90	184,293.70	472,589.20
Food at home	10,418.40	101,029.70	261,578.50
Cereals and bakery products	1,363.10	13,225.20	34,236.60
Dairy products	1,172.80	11,240.30	28,980.20
Fruits and vegetables	1,862.30	17,954.40	46,508.70
Nonalcoholic beverages	987.8	9,668.30	25,093.80
Food prep (consumed out of town)	164.8	1,404.20	3,447.60
Food away from home	9,151.80	83,658.60	211,883.30
Food on out-of-town trips	1,003.50	8,428.70	20,626.50
Alcoholic beverages	1,662.10	14,663.20	36,411.80
Housing	44,543.70	413,306.40	1,052,236.00
Household operations	2,976.20	25,752.10	63,644.90
Housekeeping services	602.8	4,604.50	10,729.80
Household furnishings and equip	6,613.10	57,127.40	141,142.40
Household textiles	455.6	4,054.60	10,142.40
Furniture	1,761.60	15,056.90	37,030.20
Floor coverings	199.5	1,579.60	3,689.10
Major appliances	799.6	6,923.60	17,164.20
Small appliances	95.3	883.1	2,246.50
Miscellaneous household equip	3,047.30	26,427.20	65,384.50
Apparel and services	6,346.30	57,866.30	145,925.40
Men and boys	1,510.10	13,630.00	34,306.00

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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	1,283.00	11,407.00	28,603.70
Boys, 2 to 15	209.6	2,150.70	5,617.00
Women's and girls	2,521.00	23,051.70	58,260.00
Women, 16 and over	2,166.70	19,647.50	49,544.80
Girls 2 to 15	314.5	3,169.50	8,232.10
Children under 2	233.1	2,494.50	6,638.90
Footwear	1,015.20	9,641.70	24,671.60
Other apparel products and services	1,052.30	8,979.80	21,919.80
Transportation	27,005.50	253,969.00	650,460.10
Vehicle purchases (net outlay)	10,100.80	94,760.10	242,763.40
Gasoline and motor oil	6,796.30	65,991.50	170,704.70
Other vehicle expenses	7,914.60	74,346.40	190,104.80
Public transportation	2,251.80	19,257.70	47,632.30
Health Care	8,849.00	81,846.50	209,086.50
Health insurance	4,671.80	43,615.40	112,094.20
Medical services	2,369.10	21,420.40	54,021.80
Drugs	1,482.40	13,519.90	34,355.70
Medical supplies	390	3,539.00	8,966.80
Entertainment	9,852.10	85,939.20	213,706.70
Fees and admissions	2,959.10	23,978.50	57,632.00
Television, radios, sound equip	3,087.40	29,147.80	74,594.00
Pets, toys, and playground equip	1,927.30	17,085.00	42,806.50
Other entertainment supplies	1,900.20	15,896.50	38,996.00
Personal care products, services	1,990.90	18,193.00	46,011.80
Reading	411.2	3,635.20	9,115.40
Education	3,639.10	31,615.20	78,828.80
Tobacco products, supplies	779.3	8,266.50	21,927.30
Cash contributions	6,660.90	56,784.50	139,364.00
Personal insurance and pensions	20,309.90	173,662.00	427,379.10