

Demographic Report



**970 North La Cienega Boulevard
Los Angeles, CA 90069**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	38,615	237,498	745,763
Population (4/1/2000)	38,493	244,921	776,773
Population (1/1/2010)	40,633	253,927	819,398
Population (1/1/2015)	42,207	262,131	849,865
Growth (2010/2000)	5.56	3.68	5.49
Forecast (2015/2010)	3.87	3.23	3.72
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	24,288	122,172	322,844
Households (4/1/2000)	24,784	128,482	339,362
Households (1/1/2010)	26,433	134,465	360,752
Households (1/1/2015)	27,501	138,922	374,381
Growth (2010/2000)	6.65	4.66	6.3
Forecast (2015/2010)	4.04	3.31	3.78
Gender			
Male	22,828	129,204	410,613
Female	17,805	124,723	408,785
Age			
Median Age	41.3	38.6	34.5
Aged 0 to 5 Years	938	12,623	60,447
Aged 6 to 11 Years	666	11,072	51,298
Aged 12 to 17 Years	693	11,085	45,466
Aged 18 to 24 Years	2,553	20,172	94,203
Aged 25 to 34 Years	10,294	57,502	166,235
Aged 35 to 44 Years	8,147	40,114	120,297
Aged 45 to 54 Years	6,209	36,078	107,306
Aged 55 to 64 Years	4,368	26,682	77,890
Aged 65 to 74 Years	2,874	16,394	44,356
Aged 75 to 84 Years	2,464	14,064	34,110
Aged 85 Years and Older	1,427	8,141	17,790
POPULATION BY RACE			
White Alone	34,413	183,415	418,079
Black Alone	1,095	16,499	73,003
Asian Alone	1,874	21,118	118,497
Other	3,251	32,895	209,819

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	3,761	35,474	274,044
White Non-Hispanic	32,754	172,636	357,050
Marital Status (Pop 15+)			
Males Never Married	14,681	62,125	170,337
Males Married	4,639	39,547	137,712
Males Widowed	434	2,619	6,537
Males Divorced	2,103	9,908	26,138
Females Never Married	7,391	45,468	139,630
Females Married	5,020	40,200	138,415
Females Widowed	1,878	10,735	27,689
Females Divorced	2,555	14,189	38,754
Primary Language (Pop 5+)			
Speaks English	27,016	145,302	357,799
Speaks Spanish	2,922	28,949	208,575
Speaks Other Indo-European Languages	7,904	46,242	93,872
Speaks Asian or Pacific Island Language	997	14,211	91,024
Speaks Other Language	1,027	8,791	17,985
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	1.53	1.86	2.21
HOUSEHOLDS BY RACE			
White	22,669	101,362	207,629
Black	693	8,792	34,526
Asian	1,094	9,717	47,181
Other	1,977	14,594	71,416
HOUSEHOLDS BY ETHNICITY			
Hispanic	2,093	14,257	86,573
White Non-Hispanic	22,669	101,172	200,138

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	1.84	2.04	2.32
1 Person	15,773	65,402	145,264
2 Person	8,339	43,137	108,362
3 Person	1,469	12,735	44,364
4 Person	612	8,144	35,133
5 Person	177	3,284	16,384
6 Person	41	1,127	6,677
7 or More Person	22	636	4,568
HOUSING UNITS BY TENURE			
Housing, Occupied Units	26,433	134,465	360,752
Housing, Owner Occupied	7,697	38,064	99,941
Housing, Renter Occupied	18,736	96,401	260,811
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	7,697	38,064	99,941
Housing, Median Value Owner Households (\$)	527,947	669,883	588,598
Housing, Owner Households Valued Less than \$20,000	1	5	60
Housing, Owner Households Valued \$20,000-\$39,999	1	8	95
Housing, Owner Households Valued \$40,000-\$59,999	2	8	121
Housing, Owner Households Valued \$60,000-\$79,999	3	19	115
Housing, Owner Households Valued \$80,000-\$99,999	14	43	286
Housing, Owner Households Valued \$100,000-\$124,999	27	67	434
Housing, Owner Households Valued \$125,000-\$149,999	63	156	823
Housing, Owner Households Valued \$150,000-\$174,999	199	264	1,228
Housing, Owner Households Valued \$175,000-\$199,999	248	495	2,896
Housing, Owner Households Valued \$200,000-\$249,999	297	659	3,612
Housing, Owner Households Valued \$250,000-\$299,999	568	1,603	6,665
Housing, Owner Households Valued \$300,000-\$399,999	898	2,879	10,366
Housing, Owner Households Valued \$400,000-\$499,999	1,298	5,502	14,246
Housing, Owner Households Valued \$500,000-\$749,999	2,053	10,778	25,462
Housing, Owner Households Valued \$750,000-\$999,999	1,216	8,267	19,095
Housing, Owner Households Valued More than \$1,000,000	809	7,311	14,437

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	18,736	96,401	260,811
Housing, Median Rent (\$)	1,366	1,407	1,183
Housing, Rent less than \$250	85	472	1,541
Housing, Rent \$250-\$499	168	1,019	4,657
Housing, Rent \$500-\$749	32	674	5,567
Housing, Rent \$750-\$999	678	7,710	54,210
Housing, Rent \$1,000-\$1,249	6,747	28,461	85,053
Housing, Rent \$1,250-\$1,499	3,270	14,565	31,966
Housing, Rent \$1,500-\$1,999	4,906	28,025	48,467
Housing, Rent \$2,000+	2,561	14,088	25,328
Housing, No Cash Rent	289	1,387	4,022
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	2,696,266,121	14,329,777,038	32,608,893,227
Median Household Income (\$)	60,825	59,493	48,223
Average Household Income (\$)	102,004	106,569	90,391
Per Capita Household Income (\$)	66,357	56,433	39,796
Household High Income Average (\$)	479,239	490,208	479,836
Households By Income			
Less than \$15,000	3,498	18,692	60,988
\$15,000 to \$24,999	2,333	12,239	40,006
\$25,000 to \$34,999	2,297	11,599	37,671
\$35,000 to \$49,999	3,133	16,559	47,316
\$50,000 to \$74,999	4,516	21,446	54,300
\$75,000 to \$99,999	3,375	15,972	38,256
\$100,000 to \$124,999	2,161	10,292	21,991
\$125,000 to \$149,999	1,502	7,396	16,428
\$150,000 to \$199,999	1,045	5,860	13,094
\$200,000 and Over	2,573	14,410	30,702
Occupation (Pop 16+)			
Management, Business, and Financial Operations	6,328	30,959	69,984
Professional and Related	9,320	48,889	114,902
Sales and Office	6,236	34,742	100,437
Service	2,579	13,880	55,551
Farming, Fishing, and Forestry	0	34	249
Construction, Extraction, and Maintenance	385	3,130	16,666
Production, Transportation, and Material Moving	730	5,366	28,749

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	38	145	441
Construction	407	2,721	12,947
Manufacturing	872	5,705	22,314
Wholesale Trade	569	4,181	10,835
Retail Trade	1,927	10,941	32,681
Transportation and Wareand Utilities	711	3,152	11,165
Information	4,642	20,775	41,972
Finance, Insurance, Real Estate and Rental and Leasing	1,951	9,926	27,593
Professional, Scientific, Management, Administrative, etc.	5,224	25,735	65,557
Educational, Health and Social Services	3,499	23,080	71,000
Arts, Entertainment, Accommodation and Food Services, etc.	3,813	19,655	52,503
Other Services	1,443	8,439	29,644
Public Administration	482	2,545	7,886
Education Attainment (Pop 25+)			
Less Than High School	2,140	17,440	101,571
High School	5,116	28,556	92,847
Some College	6,973	36,953	102,578
Associate Degree	2,395	13,344	36,162
College	12,665	65,389	148,537
Graduate Degree	6,494	37,293	86,289
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.76	2.97	3.37
1 Person	0	0	0
2 Person	3,813	25,094	69,934
3 Person	1,158	11,007	39,610
4 Person	570	7,846	33,147
5 Person	169	3,212	15,926
6 Person	39	1,092	6,500
7 or More Person	21	617	4,423
Family Income Characteristics			
Total Family Income(\$)	771,994,701	7,403,689,133	19,157,246,346
Median Income (\$)	76,792	81,520	57,688
Average Income (\$)	133,795	151,504	112,995
Per Capita Income (\$)	51,422	50,936	34,341
High Income Average (\$)	480,839	512,867	496,649

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	830,513	5,652,561	11,461,886
Motor Vehicles Store Sales	17,505	584,634	1,120,754
Home Furnishings Store Sales	65,700	256,468	426,551
Electrical and Appliances Store Sales	15,636	208,410	519,967
Building Materials and Garden Store Sales	24,603	86,649	385,942
Food and Beverage Store Sales	156,789	898,047	2,074,871
Health and Personal Care Store Sales	86,793	417,299	831,793
Gasoline Stations Store Sales	19,412	176,368	525,647
Clothing and Accessories Store Sales	127,253	857,032	1,283,945
Sporting Goods Store Sales	22,918	175,573	485,842
General Merchandise Store Sales	1,434	496,942	866,753
Miscellaneous Store Sales	51,900	314,464	566,519
Nonstore Purchases Sales	24,052	293,254	676,176
Food Services	216,518	887,421	1,697,126
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	1,420,698.40	7,256,529.40	18,572,890.00
Food	174,247.90	890,280.30	2,316,925.50
Food at home	96,144.00	492,720.70	1,302,798.60
Cereals and bakery products	12,802.70	65,720.90	174,413.50
Dairy products	10,868.70	55,081.50	142,985.10
Fruits and vegetables	17,169.10	88,462.10	235,645.10
Nonalcoholic beverages	9,013.90	45,810.60	120,443.10
Food prep (consumed out of town)	1,346.80	6,778.10	16,797.80
Food away from home	78,082.90	398,011.80	1,016,050.50
Food on out-of-town trips	7,297.70	37,210.60	91,760.20
Alcoholic beverages	13,452.40	66,448.80	162,530.10
Housing	379,075.50	1,945,462.40	5,056,316.00
Household operations	22,487.70	115,966.80	293,170.70
Housekeeping services	4,025.90	20,532.60	48,077.80
Household furnishings and equip	46,296.60	236,901.30	596,742.50
Household textiles	3,521.30	18,001.10	45,072.40
Furniture	11,341.60	59,171.30	151,258.50
Floor coverings	1,178.30	5,960.40	14,450.80
Major appliances	5,546.50	28,200.00	71,549.70
Small appliances	854	4,281.10	10,803.10
Miscellaneous household equip	21,572.90	109,694.70	275,467.90
Apparel and services	49,432.80	258,016.80	672,878.30
Men and boys	12,021.20	62,476.10	161,366.50

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	10,058.70	52,163.20	132,924.20
Boys, 2 to 15	1,816.80	10,016.50	28,630.40
Women's and girls	19,477.30	101,496.80	265,677.70
Women, 16 and over	16,713.80	86,891.50	225,568.90
Girls 2 to 15	2,734.40	14,791.30	41,129.50
Children under 2	2,171.70	11,701.00	32,387.00
Footwear	8,000.10	42,525.30	115,036.40
Other apparel products and services	7,721.30	39,820.20	98,975.50
Transportation	225,689.90	1,150,733.50	2,981,209.70
Vehicle purchases (net outlay)	77,079.00	391,067.70	1,000,558.30
Gasoline and motor oil	65,257.20	332,214.10	871,153.70
Other vehicle expenses	67,212.90	342,116.60	886,899.50
Public transportation	16,426.70	87,786.40	228,940.20
Health Care	74,467.80	373,613.20	954,806.90
Health insurance	40,581.50	204,773.00	528,963.80
Medical services	19,077.60	94,832.30	236,915.60
Drugs	11,941.50	59,550.80	150,806.20
Medical supplies	3,106.00	15,495.20	39,111.10
Entertainment	79,362.20	401,570.10	1,018,930.70
Fees and admissions	19,509.60	100,010.10	245,258.10
Television, radios, sound equip	27,604.10	139,644.70	359,082.40
Pets, toys, and playground equip	18,627.30	90,823.20	220,136.90
Other entertainment supplies	12,897.60	64,027.70	157,706.90
Personal care products, services	17,143.10	87,365.70	222,707.70
Reading	3,262.00	16,233.30	40,300.50
Education	31,972.20	167,291.30	424,528.70
Tobacco products, supplies	8,298.00	40,623.80	104,823.30
Cash contributions	48,292.00	246,016.50	605,166.80
Personal insurance and pensions	159,954.00	820,288.50	2,031,065.60