

# Demographic Report

**2318 Lincoln Boulevard  
Venice, CA 90291**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	35,043	113,255	216,522
Population (4/1/2000)	34,032	112,825	217,265
Population (1/1/2009)	34,197	114,540	220,875
Population (1/1/2014)	34,372	115,215	221,618
Growth (2009/2000)	0.48	1.52	1.66
Forecast (2014/2009)	0.51	0.59	0.34
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	15,490	54,515	98,914
Households (4/1/2000)	16,134	55,811	101,689
Households (1/1/2009)	16,484	57,471	104,912
Households (1/1/2014)	16,556	57,744	105,147
Growth (2009/2000)	2.17	2.97	3.17
Forecast (2014/2009)	0.44	0.48	0.22
<b>Gender</b>			
Male	17,514	58,265	111,103
Female	16,683	56,275	109,772
<b>Age</b>			
Median Age	35.7	37.4	36.2
Aged 0 to 5 Years	2,173	6,826	13,633
Aged 6 to 11 Years	1,726	5,723	11,918
Aged 12 to 17 Years	1,642	5,247	11,022
Aged 18 to 24 Years	3,092	9,607	22,768
Aged 25 to 34 Years	8,077	25,240	46,847
Aged 35 to 44 Years	5,721	19,145	35,305
Aged 45 to 54 Years	5,163	17,799	32,243
Aged 55 to 64 Years	3,341	12,383	22,434
Aged 65 to 74 Years	1,767	6,313	11,948
Aged 75 to 84 Years	1,065	4,537	8,991
Aged 85 Years and Older	430	1,720	3,766
<b>POPULATION BY RACE</b>			
White Alone	21,668	73,843	131,230
Black Alone	1,895	5,568	12,097
Asian Alone	2,691	11,438	29,518
Other	7,943	23,691	48,030

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	11,457	34,101	69,585
White Non-Hispanic	16,714	59,158	102,690
<b>Marital Status (Pop 15+)</b>			
Males Never Married	6,851	21,661	40,738
Males Married	6,240	21,755	42,096
Males Widowed	203	878	1,649
Males Divorced	1,816	6,163	10,479
Females Never Married	4,863	16,662	32,898
Females Married	6,259	21,342	42,268
Females Widowed	851	2,964	5,842
Females Divorced	2,415	8,000	13,944
<b>Primary Language (Pop 5+)</b>			
Speaks English	20,731	71,155	128,858
Speaks Spanish	7,739	22,948	46,643
Speaks Other Indo-European Languages	1,956	7,284	14,979
Speaks Asian or Pacific Island Language	1,336	5,658	15,543
Speaks Other Language	640	1,851	3,576
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.07	1.98	2.06
<b>HOUSEHOLDS BY RACE</b>			
White	11,553	40,992	69,568
Black	925	2,814	5,737
Asian	1,284	5,317	13,009
Other	2,722	8,348	16,598
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	3,604	11,050	22,170
White Non-Hispanic	9,677	35,183	58,963

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	2.24	2.14	2.21
1 Person	6,839	26,086	45,299
2 Person	5,789	18,968	34,137
3 Person	1,856	6,001	11,947
4 Person	1,123	3,748	7,832
5 Person	458	1,484	3,239
6 Person	226	646	1,392
7 or More Person	193	538	1,066
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	16,484	57,471	104,912
Housing, Owner Occupied	6,028	19,882	35,541
Housing, Renter Occupied	10,456	37,589	69,371
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	6,028	19,882	35,541
Housing, Median Value Owner Households (\$)	451,203	473,125	455,792
Housing, Owner Households Valued Less than \$20,000	0	17	49
Housing, Owner Households Valued \$20,000-\$39,999	12	33	83
Housing, Owner Households Valued \$40,000-\$59,999	9	27	66
Housing, Owner Households Valued \$60,000-\$79,999	4	32	50
Housing, Owner Households Valued \$80,000-\$99,999	9	75	111
Housing, Owner Households Valued \$100,000-\$124,999	20	53	139
Housing, Owner Households Valued \$125,000-\$149,999	22	83	275
Housing, Owner Households Valued \$150,000-\$174,999	47	110	315
Housing, Owner Households Valued \$175,000-\$199,999	120	299	931
Housing, Owner Households Valued \$200,000-\$249,999	107	313	831
Housing, Owner Households Valued \$250,000-\$299,999	684	1,650	4,154
Housing, Owner Households Valued \$300,000-\$399,999	767	2,014	4,091
Housing, Owner Households Valued \$400,000-\$499,999	2,369	7,159	11,965
Housing, Owner Households Valued \$500,000-\$749,999	931	3,469	5,452
Housing, Owner Households Valued \$750,000-\$999,999	746	3,490	5,451
Housing, Owner Households Valued More than \$1,000,000	181	1,058	1,578

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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	10,456	37,589	69,371
Housing, Median Rent (\$)	1,392	1,393	1,347
Housing, Rent less than \$250	43	242	516
Housing, Rent \$250-\$499	62	328	732
Housing, Rent \$500-\$749	26	49	461
Housing, Rent \$750-\$999	333	3,269	5,204
Housing, Rent \$1,000-\$1,249	3,282	10,555	20,864
Housing, Rent \$1,250-\$1,499	2,423	7,100	16,122
Housing, Rent \$1,500-\$1,999	2,231	8,839	15,199
Housing, Rent \$2,000+	1,839	6,615	8,982
Housing, No Cash Rent	217	592	1,291
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	1,499,456,713	5,544,930,389	9,299,155,681
Median Household Income (\$)	62,676	64,140	60,725
Average Household Income (\$)	90,964	96,482	88,638
Per Capita Household Income (\$)	43,848	48,410	42,101
Household High Income Average (\$)	398,579	402,002	389,375
<b>Households By Income</b>			
Less than \$15,000	1,645	6,303	12,562
\$15,000 to \$24,999	1,255	4,550	8,863
\$25,000 to \$34,999	1,548	4,821	9,249
\$35,000 to \$49,999	2,282	7,497	13,959
\$50,000 to \$74,999	2,982	9,838	18,236
\$75,000 to \$99,999	2,189	7,247	13,424
\$100,000 to \$124,999	1,454	4,962	8,973
\$125,000 to \$149,999	991	3,769	6,193
\$150,000 to \$199,999	881	3,275	5,442
\$200,000 and Over	1,257	5,209	8,011
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	3,402	12,884	23,650
Professional and Related	6,931	23,452	41,520
Sales and Office	4,453	14,981	29,453
Service	2,220	6,745	13,660
Farming, Fishing, and Forestry	2	31	46
Construction, Extraction, and Maintenance	1,063	3,082	5,712
Production, Transportation, and Material Moving	976	3,157	6,160

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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	31	59
Construction	847	2,707	4,637
Manufacturing	1,021	3,320	6,574
Wholesale Trade	416	1,376	2,597
Retail Trade	1,395	4,356	9,062
Transportation and Wareand Utilities	415	1,737	4,010
Information	2,294	8,128	13,518
Finance, Insurance, Real Estate and Rental and Leasing	1,235	4,745	9,136
Professional, Scientific, Management, Administrative, etc.	3,748	12,359	22,465
Educational, Health and Social Services	3,670	12,612	25,067
Arts, Entertainment, Accommodation and Food Services, etc.	2,656	7,994	13,931
Other Services	989	3,589	6,511
Public Administration	346	1,378	2,634
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	3,277	9,753	19,542
High School	3,313	10,159	20,280
Some College	5,374	18,470	34,349
Associate Degree	1,476	5,574	10,409
College	7,833	27,327	48,097
Graduate Degree	4,291	15,854	28,857
<b>DETAILED FAMILY CHARACTERISTICS</b>			
<b>Families By Size</b>			
Median Size	2.99	2.97	3.05
1 Person	0	0	0
2 Person	3,508	12,063	22,079
3 Person	1,544	5,180	10,274
4 Person	1,052	3,557	7,402
5 Person	447	1,440	3,140
6 Person	222	631	1,355
7 or More Person	188	519	1,032
<b>Family Income Characteristics</b>			
Total Family Income(\$)	796,517,974	2,971,688,161	5,169,388,538
Median Income (\$)	79,100	85,987	78,384
Average Income (\$)	114,426	127,050	114,160
Per Capita Income (\$)	36,514	41,471	36,528
High Income Average (\$)	400,643	408,509	400,483

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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)	151,122	1,552,922	4,531,290
Motor Vehicles Store Sales	16,943	187,294	847,761
Home Furnishings Store Sales	617	21,444	124,402
Electrical and Appliances Store Sales	2,821	35,946	149,652
Building Materials and Garden Store Sales	0	132,938	234,786
Food and Beverage Store Sales	43,709	249,285	568,103
Health and Personal Care Store Sales	11,579	112,828	264,507
Gasoline Stations Store Sales	0	122,370	274,318
Clothing and Accessories Store Sales	10,439	72,883	396,890
Sporting Goods Store Sales	5,667	40,619	162,302
General Merchandise Store Sales	0	124,079	344,511
Miscellaneous Store Sales	3,266	55,116	151,928
Nonstore Purchases Sales	0	155,829	410,161
Food Services	56,081	242,291	601,969
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	913,895.60	3,234,284.90	5,787,832.40
Food	109,497.20	385,271.10	693,956.00
Food at home	59,925.20	210,019.90	380,412.60
Cereals and bakery products	7,830.10	27,376.40	49,461.70
Dairy products	6,640.70	23,199.10	41,665.90
Fruits and vegetables	10,652.40	37,650.90	68,685.80
Nonalcoholic beverages	5,756.50	20,125.30	36,413.40
Food prep (consumed out of town)	797.4	2,832.40	4,965.60
Food away from home	49,703.30	175,759.60	314,433.60
Food on out-of-town trips	4,793.50	17,211.40	30,354.30
Alcoholic beverages	8,708.70	30,803.40	53,691.00
Housing	245,499.60	869,024.60	1,563,872.60
Household operations	14,813.10	52,870.50	93,475.90
Housekeeping services	2,515.20	9,294.90	15,918.10
Household furnishings and equip	33,174.50	118,474.60	209,038.40
Household textiles	2,362.00	8,349.90	14,752.20
Furniture	8,761.40	31,837.50	56,907.30
Floor coverings	874.2	3,171.80	5,410.30
Major appliances	3,920.20	13,806.50	24,350.90
Small appliances	526.1	1,840.80	3,257.00
Miscellaneous household equip	15,415.30	54,814.20	96,133.40
Apparel and services	34,461.80	122,809.50	220,640.60
Men and boys	8,137.00	29,011.60	51,923.50

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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	6,749.30	24,192.00	43,304.70
Boys, 2 to 15	1,290.00	4,448.60	8,088.80
Women's and girls	13,694.30	48,902.80	88,321.00
Women, 16 and over	11,631.40	41,674.10	75,280.40
Girls 2 to 15	1,914.00	6,657.10	12,099.00
Children under 2	1,538.60	5,302.60	9,758.00
Footwear	5,796.50	20,568.60	37,410.90
Other apparel products and services	5,243.00	18,790.60	32,832.00
Transportation	150,043.60	527,152.10	951,515.60
Vehicle purchases (net outlay)	55,978.10	196,378.10	354,364.50
Gasoline and motor oil	39,233.20	136,627.80	246,621.90
Other vehicle expenses	43,793.30	153,655.60	276,565.90
Public transportation	11,195.90	41,394.90	75,348.20
Health Care	46,426.90	162,449.60	291,062.40
Health insurance	24,683.60	86,536.00	156,224.40
Medical services	12,296.20	42,997.50	76,136.50
Drugs	7,554.70	26,390.60	46,904.20
Medical supplies	2,004.10	7,016.50	12,492.40
Entertainment	49,958.10	176,488.60	310,817.00
Fees and admissions	13,607.30	49,238.70	85,954.30
Television, radios, sound equip	17,422.00	61,100.40	109,379.80
Pets, toys, and playground equip	9,865.20	34,352.30	60,245.60
Other entertainment supplies	9,116.00	32,089.30	55,714.70
Personal care products, services	10,752.10	37,839.40	67,395.70
Reading	2,103.80	7,433.20	13,132.90
Education	18,449.40	67,052.30	120,482.30
Tobacco products, supplies	5,226.60	17,984.70	32,053.20
Cash contributions	32,368.10	116,171.80	205,322.90
Personal insurance and pensions	100,574.40	359,026.00	634,578.40