

Demographic Report

**9025 Santa Monica Boulevard
West Hollywood, CA 90069**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	29,929	228,629	700,754
Population (4/1/2000)	32,526	239,282	729,126
Population (1/1/2010)	36,138	249,056	765,819
Population (1/1/2015)	38,525	257,434	792,711
Growth (2010/2000)	11.1	4.08	5.03
Forecast (2015/2010)	6.61	3.36	3.51
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	17,848	118,079	312,027
Households (4/1/2000)	19,697	124,237	327,604
Households (1/1/2010)	21,944	130,540	346,764
Households (1/1/2015)	23,318	135,060	359,159
Growth (2010/2000)	11.41	5.07	5.85
Forecast (2015/2010)	6.26	3.46	3.57
Gender			
Male	18,755	124,252	382,031
Female	17,383	124,804	383,788
Age			
Median Age	42	39.7	34.9
Aged 0 to 5 Years	1,159	12,485	52,951
Aged 6 to 11 Years	961	10,918	45,178
Aged 12 to 17 Years	1,086	11,062	40,667
Aged 18 to 24 Years	2,298	18,589	88,370
Aged 25 to 34 Years	8,030	53,544	158,075
Aged 35 to 44 Years	6,509	38,459	112,258
Aged 45 to 54 Years	5,599	35,748	101,218
Aged 55 to 64 Years	4,274	27,395	73,985
Aged 65 to 74 Years	2,636	17,007	42,304
Aged 75 to 84 Years	2,289	15,015	33,379
Aged 85 Years and Older	1,297	8,834	17,434
POPULATION BY RACE			
White Alone	16,470	98,949	247,185
Black Alone	1,704	6,492	18,548
Asian Alone	926	12,779	49,905
Other	5,596	28,410	69,201

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	2,785	28,000	219,916
White Non-Hispanic	28,665	173,733	359,473
Marital Status (Pop 15+)			
Males Never Married	10,138	56,688	161,015
Males Married	5,232	40,574	127,667
Males Widowed	374	2,587	6,230
Males Divorced	1,715	9,617	25,606
Females Never Married	6,649	43,584	134,231
Females Married	5,467	41,639	128,351
Females Widowed	1,731	11,150	26,559
Females Divorced	2,179	14,385	37,980
Primary Language (Pop 5+)			
Speaks English	22,165	146,034	366,662
Speaks Spanish	2,335	23,152	168,306
Speaks Other Indo-European Languages	7,892	47,140	90,607
Speaks Asian or Pacific Island Language	1,347	13,370	78,405
Speaks Other Language	1,444	9,043	17,937
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	1.64	1.89	2.15
HOUSEHOLDS BY RACE			
White	18,493	100,022	207,681
Black	526	8,915	35,206
Asian	1,154	9,206	43,314
Other	1,771	12,397	60,563
HOUSEHOLDS BY ETHNICITY			
Hispanic	1,423	11,114	69,965
White Non-Hispanic	18,493	99,931	202,707

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	1.88	2.08	2.28
1 Person	12,422	61,773	143,265
2 Person	6,758	42,784	107,069
3 Person	1,432	12,686	41,316
4 Person	864	8,343	31,628
5 Person	353	3,251	14,094
6 Person	90	1,097	5,624
7 or More Person	25	606	3,768
HOUSING UNITS BY TENURE			
Housing, Occupied Units	21,944	130,540	346,764
Housing, Owner Occupied	7,490	41,830	101,769
Housing, Renter Occupied	14,454	88,710	244,995
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	7,490	41,830	101,769
Housing, Median Value Owner Households (\$)	660,548	691,219	582,775
Housing, Owner Households Valued Less than \$20,000	1	5	36
Housing, Owner Households Valued \$20,000-\$39,999	2	7	83
Housing, Owner Households Valued \$40,000-\$59,999	1	13	89
Housing, Owner Households Valued \$60,000-\$79,999	2	23	83
Housing, Owner Households Valued \$80,000-\$99,999	11	40	259
Housing, Owner Households Valued \$100,000-\$124,999	23	61	494
Housing, Owner Households Valued \$125,000-\$149,999	31	134	814
Housing, Owner Households Valued \$150,000-\$174,999	108	261	1,296
Housing, Owner Households Valued \$175,000-\$199,999	125	513	2,759
Housing, Owner Households Valued \$200,000-\$249,999	116	700	3,607
Housing, Owner Households Valued \$250,000-\$299,999	329	1,811	6,675
Housing, Owner Households Valued \$300,000-\$399,999	682	3,200	10,804
Housing, Owner Households Valued \$400,000-\$499,999	1,072	5,741	15,266
Housing, Owner Households Valued \$500,000-\$749,999	1,934	10,990	26,033
Housing, Owner Households Valued \$750,000-\$999,999	1,432	9,470	19,132
Housing, Owner Households Valued More than \$1,000,000	1,621	8,861	14,339

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	14,454	88,710	244,995
Housing, Median Rent (\$)	1,629	1,477	1,228
Housing, Rent less than \$250	37	261	1,336
Housing, Rent \$250-\$499	64	587	3,650
Housing, Rent \$500-\$749	24	154	3,453
Housing, Rent \$750-\$999	49	4,631	40,939
Housing, Rent \$1,000-\$1,249	3,387	25,555	78,192
Housing, Rent \$1,250-\$1,499	2,288	13,747	32,402
Housing, Rent \$1,500-\$1,999	4,843	27,987	53,896
Housing, Rent \$2,000+	3,510	14,456	27,237
Housing, No Cash Rent	252	1,332	3,890
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	2,667,118,066	15,195,062,809	32,833,798,735
Median Household Income (\$)	67,391	64,037	52,303
Average Household Income (\$)	121,542	116,402	94,686
Per Capita Household Income (\$)	73,804	61,011	42,874
Household High Income Average (\$)	503,561	498,314	475,952
Households By Income			
Less than \$15,000	2,599	16,664	54,362
\$15,000 to \$24,999	1,732	10,865	35,545
\$25,000 to \$34,999	1,610	10,542	33,809
\$35,000 to \$49,999	2,485	15,541	44,685
\$50,000 to \$74,999	3,660	20,763	54,069
\$75,000 to \$99,999	2,692	15,695	38,717
\$100,000 to \$124,999	1,651	10,474	23,311
\$125,000 to \$149,999	1,673	7,653	17,060
\$150,000 to \$199,999	1,028	6,352	13,856
\$200,000 and Over	2,814	15,991	31,350
Occupation (Pop 16+)			
Management, Business, and Financial Operations	5,806	31,205	71,984
Professional and Related	6,957	48,247	119,306
Sales and Office	5,569	34,342	96,955
Service	1,831	12,533	48,713
Farming, Fishing, and Forestry	11	26	201
Construction, Extraction, and Maintenance	285	2,797	14,413
Production, Transportation, and Material Moving	466	4,812	23,021

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	70	149	417
Construction	333	2,541	11,589
Manufacturing	790	5,660	19,209
Wholesale Trade	788	4,301	10,078
Retail Trade	1,873	10,668	30,749
Transportation and Wareand Utilities	541	3,190	10,757
Information	3,201	19,158	41,371
Finance, Insurance, Real Estate and Rental and Leasing	1,813	10,379	27,233
Professional, Scientific, Management, Administrative, etc.	4,173	26,313	66,024
Educational, Health and Social Services	3,036	23,571	73,909
Arts, Entertainment, Accommodation and Food Services, etc.	2,654	17,166	49,159
Other Services	1,246	8,259	26,200
Public Administration	407	2,607	7,898
Education Attainment (Pop 25+)			
Less Than High School	2,236	15,156	81,343
High School	4,405	27,893	84,187
Some College	5,608	36,157	97,820
Associate Degree	1,773	12,766	34,716
College	10,754	64,481	148,819
Graduate Degree	5,858	39,549	91,768
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.84	2.96	3.28
1 Person	0	0	0
2 Person	3,733	26,070	68,253
3 Person	1,236	11,123	36,437
4 Person	838	8,076	29,678
5 Person	348	3,186	13,679
6 Person	89	1,066	5,467
7 or More Person	24	587	3,644
Family Income Characteristics			
Total Family Income(\$)	1,141,409,406	8,251,865,735	19,016,896,497
Median Income (\$)	95,539	87,670	64,725
Average Income (\$)	182,101	164,682	121,005
Per Capita Income (\$)	65,859	55,822	37,574
High Income Average (\$)	526,716	511,833	492,043

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	1,454,919	5,746,402	12,027,244
Motor Vehicles Store Sales	156,699	453,651	1,220,721
Home Furnishings Store Sales	83,337	273,882	444,380
Electrical and Appliances Store Sales	23,018	209,809	521,174
Building Materials and Garden Store Sales	27,469	84,162	396,622
Food and Beverage Store Sales	225,375	863,142	2,064,373
Health and Personal Care Store Sales	105,230	430,304	835,441
Gasoline Stations Store Sales	44,726	164,806	575,201
Clothing and Accessories Store Sales	222,046	920,932	1,316,336
Sporting Goods Store Sales	45,752	170,948	448,475
General Merchandise Store Sales	150,428	662,265	1,129,574
Miscellaneous Store Sales	65,565	290,921	609,071
Nonstore Purchases Sales	78,945	369,172	749,394
Food Services	226,329	852,408	1,716,482
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	1,243,641.80	7,240,555.80	18,154,672.70
Food	150,440.20	880,968.80	2,250,535.50
Food at home	82,166.70	484,816.80	1,258,881.40
Cereals and bakery products	10,939.50	64,642.60	168,340.90
Dairy products	9,280.60	54,225.50	138,156.20
Fruits and vegetables	14,771.00	87,190.10	227,655.10
Nonalcoholic beverages	7,650.20	44,957.50	116,374.70
Food prep (consumed out of town)	1,201.10	6,834.60	16,469.80
Food away from home	68,350.20	396,823.70	993,445.40
Food on out-of-town trips	6,633.10	37,843.20	90,578.20
Alcoholic beverages	11,671.70	66,182.20	159,261.40
Housing	329,745.30	1,932,677.90	4,925,903.50
Household operations	20,093.90	116,792.30	287,104.20
Housekeeping services	3,796.00	21,371.20	47,887.60
Household furnishings and equip	41,150.80	238,328.10	585,734.90
Household textiles	3,124.70	18,121.90	44,224.70
Furniture	10,161.20	59,629.50	148,617.70
Floor coverings	1,060.20	6,067.40	14,227.50
Major appliances	4,894.30	28,284.90	69,971.30
Small appliances	740.1	4,254.80	10,525.40
Miscellaneous household equip	19,099.20	110,152.60	270,177.60
Apparel and services	43,340.30	257,400.30	657,558.80
Men and boys	10,596.00	62,512.70	157,922.50

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	8,949.20	52,454.20	130,586.20
Boys, 2 to 15	1,562.60	9,840.00	27,393.60
Women's and girls	17,075.50	101,255.70	259,676.00
Women, 16 and over	14,713.90	86,919.20	221,093.00
Girls 2 to 15	2,373.60	14,599.30	39,543.70
Children under 2	1,838.10	11,363.90	31,077.60
Footwear	6,898.00	42,059.90	111,773.00
Other apparel products and services	6,929.20	40,268.30	97,591.80
Transportation	195,350.10	1,141,240.30	2,904,088.10
Vehicle purchases (net outlay)	66,814.00	388,290.90	976,688.30
Gasoline and motor oil	55,631.30	327,002.80	844,204.00
Other vehicle expenses	58,091.80	339,306.30	863,706.30
Public transportation	15,195.80	89,277.50	225,832.40
Health Care	64,052.80	371,110.20	924,265.90
Health insurance	34,852.30	203,263.60	511,324.90
Medical services	16,532.70	94,531.30	230,604.20
Drugs	10,238.80	59,169.40	145,800.40
Medical supplies	2,691.40	15,429.30	37,968.00
Entertainment	69,683.40	401,000.70	995,633.00
Fees and admissions	17,868.70	102,092.60	242,541.70
Television, radios, sound equip	23,667.10	138,036.00	349,548.30
Pets, toys, and playground equip	16,189.20	90,519.00	215,549.90
Other entertainment supplies	11,235.10	63,903.70	153,755.00
Personal care products, services	14,945.10	87,128.10	217,807.80
Reading	2,844.30	16,219.40	39,352.20
Education	29,225.40	169,753.70	418,050.80
Tobacco products, supplies	6,784.90	39,193.80	100,724.20
Cash contributions	43,252.70	249,526.10	596,253.30
Personal insurance and pensions	144,632.10	832,668.80	2,011,763.20