

# Demographic Report

**2390 Westwood Boulevard  
Los Angeles, CA 90064**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	28,589	137,862	287,810
Population (4/1/2000)	27,923	148,410	306,691
Population (1/1/2009)	29,518	159,021	321,292
Population (1/1/2014)	30,142	162,868	326,027
Growth (2009/2000)	5.71	7.15	4.76
Forecast (2014/2009)	2.11	2.42	1.47
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	13,640	66,974	131,590
Households (4/1/2000)	13,360	71,773	139,091
Households (1/1/2009)	14,324	77,933	147,567
Households (1/1/2014)	14,608	79,607	149,299
Growth (2009/2000)	7.22	8.58	6.09
Forecast (2014/2009)	1.98	2.15	1.17
<b>Gender</b>			
Male	14,223	77,859	155,644
Female	15,295	81,162	165,648
<b>Age</b>			
Median Age	38.6	34.6	34.2
Aged 0 to 5 Years	1,862	9,005	18,836
Aged 6 to 11 Years	1,446	6,990	16,394
Aged 12 to 17 Years	1,251	6,184	15,361
Aged 18 to 24 Years	2,603	20,875	47,995
Aged 25 to 34 Years	5,979	37,949	67,182
Aged 35 to 44 Years	4,465	22,627	44,647
Aged 45 to 54 Years	4,514	20,074	41,689
Aged 55 to 64 Years	3,200	15,160	30,309
Aged 65 to 74 Years	1,856	8,735	16,974
Aged 75 to 84 Years	1,562	7,708	14,588
Aged 85 Years and Older	780	3,714	7,317
<b>POPULATION BY RACE</b>			
White Alone	19,993	94,202	191,350
Black Alone	813	8,399	18,125
Asian Alone	5,184	31,655	54,378
Other	3,528	24,765	57,439

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	4,080	29,805	72,790
White Non-Hispanic	17,731	81,616	162,368
<b>Marital Status (Pop 15+)</b>			
Males Never Married	4,608	29,068	58,701
Males Married	6,318	32,120	61,367
Males Widowed	190	1,184	2,459
Males Divorced	1,028	5,463	10,741
Females Never Married	4,453	27,385	56,444
Females Married	6,178	31,546	61,538
Females Widowed	1,040	4,969	9,825
Females Divorced	1,783	8,258	17,427
<b>Primary Language (Pop 5+)</b>			
Speaks English	18,349	88,810	178,009
Speaks Spanish	2,736	20,452	50,088
Speaks Other Indo-European Languages	3,571	20,277	37,737
Speaks Asian or Pacific Island Language	2,796	18,333	32,245
Speaks Other Language	527	3,691	7,616
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.05	1.98	2.08
<b>HOUSEHOLDS BY RACE</b>			
White	10,159	49,448	95,862
Black	434	4,150	8,292
Asian	2,376	14,479	22,578
Other	1,355	9,856	20,835
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	1,437	10,337	23,810
White Non-Hispanic	9,193	44,507	85,111

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	2.31	2.2	2.26
1 Person	5,609	33,705	61,221
2 Person	5,082	26,659	48,674
3 Person	1,837	8,753	17,393
4 Person	1,246	5,797	12,711
5 Person	391	1,980	4,799
6 Person	110	664	1,724
7 or More Person	49	375	1,045
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	14,324	77,933	147,567
Housing, Owner Occupied	6,958	25,340	49,901
Housing, Renter Occupied	7,366	52,593	97,666
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	6,958	25,340	49,901
Housing, Median Value Owner Households (\$)	495,861	558,910	524,463
Housing, Owner Households Valued Less than \$20,000	1	12	31
Housing, Owner Households Valued \$20,000-\$39,999	5	32	65
Housing, Owner Households Valued \$40,000-\$59,999	3	27	60
Housing, Owner Households Valued \$60,000-\$79,999	1	22	49
Housing, Owner Households Valued \$80,000-\$99,999	3	25	72
Housing, Owner Households Valued \$100,000-\$124,999	13	63	107
Housing, Owner Households Valued \$125,000-\$149,999	15	119	212
Housing, Owner Households Valued \$150,000-\$174,999	26	169	321
Housing, Owner Households Valued \$175,000-\$199,999	42	441	992
Housing, Owner Households Valued \$200,000-\$249,999	84	437	871
Housing, Owner Households Valued \$250,000-\$299,999	499	2,081	4,251
Housing, Owner Households Valued \$300,000-\$399,999	633	2,082	4,344
Housing, Owner Households Valued \$400,000-\$499,999	2,247	6,237	12,869
Housing, Owner Households Valued \$500,000-\$749,999	1,373	3,917	7,220
Housing, Owner Households Valued \$750,000-\$999,999	1,783	7,070	12,378
Housing, Owner Households Valued More than \$1,000,000	230	2,606	6,059

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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	7,366	52,593	97,666
Housing, Median Rent (\$)	1,554	1,405	1,381
Housing, Rent less than \$250	10	73	363
Housing, Rent \$250-\$499	23	154	544
Housing, Rent \$500-\$749	17	44	117
Housing, Rent \$750-\$999	239	1,304	4,826
Housing, Rent \$1,000-\$1,249	950	15,640	28,765
Housing, Rent \$1,250-\$1,499	2,040	13,745	25,173
Housing, Rent \$1,500-\$1,999	2,751	14,238	23,947
Housing, Rent \$2,000+	1,126	6,298	11,848
Housing, No Cash Rent	210	1,097	2,083
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	1,588,353,796	7,696,369,650	14,503,177,915
Median Household Income (\$)	74,178	61,382	60,293
Average Household Income (\$)	110,888	98,756	98,282
Per Capita Household Income (\$)	53,810	48,398	45,140
Household High Income Average (\$)	382,817	429,518	432,011
<b>Households By Income</b>			
Less than \$15,000	1,363	10,203	20,084
\$15,000 to \$24,999	891	6,389	12,617
\$25,000 to \$34,999	933	6,483	12,485
\$35,000 to \$49,999	1,563	9,826	18,422
\$50,000 to \$74,999	2,494	13,322	24,714
\$75,000 to \$99,999	1,907	9,552	17,557
\$100,000 to \$124,999	1,266	6,105	11,563
\$125,000 to \$149,999	900	4,264	8,174
\$150,000 to \$199,999	1,260	4,166	7,486
\$200,000 and Over	1,747	7,623	14,465
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	3,998	18,740	34,308
Professional and Related	6,689	33,383	61,263
Sales and Office	4,230	22,340	45,086
Service	1,159	7,795	16,372
Farming, Fishing, and Forestry	8	19	42
Construction, Extraction, and Maintenance	440	2,154	5,345
Production, Transportation, and Material Moving	542	3,256	7,244

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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	379	1,992	4,675
Manufacturing	970	3,917	7,786
Wholesale Trade	493	2,081	4,321
Retail Trade	1,350	6,571	13,188
Transportation and Wareand Utilities	442	2,163	4,275
Information	1,712	8,378	16,477
Finance, Insurance, Real Estate and Rental and Leasing	1,414	7,678	13,815
Professional, Scientific, Management, Administrative, etc.	4,066	17,771	33,282
Educational, Health and Social Services	3,894	22,325	41,174
Arts, Entertainment, Accommodation and Food Services, etc.	1,154	8,628	17,717
Other Services	821	4,421	9,544
Public Administration	369	1,705	3,310
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	1,322	8,871	21,881
High School	2,095	12,753	26,616
Some College	4,667	22,025	44,090
Associate Degree	1,196	6,465	12,356
College	7,253	37,140	67,607
Graduate Degree	5,823	28,713	50,156
<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	3,422	17,105	31,710
3 Person	1,571	7,310	14,722
4 Person	1,195	5,228	11,321
5 Person	379	1,886	4,576
6 Person	108	628	1,651
7 or More Person	43	357	999
<b>Family Income Characteristics</b>			
Total Family Income(\$)	1,020,858,340	4,584,801,006	8,948,146,812
Median Income (\$)	104,824	87,035	84,302
Average Income (\$)	151,959	141,010	137,708
Per Capita Income (\$)	51,765	47,776	44,836
High Income Average (\$)	392,050	439,857	443,683

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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)	954,237	2,970,475	5,148,324
Motor Vehicles Store Sales	80,626	316,475	671,641
Home Furnishings Store Sales	66,129	117,940	184,714
Electrical and Appliances Store Sales	50,082	174,872	302,053
Building Materials and Garden Store Sales	62,519	147,217	328,105
Food and Beverage Store Sales	151,275	482,147	795,388
Health and Personal Care Store Sales	41,709	174,731	327,286
Gasoline Stations Store Sales	69,179	208,674	377,437
Clothing and Accessories Store Sales	94,206	298,248	482,338
Sporting Goods Store Sales	37,384	113,817	149,714
General Merchandise Store Sales	85,523	269,928	279,338
Miscellaneous Store Sales	52,515	132,717	220,408
Nonstore Purchases Sales	66,653	159,442	383,746
Food Services	96,437	374,267	646,156
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	880,359.90	4,362,695.10	8,199,518.60
Food	102,328.50	518,900.60	978,015.30
Food at home	54,931.40	282,930.10	534,870.00
Cereals and bakery products	7,099.40	36,493.30	69,257.90
Dairy products	5,987.50	30,537.70	58,160.30
Fruits and vegetables	10,143.20	52,186.60	97,528.90
Nonalcoholic beverages	5,193.60	26,895.40	51,035.60
Food prep (consumed out of town)	781.4	3,693.90	7,013.50
Food away from home	47,584.60	236,595.10	444,466.20
Food on out-of-town trips	4,920.70	23,184.80	43,456.50
Alcoholic beverages	8,159.40	39,653.60	75,639.80
Housing	235,934.00	1,184,137.30	2,218,500.60
Household operations	14,809.40	70,928.70	133,484.70
Housekeeping services	2,802.80	12,483.10	23,509.60
Household furnishings and equip	33,087.20	158,868.10	298,634.80
Household textiles	2,252.80	10,953.80	20,758.40
Furniture	9,435.70	45,151.90	83,078.10
Floor coverings	923.4	4,159.70	7,898.40
Major appliances	3,763.50	18,006.90	34,315.10
Small appliances	471.4	2,354.20	4,505.50
Miscellaneous household equip	14,983.00	72,038.60	136,398.10
Apparel and services	34,033.80	169,564.50	316,068.50
Men and boys	8,023.00	39,792.10	74,275.70

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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	6,795.30	33,517.30	62,398.20
Boys, 2 to 15	1,120.90	5,855.70	11,177.60
Women's and girls	13,726.30	68,288.10	126,662.90
Women, 16 and over	11,820.10	58,587.40	108,433.90
Girls 2 to 15	1,717.10	8,884.60	16,807.00
Children under 2	1,353.00	7,415.20	13,914.10
Footwear	5,639.90	28,814.70	53,546.60
Other apparel products and services	5,202.40	24,932.60	47,131.80
Transportation	141,142.00	711,870.50	1,338,377.20
Vehicle purchases (net outlay)	52,584.90	264,895.30	497,884.70
Gasoline and motor oil	35,292.10	181,165.90	343,765.70
Other vehicle expenses	40,820.70	205,257.80	387,545.80
Public transportation	12,922.20	61,938.40	111,719.40
Health Care	42,299.30	211,550.80	405,580.00
Health insurance	22,725.20	114,564.10	218,685.60
Medical services	11,232.50	55,175.50	105,814.80
Drugs	6,737.10	33,474.60	64,973.60
Medical supplies	1,832.90	9,036.50	17,351.90
Entertainment	47,713.10	230,014.70	436,828.70
Fees and admissions	14,396.10	66,235.30	123,955.90
Television, radios, sound equip	16,002.60	81,003.80	153,433.90
Pets, toys, and playground equip	8,917.70	42,998.40	82,899.50
Other entertainment supplies	8,538.50	40,292.20	77,508.80
Personal care products, services	10,039.40	49,920.90	94,617.50
Reading	1,986.10	9,680.20	18,440.10
Education	19,415.30	95,370.40	177,180.60
Tobacco products, supplies	4,181.60	22,423.10	43,456.90
Cash contributions	32,927.50	157,143.50	295,121.60
Personal insurance and pensions	101,086.10	480,803.80	901,623.90