

# Demographic Report

**8587 Santa Monica Boulevard  
West Hollywood, CA 90069**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	38,379	118,703	235,803
Population (4/1/2000)	38,444	122,385	243,272
Population (1/1/2009)	40,787	129,634	252,428
Population (1/1/2014)	41,586	132,045	254,875
Growth (2009/2000)	6.09	5.92	3.76
Forecast (2014/2009)	1.96	1.86	0.97
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	24,250	65,481	121,558
Households (4/1/2000)	24,898	68,599	127,736
Households (1/1/2009)	26,803	73,632	134,479
Households (1/1/2014)	27,276	74,806	135,502
Growth (2009/2000)	7.65	7.34	5.28
Forecast (2014/2009)	1.76	1.59	0.76
<b>Gender</b>			
Male	22,925	66,737	128,305
Female	17,862	62,897	124,123
<b>Age</b>			
Median Age	41	40.2	38.4
Aged 0 to 5 Years	921	4,804	12,223
Aged 6 to 11 Years	667	4,351	11,051
Aged 12 to 17 Years	689	4,626	11,228
Aged 18 to 24 Years	2,603	9,157	20,307
Aged 25 to 34 Years	10,480	30,433	57,488
Aged 35 to 44 Years	8,386	22,025	40,810
Aged 45 to 54 Years	6,212	18,707	35,723
Aged 55 to 64 Years	4,253	13,729	25,885
Aged 65 to 74 Years	2,735	8,950	15,849
Aged 75 to 84 Years	2,449	8,144	14,065
Aged 85 Years and Older	1,392	4,708	7,799
<b>POPULATION BY RACE</b>			
White Alone	34,055	105,277	179,607
Black Alone	1,333	4,342	18,054
Asian Alone	2,040	8,902	22,415
Other	3,359	11,113	32,352

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	4,216	11,650	37,802
White Non-Hispanic	30,356	95,651	159,471
<b>Marital Status (Pop 15+)</b>			
Males Never Married	13,841	31,980	56,201
Males Married	5,421	21,835	44,480
Males Widowed	448	1,436	2,517
Males Divorced	2,244	5,621	10,180
Females Never Married	6,822	21,290	40,469
Females Married	5,791	22,778	45,453
Females Widowed	1,777	5,751	10,180
Females Divorced	2,527	7,528	14,166
<b>Primary Language (Pop 5+)</b>			
Speaks English	27,741	76,782	146,402
Speaks Spanish	2,971	8,879	28,169
Speaks Other Indo-European Languages	7,538	30,689	46,422
Speaks Asian or Pacific Island Language	922	5,266	13,935
Speaks Other Language	859	4,052	7,391
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	1.51	1.74	1.85
<b>HOUSEHOLDS BY RACE</b>			
White	22,685	60,791	99,857
Black	846	2,563	9,732
Asian	1,191	4,358	10,337
Other	2,081	5,920	14,553
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	2,289	5,523	15,055
White Non-Hispanic	20,396	55,361	90,091

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	1.82	1.96	2.02
1 Person	16,277	38,471	66,449
2 Person	8,302	23,941	42,808
3 Person	1,416	6,019	12,511
4 Person	583	3,415	7,845
5 Person	162	1,254	3,161
6 Person	44	347	1,087
7 or More Person	19	185	618
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	26,803	73,632	134,479
Housing, Owner Occupied	7,909	21,412	38,235
Housing, Renter Occupied	18,894	52,220	96,244
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	7,909	21,412	38,235
Housing, Median Value Owner Households (\$)	469,962	658,941	677,886
Housing, Owner Households Valued Less than \$20,000	1	6	6
Housing, Owner Households Valued \$20,000-\$39,999	1	4	8
Housing, Owner Households Valued \$40,000-\$59,999	3	6	10
Housing, Owner Households Valued \$60,000-\$79,999	4	12	22
Housing, Owner Households Valued \$80,000-\$99,999	23	50	71
Housing, Owner Households Valued \$100,000-\$124,999	54	94	130
Housing, Owner Households Valued \$125,000-\$149,999	114	176	262
Housing, Owner Households Valued \$150,000-\$174,999	312	351	404
Housing, Owner Households Valued \$175,000-\$199,999	482	610	912
Housing, Owner Households Valued \$200,000-\$249,999	279	401	627
Housing, Owner Households Valued \$250,000-\$299,999	794	1,247	2,293
Housing, Owner Households Valued \$300,000-\$399,999	603	1,137	2,072
Housing, Owner Households Valued \$400,000-\$499,999	1,836	4,582	8,202
Housing, Owner Households Valued \$500,000-\$749,999	1,069	3,193	5,760
Housing, Owner Households Valued \$750,000-\$999,999	1,529	5,693	10,443
Housing, Owner Households Valued More than \$1,000,000	805	3,850	7,013

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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	18,894	52,220	96,244
Housing, Median Rent (\$)	1,333	1,378	1,343
Housing, Rent less than \$250	145	278	758
Housing, Rent \$250-\$499	192	417	1,172
Housing, Rent \$500-\$749	18	33	490
Housing, Rent \$750-\$999	739	2,869	8,893
Housing, Rent \$1,000-\$1,249	6,409	14,472	26,899
Housing, Rent \$1,250-\$1,499	5,306	14,776	24,257
Housing, Rent \$1,500-\$1,999	3,953	12,447	21,995
Housing, Rent \$2,000+	1,767	5,983	10,072
Housing, No Cash Rent	365	945	1,708
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	2,599,036,269	7,654,266,349	13,555,743,704
Median Household Income (\$)	58,175	59,080	56,322
Average Household Income (\$)	96,968	103,953	100,802
Per Capita Household Income (\$)	63,722	59,045	53,701
Household High Income Average (\$)	462,662	474,329	475,329
<b>Households By Income</b>			
Less than \$15,000	3,654	10,184	19,726
\$15,000 to \$24,999	2,464	6,671	12,869
\$25,000 to \$34,999	2,408	6,354	12,079
\$35,000 to \$49,999	3,383	9,250	17,140
\$50,000 to \$74,999	4,564	11,996	21,455
\$75,000 to \$99,999	3,309	8,723	15,374
\$100,000 to \$124,999	2,127	5,630	9,736
\$125,000 to \$149,999	1,342	3,987	6,826
\$150,000 to \$199,999	1,090	3,055	5,705
\$200,000 and Over	2,462	7,782	13,569
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	6,133	16,664	29,350
Professional and Related	9,498	26,630	48,345
Sales and Office	6,499	18,696	35,379
Service	2,518	6,794	13,442
Farming, Fishing, and Forestry	0	19	34
Construction, Extraction, and Maintenance	438	1,577	3,469
Production, Transportation, and Material Moving	797	2,664	5,766

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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	43	116	159
Construction	440	1,366	2,874
Manufacturing	912	3,189	6,038
Wholesale Trade	560	2,327	4,113
Retail Trade	1,919	5,647	10,769
Transportation and Wareand Utilities	713	1,761	3,195
Information	5,017	12,605	21,330
Finance, Insurance, Real Estate and Rental and Leasing	1,915	5,136	9,876
Professional, Scientific, Management, Administrative, etc.	5,265	13,822	25,439
Educational, Health and Social Services	3,431	11,071	22,080
Arts, Entertainment, Accommodation and Food Services, etc.	3,739	10,580	19,316
Other Services	1,460	4,159	8,214
Public Administration	469	1,265	2,382
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	2,210	8,075	18,339
High School	4,722	14,525	26,364
Some College	7,843	21,488	40,652
Associate Degree	2,084	6,063	11,602
College	12,624	36,469	64,521
Graduate Degree	6,424	20,076	36,141
<b>DETAILED FAMILY CHARACTERISTICS</b>			
Families By Size	2.75	2.89	2.96
Median Size	0	0	0
1 Person	3,736	13,188	24,883
2 Person	1,107	5,138	10,803
3 Person	542	3,281	7,551
4 Person	153	1,226	3,089
5 Person	41	333	1,053
6 Person	18	182	599
7 or More Person			
<b>Family Income Characteristics</b>			
Total Family Income(\$)	769,301,565	3,581,017,700	7,107,284,721
Median Income (\$)	80,422	83,528	80,713
Average Income (\$)	137,449	153,376	148,136
Per Capita Income (\$)	52,419	53,774	49,511
High Income Average (\$)	477,625	497,642	502,623

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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)	1,228,599	3,235,173	5,752,795
Motor Vehicles Store Sales	15,113	191,608	599,163
Home Furnishings Store Sales	113,297	234,154	329,602
Electrical and Appliances Store Sales	21,206	86,627	196,125
Building Materials and Garden Store Sales	72,229	87,766	130,801
Food and Beverage Store Sales	197,275	460,584	842,415
Health and Personal Care Store Sales	88,072	271,495	415,224
Gasoline Stations Store Sales	66,631	127,698	240,809
Clothing and Accessories Store Sales	131,316	578,480	897,488
Sporting Goods Store Sales	53,788	113,017	204,052
General Merchandise Store Sales	138,930	266,771	438,901
Miscellaneous Store Sales	53,681	153,228	301,771
Nonstore Purchases Sales	44,028	136,372	283,399
Food Services	233,033	527,373	873,045
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	1,428,602.90	3,995,043.10	7,172,866.10
Food	171,460.00	478,028.20	861,591.50
Food at home	93,761.30	261,421.50	473,791.90
Cereals and bakery products	12,301.30	34,208.10	61,824.80
Dairy products	10,496.50	29,149.00	52,256.40
Fruits and vegetables	16,542.30	46,413.60	84,310.40
Nonalcoholic beverages	9,050.80	25,141.30	45,589.70
Food prep (consumed out of town)	1,256.30	3,519.00	6,180.80
Food away from home	77,774.90	217,016.80	388,653.10
Food on out-of-town trips	7,423.70	21,061.50	37,200.10
Alcoholic beverages	14,169.80	39,284.20	68,863.80
Housing	384,235.00	1,072,464.20	1,936,739.60
Household operations	23,124.70	65,300.40	116,511.70
Housekeeping services	4,068.70	11,695.50	20,442.90
Household furnishings and equip	52,272.60	147,034.00	260,765.60
Household textiles	3,749.80	10,458.80	18,415.10
Furniture	13,386.90	38,295.00	69,212.40
Floor coverings	1,406.10	4,002.20	7,078.50
Major appliances	6,162.10	17,212.00	30,432.30
Small appliances	834.2	2,313.30	4,093.90
Miscellaneous household equip	24,627.70	68,902.60	121,249.80
Apparel and services	53,332.00	150,169.50	273,024.80
Men and boys	12,726.80	35,705.40	64,450.70

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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	10,593.30	29,884.40	53,746.00
Boys, 2 to 15	1,933.30	5,353.00	9,985.50
Women's and girls	20,978.30	59,182.00	107,728.60
Women, 16 and over	17,841.90	50,465.40	91,637.10
Girls 2 to 15	2,867.50	7,961.30	14,840.60
Children under 2	2,338.90	6,575.90	12,251.60
Footwear	8,836.70	24,905.00	46,039.90
Other apparel products and services	8,344.50	23,516.60	42,113.50
Transportation	232,637.10	648,282.20	1,168,463.30
Vehicle purchases (net outlay)	86,665.40	241,483.40	434,257.10
Gasoline and motor oil	61,368.20	169,792.40	306,738.70
Other vehicle expenses	68,132.80	189,391.00	341,123.50
Public transportation	16,590.80	48,354.00	88,121.30
Health Care	74,376.80	207,563.20	368,711.00
Health insurance	39,621.20	110,859.90	197,780.50
Medical services	19,491.20	54,233.50	95,811.20
Drugs	12,289.90	34,276.20	60,427.90
Medical supplies	3,180.90	8,869.10	15,678.20
Entertainment	79,235.70	220,104.60	388,251.40
Fees and admissions	21,231.30	60,189.60	105,859.10
Television, radios, sound equip	27,641.70	76,493.20	137,338.20
Pets, toys, and playground equip	15,742.60	43,191.20	75,323.90
Other entertainment supplies	14,666.50	40,509.50	70,414.70
Personal care products, services	16,900.00	47,050.70	84,407.30
Reading	3,382.00	9,405.20	16,528.00
Education	28,511.70	81,466.20	148,186.30
Tobacco products, supplies	8,656.20	23,285.80	41,505.00
Cash contributions	50,866.60	144,431.00	257,510.60
Personal insurance and pensions	154,623.20	435,517.70	777,312.10