

Demographic Report

**8539 West Sunset Boulevard
West Hollywood, CA 90069**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	33,604	224,618	705,847
Population (4/1/2000)	34,355	231,276	736,685
Population (1/1/2010)	36,772	239,857	775,813
Population (1/1/2015)	38,451	247,480	803,977
Growth (2010/2000)	7.04	3.71	5.31
Forecast (2015/2010)	4.57	3.18	3.63
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	21,467	116,345	309,151
Households (4/1/2000)	22,568	122,107	325,674
Households (1/1/2010)	24,404	127,864	345,707
Households (1/1/2015)	25,553	132,045	358,541
Growth (2010/2000)	8.14	4.71	6.15
Forecast (2015/2010)	4.71	3.27	3.71
Gender			
Male	21,149	122,753	388,367
Female	15,623	117,104	387,446
Age			
Median Age	41.1	38.6	34.8
Aged 0 to 5 Years	788	11,651	55,462
Aged 6 to 11 Years	543	10,143	47,502
Aged 12 to 17 Years	534	10,197	42,450
Aged 18 to 24 Years	2,252	19,089	88,077
Aged 25 to 34 Years	9,565	55,090	157,304
Aged 35 to 44 Years	7,730	37,915	114,508
Aged 45 to 54 Years	5,872	33,935	103,067
Aged 55 to 64 Years	3,906	25,212	74,713
Aged 65 to 74 Years	2,458	15,607	42,505
Aged 75 to 84 Years	2,014	13,328	32,919
Aged 85 Years and Older	1,110	7,690	17,306
POPULATION BY RACE			
White Alone	31,095	177,999	415,467
Black Alone	1,016	11,265	65,043
Asian Alone	1,652	19,885	105,505
Other	3,009	30,708	189,798

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	3,426	33,224	244,736
White Non-Hispanic	29,575	167,691	360,501
Marital Status (Pop 15+)			
Males Never Married	13,977	59,514	161,819
Males Married	4,010	37,556	129,978
Males Widowed	377	2,482	6,405
Males Divorced	2,010	9,424	25,743
Females Never Married	6,810	42,864	132,261
Females Married	4,262	37,882	131,717
Females Widowed	1,476	10,223	26,600
Females Divorced	2,266	13,113	37,378
Primary Language (Pop 5+)			
Speaks English	25,866	135,528	352,529
Speaks Spanish	2,596	27,235	186,655
Speaks Other Indo-European Languages	5,923	45,858	92,290
Speaks Asian or Pacific Island Language	875	13,434	81,239
Speaks Other Language	868	8,172	17,102
DETAILED HOUSEHOLDS CHARACTERISTICS			
Household, Average Size	1.5	1.85	2.18
HOUSEHOLD BY RACE			
White	20,893	98,620	208,029
Black	643	6,242	30,884
Asian	995	9,193	41,289
Other	1,873	13,809	65,505
HOUSEHOLDS BY ETHNICITY			
Hispanic	1,956	13,520	78,111
White Non-Hispanic	20,893	98,430	201,836

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HOUSEHOLD BY SIZE	1 Mile	2 Miles	3 Miles
Median Size	1.83	2.03	2.3
1 Person	14,789	62,594	140,850
2 Person	7,681	41,132	105,059
3 Person	1,267	11,891	41,879
4 Person	487	7,613	32,801
5 Person	131	3,040	15,004
6 Person	34	1,031	6,026
7 or More Person	15	563	4,088
HOUSING UNITS BY TENURE			
Housing, Occupied Units	24,404	127,864	345,707
Housing, Owner Occupied	7,521	35,744	98,983
Housing, Renter Occupied	16,883	92,120	246,724
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	7,521	35,744	98,983
Housing, Median Value Owner Households (\$)	544,771	699,351	595,285
Housing, Owner Households Valued Less than \$20,000	0	5	46
Housing, Owner Households Valued \$20,000-\$39,999	1	8	85
Housing, Owner Households Valued \$40,000-\$59,999	2	8	112
Housing, Owner Households Valued \$60,000-\$79,999	2	16	111
Housing, Owner Households Valued \$80,000-\$99,999	12	39	261
Housing, Owner Households Valued \$100,000-\$124,999	27	64	355
Housing, Owner Households Valued \$125,000-\$149,999	65	150	627
Housing, Owner Households Valued \$150,000-\$174,999	199	258	1,128
Housing, Owner Households Valued \$175,000-\$199,999	251	452	2,508
Housing, Owner Households Valued \$200,000-\$249,999	311	572	3,263
Housing, Owner Households Valued \$250,000-\$299,999	564	1,353	6,422
Housing, Owner Households Valued \$300,000-\$399,999	871	2,339	10,325
Housing, Owner Households Valued \$400,000-\$499,999	1,143	4,677	14,494
Housing, Owner Households Valued \$500,000-\$749,999	1,745	9,946	25,593
Housing, Owner Households Valued \$750,000-\$999,999	1,366	8,228	19,187
Housing, Owner Households Valued More than \$1,000,000	962	7,629	14,466

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RENTER OCCUPIDE HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	16,883	92,120	246,724
Housing, Median Rent (\$)	1,414	1,410	1,197
Housing, Rent less than \$250	55	455	1,317
Housing, Rent \$250-\$499	112	988	4,055
Housing, Rent \$500-\$749	23	666	4,594
Housing, Rent \$750-\$999	294	7,429	48,046
Housing, Rent \$1,000-\$1,249	5,885	26,900	80,242
Housing, Rent \$1,250-\$1,499	2,958	13,998	30,982
Housing, Rent \$1,500-\$1,999	4,886	27,135	48,214
Housing, Rent \$2,000+	2,410	13,222	25,348
Housing, No Cash Rent	260	1,327	3,926
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	2,425,326,877	8,354,699,628	14,808,940,568
Median Household Income (\$)	2,639,309,739	13,876,754,528	32,194,299,912
Average Household Income (\$)	63,900	59,557	49,747
Per Capita Household Income (\$)	108,151	108,527	93,126
Household High Income Average (\$)	71,775	57,854	41,497
	486,281	493,728	478,825
Household by income			
Less than \$15,000	2,910	17,960	56,211
\$15,000 to \$24,999	1,996	11,665	37,114
\$25,000 to \$34,999	2,036	10,958	35,258
\$35,000 to \$49,999	2,951	15,563	45,029
\$50,000 to \$74,999	4,153	20,367	52,568
\$75,000 to \$99,999	3,180	15,115	37,463
\$100,000 to \$124,999	2,121	9,695	21,690
\$125,000 to \$149,999	1,418	6,886	16,457
\$150,000 to \$199,999	1,059	5,383	13,034
\$200,000 and Over	2,580	14,272	30,883
Occupation (Pop 16+)			
Management, Business, and Financial Operations	6,125	29,338	68,787
Professional and Related	8,909	46,650	113,274
Sales and Office	5,838	32,519	96,378
Service	2,301	13,196	50,880
Farming, Fishing, and Forestry	0	34	241
Construction, Extraction, and Maintenance	304	2,840	15,389
Production, Transportation, and Material Moving	576	4,996	25,740

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	38	145	433
Construction	385	2,496	11,982
Manufacturing	776	5,417	20,442
Wholesale Trade	489	3,995	10,394
Retail Trade	1,747	10,356	31,197
Transportation and Wareand Utilities	574	2,838	10,631
Information	4,666	20,009	42,654
Finance, Insurance, Real Estate and Rental and Leasing	1,770	9,311	26,630
Professional, Scientific, Management, Administrative, etc.	5,077	24,596	63,235
Educational, Health and Social Services	3,236	21,203	67,580
Arts, Entertainment, Accommodation and Food Services, etc.	3,515	18,905	50,392
Other Services	1,326	8,014	27,694
Public Administration	454	2,288	7,425
Education Attainment (Pop 25+)			
Less Than High School	1,611	16,550	91,152
High School	4,386	27,057	87,131
Some College	6,519	34,272	99,478
Associate Degree	2,085	12,329	35,325
College	11,900	62,707	145,136
Graduate Degree	6,154	35,862	84,100
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.74	2.97	3.34
1 Person	0	0	0
2 Person	3,340	23,624	67,372
3 Person	975	10,243	37,293
4 Person	450	7,329	30,922
5 Person	121	2,972	14,579
6 Person	31	999	5,867
7 or More Person	14	546	3,957
Family Income Characteristics			
Total Family Income(\$)	725,668,560	7,182,831,926	18,838,693,308
Median Income (\$)	85,522	82,347	60,709
Average Income (\$)	147,165	157,129	117,749
Per Capita Income (\$)	57,288	53,019	36,117
High Income Average (\$)	482,712	516,166	495,644

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	755,359	5,669,301	11,717,025
Motor Vehicles Store Sales	17,505	584,634	1,363,177
Home Furnishings Store Sales	51,779	264,892	429,421
Electrical and Appliances Store Sales	17,113	205,894	524,661
Building Materials and Garden Store Sales	24,005	86,649	386,645
Food and Beverage Store Sales	157,994	895,321	2,062,075
Health and Personal Care Store Sales	77,301	421,715	807,727
Gasoline Stations Store Sales	19,412	178,463	505,077
Clothing and Accessories Store Sales	93,279	870,553	1,281,417
Sporting Goods Store Sales	22,918	176,181	482,382
General Merchandise Store Sales	1,434	497,595	960,408
Miscellaneous Store Sales	47,696	316,343	568,951
Nonstore Purchases Sales	24,052	295,705	692,470
Food Services	200,871	875,356	1,652,614
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	1,337,031.60	6,937,480.20	17,992,424.60
Food	163,032.20	850,712.70	2,237,538.00
Food at home	89,482.70	470,136.90	1,254,853.80
Cereals and bakery products	11,902.20	62,705.90	167,929.60
Dairy products	10,110.50	52,706.70	138,290.80
Fruits and vegetables	15,988.10	84,512.30	226,596.70
Nonalcoholic beverages	8,392.30	43,707.80	116,104.20
Food prep (consumed out of town)	1,273.00	6,531.10	16,402.30
Food away from home	73,545.00	381,032.40	984,557.80
Food on out-of-town trips	6,938.30	35,852.80	89,643.00
Alcoholic beverages	12,674.40	63,924.30	158,690.50
Housing	355,993.40	1,857,115.60	4,882,657.10
Household operations	21,244.80	111,168.90	285,074.00
Housekeeping services	3,868.30	19,895.40	47,439.20
Household furnishings and equip	43,742.20	227,041.80	580,175.80
Household textiles	3,325.90	17,226.20	43,866.40
Furniture	10,739.30	56,538.20	146,595.70
Floor coverings	1,116.20	5,728.60	14,174.50
Major appliances	5,220.80	27,035.30	69,543.20
Small appliances	798.7	4,099.60	10,491.60
Miscellaneous household equip	20,368.60	105,266.40	267,976.80
Apparel and services	46,540.40	245,394.60	649,260.70
Men and boys	11,349.50	59,596.90	156,012.50

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CONSUMER EXPENDITURES (\$000)	1 Mile	2 Miles	3 Miles
Men, 16 and over	9,518.60	49,877.30	128,782.10
Boys, 2 to 15	1,692.70	9,429.00	27,346.30
Women's and girls	18,331.30	96,498.80	256,213.90
Women, 16 and over	15,756.60	82,700.80	217,736.90
Girls 2 to 15	2,557.40	13,970.60	39,455.60
Children under 2	2,013.60	11,103.30	30,995.00
Footwear	7,489.00	40,127.90	110,246.80
Other apparel products and services	7,334.90	38,097.40	96,313.40
Transportation	211,664.50	1,098,744.50	2,882,365.40
Vehicle purchases (net outlay)	72,403.90	373,796.00	969,706.40
Gasoline and motor oil	60,932.30	316,678.00	840,618.70
Other vehicle expenses	62,990.00	326,452.00	857,422.50
Public transportation	15,626.60	84,224.40	221,012.90
Health Care	68,959.30	357,897.80	926,209.30
Health insurance	37,462.00	195,869.60	511,798.00
Medical services	17,830.40	91,072.30	230,999.90
Drugs	11,006.60	57,075.70	146,542.10
Medical supplies	2,896.60	14,899.00	38,039.60
Entertainment	74,746.20	385,318.90	989,486.30
Fees and admissions	18,621.90	96,409.60	239,940.30
Television, radios, sound equip	25,838.40	133,204.00	347,432.90
Pets, toys, and playground equip	17,536.80	87,437.20	215,755.60
Other entertainment supplies	12,116.00	61,709.60	154,338.80
Personal care products, services	16,115.70	83,340.40	215,871.90
Reading	3,058.70	15,613.20	39,281.70
Education	30,482.70	160,797.50	412,011.80
Tobacco products, supplies	7,695.80	38,849.00	101,337.60
Cash contributions	45,669.40	235,894.50	590,885.60
Personal insurance and pensions	152,546.60	785,997.90	1,981,366.70