

Demographic Report

**3101 Overland Avenue
Los Angeles, CA 90034**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	39,377	128,901	295,062
Population (4/1/2000)	43,804	135,513	310,491
Population (1/1/2009)	47,255	142,893	323,665
Population (1/1/2014)	48,468	145,522	327,704
Growth (2009/2000)	7.88	5.45	4.24
Forecast (2014/2009)	2.57	1.84	1.25
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	18,943	59,723	132,417
Households (4/1/2000)	20,460	62,589	139,161
Households (1/1/2009)	22,424	66,980	147,327
Households (1/1/2014)	22,970	68,108	148,943
Growth (2009/2000)	9.6	7.02	5.87
Forecast (2014/2009)	2.43	1.68	1.1
Gender			
Male	23,453	69,449	157,516
Female	23,802	73,444	166,149
Age			
Median Age	32.7	35.5	35
Aged 0 to 5 Years	3,478	9,772	21,093
Aged 6 to 11 Years	2,604	8,154	18,931
Aged 12 to 17 Years	2,155	7,230	17,792
Aged 18 to 24 Years	6,090	14,846	36,721
Aged 25 to 34 Years	12,044	30,362	67,523
Aged 35 to 44 Years	7,174	21,533	46,963
Aged 45 to 54 Years	5,729	19,812	43,657
Aged 55 to 64 Years	3,827	14,056	31,363
Aged 65 to 74 Years	1,816	7,548	17,666
Aged 75 to 84 Years	1,486	6,409	14,882
Aged 85 Years and Older	852	3,171	7,074
POPULATION BY RACE			
White Alone	22,962	80,757	179,927
Black Alone	4,282	10,050	25,976
Asian Alone	10,788	25,860	50,281
Other	9,223	26,226	67,481

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	11,880	34,925	90,536
White Non-Hispanic	18,695	67,159	146,507
Marital Status (Pop 15+)			
Males Never Married	8,527	23,221	54,724
Males Married	9,150	28,813	63,516
Males Widowed	220	1,020	2,479
Males Divorced	1,795	5,136	11,193
Females Never Married	7,834	21,662	50,429
Females Married	8,857	29,259	64,215
Females Widowed	1,136	4,451	10,269
Females Divorced	2,594	7,845	18,048
Primary Language (Pop 5+)			
Speaks English	24,008	79,248	173,091
Speaks Spanish	7,943	23,310	61,782
Speaks Other Indo-European Languages	4,602	13,642	34,459
Speaks Asian or Pacific Island Language	6,175	14,802	29,150
Speaks Other Language	1,644	3,799	7,713
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	2.09	2.11	2.15
HOUSEHOLDS BY RACE			
White	11,774	40,729	89,861
Black	2,187	4,919	11,834
Asian	4,867	11,555	22,142
Other	3,596	9,777	23,490
HOUSEHOLDS BY ETHNICITY			
Hispanic	4,214	11,967	28,481
White Non-Hispanic	10,210	35,719	78,098

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	2.3	2.32	2.31
1 Person	8,911	26,212	58,806
2 Person	7,546	22,576	48,032
3 Person	2,924	8,672	18,217
4 Person	1,993	6,122	13,206
5 Person	699	2,206	5,441
6 Person	232	777	2,146
7 or More Person	119	415	1,479
HOUSING UNITS BY TENURE			
Housing, Occupied Units	22,424	66,980	147,327
Housing, Owner Occupied	5,345	24,529	51,952
Housing, Renter Occupied	17,079	42,451	95,375
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	5,345	24,529	51,952
Housing, Median Value Owner Households (\$)	492,932	480,306	468,648
Housing, Owner Households Valued Less than \$20,000	7	11	32
Housing, Owner Households Valued \$20,000-\$39,999	16	35	79
Housing, Owner Households Valued \$40,000-\$59,999	14	29	81
Housing, Owner Households Valued \$60,000-\$79,999	13	24	77
Housing, Owner Households Valued \$80,000-\$99,999	13	43	175
Housing, Owner Households Valued \$100,000-\$124,999	33	65	294
Housing, Owner Households Valued \$125,000-\$149,999	53	117	515
Housing, Owner Households Valued \$150,000-\$174,999	76	178	602
Housing, Owner Households Valued \$175,000-\$199,999	123	450	1,803
Housing, Owner Households Valued \$200,000-\$249,999	149	438	1,199
Housing, Owner Households Valued \$250,000-\$299,999	445	2,195	5,787
Housing, Owner Households Valued \$300,000-\$399,999	396	2,467	5,444
Housing, Owner Households Valued \$400,000-\$499,999	1,436	7,736	14,404
Housing, Owner Households Valued \$500,000-\$749,999	852	4,174	7,073
Housing, Owner Households Valued \$750,000-\$999,999	1,402	5,450	10,268
Housing, Owner Households Valued More than \$1,000,000	317	1,117	4,119

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	17,079	42,451	95,375
Housing, Median Rent (\$)	1,213	1,290	1,342
Housing, Rent less than \$250	30	98	498
Housing, Rent \$250-\$499	61	179	705
Housing, Rent \$500-\$749	5	42	380
Housing, Rent \$750-\$999	753	1,979	5,820
Housing, Rent \$1,000-\$1,249	8,821	16,584	30,409
Housing, Rent \$1,250-\$1,499	4,506	11,512	24,172
Housing, Rent \$1,500-\$1,999	2,096	8,005	21,922
Housing, Rent \$2,000+	470	3,085	9,523
Housing, No Cash Rent	337	967	1,946
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	1,730,334,390	6,153,298,651	13,345,708,382
Median Household Income (\$)	51,235	60,230	58,099
Average Household Income (\$)	77,164	91,868	90,586
Per Capita Household Income (\$)	36,617	43,062	41,233
Household High Income Average (\$)	430,811	409,363	421,704
Households By Income			
Less than \$15,000	3,012	7,966	19,342
\$15,000 to \$24,999	2,278	5,647	13,015
\$25,000 to \$34,999	2,362	5,891	13,427
\$35,000 to \$49,999	3,349	8,991	19,570
\$50,000 to \$74,999	4,271	12,207	25,649
\$75,000 to \$99,999	2,691	8,335	17,911
\$100,000 to \$124,999	1,485	5,268	11,410
\$125,000 to \$149,999	925	3,468	7,798
\$150,000 to \$199,999	830	3,636	7,277
\$200,000 and Over	1,221	5,571	11,928
Occupation (Pop 16+)			
Management, Business, and Financial Operations	4,914	15,549	32,695
Professional and Related	8,776	26,642	57,501
Sales and Office	7,179	21,322	44,546
Service	2,565	7,228	17,936
Farming, Fishing, and Forestry	8	12	38
Construction, Extraction, and Maintenance	769	2,714	6,403
Production, Transportation, and Material Moving	1,261	3,502	8,526

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	15	22	100
Construction	536	2,161	5,162
Manufacturing	1,060	3,887	8,454
Wholesale Trade	560	1,995	4,171
Retail Trade	2,142	6,326	13,347
Transportation and Wareand Utilities	967	2,406	4,962
Information	1,963	6,921	15,391
Finance, Insurance, Real Estate and Rental and Leasing	1,947	6,331	13,306
Professional, Scientific, Management, Administrative, etc.	4,593	15,353	32,795
Educational, Health and Social Services	6,878	17,994	39,423
Arts, Entertainment, Accommodation and Food Services, etc.	2,803	7,488	17,328
Other Services	1,360	4,520	9,784
Public Administration	648	1,565	3,422
Education Attainment (Pop 25+)			
Less Than High School	2,655	9,364	27,563
High School	3,996	13,152	29,678
Some College	7,198	22,381	46,554
Associate Degree	2,102	6,047	13,398
College	9,909	30,747	65,481
Graduate Degree	7,068	21,200	46,454
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	3.15	3.1	3.15
1 Person	0	0	0
2 Person	4,649	15,194	32,344
3 Person	2,509	7,626	15,936
4 Person	1,873	5,829	12,428
5 Person	679	2,151	5,289
6 Person	222	748	2,081
7 or More Person	116	397	1,432
Family Income Characteristics			
Total Family Income(\$)	1,090,992,233	3,954,259,552	8,365,364,005
Median Income (\$)	69,009	80,442	76,459
Average Income (\$)	108,578	123,783	120,348
Per Capita Income (\$)	35,408	40,516	38,149
High Income Average (\$)	462,187	415,288	432,766

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	573,238	2,232,547	4,803,452
Motor Vehicles Store Sales	39,863	139,618	559,510
Home Furnishings Store Sales	36,890	110,362	173,482
Electrical and Appliances Store Sales	48,816	165,616	306,345
Building Materials and Garden Store Sales	21,130	95,460	311,966
Food and Beverage Store Sales	83,209	340,789	754,567
Health and Personal Care Store Sales	52,090	130,745	305,963
Gasoline Stations Store Sales	62,221	167,146	332,540
Clothing and Accessories Store Sales	60,989	236,811	469,639
Sporting Goods Store Sales	31,246	71,867	134,506
General Merchandise Store Sales	10,528	187,786	279,338
Miscellaneous Store Sales	33,319	98,944	204,923
Nonstore Purchases Sales	8,806	186,096	368,076
Food Services	84,131	301,307	602,597
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	1,158,745.00	3,721,981.20	8,032,036.70
Food	141,521.30	444,995.30	964,218.90
Food at home	78,688.70	244,092.70	530,771.10
Cereals and bakery products	10,119.90	31,559.10	68,783.40
Dairy products	8,353.60	26,358.20	57,516.20
Fruits and vegetables	14,494.00	44,691.30	96,437.30
Nonalcoholic beverages	7,520.20	23,249.10	50,706.40
Food prep (consumed out of town)	920.3	3,141.20	6,767.10
Food away from home	62,975.90	201,530.30	434,759.70
Food on out-of-town trips	5,762.80	19,548.70	41,783.20
Alcoholic beverages	10,000.20	33,469.50	72,802.30
Housing	319,575.80	1,010,222.20	2,180,069.60
Household operations	18,096.30	60,182.10	129,392.20
Housekeeping services	2,782.70	10,297.10	21,971.60
Household furnishings and equip	40,247.50	134,051.50	288,129.60
Household textiles	2,813.30	9,317.20	20,137.10
Furniture	11,541.10	37,734.20	80,076.60
Floor coverings	960.9	3,481.40	7,478.80
Major appliances	4,574.00	15,432.00	33,406.30
Small appliances	621.3	2,022.20	4,423.60
Miscellaneous household equip	18,140.80	60,824.10	131,326.00
Apparel and services	45,464.30	143,946.30	309,485.20
Men and boys	10,567.80	33,670.10	72,376.50

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	8,801.90	28,202.30	60,469.70
Boys, 2 to 15	1,721.40	5,190.60	11,347.40
Women's and girls	18,355.30	57,980.90	124,202.70
Women, 16 and over	15,628.20	49,557.20	105,953.60
Girls 2 to 15	2,581.40	7,814.60	16,985.20
Children under 2	2,224.60	6,385.80	13,900.00
Footwear	8,023.80	24,653.90	53,068.80
Other apparel products and services	6,272.30	21,021.30	45,441.20
Transportation	194,541.40	611,891.70	1,321,727.90
Vehicle purchases (net outlay)	72,394.90	227,560.70	491,167.60
Gasoline and motor oil	50,474.80	157,013.80	341,870.60
Other vehicle expenses	55,883.50	177,022.10	383,425.10
Public transportation	15,913.50	51,255.30	107,492.30
Health Care	56,011.70	183,684.50	402,190.60
Health insurance	30,593.60	99,485.60	217,637.30
Medical services	14,389.90	47,671.60	103,985.90
Drugs	8,670.10	29,189.70	64,427.80
Medical supplies	2,364.60	7,835.70	17,106.90
Entertainment	58,647.00	195,944.50	423,750.00
Fees and admissions	15,908.80	55,394.60	117,976.40
Television, radios, sound equip	21,954.40	69,488.50	151,158.40
Pets, toys, and playground equip	10,993.40	37,103.90	80,827.60
Other entertainment supplies	9,898.90	34,371.60	74,657.70
Personal care products, services	13,268.90	42,842.40	93,095.40
Reading	2,470.30	8,249.70	17,916.50
Education	24,788.30	79,558.60	170,369.00
Tobacco products, supplies	6,353.00	19,432.40	43,249.90
Cash contributions	39,425.10	132,936.70	285,709.00
Personal insurance and pensions	122,640.50	408,423.40	874,554.50