

Overview map showing the requested area(s):  
County; Los Angeles



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Age By Sex Summary Report for County, Los Angeles:

Population Demographics										
	2000 Census	2010 Census	2020 Estimate	2025 Projection	Percent Change					
					2000 to 2010	2010 to 2020	2020 to 2025			
Total Population	9,516,607	9,818,603	10,164,368	10,368,092	3.2%	3.5%	2.0%			
<b>Gender:</b>										
Male	4,692,358 49.3%	4,839,653 49.3%	5,010,818 49.3%	5,118,655 49.4%	3.1%	3.5%	2.2%			
Female	4,824,250 50.7%	4,978,950 50.7%	5,153,550 50.7%	5,249,437 50.6%	3.2%	3.5%	1.9%			
Total Median Age	32.3	34.8	36.8	37.8						

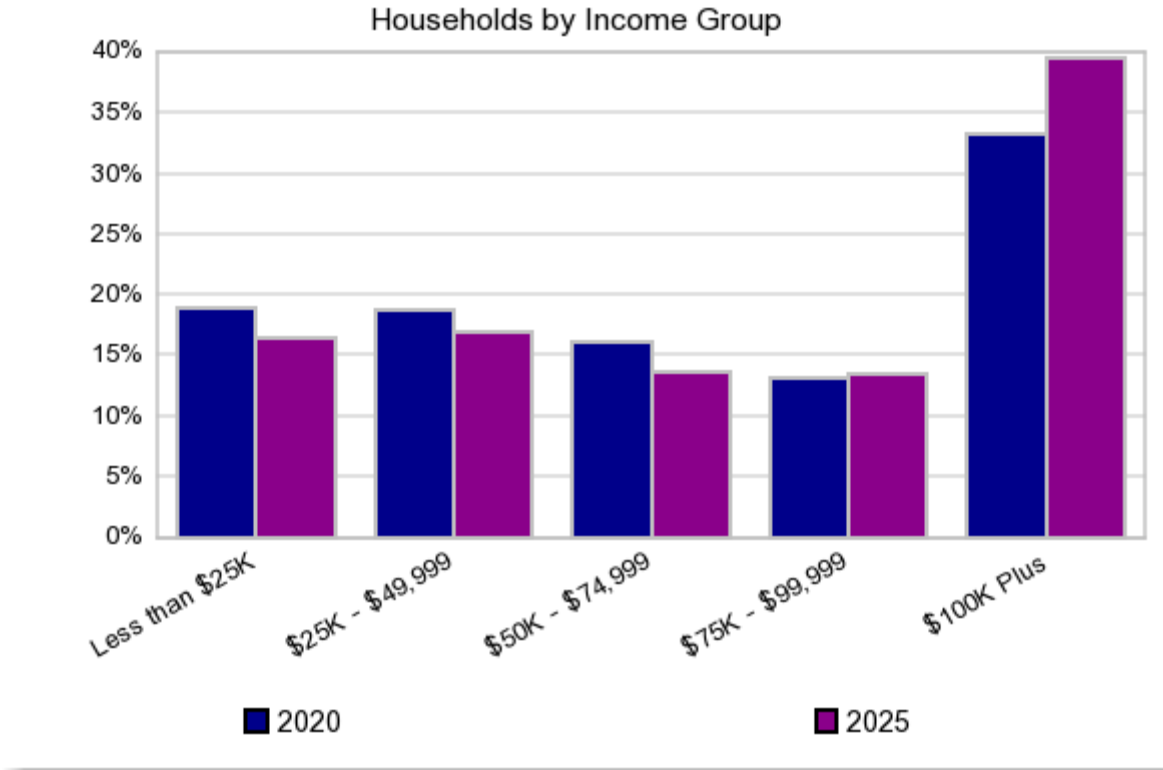
Female Population By Age											
	2000		2010		2020		2025		Percent Change		
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020	2020 to 2025
0 to 4	352,457	7.3%	315,528	6.3%	296,696	5.8%	302,372	5.8%	-10.5%	-6.0%	1.9%
5 to 14	751,182	15.6%	641,757	12.9%	597,021	11.6%	589,177	11.2%	-14.6%	-7.0%	-1.3%
15 to 24	667,277	13.8%	736,013	14.8%	662,464	12.9%	637,871	12.2%	10.3%	-10.0%	-3.7%
25 to 34	770,891	16.0%	729,075	14.6%	806,041	15.6%	798,842	15.2%	-5.4%	10.6%	-0.9%
35 to 44	782,683	16.2%	716,686	14.4%	693,087	13.4%	722,454	13.8%	-8.4%	-3.3%	4.2%
45 to 54	589,829	12.2%	695,946	14.0%	685,888	13.3%	669,687	12.8%	18.0%	-1.4%	-2.4%
55 to 64	363,447	7.5%	531,613	10.7%	629,633	12.2%	627,810	12.0%	46.3%	18.4%	-0.3%
65 to 74	278,652	5.8%	310,984	6.2%	428,032	8.3%	487,148	9.3%	11.6%	37.6%	13.8%
75 to 84	195,275	4.0%	202,423	4.1%	231,679	4.5%	280,726	5.3%	3.7%	14.5%	21.2%
85+	72,557	1.5%	98,926	2.0%	123,010	2.4%	133,351	2.5%	36.3%	24.3%	8.4%
Female Median Age	33.4		35.9		38.0		39.0				

**Male Population By Age**

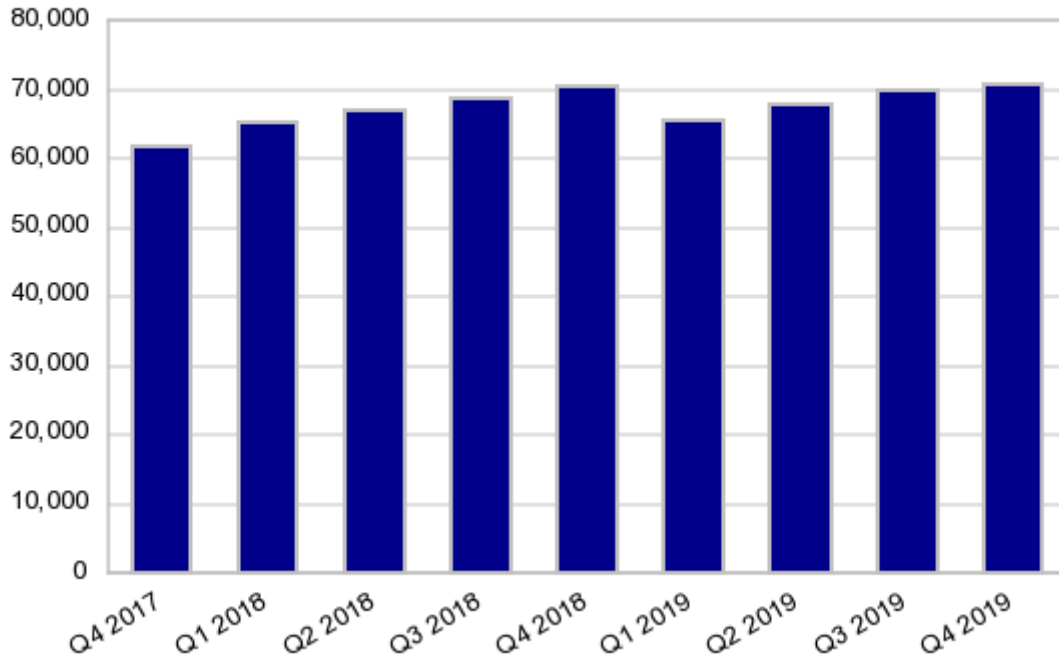
	2000		2010		2020		2025		Percent Change		
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020	2020 to 2025
0 to 4	375,237	8.0%	330,265	6.8%	312,563	6.2%	318,375	6.2%	-12.0%	-5.4%	1.9%
5 to 14	784,653	16.7%	670,778	13.9%	625,060	12.5%	618,273	12.1%	-14.5%	-6.8%	-1.1%
15 to 24	701,225	14.9%	770,405	15.9%	678,269	13.5%	649,956	12.7%	9.9%	-12.0%	-4.2%
25 to 34	791,837	16.9%	746,656	15.4%	841,028	16.8%	835,601	16.3%	-5.7%	12.6%	-0.6%
35 to 44	780,002	16.6%	713,640	14.7%	696,820	13.9%	740,277	14.5%	-8.5%	-2.4%	6.2%
45 to 54	555,123	11.8%	673,001	13.9%	671,987	13.4%	658,925	12.9%	21.2%	-0.2%	-1.9%
55 to 64	322,424	6.9%	481,543	9.9%	586,489	11.7%	594,722	11.6%	49.4%	21.8%	1.4%
65 to 74	219,343	4.7%	257,486	5.3%	359,238	7.2%	414,844	8.1%	17.4%	39.5%	15.5%
75 to 84	129,203	2.8%	143,180	3.0%	170,197	3.4%	209,973	4.1%	10.8%	18.9%	23.4%
85+	33,311	0.7%	52,700	1.1%	69,168	1.4%	77,710	1.5%	58.2%	31.2%	12.3%
Male Median Age	31.2		33.6		35.6		36.7				

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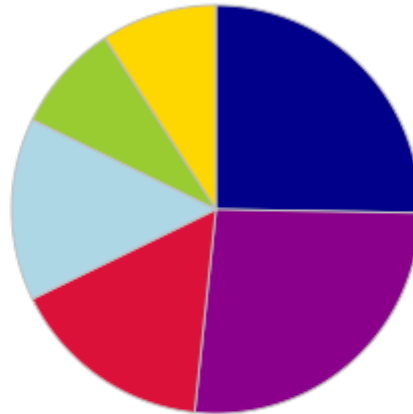
Basic Demographic Summary Chart for County, Los Angeles:



Seasonal Population by Quarter  
2019

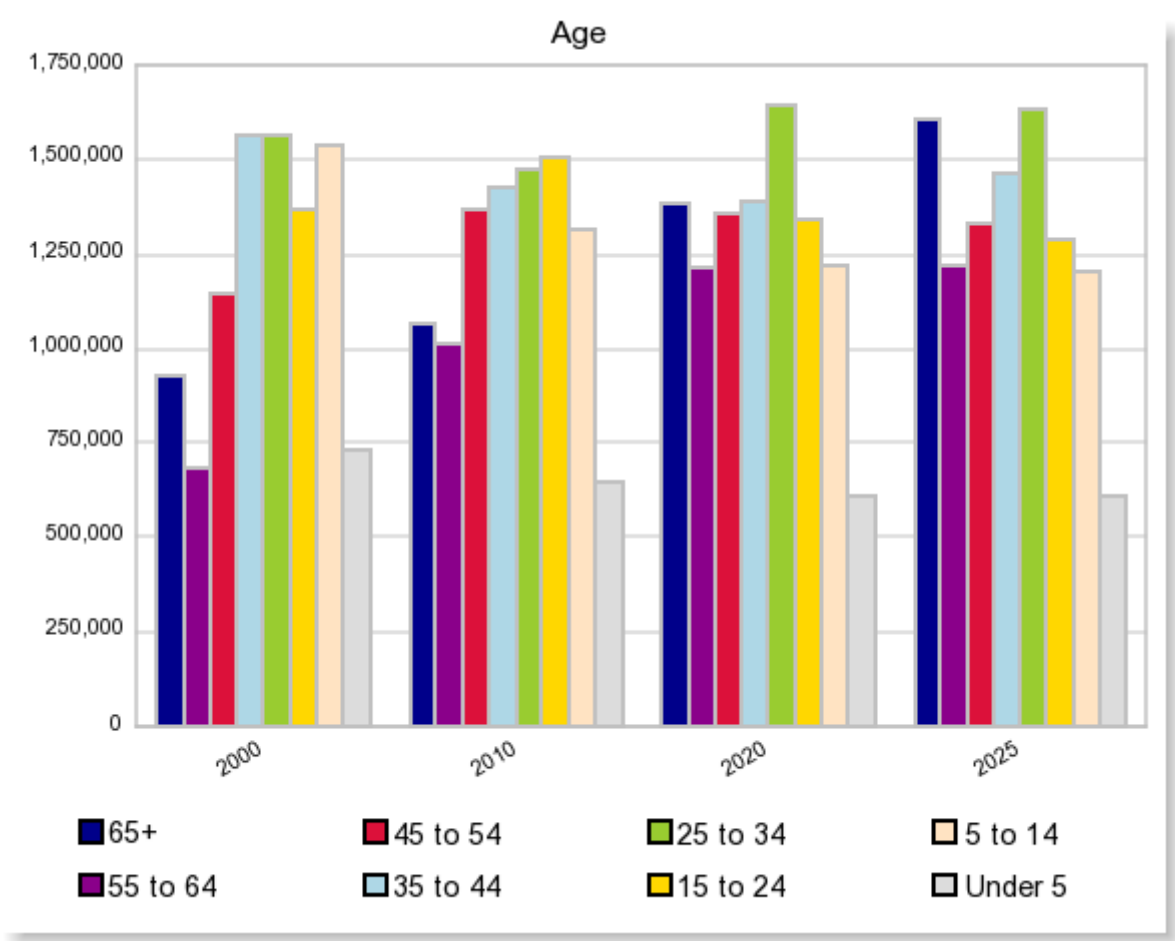


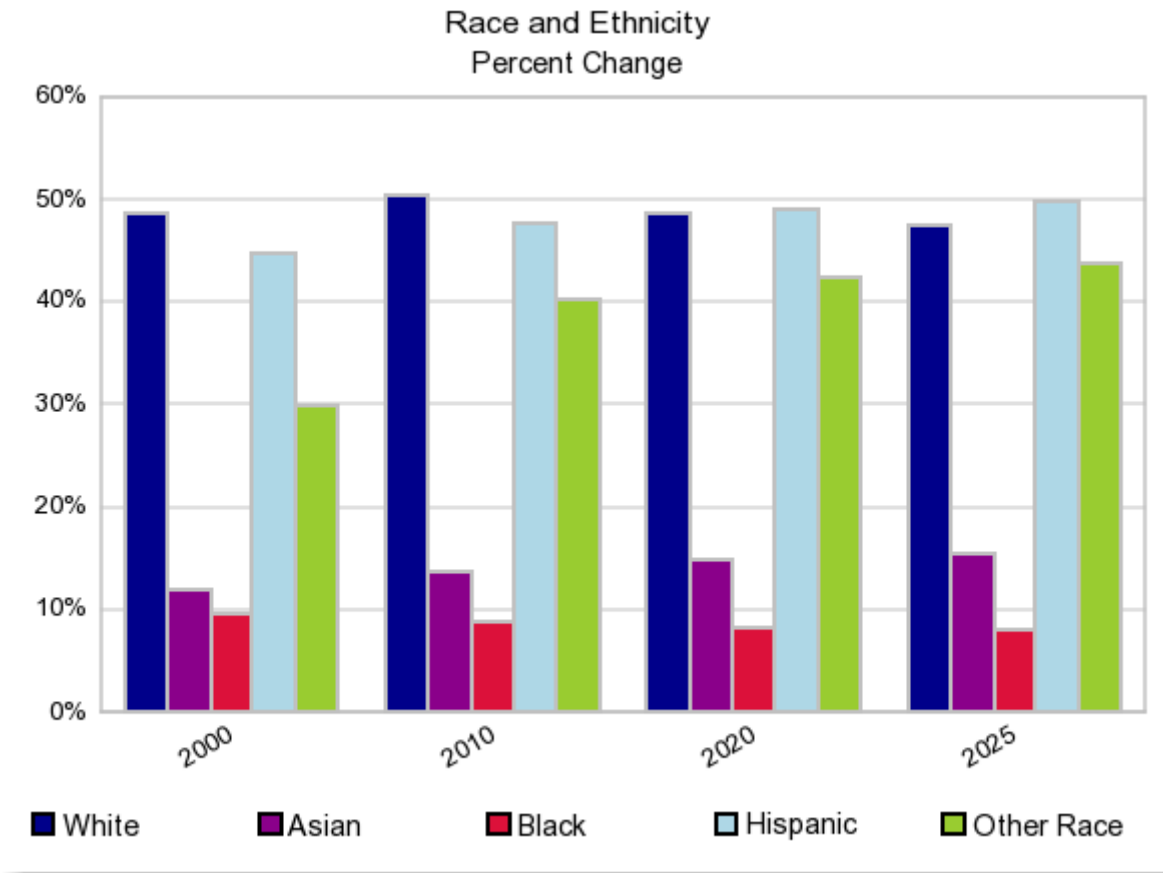
Household Size  
2019



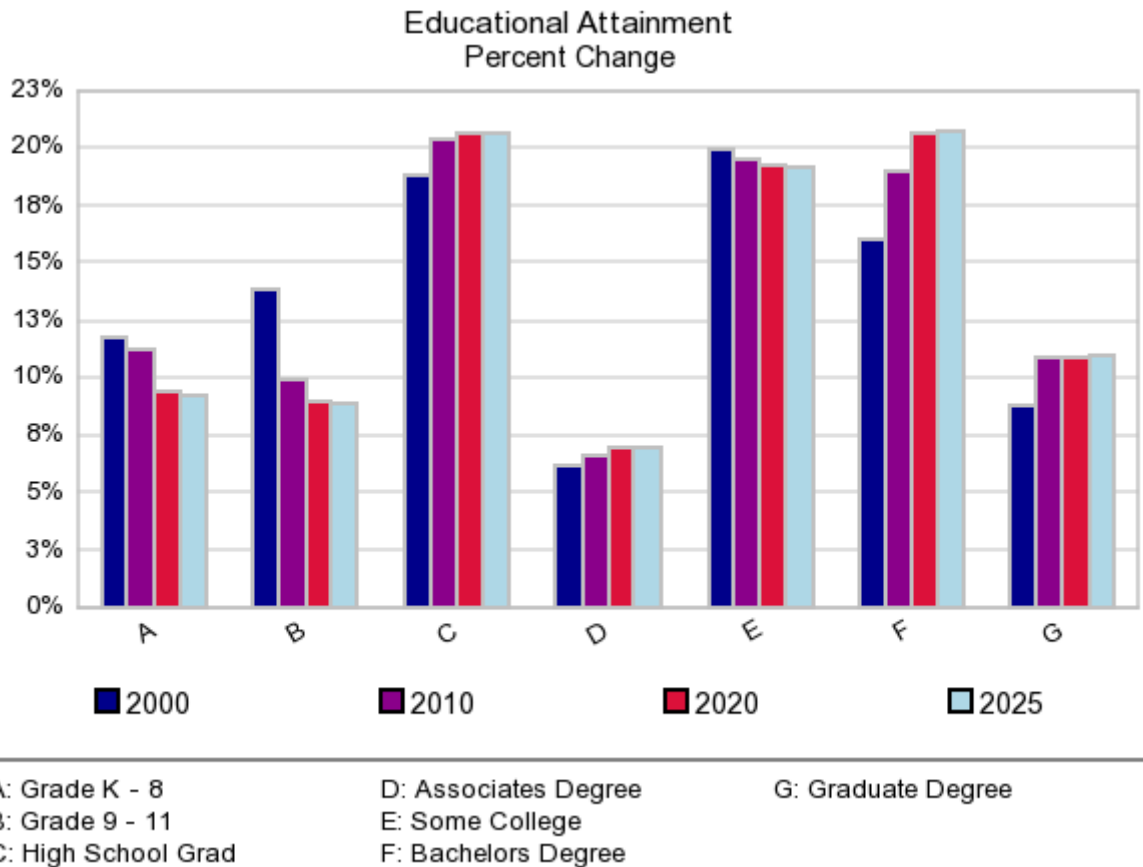
A 25.3%    B 26.5%    C 16.0%    D 14.6%    E 8.4%    F 9.3%

A: 1 Person per Household    C: 3 People per Household    E: 5 People per Household  
B: 2 People per Household    D: 4 People per Household    F: 6+ People per Household

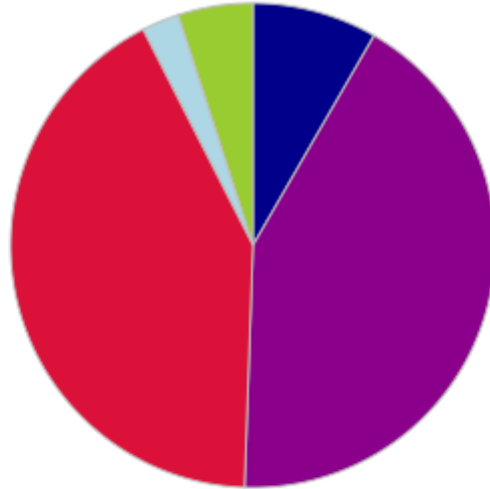








Marital Status  
2019



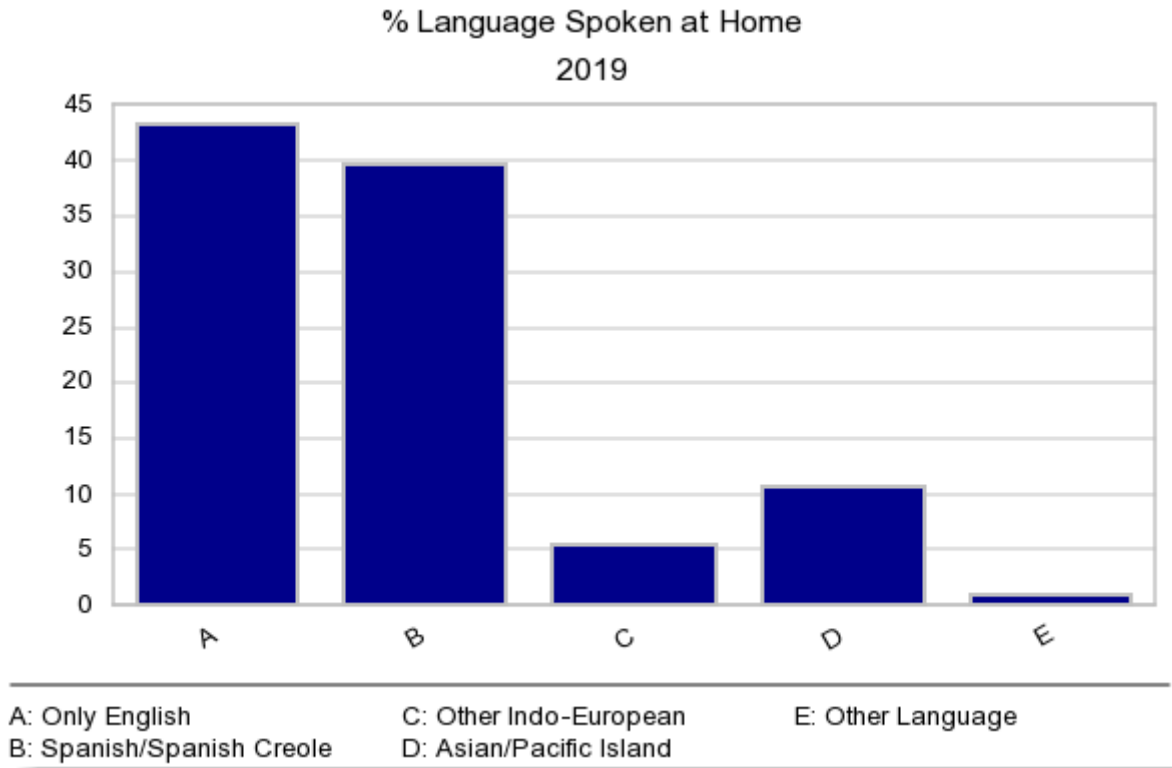
Divorced  
8.4%

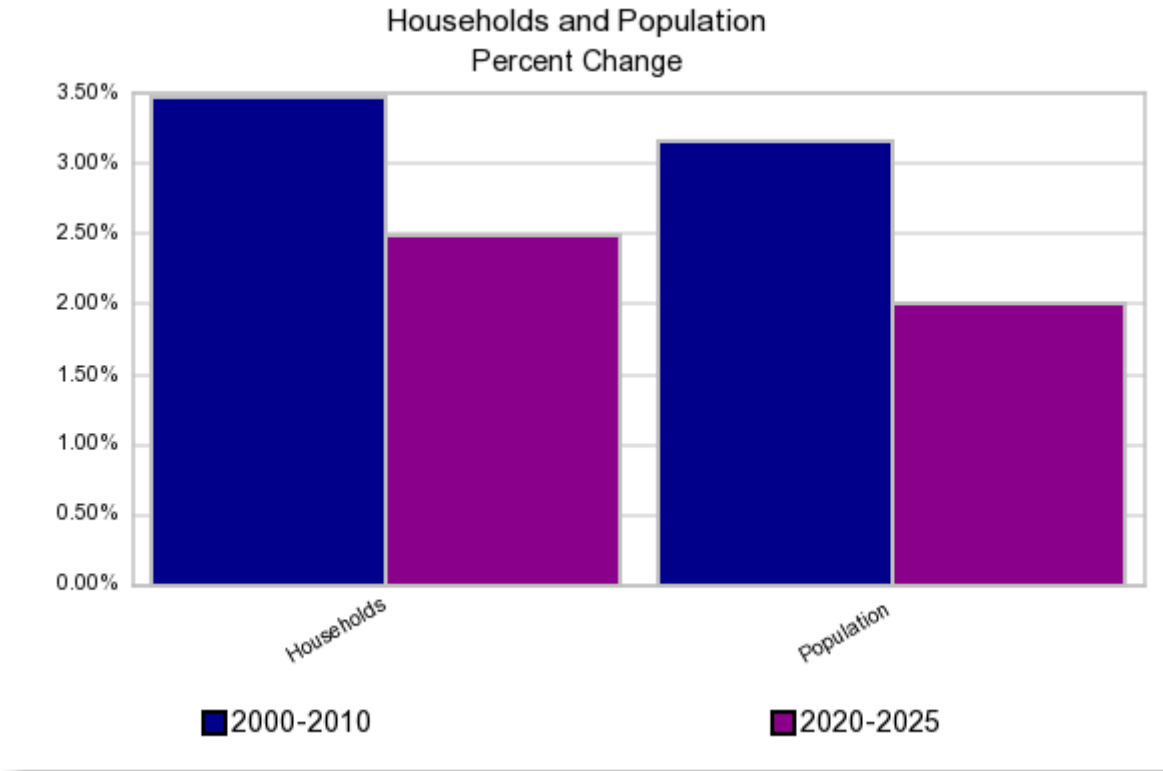
Never Married  
41.9%

Widowed  
5.0%

Married  
42.2%

Separated  
2.5%





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Business Large Estab Summary Report for County, Los Angeles:

<b>Q2 2020 Large Establishments (20+ Employees) by Industry</b>	<b>Large Establishments</b>	<b>% of Large Establishments</b>
<b>Total Large Establishments</b>	23,298	
<b>Agriculture/Forestry/Fishing 20+ Emp (01-09)</b>		
Agricultural Production - Crops (01)	26	0.11%
Agricultural Production - Livestock and Animal Specialties (02)	3	0.01%

Agricultural Services (07)	185	0.79%
Fishing, Hunting and Trapping (09)	1	0.00%
Forestry (08)	3	0.01%
<b>Contract Construction 20+ Emp (15-17)</b>		
Building Cnstrctn - General Contractors & Operative Builders (15)	331	1.42%
Construction - Special Trade Contractors (17)	790	3.39%
Heavy Cnstrctn, Except Building Construction - Contractors (16)	97	0.42%
<b>Financial/Insurance/Real Estate 20+ Emp (60 - 69)</b>		
Depository Institutions (60)	142	0.61%
Holding and Other Investment Offices (67)	245	1.05%
Insurance Agents, Brokers and Service (64)	165	0.71%
Insurance Carriers (63)	71	0.30%
Nondepository Credit Institutions (61)	123	0.53%
Real Estate (65)	721	3.09%
Security & Commodity Brokers, Dealers, Exchanges & Services (62)	109	0.47%
<b>Manufacturing 20+ Emp (20-39)</b>		
Apparel, Finished Prdcts from Fabrics & Similar Materials (23)	309	1.33%
Chemicals and Allied Products (28)	185	0.79%
Electronic, Elctrcl Eqpmnt & Cmpnts, Excpt Computer Eqpmnt (36)	319	1.37%
Fabricated Metal Prdcts, Except Machinery & Transport Eqpmnt (34)	378	1.62%
Food and Kindred Products (20)	287	1.23%
Furniture and Fixtures (25)	120	0.52%
Industrial and Commercial Machinery and Computer Equipment (35)	367	1.58%
Leather and Leather Products (31)	36	0.15%
Lumber and Wood Products, Except Furniture (24)	75	0.32%
Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watches/Clocks (38)	158	0.68%
Miscellaneous Manufacturing Industries (39)	165	0.71%
Paper and Allied Products (26)	86	0.37%
Petroleum Refining and Related Industries (29)	19	0.08%
Primary Metal Industries (33)	101	0.43%
Printing, Publishing and Allied Industries (27)	262	1.12%
Rubber and Miscellaneous Plastic Products (30)	166	0.71%
Stone, Clay, Glass, and Concrete Products (32)	71	0.30%
Textile Mill Products (22)	105	0.45%
Tobacco Products (21)	1	0.00%
Transportation Equipment (37)	167	0.72%

## Mining 20+ Emp (10-14)

Coal Mining (12)	0	0.00%
Metal Mining (10)	1	0.00%
Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	7	0.03%
Oil and Gas Extraction (13)	23	0.10%

## Public Administration 20+ Emp (SIC 90-98)

Administration of Economic Programs (96)	4	0.02%
Administration of Environmental Quality and Housing Programs (95)	15	0.06%
Administration of Human Resource Programs (94)	4	0.02%
Executive, Legislative & General Government, Except Finance (91)	114	0.49%
Justice, Public Order and Safety (92)	34	0.15%
National Security and International Affairs (97)	14	0.06%
Public Finance, Taxation and Monetary Policy (93)	8	0.03%

## Retail Trade 20+ Emp (52-59)

Apparel and Accessory Stores (56)	212	0.91%
Automotive Dealers and Gasoline Service Stations (55)	359	1.54%
Building Materials, Hrdwr, Garden Supply & Mobile Home Deals (52)	77	0.33%
Eating and Drinking Places (58)	1,878	8.06%
Food Stores (54)	291	1.25%
General Merchandise Stores (53)	34	0.15%
Home Furniture, Furnishings and Equipment Stores (57)	229	0.98%
Miscellaneous Retail (59)	526	2.26%

## Services 20+ Emp (70-89)

Amusement and Recreation Services (79)	476	2.04%
Automotive Repair, Services and Parking (75)	295	1.27%
Business Services (73)	1,976	8.48%
Educational Services (82)	872	3.74%
Engineering, Accounting, Research, Management & Related Svcs (87)	1,262	5.42%
Health Services (80)	1,545	6.63%
Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	331	1.42%
Legal Services (81)	434	1.86%
Membership Organizations (86)	609	2.61%
Miscellaneous Repair Services (76)	136	0.58%
Motion Pictures (78)	464	1.99%
Museums, Art Galleries and Botanical and Zoological Gardens (84)	27	0.12%
Personal Services (72)	292	1.25%

Services, Not Elsewhere Classified (89)	39	0.17%
Social Services (83)	721	3.09%
<b>Transportation/Communications/Utilities 20+ Emp (40-49)</b>		
Communications (48)	245	1.05%
Electric, Gas and Sanitary Services (49)	120	0.52%
Local, Suburban Transit & Interurban Hgwy Passenger Transport (41)	121	0.52%
Motor Freight Transportation (42)	345	1.48%
Pipelines, Except Natural Gas (46)	0	0.00%
Railroad Transportation (40)	1	0.00%
Transportation Services (47)	341	1.46%
Transportation by Air (45)	55	0.24%
Water Transportation (44)	41	0.18%
<b>Wholesale Trade 20+ Emp (50-51)</b>		
Durable Goods (50)	1,267	5.44%
Nondurable Goods (51)	1,064	4.57%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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## Business Major Indus Summary Report for County, Los Angeles:

<b>Q2 2020 Major SIC Division</b>	<b>Employees</b>	<b>% Emp</b>	<b>Establishments</b>	<b>% Estab</b>	<b>Avg Size</b>
Agricultural, Forestry, Fishing (SIC 01-09)	103,218	2.4%	4,246	1.0%	24
Construction (SIC 15-17)	129,780	3.0%	21,690	5.0%	6
Finance, Insurance & Real Estate (SIC 60-69)	319,028	7.5%	40,944	9.5%	8
Manufacturing (SIC 20-39)	411,412	9.6%	19,567	4.5%	21
Mining (SIC 10-14)	4,174	0.1%	261	0.1%	16
Public Administration (SIC 90-98)	227,665	5.3%	2,731	0.6%	83
Retail Trade (SIC 52-59)	729,748	17.1%	74,848	17.4%	10
Services (SIC 70-89)	1,859,040	43.5%	273,087	51.0%	7

Transportation & Communications (SIC 40-49)	246,888	5.8%	21,959	5.1%	11
Wholesale Trade (SIC 50-51)	242,029	5.7%	24,638	5.7%	10

## Q2 2020 Agriculture/Forestry/Fishing

(SIC 01-09)	Employees	%	Establishments	%	Avg Size
Agricultural Production-Crops (01)	77,993	75.6%	532	12.5%	147
Agricultural Production-Livestock, Animal Specialities(02)	1,029	1.0%	289	6.8%	4
Agricultural Services (07)	23,590	22.9%	3,361	79.2%	7
Forestry (08)	503	0.5%	35	0.8%	14
Fishing, Hunting, Trapping (09)	103	0.1%	29	0.7%	4
Total Agriculture/Forestry/Fishing (SIC 01-09)	103,218	100.00%	4,246	100.00%	24

## Q2 2020 Mining

(SIC 10-14)	Employees	%	Establishments	%	Avg Size
Metal Mining (10)	88	2.1%	15	5.7%	6
Coal Mining (12)	1	0.0%	1	0.4%	1
Oil and Gas Extraction (13)	3,239	77.6%	195	74.7%	17
Mining & Quarrying of Nonmetallic Minerals Except Fuels (14)	846	20.3%	50	19.2%	17
Total Mining (SIC 10-14)	4,174	100.00%	261	100.00%	16

## Q2 2020 Construction

(SIC 15-17)	Employees	%	Establishments	%	Avg Size
Building Cnstrctn-Genrl Contractors, Operative Builders (15)	38,190	29.4%	8,400	38.7%	5
Heavy Cnstrctn, Except Building Cnstrctn-Contractors (16)	8,319	6.4%	511	2.4%	16
Construction-Special Trade Contractors (17)	83,271	64.2%	12,779	58.9%	7
Total Construction (SIC 15-17)	129,780	100.00%	21,690	100.00%	6

## Q2 2020 Manufacturing

(SIC 20-39)	Employees	%	Establishments	%	Avg Size
Food & Kindred Products (20)	38,982	9.5%	1,379	7.0%	28
Tobacco Products (21)	89	0.0%	12	0.1%	7
Textile Mill Products (22)	9,127	2.2%	552	2.8%	17
Apparel, Finished Prdcts from Fabrics & Similar Materials (23)	25,167	6.1%	1,464	7.5%	17
Lumber & Wood Products Except Furniture (24)	7,243	1.8%	705	3.6%	10
Furniture & Fixtures (25)	10,885	2.6%	467	2.4%	23
Paper & Allied Products (26)	10,931	2.7%	309	1.6%	35
Printing, Publishing & Allied Industries (27)	30,287	7.4%	2,942	15.0%	10
Chemicals & Allied Products (28)	29,385	7.1%	1,207	6.2%	24
Petroleum Refining & Related Industries (29)	3,916	1.0%	80	0.4%	49



Rubber & Miscellaneous Plastic Products (30)	18,491	4.5%	556	2.8%	33
Leather & Leather Products (31)	2,803	0.7%	204	1.0%	14
Stone, Clay, Glass & Concrete Products (32)	7,526	1.8%	402	2.1%	19
Primary Metals Industries (33)	11,393	2.8%	333	1.7%	34
Fabricated Metal Prdcts Except Machinery & Transport Equipment (34)	30,078	7.3%	1,584	8.1%	19
Industrial & Commercial Machinery, Computer Equipment (35)	34,475	8.4%	2,025	10.3%	17
Electronic, Electrcl Equipment & Components Except Computer Equipment (36)	47,176	11.5%	1,364	7.0%	35
Transportation Equipment (37)	34,542	8.4%	757	3.9%	46
Mesr/Anlyz/Cntrl Instrmnts; photo/Med/Opt Gds; Watches/Clocks (38)	40,276	9.8%	1,003	5.1%	40
Miscellaneous Mfg Industries (39)	18,551	4.5%	2,210	11.3%	8
Total Manufacturing (SIC 20-39)	411,412	100.00%	19,567	100.00%	21

## Q2 2020 Transportation, Communications, /Electric, Gas & Sanitary Svcs (SIC 40-49)

	Employees	%	Establishments	%	Avg Size
Railroad Transportation (40)	890	0.4%	32	0.1%	28
Local, Suburban Transit & Interurban Hwy Passenger Transport (41)	25,622	10.4%	1,572	7.2%	16
Motor Freight Transportation (42)	49,953	20.2%	5,059	23.0%	10
United States Postal Service (43)	14,104	5.7%	209	1.0%	67
Water Transportation (44)	7,631	3.1%	396	1.8%	19
Transportation by Air (45)	11,708	4.7%	608	2.8%	19
Pipelines Except Natural Gas (46)	41	0.0%	6	0.0%	7
Transportation Services (47)	48,584	19.7%	7,872	35.8%	6
Communications (48)	49,349	20.0%	4,888	22.3%	10
Electric, Gas & Sanitary Services (49)	39,006	15.8%	1,317	6.0%	30
Total Transport/Comm/Utilities (SIC 40-49)	246,888	100.00%	21,959	100.00%	11

## Q2 2020 Wholesale Trade (SIC 50-51)

	Employees	%	Establishments	%	Avg Size
Wholesale Trade-Durable Goods (50)	132,874	54.9%	13,366	54.2%	10
Wholesale Trade-Nondurables Goods (51)	109,155	45.1%	11,272	45.8%	8
Total Wholesale Trade (SIC 50-51)	242,029	100.00%	24,638	100.00%	10

## Q2 2020 Retail Trade (SIC 52-59)

	Employees	%	Establishments	%	Avg Size
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	23,870	3.3%	1,865	2.5%	13
General Merchandise Stores (53)	48,466	6.6%	1,390	1.9%	35
Food Stores (54)	94,708	13.0%	8,077	10.8%	12
Automotive Dealers & Gasoline Service Stations (55)	61,195	8.4%	5,818	7.8%	11
Apparel & Accessory Stores (56)	50,731	7.0%	8,069	10.8%	6

Home Furniture, Furnishings & Equipment Stores(57)	34,912	4.8%	5,136	6.9%	7
Eating & Drinking Places (58)	298,980	41.0%	24,963	33.4%	12
Miscellaneous Retail (59)	116,886	16.0%	19,530	26.1%	6
Total Retail Trade (SIC 52-59)	729,748	100.00%	74,848	100.00%	10

## Q2 2020 Fin/Ins/Real Estate

(SIC 60 - 69)	Employees	%	Establishments	%	Avg Size
Depository Institutions (60)	47,313	14.8%	2,731	6.7%	17
Nonepository Institutions (61)	19,959	6.3%	2,308	5.6%	9
Security & Commodity Brokers, Dealers, Exchanges & Services (62)	17,903	5.6%	2,550	6.2%	7
Insurance Carriers (63)	27,362	8.6%	711	1.7%	38
Insurance Agents, Brokers & Service (64)	37,311	11.7%	6,006	14.7%	6
Real Estate (65)	105,360	33.0%	19,633	48.0%	5
Holding & Other Investment Offices (67)	63,820	20.0%	7,005	17.1%	23
Total Fin/Ins/Real Estate (SIC 60 - 69)	319,028	100.00%	40,944	100.00%	8

## Q2 2020 Services

(SIC 70-89)	Employees	%	Establishments	%	Avg Size
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	55,402	3.0%	2,185	1.0%	25
Personal Services (72)	61,352	3.4%	19,478	8.9%	3
Business Services (73)	296,337	16.5%	40,990	18.6%	7
Automotive Repair, Services, Parking (75)	46,923	2.6%	10,086	4.6%	5
Miscellaneous Repair Services (76)	21,260	1.2%	5,635	2.6%	4
Motion Pictures (78)	74,345	4.1%	8,189	3.7%	9
Amusement & Recreation Services (79)	94,006	5.2%	12,234	5.6%	8
Health Services (80)	383,443	21.4%	41,798	19.0%	9
Legal Services (81)	68,850	3.8%	12,236	5.6%	6
Educational Services (82)	337,033	18.8%	9,528	4.3%	35
Social Services (83)	95,178	5.3%	9,367	4.3%	10
Museums, Art Galleries, Botanical & Zoological Gardens (84)	5,319	0.3%	895	0.4%	6
Membership Organizations (86)	96,143	5.4%	17,762	8.1%	5
Engineering, Accounting, Research, Management & Related Svcs (87)	213,359	11.9%	28,010	12.7%	8
Services, Not Elsewhere Classified (89)	10,090	0.6%	1,477	0.7%	7
Total Services (SIC 70-89)	1,792,884	100.00%	219,870	100.00%	8

## Q2 2020 Public Administration

(SIC 90-98)	Employees	%	Establishments	%	Avg Size
Executive, Legislative & General Government Except Finance (91)	47,821	21.0%	652	23.9%	73
Justice, Public Order & Safety (92)	83,236	36.6%	789	28.9%	105

Public Finance, Taxation & Monetary Policy (93)	5,632	2.5%	74	2.7%	76
Administration of Human Resources Programs (94)	23,884	10.5%	263	9.6%	91
Administration of Environmental Quality & Housing Programs (95)	27,464	12.1%	385	14.1%	71
Administration of Economic Programs (96)	21,618	9.5%	303	11.1%	71
National Security & International Affairs (97)	18,010	7.9%	265	9.7%	68
Total Public Administration (SIC 90-98)	227,665	100.00%	2,731	100.00%	83

Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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[Experian Data Methodology](#)

## Business Summary Report for County, Los Angeles:

### D&B Business Summary

	Q2 2020 Employees	Q2 2020 Establishments
Totals	4,272,893	430,742

### Employees and Establishments by Major SIC Division

	Q2 2020 Employees	%	Q2 2020 Establishments	%	Average Employee Size
<b>Forestry, and Fishing(01-09)</b>	<b>103,218</b>	<b>2.4%</b>	<b>4,246</b>	<b>1.0%</b>	<b>24.3</b>
Agricultural Production - Crops (01)	77,993	1.8%	532	0.1%	146.6
Agricultural Production - Livestock and AnimalSpecialties (02)	1,029	0.0%	289	0.1%	3.6
Agricultural Services (07)	23,590	0.6%	3,361	0.8%	7.0
Forestry (08)	503	0.0%	35	0.0%	14.4
Fishing, Hunting and	103	0.0%	29	0.0%	3.6

## Trapping (09)

<b>Mining (10-14)</b>	<b>4,174</b>	<b>0.1%</b>	<b>261</b>	<b>0.1%</b>	<b>16.0</b>
Metal Mining (10)	88	0.0%	15	0.0%	5.9
Coal Mining (12)	1	0.0%	1	0.0%	1.0
Oil and Gas Extraction(13)	3,239	0.1%	195	0.1%	16.6
Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	846	0.0%	50	0.0%	16.9
<b>Construction (15-17)</b>	<b>129,780</b>	<b>3.0%</b>	<b>21,690</b>	<b>5.0%</b>	<b>6.0</b>
Building Cnstrctn - General Contractors andOperative Builders (15)	38,190	0.9%	8,400	2.0%	4.5
Heavy Cnstrctn, Except Building Construction - Contractors (16)	8,319	0.2%	511	0.1%	16.3
Construction - Special Trade Contractors (17)	83,271	2.0%	12,779	3.0%	6.5
<b>Manufacturing (20-39)</b>	<b>411,323</b>	<b>9.6%</b>	<b>19,555</b>	<b>4.5%</b>	<b>21.0</b>
Food and Kindred Products (20)	38,982	0.9%	1,379	0.3%	28.3
Tobacco Products (21)	89	0.0%	12	0.0%	7.4
Textile Mill Products (22)	9,127	0.2%	552	0.1%	16.5
Apparel, Finished Prdcts from Fabrics and Similar Materials (23)	25,167	0.6%	1,464	0.3%	17.2
Lumber and Wood Products, Except Furniture (24)	7,243	0.2%	705	0.2%	10.3
Furniture and Fixtures(25)	10,885	0.3%	467	0.1%	23.3
Paper and Allied Products(26)	10,931	0.3%	309	0.1%	35.4
Printing, Publishing and Allied Industries (27)	30,287	0.7%	2,942	0.7%	10.3
Chemicals and Allied Products (28)	29,385	0.7%	1,207	0.3%	24.3
Petroleum Refining and Related Industries (29)	3,916	0.1%	80	0.0%	49.0
Rubber and Miscellaneous Plastic Products (30)	18,491	0.4%	556	0.1%	33.3
Leather and Leather Products (31)	2,803	0.1%	204	0.1%	13.7
Stone, Clay, Glass, and Concrete Products (32)	7,526	0.2%	402	0.1%	18.7
Primary Metal	11,393	0.3%	333	0.1%	34.2

Industries(33)					
Fabricated Metal Prdcts, Except Machinery & Transport Eqpmnt (34)	30,078	0.7%	1,584	0.4%	19.0
Industrial and Commercial Machinery and Computer Equipment (35)	34,475	0.8%	2,025	0.5%	17.0
Electronic, Elctrcl Eqpmnt & Cmpnts, ExcptComputer Eqpmnt (36)	47,176	1.1%	1,364	0.3%	34.6
Transportation Equipment (37)	34,542	0.8%	757	0.2%	45.6
Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watchs/Clocks (38)	40,276	0.9%	1,003	0.2%	40.2
Miscellaneous Manufacturing Industries (39)	18,551	0.4%	2,210	0.5%	8.4
<b>Transportation, Communications, Electric, Gas, &amp; Sanitary Services (40-49)</b>	<b>246,888</b>	<b>5.8%</b>	<b>21,959</b>	<b>5.1%</b>	<b>11.2</b>
Railroad Transportation(40)	890	0.0%	32	0.0%	27.8
Local, Suburban Transit & Interurbn Hgwy Passenger Transport (41)	25,622	0.6%	1,572	0.4%	16.3
Motor Freight Transportation (42)	49,953	1.2%	5,059	1.2%	9.9
United States Postal Service (43)	14,104	0.3%	209	0.1%	67.5
Water Transportation (44)	7,631	0.2%	396	0.1%	19.3
Transportation by Air (45)	11,708	0.3%	608	0.1%	19.3
Pipelines, Except Natural Gas (46)	41	0.0%	6	0.0%	6.8
Transportation Services(47)	48,584	1.1%	7,872	1.8%	6.2
Communications (48)	49,349	1.2%	4,888	1.1%	10.1
Electric, Gas and Sanitary Services (49)	39,006	0.9%	1,317	0.3%	29.6
<b>Wholesale Trade (50-51)</b>	<b>242,029</b>	<b>5.7%</b>	<b>24,638</b>	<b>5.7%</b>	<b>9.8</b>
Wholesale Trade - Durable Goods (50)	132,874	3.1%	13,366	3.1%	9.9
Wholesale Trade - Nondurable Goods (51)	109,155	2.6%	11,272	2.6%	9.7

<b>Retail Trade (52-59)</b>	<b>729,748</b>	<b>17.1%</b>	<b>74,848</b>	<b>17.4%</b>	<b>9.7</b>
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealrs (52)	23,870	0.6%	1,865	0.4%	12.8
General Merchandise Stores (53)	48,466	1.1%	1,390	0.3%	34.9
Food Stores (54)	94,708	2.2%	8,077	1.9%	11.7
Automotive Dealers and Gasoline Service Stations (55)	61,195	1.4%	5,818	1.4%	10.5
Apparel and Accessory Stores (56)	50,731	1.2%	8,069	1.9%	6.3
Home Furniture, Furnishings and Equipment Stores (57)	34,912	0.8%	5,136	1.2%	6.8
Eating and Drinking Places (58)	298,980	7.0%	24,963	5.8%	12.0
Miscellaneous Retail (59)	116,886	2.7%	19,530	4.5%	6.0
<b>Finance, Insurance, &amp; Real Estate (60-69)</b>	<b>319,028</b>	<b>7.5%</b>	<b>40,944</b>	<b>9.5%</b>	<b>7.8</b>
Depository Institutions(60)	47,313	1.1%	2,731	0.6%	17.3
Nondepository Credit Institutions (61)	19,959	0.5%	2,308	0.5%	8.6
Security & Commodity Brokers, Dealers,Exchanges & Services (62)	17,903	0.4%	2,550	0.6%	7.0
Insurance Carriers (63)	27,362	0.6%	711	0.2%	38.5
Insurance Agents, Brokers and Service (64)	37,311	0.9%	6,006	1.4%	6.2
Real Estate (65)	105,360	2.5%	19,633	4.6%	5.4
Holding and Other Investment Offices (67)	63,820	1.5%	7,005	1.6%	9.1
<b>Services (70-89)</b>	<b>1,859,040</b>	<b>43.5%</b>	<b>219,870</b>	<b>51.0%</b>	<b>8.5</b>
Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	55,402	1.3%	2,185	0.5%	25.4
Personal Services (72)	61,352	1.4%	19,478	4.5%	3.1
Business Services (73)	296,337	6.9%	40,990	9.5%	7.2
Automotive Repair, Services and Parking (75)	46,923	1.1%	10,086	2.3%	4.7
Miscellaneous Repair Services (76)	21,260	0.5%	5,635	1.3%	3.8
Motion Pictures (78)	74,345	1.7%	8,189	1.9%	9.1

# Market Analysis

Example Report 2022



Amusement and Recreation Services (79)	94,006	2.2%	12,234	2.8%	7.7
Health Services (80)	383,443	9.0%	41,798	9.7%	9.2
Legal Services (81)	68,850	1.6%	12,236	2.8%	5.6
Educational Services (82)	337,033	7.9%	9,528	2.2%	35.4
Social Services (83)	95,178	2.2%	9,367	2.2%	10.2
Museums, Art Galleries and Botanical and Zoological Gardens (84)	5,319	0.1%	895	0.2%	5.9
Membership Organizations (86)	96,143	2.3%	17,762	4.1%	5.4
Engineering, Accounting, Research, Management & Related Svcs (87)	213,359	5.0%	28,010	6.5%	7.6
Services, Not Elsewhere Classified (89)	10,090	0.2%	1,477	0.3%	6.8
<b>Public Administration(90-98)</b>	<b>227,665</b>	<b>5.3%</b>	<b>2,731</b>	<b>0.6%</b>	<b>83.4</b>
Executive, Legislative & General Government, Except Finance (91)	47,821	1.1%	652	0.2%	73.3
Justice, Public Order and Safety (92)	83,236	2.0%	789	0.2%	105.5
Public Finance, Taxation and Monetary Policy (93)	5,632	0.1%	74	0.0%	76.1
Administration of Human Resource Programs (94)	23,884	0.6%	263	0.1%	90.8
Administration of Environmental Quality and Housing Programs (95)	27,464	0.6%	385	0.1%	71.3
Administration of Economic Programs (96)	21,618	0.5%	303	0.1%	71.3
National Security and International Affairs (97)	18,010	0.4%	265	0.1%	68.0

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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Complete Demographic Summary Report for County, Los Angeles:

**Population Demographics**

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
	Population	Density(Pop/Sq Mi)	Population	Density(Pop/Sq Mi)	Population	Density(Pop/Sq Mi)	Population	Density(Pop/Sq Mi)	2000 to 2010	2020 to 2025
Total Population	9,516,607		9,818,603		10,164,368		10,368,092		3.2%	2.0%
Population Density(Pop/Sq Mi)	2,328.33		2,433.39		2,486.81		2,536.65		4.5%	2.0%
Total Households	3,132,460		3,241,210		3,403,442		3,488,287		3.5%	2.5%

**Population by Gender:**

	2000	2000 %	2010	2010 %	2020	2020 %	2025	2025 %	2000 to 2010 %	2020 to 2025 %
Male	4,692,358	49.3%	4,839,653	49.3%	5,010,818	49.3%	5,118,655	49.4%	3.1%	2.2%
Female	4,824,250	50.7%	4,978,950	50.7%	5,153,550	50.7%	5,249,437	50.6%	3.2%	1.9%

**Population by Race**

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
	Population	%	Population	%	Population	%	Population	%	2000 to 2010	2020 to 2025
White	4,620,790	48.6%	4,936,596	50.3%	4,945,450	48.7%	4,927,321	47.5%	6.8%	-0.4%
Black	917,008	9.6%	856,874	8.7%	838,184	8.3%	834,089	8.0%	-6.6%	-0.5%
American Indian or Alaska Native	68,541	0.7%	72,828	0.7%	72,804	0.7%	72,724	0.7%	6.3%	-0.1%
Asian/Native Hawaiian/Other Pacific Islander	1,162,048	12.2%	1,372,960	14.0%	1,539,759	15.1%	1,614,695	15.6%	18.2%	4.9%
Some Other Race	2,261,584	23.8%	2,140,632	21.8%	2,262,307	22.3%	2,356,876	22.7%	-5.3%	4.2%
Two or More Races	486,636	5.1%	438,713	4.5%	505,864	5.0%	562,387	5.4%	-9.8%	11.2%

**Population by Ethnicity**

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
	Population	%	Population	%	Population	%	Population	%	2000 to 2010	2020 to 2025
Hispanic	4,243,113	44.6%	4,687,890	47.7%	4,970,663	48.9%	5,164,247	49.8%	10.5%	3.9%
Not Hispanic or Latino	5,273,494	55.4%	5,130,713	52.3%	5,193,705	51.1%	5,203,845	50.2%	-2.7%	0.2%

**Population by Age**



	2000		2010		2020		2025		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2020 to 2025
0 to 4	727,694	7.7%	645,793	6.6%	609,259	6.0%	620,747	6.0%	-11.3%	1.9%
5 to 14	1,535,835	16.1%	1,312,535	13.4%	1,222,081	12.0%	1,207,450	11.6%	-14.5%	-1.2%
15 to 19	669,087	7.0%	753,630	7.7%	633,947	6.2%	612,875	5.9%	12.6%	-3.3%
20 to 24	699,415	7.3%	752,788	7.7%	706,786	7.0%	674,952	6.5%	7.6%	-4.5%
25 to 34	1,562,728	16.4%	1,475,731	15.0%	1,647,069	16.2%	1,634,443	15.8%	-5.6%	-0.8%
35 to 44	1,562,685	16.4%	1,430,326	14.6%	1,389,907	13.7%	1,462,731	14.1%	-8.5%	5.2%
45 to 54	1,144,952	12.0%	1,368,946	13.9%	1,357,875	13.4%	1,328,612	12.8%	19.6%	-2.2%
55 to 64	685,871	7.2%	1,013,156	10.3%	1,216,121	12.0%	1,222,531	11.8%	47.7%	0.5%
65 to 74	497,995	5.2%	568,470	5.8%	787,269	7.7%	901,991	8.7%	14.2%	14.6%
75 to 84	324,478	3.4%	345,603	3.5%	401,876	4.0%	490,699	4.7%	6.5%	22.1%
85+	105,868	1.1%	151,626	1.5%	192,178	1.9%	211,061	2.0%	43.2%	9.8%
<b>Median Age:</b>										
Total Population	32.3		34.8		36.8		37.8			

## Households by Income

	2000		2010		2020		2025		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2020 to 2025
\$0 - \$15,000	533,739	17.0%	405,003	12.5%	353,076	10.4%	305,614	8.8%	-24.1%	-13.4%
\$15,000 - \$24,999	398,249	12.7%	343,810	10.6%	288,801	8.5%	268,878	7.7%	-13.7%	-6.9%
\$25,000 - \$34,999	381,025	12.2%	312,540	9.6%	265,612	7.8%	247,379	7.1%	-18.0%	-6.9%
\$35,000 - \$49,999	472,250	15.1%	412,032	12.7%	369,713	10.9%	345,218	9.9%	-12.8%	-6.6%
\$50,000 - \$74,999	558,301	17.8%	581,365	17.9%	547,864	16.1%	476,077	13.6%	4.1%	-13.1%
\$75,000 - \$99,999	318,381	10.2%	378,220	11.7%	445,727	13.1%	467,409	13.4%	18.8%	4.9%
\$100,000 - \$149,999	276,776	8.8%	453,569	14.0%	553,125	16.3%	673,385	19.3%	63.9%	21.7%
\$150,000 +	196,461	6.3%	354,671	10.9%	579,524	17.0%	704,327	20.2%	80.5%	21.5%
Average Hhld Income	\$61,832		\$84,054		\$103,260		\$117,031		35.9%	13.3%
Median Hhld Income	\$42,565		\$55,812		\$69,299		\$80,247		31.1%	15.8%
Per Capita Income	\$20,353		\$28,061		\$34,891		\$39,686		37.9%	13.7%

## Employment

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2020 to 2025
Total Population 16+	7,123,189		7,714,951		8,210,517		8,418,723		8.3%	9.1%
Total Labor Force	4,312,359	60.5%	5,012,380	65.0%	5,122,996	62.4%	5,207,431	61.9%	16.2%	1.6%
Civilian, Employed	3,953,307	91.7%	4,402,110	87.8%	4,878,502	95.2%	4,897,720	94.1%	11.4%	0.4%

Civilian, Unemployed	354,475	8.2%	606,011	12.1%	239,928	4.7%	305,127	5.9%	71.0%	27.2%
In Armed Forces	4,577	0.1%	4,260	0.1%	4,567	0.1%	4,584	0.1%	-6.9%	0.4%
Not In Labor Force	2,810,830	39.5%	2,702,570	35.0%	3,087,521	37.6%	3,211,292	38.1%	-3.9%	4.0%
% Blue Collar	1,439,707	36.4%	1,761,777	40.0%	1,960,576	40.2%	1,965,017	40.3%	22.4%	0.2%
% White Collar	2,512,783	63.6%	2,640,333	60.0%	2,917,926	59.8%	2,932,703	60.1%	5.1%	0.5%

## Housing Units

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
									2000 to 2010	2020 to 2025
Total Housing Units	3,269,521		3,445,083		3,587,516		3,681,768		5.4%	2.6%
Total Occupied Housing Units	n/a	n/a	3,241,210	94.1%	3,403,442	94.9%	3,488,287	94.7%	n/a	2.5%
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	1,227,149	37.9%	1,137,983	33.4%	1,151,605	33.0%	n/a	1.2%
Owner Occupied:Owned free and clear	n/a	n/a	317,604	9.8%	415,064	12.2%	431,604	12.4%	n/a	4.0%
Renter Occupied	n/a	n/a	1,696,458	52.3%	1,850,395	54.4%	1,905,078	54.6%	n/a	3.0%
Vacant	137,060	4.2%	203,872	5.9%	184,074	5.1%	193,480	5.3%	48.7%	5.1%

## Vehicles Available

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
									2000 to 2010	2020 to 2025
0 Vehicles Available	393,189	12.6%	317,133	9.8%	311,217	9.1%	318,470	9.1%	-19.3%	2.3%
1 Vehicle Available	1,157,344	37.0%	1,127,302	34.8%	1,166,374	34.3%	1,195,185	34.3%	-2.6%	2.5%
2+ Vehicles Available	1,581,926	50.5%	1,796,775	55.4%	1,925,851	56.6%	1,974,632	56.6%	13.6%	2.5%
Average Vehicles Per Household	1.50		1.94		1.97		1.98		26.6%	0.1%

## Marital Status

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
									2000 to 2010	2020 to 2025

Married, Spouse Present	3,200,388	44.1%	3,047,629	38.8%	3,042,389	36.5%	3,101,795	36.3%	-4.8%	2.0%
Married, Spouse Absent	567,137	7.8%	535,452	6.8%	565,563	6.8%	579,848	6.8%	-5.6%	2.5%
Divorced	613,404	8.5%	666,301	8.5%	720,199	8.6%	737,440	8.6%	8.6%	2.4%
Widowed	397,742	5.5%	389,983	5.0%	427,053	5.1%	437,071	5.1%	-2.0%	2.3%
Never Married	2,471,807	34.1%	3,220,910	41.0%	3,577,824	42.9%	3,683,741	43.1%	30.3%	3.0%
Age 15+ Population	7,253,078		7,860,275		8,333,027		8,539,895		8.4%	2.5%

## Educational Attainment

	2000 Census		2010 Census		2020 Estimates		2025 Projections		Percent Change	
								2000 to 2010	2010 to 2020	2020 to 2025
Grade K - 8	687,320	11.7%	713,570	11.2%	657,256	9.4%	672,446	9.3%	3.8%	2.3%
Grade 9 - 11	814,626	13.9%	631,322	9.9%	622,764	8.9%	641,717	8.8%	-22.5%	3.0%
High School Graduate	1,108,147	18.8%	1,296,093	20.4%	1,444,502	20.7%	1,498,154	20.7%	17.0%	3.7%
Some College, No Degree	1,174,167	20.0%	1,238,310	19.5%	1,346,137	19.3%	1,393,687	19.2%	5.5%	3.5%
Associates Degree	367,171	6.2%	423,391	6.7%	484,527	6.9%	504,147	7.0%	15.3%	4.0%
Bachelor's Degree	944,958	16.1%	1,207,110	19.0%	1,439,409	20.6%	1,501,132	20.7%	27.7%	4.3%
Graduate Degree	516,284	8.8%	649,743	10.2%	762,332	10.9%	794,927	11.0%	25.8%	4.3%
No Schooling Completed	268,658	4.6%	194,318	3.1%	235,368	3.4%	245,858	3.4%	-27.7%	4.5%
Age 25+ Population	5,881,330		6,353,857		6,992,295		7,252,068		8.0%	3.7%

## Seasonal Population by Quarter

	2020 Estimates
Q4 2017	61,702
Q1 2018	65,337
Q2 2018	67,080
Q3 2018	68,860
Q4 2018	70,385
Q1 2019	65,599
Q2 2019	67,946
Q3 2019	69,734
Q4 2019	70,754

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[Experian Data Methodology](#)

## Consumer Expenditure Apparel Detail Summary for County, Los Angeles:

Los Angeles

### 2020 Household Demographics

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

### 2019 Consumer Expenditure (Average Household Annual) Apparel

Total Apparel	\$1,850.02
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#### Apparel

Womens' and Girls' Apparel	\$687.37
Men's and Boys' Apparel	\$450.53
Infant's Apparel	\$87.89
Footwear	\$417.22
Apparel Services And Accessories	\$207.01

#### Apparel: Womens'

Womens' Coats And Jackets	\$40.52
Womens' Dresses	\$59.58
Womens' Sportcoats and Jackets	\$6.63
Womens' Sweaters, shirts, tops, vests	\$141.78
Womens' Skirts	\$6.82
Womens' Pants and Shorts	\$73.29
Womens' Active Sportswear	\$44.97
Womens' Sleepwear	\$22.42
Womens' Undergarments	\$36.45
Womens' Hosiery	\$33.24
Womens' Suits	\$5.96

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Womens' Accessories	\$87.43
Womens' Uniforms	\$2.54
Womens' Costumes	\$1.04

**Apparel: Girls'**

Girls' Coats And Jackets	\$7.50
Girls' Dresses Suits	\$20.45
Girls' Shirts/Blouses/Sweaters	\$22.37
Girls' Skirts, Pants and Shorts	\$23.32
Girls' Active Sportswear	\$14.75
Girls' Underwear And Sleepwear	\$12.92
Girls' Hosiery	\$7.28
Girls' Accessories	\$11.23
Girls' Uniforms	\$3.30
Girls' Costumes	\$1.60

**Apparel: Men's**

Men's Suits	\$46.33
Men's Sportcoats, Tailored Jackets	\$16.37
Men's Coats And Jackets	\$20.79
Men's Underwear	\$29.07
Men's Hosiery	\$23.63
Men's Nightwear	\$1.67
Men's Accessories	\$37.41
Men's Active Sportswear	\$17.80
Men's Pants and Shorts	\$72.10
Men's Costumes	\$0.76
Men's Uniforms	\$1.62

**Apparel: Boys'**

Boys' Coats And Jackets	\$5.01
Boys' Shirts and Sweater	\$20.35
Boys' Underwear	\$6.77
Boys' Nightwear	\$1.07
Boys' Hosiery	\$4.24
Boys' Accessories	\$3.88
Boys' Suits Sportscoats And Vests	\$2.04
Boys' Pants and Shorts	\$22.21
Boys' Costumes	\$0.93
Boys' Uniforms	\$15.89

**Apparel: Footwear**

Boys' Footwear	\$30.31
Girls' Footwear	\$31.18

Men's Footwear	\$158.93
Womens' Footwear	\$196.80

**Apparel: Services & Accessories**

Watches	\$14.75
Repair of Watches and Jewelry	\$3.55
Jewelry	\$102.59
Repair And Alterations	\$5.19
Apparel Laundry and Dry Cleaning not Coin-Operated	\$49.06
Coin-Operated Laundry and Dry Cleaning	\$16.27

**Gifts of Apparel Accessories**

Gifts Of Jewelry	\$2.11
Gifts Of Watches	\$0.27

**Gifts of Apparel**

Gifts Of Boys' Apparel	\$12.01
Gifts Of Footwear	\$17.42
Gifts Of Girls' Apparel	\$21.98
Gifts Of Infant's Apparel	\$31.42
Gifts Of Men's Apparel	\$29.01
Gifts Of Womens' Apparel	\$38.28

**2025 Consumer Expenditure (Average Household Annual) Apparel**

Total Apparel	\$2,052.41
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**Apparel**

Womens' and Girls' Apparel	\$780.50
Men's and Boys' Apparel	\$490.44
Infant's Apparel	\$95.02
Footwear	\$460.19
Apparel Services And Accessories	\$226.25

**Apparel: Womens'**

Womens' Coats And Jackets	\$44.83
Womens' Dresses	\$70.40
Womens' Sportcoats and Jackets	\$7.90
Womens' Sweaters, shirts, tops, vests	\$158.57
Womens' Skirts	\$7.51
Womens' Pants and Shorts	\$83.78
Womens' Active Sportswear	\$50.63
Womens' Sleepwear	\$25.91

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Womens' Undergarments	\$40.56
Womens' Hosiery	\$38.39
Womens' Suits	\$6.93
Womens' Accessories	\$102.64
Womens' Uniforms	\$2.74
Womens' Costumes	\$1.16

**Apparel: Girls'**

Girls' Coats And Jackets	\$8.59
Girls' Dresses Suits	\$23.95
Girls' Shirts/Blouses/Sweaters	\$24.03
Girls' Skirts, Pants and Shorts	\$26.05
Girls' Active Sportswear	\$16.12
Girls' Underwear And Sleepwear	\$13.78
Girls' Hosiery	\$8.22
Girls' Accessories	\$12.61
Girls' Uniforms	\$3.50
Girls' Costumes	\$1.69

**Apparel: Men's**

Men's Suits	\$53.05
Men's Sportcoats, Tailored Jackets	\$18.61
Men's Coats And Jackets	\$22.53
Men's Underwear	\$30.89
Men's Hosiery	\$25.90
Men's Nightwear	\$1.83
Men's Accessories	\$41.80
Men's Active Sportswear	\$18.48
Men's Pants and Shorts	\$80.32
Men's Costumes	\$0.81
Men's Uniforms	\$1.68

**Apparel: Boys'**

Boys' Coats And Jackets	\$5.10
Boys' Shirts and Sweaters	\$20.61
Boys' Underwear	\$6.80
Boys' Nightwear	\$1.11
Boys' Hosiery	\$4.07
Boys' Accessories	\$3.94
Boys' Suits Sportscoats And Vests	\$2.15
Boys' Pants and Shorts	\$23.19
Boys' Costumes	\$0.97
Boys' Uniforms	\$16.38

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**Apparel: Footwear**

Boys' Footwear	\$31.39
Girls' Footwear	\$32.59
Men's Footwear	\$176.50
Womens' Footwear	\$219.71

**Apparel: Services & Accessories**

Watches	\$15.30
Repair of Watches and Jewelry	\$3.96
Jewelry	\$116.79
Repair And Alterations	\$5.57
Apparel Laundry and Dry Cleaning not Coin-Operated	\$53.22
Coin-Operated Laundry and Dry Cleaning	\$15.54

**Gifts of Apparel Accessories**

Gifts Of Jewelry	\$4.58
Gifts Of Watches	\$0.56

**Gifts of Apparel**

Gifts Of Boys' Apparel	\$12.08
Gifts Of Footwear	\$37.80
Gifts Of Girls' Apparel	\$22.31
Gifts Of Infant's Apparel	\$32.15
Gifts Of Men's Apparel	\$30.15
Gifts Of Womens' Apparel	\$40.76

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## Consumer Expenditure Auto Transportation Detail Summary for County, Los Angeles:

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Los Angeles

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## 2020 Households by Vehicles Available

% No Vehicles Available	9.14%
% 1 Vehicle Available	34.27%
% 2 Vehicles Available	35.21%
% 3 Vehicles Available	13.78%
% 4 Vehicles Available	5.22%
% 5 Or More Vehicles Available	2.38%

Average Vehicles Per Household	2.0
Total Vehicles Available	6,718,732

## 2019 Consumer Expenditures (Average Household Annual)

### Automotive and Transportation Detail

Total Automotive & Transportation	\$13,375.84
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### Transportation

Gasoline And Motor Oil	\$2,322.60
Motorcycles (New And Used)	\$68.13
New Car Purchase	\$702.22
Used Car Purchase	\$885.61
Other Transportation Costs	\$754.18
Public Transportation	\$926.77
Vehicle Finance Charges	\$178.47
Vehicle Insurance	\$948.58
Vehicle Repair And Maintenance	\$916.09
Vehicle Registration State/Local	\$137.99

### New Vehicle Purchase

New Car Purchased	\$702.22
New Truck Purchased	\$1,066.96

### Other Costs

Other Transportation Costs	\$754.18
Leased Vehicles	\$661.54
Drivers' License	\$5.64
Rental	\$92.63

### Public Transportation

Public and Other Transportation	\$926.77
Airline Fares	\$463.98

Intercity Bus Fares	\$13.09
Mass Transit	\$44.83
Taxi Fares and Limo Services	\$163.77

**Used Vehicle Purchase**

Used Car Purchase	\$885.61
Used Truck Purchase	\$1,256.30

**Vehicle Repair & Maintenance**

Vehicle Repair And Maintenance	\$916.09
Coolant And Other Fluids	\$4.56
Tires	\$189.27
Parts Equipment And Accessories	\$34.89
Body Work And Painting	\$48.21
Motor Tune Up	\$48.35
Oil Change And Lube	\$108.97
Front End Alignment And Balancing	\$19.94
Shock Absorber	\$9.74
Parts, Equipment and Accessories	\$34.89
Auto Repair Service Policy	\$33.05

**2025 Consumer Expenditures (Average Household Annual)**

**Automotive and Transportation Detail**

Total Automotive & Transportation	\$16,137.35
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**Transportation**

Gasoline And Motor Oil	\$2,865.73
Motorcycles (New And Used)	\$83.41
New Car Purchase	\$840.32
Used Car Purchase	\$1,079.70
Other Transportation Costs	\$926.13
Public and Other Transportation	\$926.77
Vehicle Finance Charges	\$211.36
Vehicle Insurance	\$1,126.15
Vehicle Repair And Maintenance	\$1,086.16

**New Vehicle Purchase**

New Car Purchased	\$840.32
New Truck Purchased	\$1,296.79

**Other Costs**

Other Transportation Costs	\$926.13
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Leased Vehicles	\$811.54
Drivers' License	\$6.54
Rental	\$114.59
<b>Public Transportation</b>	
Public and other Transportation	\$1,117.07
Airline Fares	\$551.00
Intercity Bus Fares	\$14.51
Mass Transit	\$48.86
Taxi Fares and Limo Services	\$191.99
<b>Used Vehicle Purchase</b>	
Used Car Purchase	\$1,079.70
Used Truck Purchase	\$1,503.78
<b>Vehicle Repair &amp; Maintenance</b>	
Vehicle Repair And Maintenance	\$1,086.16
Coolant And Other Fluids	\$5.05
Tires	\$229.84
Parts Equipment And Accessories	\$40.16
Body Work And Painting	\$57.78
Motor Tune Up	\$57.06
Oil Change And Lube	\$130.01
Front End Alignment And Balancing	\$23.02
Shock Absorber	\$11.66
Parts, Equipment and Accessories	\$40.16
Auto Repair Service Policy	\$37.51

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## Consumer Expenditure Convenience Store Detail Summary for County, Los Angeles:

Los Angeles

## 2020 Household Demographics

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

## 2019 Consumer Expenditures (Average Household Annual) Convenience Store Detail

### Alcoholic Beverages

Alcoholic Beverages	\$654.37
Beer and Ale	\$156.21
Beer And Ale at Home	\$73.36
Beer And Ale away from Home	\$82.85
Whiskey	\$12.07
Other Alcoholic Beverages	\$91.00
Other Alcoholic Beverages at Home	\$22.27
Other Alcoholic Beverages away from Home	\$68.73
Wine	\$317.46
Wine at Home	\$180.44
Wine away From Home	\$137.02
Alcohol Purchased on Trips	\$77.63

### Food: Bakery Products

Bread And Cracker Products	\$5.63
Bread Other Than White	\$70.72
Cakes And Cupcakes	\$41.23
Cookies	\$45.48
Crackers	\$51.62
Doughnuts, Sweetrolls, Coffeecake	\$26.82
Fresh Biscuits, Rolls, Muffins	\$51.07
Fresh Pies, Tarts, Turnovers	\$16.54
Frozen & Refrig. Bakery Prod.	\$26.44

### Food: Non-Alcoholic

Coffee	\$86.69
Cola Drinks	\$64.14
Non Carbonated Fruit Flavor Beverages	\$27.14
Other Carbonated Drinks	\$83.24
Other Non Carbonated Beverages	\$15.97
Tea	\$40.53

### Food: Snack Foods

Potato Chips, Nuts And Other Snacks	\$193.50
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## Food: Sugar & Other Sweets

Candy And Chewing Gum	\$111.84
Sugar and Other Sweets	\$157.69

## Personal Care Products

Cosmetics and Perfume	\$115.03
Deodorants and Other Personal Care Products	\$19.63
Oral Hygiene Products	\$28.86
Shaving Needs	\$9.33

## Reading

Books not thru Book Clubs	\$35.33
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## Tobacco

Tobacco Products and Smoking Supplies	\$279.55
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## Transportation:Gas & Oil

Gasoline and Motor Oil	\$2,322.60
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## 2025 Consumer Expenditures (Average Household Annual) Convenience Store Detail

### Alcoholic Beverages

Alcoholic Beverages	\$694.29
Beer and Ale	\$158.57
Beer And Ale at Home	\$72.89
Beer And Ale away from Home	\$85.68
Whiskey	\$12.94
Other Alcoholic Beverages	\$95.35
Other Alcoholic Beverages at Home	\$23.51
Other Alcoholic Beverages away from Home	\$71.84
Wine	\$343.97
Wine at Home	\$191.39
Wine away From Home	\$152.58
Alcohol Purchased on Trips	\$83.46

### Food: Bakery Products

Bread And Cracker Products	\$6.09
Bread Other Than White	\$77.97
Cakes And Cupcakes	\$44.02
Cookies	\$49.21
Crackers	\$57.75
Doughnuts, Sweetrolls, Coffeecake	\$29.03
Fresh Biscuits, Rolls, Muffins	\$55.25

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Fresh Pies, Tarts, Turnovers	\$18.37
Frozen & Refrig. Bakery Prod.	\$28.82
<b>Food: Non-Alcoholic</b>	
Coffee	\$100.98
Cola Drinks	\$67.64
Non Carbonated Fruit Flavor Beverages	\$29.05
Other Carbonated Drinks	\$87.99
Other Non Carbonated Beverages	\$17.54
Tea	\$45.27
<b>Food: Snack Foods</b>	
Potato Chips, Nuts And Other Snacks	\$216.07
<b>Food: Sugar &amp; Other Sweets</b>	
<b>Food: Sugar &amp; Other Sweets</b>	
Candy And Chewing Gum	\$124.35
Sugar and Other Sweets	\$176.21
<b>Personal Care Products</b>	
Cosmetics and Perfume	\$127.09
Deodorants and Other Personal Care Products	\$20.69
Oral Hygiene Products	\$32.26
Shaving Needs	\$9.91
<b>Reading</b>	
Books not thru Book Clubs	\$38.77
<b>Tobacco</b>	
Tobacco Products and Smoking Supplies	\$307.84
<b>Transportation:Gas &amp; Oil</b>	
Gasoline and Motor Oil	\$2,865.73

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Consumer Expenditure Electronic Detail Summary for County, Los Angeles:

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Los Angeles

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**2020 Household Demographics**

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

**2019 Consumer Expenditure (Average Household Annual) Electronic Detail**

**Entertainment: Photo Equip. & Supplies**

Film	\$0.32
Film Processing	\$6.93
Photographic Equipment	\$22.59

**Entertainment: Video & Audio Equip.**

Video, Audio and Gaming Equipment	\$1,016.27
Rental of VCR, Radio and Sound Equipment	\$0.30
Satellite Dishes	\$1.28
Televisions	\$94.94
VCRs And Related Equipment	\$3.26
Video Game Hardware And Software	\$84.91

**Household Furnishing & Equip.: Housewares & Small Appliances**

Computer Hardware	\$96.22
Housewares and Small Electric Kitchen Appliances	\$104.74
Telephones And Accessories	\$54.09

**Household Furnishing & Equip.: Major Appliances**

Dishwashers, Range Hoods And Disposal	\$30.81
Electric Floor Cleaning Equipment	\$13.21
Microwave Ovens	\$22.19
Portable Dishwasher	\$0.90
Refrigerator / Freezer	\$129.99
Sewing Machines	\$2.07
Stoves And Ovens	\$63.13

Window Air Conditioning	\$10.31
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**Utilities: Telephone Service**

Cellular Phone Service	\$1,241.02
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**2025 Consumer Expenditure (Average Household Annual) Electronic Detail**

**Entertainment: Photo Equip. & Supplies**

Film	\$0.36
Film Processing	\$8.13
Photographic Equipment	\$26.02

**Entertainment: Video & Audio Equip.**

Video, Audio and Gaming Equipment	\$1,168.78
Rental of VCR, Radio and Sound Equipment	\$0.35
Satellite Dishes	\$1.37
Televisions	\$136.89
VCRs And Related Equipment	\$3.50
Video Game Hardware And Software	\$90.57

**Household Furnishing & Equip.: Housewares & Small Appliances**

Computer Hardware	\$104.23
Housewares and Small Electric Kitchen Appliances	\$116.07
Telephones And Accessories	\$57.83

**Household Furnishing & Equip.: Major Appliances**

Dishwashers, Range Hoods And Disposal	\$33.31
Electric Floor Cleaning Equipment	\$14.30
Microwave Ovens	\$25.07
Portable Dishwasher	\$0.94
Refrigerator / Freezer	\$143.32
Sewing Machines	\$2.08
Stoves And Ovens	\$70.80
Window Air Conditioning	\$10.36

**Utilities: Telephone Service**

Cellular Phone Service	\$1,437.70
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## Consumer Expenditure Food Beverage Grocery Detail Summary for County, Los Angeles:

Los Angeles

### 2020 Household Demographics

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

### 2019 Consumer Expenditure (Average Household Annual) Food & Beverages Detail

#### Food & Beverages

Alcoholic Beverages	\$654.37
Food At Home	\$4,771.25
Food Away From Home	\$4,116.73

#### Alcoholic Beverages

Alcoholic Beverages	\$654.37
Beer and Ale	\$156.21
Beer And Ale at Home	\$73.36
Beer And Ale away from Home	\$82.85
Whiskey	\$12.07
Other Alcoholic Beverages	\$91.00
Other Alcoholic Beverages at Home	\$22.27
Other Alcoholic Beverages away from Home	\$68.73
Wine	\$317.46
Wine at Home	\$180.44
Wine away From Home	\$137.02
Alcohol Purchased on Trips	\$77.63

#### Food: Away From Home

Food or Board at School	\$59.34
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Breakfast And Brunch	\$328.71
Catered Affairs	\$144.85
Dinner	\$1,719.52
Food on Out-Of-Town Trips	\$544.41
Lunch	\$1,005.23
Snacks And Non-Alcoholic Beverages	\$254.38

**Food: Bakery Products**

Bread And Cracker Products	\$5.63
Bread Other Than White	\$70.72
Cakes And Cupcakes	\$41.23
Cookies	\$45.48
Crackers	\$51.62
Doughnuts, Sweetrolls, Coffeecake	\$26.82
Fresh Biscuits, Rolls, Muffins	\$51.07
Fresh Pies, Tarts, Turnovers	\$16.54
Frozen & Refrig. Bakery Prod.	\$26.44
White Bread	\$52.82

**Food: Cereal & Products**

Cereal	\$78.61
Flour	\$8.03
Pasta Cornmeal Oth Cereal Prods	\$50.21
Prepared Flour Mixes	\$18.17
Rice	\$40.41

**Food: Dairy**

Butter	\$34.56
Cheese	\$167.56
Fresh Milk and Cream	\$168.13
Ice Cream And Related Products	\$58.58
Other Dairy Products	\$60.75

**Food: Fats and Oils**

Fats And Oils	\$33.22
Margarine	\$4.34
Peanut Butter	\$25.87
Salad Dressings	\$29.99

**Food: Food At Home**

Baby Foods	\$26.14
Bakery Products	\$388.37
Cereal And Cereal Products	\$195.42
Dairy	\$489.57

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Eggs	\$78.39
Fats And Oils	\$116.80
Fish And Seafood	\$160.51
Fresh Fruits	\$346.23
Fresh Vegetables	\$354.30
Frozen Meals	\$113.05
Meat, Poultry, Fish, Eggs and Seafood	\$1,015.04
Miscellaneous Prepared Foods	\$248.35
Non Alcoholic Beverages	\$476.06
Prepared Desserts	\$14.68
Prepared Salads	\$74.90
Canned and Dried Fruits And Vegetables	\$93.89
Seasonings And Condiments	\$174.38
Potato Chips, Nuts and Other Snacks	\$193.50
Soup	\$58.47
Sugar And Other Sweets	\$157.69

**Food: Meat**

Ground Beef	\$82.11
Lamb And Organ Meats	\$11.95
Frankfurters	\$18.24
Lunchmeat	\$85.64
Pork Chops	\$23.63
Fresh and Frozen Chickens	\$142.64

**Food: Non-Alcoholic**

Coffee	\$86.69
Cola Drinks	\$64.14
Non Carbonated Fruit Flavor Beverages	\$27.14
Other Carbonated Drinks	\$83.24
Other Non Carbonated Beverages	\$15.97
Tea	\$40.53

**Food: Processed Fruits & Vegetables**

Canned Fruits	\$22.08
Canned and Dried Vegetables and Juices	\$93.89
Frozen Fruits	\$16.17
Frozen Orange Juice	\$1.00
Frozen Vegetables	\$38.65

**Food: Seasonings & Condiments**

Condiments and Seasonings	\$174.38
Canned and Packaged Soups	\$58.47

**Food: Snack Foods**

Potato Chips, Nuts And Other Snacks \$193.50

**Food: Sugar & Other Sweets**

Candy And Chewing Gum \$111.84

Jams, Preserves and Other Sweets \$30.31

Sugar \$11.09

Artificial Sweeteners \$4.45

**Personal Care**

Hair Care \$82.32

Personal Care Products and Services \$811.70

**Personal Care Products**

Cosmetics and Perfume \$115.03

Deodorants and Other Personal Care Products \$19.63

Oral Hygiene Products \$28.86

Shaving Needs \$9.33

**Reading**

Books not thru Book Clubs \$35.33

**Tobacco**

Tobacco Products and Smoking Supplies \$279.55

**2025 Consumer Expenditure (Average Household Annual) Food & Beverages Detail**

**Food & Beverages**

Alcoholic Beverages \$694.29

Food At Home \$5,305.52

Food Away From Home \$4,377.52

**Alcoholic Beverages**

Alcoholic Beverages \$694.29

Beer and Ale \$158.57

Beer And Ale at Home \$72.89

Beer And Ale away from Home \$85.68

Whiskey \$12.94

Other Alcoholic Beverages \$95.35

Other Alcoholic Beverages at Home \$23.51

Other Alcoholic Beverages away from Home \$71.84

Wine \$343.97

Wine at Home \$191.39

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Wine away From Home	\$152.58
Alcohol Purchased on Trips	\$83.46
<b>Food: Away From Home</b>	
Food or Board at School	\$62.65
Breakfast And Brunch	\$337.58
Catered Affairs	\$158.63
Dinner	\$1,798.65
Food on Out-Of-Town Trips	\$599.31
Lunch	\$1,049.93
Snacks And Non-Alcoholic Beverages	\$264.29
<b>Food: Bakery Products</b>	
Bread And Cracker Products	\$6.09
Bread Other Than White	\$77.97
Cakes And Cupcakes	\$44.02
Cookies	\$49.21
Crackers	\$57.75
Doughnuts, Sweetrolls, Coffeecake	\$29.03
Fresh Biscuits, Rolls, Muffins	\$55.25
Fresh Pies, Tarts, Turnovers	\$18.37
Frozen & Refrig. Bakery Prod.	\$28.82
White Bread	\$58.37
<b>Food: Cereal &amp; Products</b>	
Cereal	\$86.78
Flour	\$8.77
Pasta Cornmeal Oth Cereal Prods	\$55.61
Prepared Flour Mixes	\$21.28
Rice	\$46.62
<b>Food: Dairy</b>	
Butter	\$37.97
Cheese	\$190.62
Fresh Milk and Cream	\$187.09
Ice Cream And Related Products	\$63.35
Other Dairy Products	\$66.88
<b>Food: Fats and Oils</b>	
Fats And Oils	\$36.92
Margarine	\$4.84
Peanut Butter	\$30.25
Salad Dressings	\$33.79

**Food: Food At Home**

Baby Foods	\$27.47
Bakery Products	\$424.88
Cereal And Cereal Products	\$219.08
Dairy	\$545.91
Eggs	\$95.56
Fats And Oils	\$132.40
Fish And Seafood	\$174.94
Fresh Fruits	\$392.99
Fresh Vegetables	\$382.38
Frozen Meals	\$125.77
Meat, Poultry, Fish, Eggs and Seafood	\$1,131.59
Miscellaneous Prepared Foods	\$277.13
Non Alcoholic Beverages	\$524.93
Prepared Desserts	\$16.60
Prepared Salads	\$85.73
Canned and Dried Fruits And Vegetables	\$103.76
Seasonings And Condiments	\$195.39
Potato Chips, Nuts and Other Snacks	\$216.07
Soup	\$65.45
Sugar And Other Sweets	\$176.21

**Food: Meat**

Ground Beef	\$91.29
Lamb And Organ Meats	\$13.51
Frankfurters	\$19.38
Lunchmeat	\$94.68
Pork Chops	\$26.14
Fresh and Frozen Chickens	\$158.46

**Food: Non-Alcoholic**

Coffee	\$100.98
Cola Drinks	\$67.64
Non Carbonated Fruit Flavor Beverages	\$29.05
Other Carbonated Drinks	\$87.99
Other Non Carbonated Beverages	\$17.54
Tea	\$45.27

**Food: Processed Fruits & Vegetables**

Canned Fruits	\$23.82
Canned and Dried Vegetables and Juices	\$103.76
Frozen Fruits	\$18.24
Frozen Orange Juice	\$1.09
Frozen Vegetables	\$44.11

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## Food: Seasonings & Condiments

Condiments and Seasonings	\$195.39
Canned and Packaged Soups	\$65.45

## Food: Snack Foods

Potato Chips, Nuts And Other Snacks	\$216.07
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## Food: Sugar & Other Sweets

Candy And Chewing Gum	\$124.35
Jams, Preserves and Other Sweets	\$34.41
Sugar	\$12.20
Artificial Sweeteners	\$5.24

## Personal Care

Hair Care	\$92.95
Personal Care Products	\$884.28

## Personal Care Products

Cosmetics and Perfume	\$127.09
Deodorants and Other Personal Care Products	\$20.69
Oral Hygiene Products	\$32.26
Shaving Needs	\$9.91

## Reading

Books not thru Book Clubs	\$38.77
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## Tobacco

Tobacco Products and Smoking Supplies	\$307.84
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## Consumer Expenditure Furnishings Expenses Detail Summary for County, Los Angeles:

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Los Angeles

## 2020 Household Demographics

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

## 2019 Consumer Expenditure (Average Household Annual) Household Furnishings & Expenses Detail

Total Household Furnishing & Equipment	\$1,776.65
--	------------

### Household Furnishing & Equipment

Floor Coverings	\$22.96
Furniture	\$546.67
Household Textiles	\$92.43
Housewares And Small Appliances	\$104.74
Major Appliances	\$343.84

### Furniture

Office Furniture For Home Use	\$8.87
Closet and Storage Items	\$13.23

### Housewares & Small Appliances

Clocks and Other Decorative Items	\$176.42
Computer Hardware	\$96.22
Computer Information Services	\$260.82
Flatware	\$8.41
Hand Tools	\$23.27
Indoor Plants And Fresh Flowers	\$36.31
Luggage	\$5.45
Other Miscellaneous Housewares	
Power Tools	\$15.64
Small Electric Kitchen Appliances	\$25.90
Telephones And Accessories	\$54.09

### Major Appliances

Dishwashers, Range Hoods And Disposal	\$30.81
Electric Floor Cleaning Equipment	\$13.21
Microwave Ovens	\$22.19
Portable Dishwasher	\$0.90
Refrigerator / Freezer	\$129.99



Sewing Machines	\$2.07
Stoves And Ovens	\$63.13
Window Air Conditioning	\$10.31

### Owned Dwelling Costs

Ground Rent	\$9.12
Homeowners Insurance	\$326.82
Repairs And Maintenance	\$1,198.91

### Rent

Rent	\$6,440.47
Tenants Insurance	\$27.01

### Textiles

Household Textiles	\$546.67
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### Household Operations: Services

Domestic Service	\$458.27
Gardening And Lawn Care	\$321.61
Laundry And Cleaning Supplies	\$185.95
Laundry And Dry Cleaning	\$2.56
Miscellaneous Home Services	\$52.94
Moving And Storage	\$61.70
Postage and Stationary	\$149.03
Repair And Rental Lawn or Household Equipment	\$7.99
Water Softening Service	\$2.36

### Miscellaneous Expenses

Finance Charges Excluding Mortgage And Vehicle	\$177.22
Funeral	\$56.42
Accounting	\$248.25
Legal And Accounting	\$178.81

### 2025 Consumer Expenditure (Average Household Annual) Household Furnishings & Expenses Detail

Total Household Furnishing & Equipment	\$1,776.65
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### Household Furnishing & Equipment

Floor Coverings	\$26.37
Furniture	\$618.65
Household Textiles	\$107.92
Housewares And Small Appliances	\$104.74
Major Appliances	\$343.84

## Furniture

Office Furniture For Home Use	\$10.43
Closet and Storage Items	\$14.63

## Housewares & Small Appliances

Clocks and Other Decorative Items	\$196.41
Computer Hardware	\$104.23
Computer Information Services	\$277.01
Flatware	\$8.58
Hand Tools	\$27.41
Indoor Plants And Fresh Flowers	\$39.20
Lawn And Garden Equipment	\$42.19
Luggage	\$5.14
Other Miscellaneous Housewares	
Power Tools	\$16.02
Small Electric Kitchen Appliances	\$28.67
Telephones And Accessories	\$57.83

## Major Appliances

Dishwashers, Range Hoods And Disposal	\$33.31
Electric Floor Cleaning Equipment	\$14.30
Microwave Ovens	\$25.07
Portable Dishwasher	\$0.94
Refrigerator / Freezer	\$143.32
Sewing Machines	\$2.08
Stoves And Ovens	\$70.80
Window Air Conditioning	\$10.36

## Owned Dwelling Costs

Ground Rent	\$9.11
Homeowners Insurance	\$361.48
Repairs And Maintenance	\$1,198.91

## Rent

Rent	\$7,027.05
Tenants Insurance	\$31.31

## Textiles

Household Textiles	\$618.65
--------------------	----------

## Household Operations: Services

Domestic Service	\$510.50
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Gardening And Lawn Care	\$362.34
Laundry And Cleaning Supplies	\$208.43
Laundry And Dry Cleaning	\$2.76
Miscellaneous Home Services	\$59.18
Moving And Storage	\$64.72
Postage and Stationary	\$162.93
Repair And Rental Lawn or Household Equipment	\$8.83
Water Softening Service	\$2.59

**Miscellaneous Expenses**

Finance Charges Excluding Mortgage And Vehicle	\$190.17
Funeral	\$64.44
Accounting	\$307.34
Legal And Accounting	\$220.76

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## Consumer Expenditure Healthcare Detail Summary for County, Los Angeles:

Los Angeles

**2020 Household Demographics**

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

**2019 Consumer Expenditure (Average Household Annual) Health Care Detail**

Total Health Care	\$4,719.36
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**Health Care Detail**

Health Care Insurance	\$3,245.08
Medical Services	\$874.48

Medical Supplies \$160.34

**Health Care: Insurance**

Blue Cross / Blue Shield	\$865.01
Commercial Health Insurance	\$413.71
Health Maintenance Plans	\$930.87
Medicare Payments	\$407.23
Medicare Supplements	\$439.22

**Health Care: Other Services**

Convalescent/Nursing Home Care	\$8.66
Lab Tests and X-Rays	\$37.86
Rental of Medical Equipment	\$0.42
Services by Non-Physician Professionals	\$239.69

**Health Care: Services**

Dental Services	\$310.13
Eyecare Services	\$44.07
Other Medical Services	\$21.53
Physician Services	\$128.80

**Health Care: Supplies & Equip.**

Eyeglasses And Contact Lenses	\$73.08
Health Care Equipment and Supplies	\$160.34
Drugs	\$439.46

**Health Care: Drugs**

Nonprescription drugs	\$117.67
Nonprescription vitamins	\$77.82
Prescription drugs	\$243.96

**2025 Consumer Expenditure (Average Household Annual) Health Care Detail**

Total Health Care \$6,008.55

**Health Care Detail**

Health Care Insurance	\$4,035.12
Medical Services	\$1,155.47

Medical Supplies \$214.82

**Health Care: Insurance**

Blue Cross / Blue Shield \$1,074.14  
 Commercial Health Insurance \$511.10  
 Health Maintenance Plans \$1,125.78  
 Medicare Payments \$526.53  
 Medicare Supplements \$558.05

**Health Care: Other Services**

Convalescent/Nursing Home Care \$10.23  
 Lab Tests and X-Rays \$47.91  
 Rental of Medical Equipment \$0.55  
 Services by Non-Physician Professionals \$316.02

**Health Care: Services**

Dental Services \$415.89  
 Eyecare Services \$60.35  
 Other Medical Services \$26.85  
 Physician Services \$173.23

**Health Care: Supplies & Equip.**

Eyeglasses And Contact Lenses \$96.11  
 Health Care Equipment and Supplies \$214.82  
 Drugs \$603.14

**Health Care: Drugs**

Nonprescription drugs \$155.01  
 Nonprescription vitamins \$105.74  
 Prescription drugs \$342.39

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Consumer Expenditure Shelter Utilities Detail Summary for County, Los Angeles:

Los Angeles

**2020 Household Demographics**

Total Households	3,403,442
Average Household Income	\$103,260
Median Household Income	\$69,299

**2019 Consumer Expenditure (Average Household Annual) Shelter & Utilities Detail**

Total Shelter	\$15,611.55
Mortgage Interest	\$4,026.91
Mortgage Interest Owned Dwellings	\$3,899.77
Mortgage Interest Other Lodging	\$127.14
Property Taxes	\$2,568.68
Property Taxes Owned Dwellings	\$2,418.40
Property Taxes Other Lodging	\$150.29
Rental Costs	\$49.29
Property Management Fees	\$49.29
<b>Shelter: Other Lodging</b>	
Housing For Someone At School	\$59.98
Lodging Away From Home	\$437.78
<b>Utilities: Total</b>	
Electricity	\$1,322.80
Fuel Oil	\$25.23
Natural Gas	\$338.35
<b>Utilities: Other</b>	
Septic Tank Cleaning	\$11.24
Trash And Garbage Collection	\$246.41
Water And Sewage	\$565.42

**Utilities: Telephone Service**

Cellular Phone Service \$1,241.02

**2025 Consumer Expenditure (Average Household Annual) Shelter & Utilities Detail**

Total Shelter \$17,393.41

Mortgage Interest \$4,518.03

    Mortgage Interest Owned Dwellings \$4,378.69

    Mortgage Interest Other Lodging \$139.34

Property Taxes \$2,881.57

    Property Taxes Owned Dwellings \$2,715.76

    Property Taxes Other Lodging \$165.80

Rental Costs \$62.51

Property Management Fees \$52.89

**Shelter: Other Lodging**

Housing For Someone At School \$65.49

Lodging Away From Home \$495.85

**Utilities: Total**

Electricity \$1,508.31

Fuel Oil \$29.63

Natural Gas \$397.86

Residential Telephone Service \$217.18

**Utilities: Other**

Septic Tank Cleaning \$12.68

Trash And Garbage Collection \$267.25

Water And Sewage \$626.32

**Utilities: Telephone Service**

Cellular Phone Service \$1,437.70

Residential Telephone/Pay Phones \$217.18

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## Consumer Expenditure Summary Report for County, Los Angeles:

### Demographic Highlights

	2020 Estimate	2025 Projection
Total Households	3,403,442	3,488,287
Total Population	10,164,368	10,368,092
Median Household Income	\$69,299	\$80,247
Average Household Income	\$103,260	\$117,031
Per Capita Income (based on Total Population)	\$34,891	\$39,686

### Average Consumer Expenditures

	2019 Estimate	% of Total
<b>Apparel and Services</b>	\$1,850.02	2.6%
Infants	\$87.89	4.8%
Mens and Boys	\$450.53	24.4%
Women and Girls	\$687.37	37.2%
Other Apparel Products and Services	\$207.01	11.2%
Footwear	\$417.22	22.6%
<b>Education</b>	\$1,733.81	2.4%
<b>Entertainment</b>	\$3,575.43	5.0%
Fees and Admissions	\$937.95	26.2%
Pets, Toys, Hobbies and Playground Equip	\$865.11	24.2%
Visual Equipment, Audio and Services	\$1,016.27	28.4%
<b>Food</b>	\$8,887.98	12.4%
Alcoholic Beverages	\$654.37	0.9%



# Market Analysis

Example Report 2022



Food at home	\$4,771.25	53.7%
Food away from home	\$4,116.73	46.3%
<b>Gifts</b>	\$1,023.92	1.4%
<b>Health Care</b>	\$4,719.36	6.6%
Health Insurance	\$3,245.08	68.8%
Medical Supplies	\$160.34	3.4%
<b>Household Furnishings and Equipment</b>	\$1,776.65	2.5%
Housewares and Small Appliances	\$104.74	5.9%
Major Appliances	\$343.84	19.4%
<b>Household Operations</b>	\$2,020.26	2.8%
<b>Personal Care Products and Services</b>	\$811.70	1.1%
Hair Care Products	\$82.32	10.1%
<b>Reading</b>	\$100.06	0.1%
<b>Shelter</b>	\$15,611.55	21.9%
Other Lodging	\$830.69	5.3%
Owned Dwelling Costs	\$8,119.70	52.0%
Rent	\$6,661.16	42.7%
<b>Transportation</b>	\$13,375.84	18.7%
Public and Other Transportation	\$926.77	6.9%
Vehicle Repair and Maintenance	\$916.09	6.8%
<b>Utilities, Fuels and Public Svcs</b>	\$3,952.27	5.5%

<b>Consumer Expenditure - Top Ten Categories</b>	<b>Average Dollars</b>
Shelter	\$15,611.55
Transportation	\$13,375.84
Food	\$8,887.98
Health Care	\$4,719.36
Utilities, fuels and Public Svcs	\$3,952.27
Entertainment	\$3,575.43
Household Operations	\$2,020.26
Apparel and Services	\$1,850.02
Household Furnishings	\$1,776.65
Education	\$1,733.81

*Indented Consumer Expenditure variables sum to the respective categories in bold where applicable*

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## Daytime Population Summary Report for County, Los Angeles:

### Demographic Overview

	2000 Census	2010 Census	2020 Estimate	2025 Projection	2000 to 2010	2020 to 2025
Total Households	3,132,460	3,241,210	3,403,442	3,488,287	3.5%	2.5%
Total Population	9,516,607	9,818,603	10,164,368	10,368,092	3.2%	5.6%

### Households by Size

Household Size	2000 Count	2000 %	2010 Count	2010 %	2020 Estimate	2020 %	2025 Projection	2025 %	2000 to 2010	2020 to 2025
1 Person	770,192	24.6%	784,929	24.2%	860,865	25.3%	895,244	25.7%	1.9%	4.0%
2 Person	813,707	26.0%	853,005	26.3%	900,290	26.5%	922,105	26.4%	4.8%	2.4%
3 Person	490,757	15.7%	526,938	16.3%	545,154	16.0%	555,381	15.9%	7.4%	1.9%
4 Person	467,364	14.9%	486,028	15.0%	496,144	14.6%	505,080	14.5%	4.0%	1.8%
5 Person	280,975	9.0%	283,567	8.8%	284,811	8.4%	289,576	8.3%	0.9%	1.7%
6 Person	158,211	5.1%	144,956	4.5%	149,264	4.4%	151,454	4.3%	-8.4%	1.5%
7 + Person	153,810	4.9%	161,787	5.0%	166,913	4.9%	169,447	4.9%	5.2%	1.5%
Avg Hhld Size	2.98		2.96		2.92		2.91		-0.71	-0.45
Average Length of Residence (Years)	n/a		13		15		18		n/a	21.10

### 2020 Daytime Population

Total Daytime Population	10,133,000	Student popn: Pre-kindergarten to 8th	1,254,113
Population aged 16 and under (Children)	1,967,738	Student popn: 9th grade-12th grade	534,361
Daytime Population Age 16+	8,165,262	Student popn: Post-secondary students	826,330
Civilian 16+, at Workplace	5,250,088	Student popn: Post-secondary students	826,330
Civilian 16+, Unemployed	239,928	Homemakers Age 16+	874,686
Civilian 16+, Work at home	243,869		

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Demographic Snapshot Summary Chart for County, Los Angeles:

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Demographic Trend Summary for County, Los Angeles:

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2020 to 2025
Total Population	9,516,607		9,818,603		10,164,368		10,368,092		3.2%	2.0%
Total Households	3,132,460		3,241,210		3,403,442		3,488,287		3.5%	2.5%
Employed Civilian Population 16+	3,952,489		4,402,110		4,878,502		4,897,720		11.4%	0.4%
Blue Collar	1,439,707	36.4%	1,761,777	40.0%	1,960,576	40.2%	1,965,017	40.1%	22.4%	0.2%
White Collar	2,512,783	63.6%	2,640,333	60.0%	2,917,926	59.8%	2,932,703	59.9%	5.1%	0.5%
Q2 2020 Employees	n/a		n/a		4,272,893		n/a		n/a	n/a
Q2 2020 Establishments*	n/a		n/a		430,742		n/a		n/a	n/a
<b>Gender:</b>										
Male	4,692,358	49.3%	4,839,653	49.3%	5,010,818	49.3%	5,118,655	49.4%	3.1%	2.2%
Female	4,824,250	50.7%	4,978,950	50.7%	5,153,550	50.7%	5,249,437	50.6%	3.2%	1.9%

**Population by Race/Ethnicity**

	2000	2010	2020	2025	Percent Change
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	<b>Census</b>	<b>%</b>	<b>Census</b>	<b>%</b>	<b>Estimate</b>	<b>%</b>	<b>Projection</b>	<b>%</b>	<b>2000 to 2010</b>	<b>2020 to 2025</b>
White	4,620,790	48.6%	4,936,596	50.3%	4,945,450	48.7%	4,927,321	47.5%	6.8%	-0.4%
Black	917,008	9.6%	856,874	8.7%	838,184	8.3%	834,089	8.0%	-6.6%	-0.5%
American Indian or Alaska Native	68,541	0.7%	72,828	0.7%	72,804	0.7%	72,724	0.7%	6.3%	-0.1%
Asian/Hawaiian/PI	1,162,048	12.2%	1,372,960	14.0%	1,539,759	15.1%	1,614,695	15.6%	18.2%	4.9%
Some Other Race	2,261,584	23.8%	2,140,632	21.8%	2,262,307	22.3%	2,356,876	22.7%	-5.3%	4.2%
Two or More Races	486,636	5.1%	438,713	4.5%	505,864	5.0%	562,387	5.4%	-9.8%	11.2%
<i>Hispanic Ethnicity</i>	4,243,113	44.6%	4,687,890	47.7%	4,970,663	48.9%	5,164,247	49.8%	10.5%	3.9%
<i>Not Hispanic or Latino</i>	5,273,494	55.4%	5,130,713	52.3%	5,193,705	51.1%	5,203,845	50.2%	-2.7%	0.2%

## Population by Age

	<b>2000</b>		<b>2010</b>		<b>2020</b>		<b>2025</b>		<b>Percent Change</b>	
	<b>Census</b>	<b>%</b>	<b>Census</b>	<b>%</b>	<b>Estimate</b>	<b>%</b>	<b>Projection</b>	<b>%</b>	<b>2000 to 2010</b>	<b>2020 to 2025</b>
0 to 4	727,694	7.7%	645,793	6.6%	609,259	6.0%	620,747	6.0%	-11.3%	1.9%
5 to 14	1,535,835	16.1%	1,312,535	13.4%	1,222,081	12.0%	1,207,450	11.6%	-14.5%	-1.2%
15 to 19	669,087	7.0%	753,630	7.7%	633,947	6.2%	612,875	5.9%	12.6%	-3.3%
20 to 24	699,415	7.3%	752,788	7.7%	706,786	7.0%	674,952	6.5%	7.6%	-4.5%
25 to 34	1,562,728	16.4%	1,475,731	15.0%	1,647,069	16.2%	1,634,443	15.8%	-5.6%	-0.8%
35 to 44	1,562,685	16.4%	1,430,326	14.6%	1,389,907	13.7%	1,462,731	14.1%	-8.5%	5.2%
45 to 54	1,144,952	12.0%	1,368,946	13.9%	1,357,875	13.4%	1,328,612	12.8%	19.6%	-2.2%
55 to 64	685,871	7.2%	1,013,156	10.3%	1,216,121	12.0%	1,222,531	11.8%	47.7%	0.5%
65 to 74	497,995	5.2%	568,470	5.8%	787,269	7.7%	901,991	8.7%	14.2%	14.6%
75 to 84	324,478	3.4%	345,603	3.5%	401,876	4.0%	490,699	4.7%	6.5%	22.1%
85+	105,868	1.1%	151,626	1.5%	192,178	1.9%	211,061	2.0%	43.2%	9.8%
Median Age	32.3		34.8		36.8		37.8		7.8%	2.9%

## Households by Income

	<b>2000</b>		<b>2010</b>		<b>2020</b>		<b>2025</b>		<b>Percent Change</b>	
	<b>Census</b>	<b>%</b>	<b>Census</b>	<b>%</b>	<b>Estimates</b>	<b>%</b>	<b>Projections</b>	<b>%</b>	<b>2000 to 2010</b>	<b>2020 to 2025</b>
\$0 - \$15,000	533,739	17.0%	405,003	12.5%	353,076	10.4%	305,614	8.8%	-24.1%	-13.4%
\$15,000 - \$24,999	398,249	12.7%	343,810	10.6%	288,801	8.5%	268,878	7.7%	-13.7%	-6.9%
\$25,000 - \$34,999	381,025	12.2%	312,540	9.6%	265,612	7.8%	247,379	7.1%	-18.0%	-6.9%
\$35,000 - \$49,999	472,250	15.1%	412,032	12.7%	369,713	10.9%	345,218	9.9%	-12.8%	-6.6%
\$50,000 - \$74,999	558,301	17.8%	581,365	17.9%	547,864	16.1%	476,077	13.6%	4.1%	-13.1%
\$75,000 - \$99,999	318,381	10.2%	378,220	11.7%	445,727	13.1%	467,409	13.4%	18.8%	4.9%
\$100,000 - \$149,999	276,776	8.8%	453,569	14.0%	553,125	16.3%	673,385	19.3%	63.9%	21.7%

\$150,000 +	196,461	6.3%	354,671	10.9%	579,524	17.0%	704,327	20.2%	80.5%	21.5%
Average Hhld Income	\$61,832		\$84,054		\$103,260		\$117,031		35.9%	13.3%
Median Hhld Income	\$42,565		\$55,812		\$69,299		\$80,247		31.1%	15.8%
Per Capita Income	\$20,353		\$28,061		\$34,891		\$39,686		37.9%	13.7%

*\*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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## Executive Demographic for County, Los Angeles:

### Population

The 2020 population estimate in this selected geography is 10,164,368 . The 2010 Census revealed a population of 9,818,603 , and in 2000 it was 9,516,607 representing a 3.2% change. It is projected the population in this area will be 10,368,092 in 2025, representing a change of 2.0% from 2020. The current population is 49.3% male and 50.7% female. In 2020, the median age of the population in this area was 36.8 , compared to the Entire US median age which was 38.2 . The population density in your area is 2,486.8 people per square mile.

### Households

There are currently 3,403,442 estimated households in this selected geography. The Census revealed household counts of 3,241,210 in 2010 and 3,132,460 in 2000, representing a change of 3.5% . It is projected the number of households in this area will be 3,488,287 in 2025, representing a change of 2.5% from the current year.

In 2010, the average number of years in residence in this geography's population is 12.7 . The average household size in this geography was 3.0 people and the average family size was 3.7 people. The average number of vehicles per household in this geography was 1.9 .

### Income

In 2020, the median household income in this selected geography was \$69,299 , compared to the Entire US median which was \$62,990 . The Census revealed median household incomes of \$55,812 in 2010. It is projected the median household income in this area will be \$80,247 in 2025, which would represent a change of 15.8% from the current year.

In 2020, the per capita income in this area was \$28,061 , compared to the Entire US per capita, which was \$28,088 . The 2020 average household income for this area was \$34,891 , compared to the Entire US average which was \$34,935 .

### Race & Ethnicity

In 2020, the racial makeup of this selected area was as follows: 48.7% White; 8.2% Black; 0.7% Native American; 15.1% Asian/Pacific Islander; and 27.2% Other. Compare these to the Entire US racial makeup which was: 69.8% White, 12.9% Black, 1.0% Native American, 5.9% Asian/Pacific Islander and 10.4% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 48.9% of the current year population in this selected area. Compare this to the Entire US makeup of 18.4% . Changes in the population within each race and ethnicity category from the 2000 Census to the 2010 Census are as follows: 6.3% American Indian, Eskimo, Aleut Population; 18.2% Asian, Pacific Islander; -6.6% Black; 10.5% Hispanic Ethnicity; -6.1% Other; White 6.8% .

### Housing

The median housing value in this area was \$201,049 in 2000; compare this to the Entire US median of \$110,813 for the same year. The estimated median housing value in 2020 in this area is \$556,326 ; compare this to the Entire US median of \$221,068 for the same year. In 2010 there were 94.9% owner occupied housing units in this area vs. 94.9% estimated in 2020. Also in 2010, there were 0.5% renter occupied housing units in this area vs. 0.5% estimated in 2020. The average rent in 2020 was \$1,216 .

### Employment

In 2020, there were 8,210,517 people over the age of 16 in the labor force in your geography. Of these 95.2% were employed, 4.7% were unemployed, 37.6% were not in the labor force and 0.1% were in the Armed Forces. In 2020, Civilian unemployment in this area was 4.7% .

In Q2 2020, there were 4,272,893 employees in this selected area (daytime population) and there were 430,742 establishments\*. For this area in 2020, white collar workers made up 59.8% of the population, and those employed in blue collar occupations made up 21.2% . Service and Farm workers made up 19.0% of the population. In 2010, the average time traveled to work was 34 minutes.

*\*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

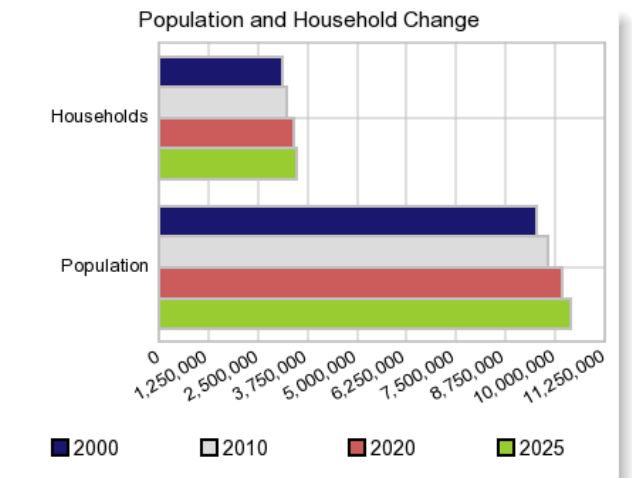
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## Executive Summary Report with Charts for County, Los Angeles:

### Population Demographics:

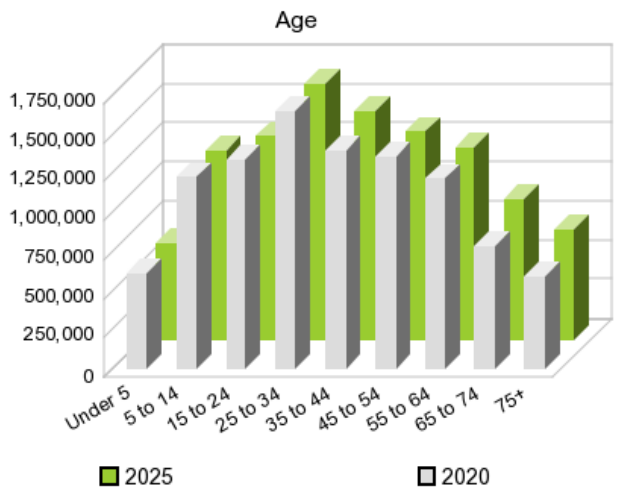
The number of households in the study area in 2000 was **3,132,460** and changed to **3,241,210** in 2010, representing a change of **3.5%**. The household count in 2020 was **3,403,442** and the household projection for 2025 is **3,488,287**, a change of **2.5%**.

The population in the study area in 2000 was **9,516,607** and in 2010 it was **9,818,603**, roughly a **3.2%** change. The population in 2020 was **10,164,368** and the projection for 2025 is **10,368,092** representing a change of **2.0%**.



	2000 Census	2010 Census	2020 Estimate	2025 Projection	Percent Change	
					2000 to 2010	2010 to 2025
Total Population	9,516,607	9,818,603	10,164,368	10,368,092	3.2%	2.0%
Total Households	3,132,460	3,241,210	3,403,442	3,488,287	3.5%	2.5%

**Population by Age**

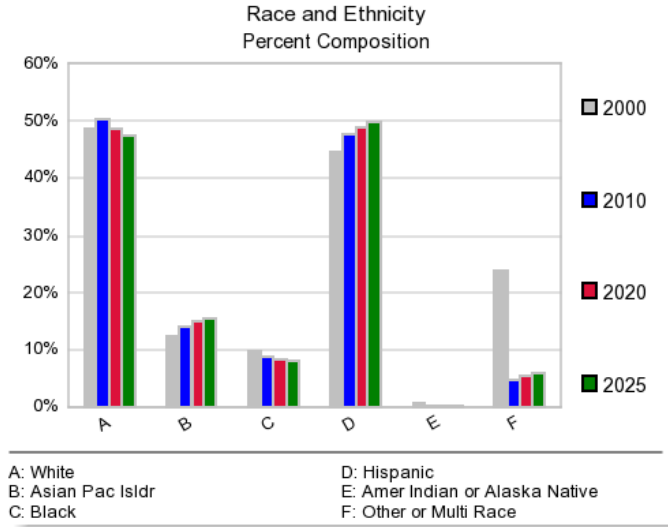


In 2000, the median age of the total population in the study area was **32.3**, and in 2010, it was **34.8**. The median age in 2020 is **36.8** and it is predicted to change in five years to **37.8** years. In 2020, females represented **50.7%** of the population with a median age of **38.0** and males represented **49.3%** of the population with a median age of **35.6** years. In 2020, the most prominent age group in this geography is **Age 25 to 34** years. The age group least represented in this geography is **Age 75 +** years.

**Age Groups**

	2000 Census	%	2010 Census	%	2020 Estimate	%	2025 Projection	%	Percent Change	
									2000 to 2010	2010 to 2025
0 to 4	727,694	7.7%	645,793	6.6%	609,259	6.0%	620,747	6.0%	-11.3%	1.9%
5 to 14	1,535,835	16.1%	1,312,535	13.4%	1,222,081	12.0%	1,207,450	11.6%	-14.5%	-1.2%
15 to 19	669,087	7.0%	753,630	7.7%	633,947	6.2%	612,875	5.9%	12.6%	-3.3%
20 to 24	699,415	7.3%	752,788	7.7%	706,786	7.0%	674,952	6.5%	7.6%	-4.5%
25 to 34	1,562,728	16.4%	1,475,731	15.0%	1,647,069	16.2%	1,634,443	15.8%	-5.6%	-0.8%
35 to 44	1,562,685	16.4%	1,430,326	14.6%	1,389,907	13.7%	1,462,731	14.1%	-8.5%	5.2%
45 to 54	1,144,952	12.0%	1,368,946	13.9%	1,357,875	13.4%	1,328,612	12.8%	19.6%	-2.2%
55 to 64	685,871	7.2%	1,013,156	10.3%	1,216,121	12.0%	1,222,531	11.8%	47.7%	0.5%
65 to 74	497,995	5.2%	568,470	5.8%	787,269	7.7%	901,991	8.7%	14.2%	14.6%
75 +	430,346	4.5%	497,229	5.1%	594,054	5.8%	701,760	6.8%	15.5%	18.1%

**Population by Race/Ethnicity**



In 2020, the predominant race/ethnicity category in this study area is **Hispanic**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

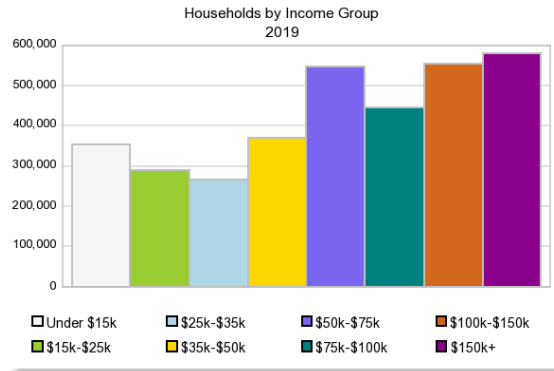
**Race & Ethnicity**

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2020 to 2025
White	4,620,790	48.6%	4,936,596	50.3%	4,945,450	48.7%	4,927,321	47.5%	6.8%	-0.4%
Black	917,008	9.6%	856,874	8.7%	838,184	8.2%	834,089	8.0%	-6.6%	-0.5%
American Indian or Alaska Native	68,541	0.7%	72,828	0.7%	72,804	0.7%	72,724	0.7%	6.3%	-0.1%
Asian/Hawaiian/PI	1,162,048	12.2%	1,372,960	14.0%	1,539,759	15.1%	1,614,695	15.6%	18.2%	4.9%
Some Other Race	2,261,584	23.8%	2,140,632	21.8%	2,262,307	22.3%	2,356,876	22.7%	-5.3%	4.2%
Two or More Races	486,636	5.1%	438,713	4.5%	505,864	5.0%	562,387	5.4%	-9.8%	11.2%
<i>Hispanic Ethnicity</i>	4,243,113	44.6%	4,687,890	47.7%	4,970,663	48.9%	5,164,247	49.8%	10.5%	3.9%
<i>Not Hispanic or Latino</i>	5,273,494	55.4%	5,130,713	52.3%	5,193,705	51.1%	5,203,845	50.2%	-2.7%	0.2%

**Households by Income**



In 2020 the predominant household Current Year income category in this study area is **\$150K +**, and the income group that is least represented in this geography is **\$25K - \$35K**.



**HH Income Categories**

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2020 to 2025
\$0 - \$15,000	533,739	17.0%	405,003	12.5%	353,076	10.4%	305,614	8.8%	-24.1%	-13.4%
\$15,000 - \$24,999	398,249	12.7%	343,810	10.6%	288,801	8.5%	268,878	7.7%	-13.7%	-6.9%
\$25,000 - \$34,999	381,025	12.2%	312,540	9.6%	265,612	7.8%	247,379	7.1%	-18.0%	-6.9%
\$35,000 - \$49,999	472,250	15.1%	412,032	12.7%	369,713	10.9%	345,218	9.9%	-12.8%	-6.6%
\$50,000 - \$74,999	558,301	17.8%	581,365	17.9%	547,864	16.1%	476,077	13.6%	4.1%	-13.1%
\$75,000 - \$99,999	318,381	10.2%	378,220	11.7%	445,727	13.1%	467,409	13.4%	18.8%	4.9%
\$100,000 - \$149,999	276,776	8.8%	453,569	14.0%	553,125	16.3%	673,385	19.3%	63.9%	21.7%
\$150,000 +	196,461	6.3%	354,671	10.9%	579,524	17.0%	704,327	20.2%	80.5%	21.5%
Average Hhld Income	\$61,832		\$84,054		\$103,260		\$117,031		35.9%	13.3%
Median Hhld Income	\$42,565		\$55,812		\$69,299		\$80,247		31.1%	15.8%
Per Capita Income	\$20,353		\$28,061		\$34,891		\$39,686		37.9%	13.7%

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Hispanic Population Origin Summary for County, Los Angeles:

**2020 Hispanic or Latino Origin by Specific Origin**

	Estimate	Percent
Total Population	10,164,368	
Hispanic or Latino	4,970,663	48.9%
Not Hispanic or Latino	5,193,705	51.1%
<b>Hispanic or Latino Detail</b>		
<i>Central American</i>	<i>826,988</i>	<i>16.6%</i>
Costa Rican	10,413	1.3%
Guatemalan	275,280	33.3%
Honduran	49,547	6.0%
Nicaraguan	41,754	5.1%
Other Central American	9,164	1.1%
Salvadoran	435,524	52.7%
Panamanian	5,306	0.6%
<i>Cuban</i>	<i>41,570</i>	<i>0.8%</i>
<i>Dominican (Dominican Republic)</i>	<i>5,887</i>	<i>0.1%</i>
<i>Mexican</i>	<i>3,773,053</i>	<i>75.9%</i>
<i>Other Hispanic or Latino</i>	<i>146,597</i>	<i>3.0%</i>
All other Hispanic or Latino	95,828	65.4%
Spaniard	31,638	21.6%
Spanish	18,725	12.8%
Spanish American	406	0.3%
<i>Puerto Rican</i>	<i>45,985</i>	<i>0.9%</i>
<i>South American</i>	<i>130,583</i>	<i>2.6%</i>
Argentinean	19,436	14.9%
Bolivian	5,610	4.3%
Chilean	8,668	6.6%
Colombian	29,878	22.9%
Ecuadorian	21,324	16.3%
Other South American	1,476	1.1%
Paraguayan	438	0.3%
Peruvian	37,786	28.9%
Uruguayan	1,408	1.1%
Venezuelan	4,559	3.5%

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## Household Summary Report for County, Los Angeles:

<b>Household Status</b>										
<b>Households:</b>	<b>2000 Census</b>		<b>2010 Census</b>		<b>2020 Estimate</b>		<b>2025 Projection</b>		<b>2000 to 2010</b>	<b>2020 to 2025</b>
Total Households	3,132,460		3,241,210		3,403,442		3,488,287		3.5%	2.5%
<b>Size of Household:</b>	<b>2000 Census</b>		<b>2010 Census</b>		<b>2020 Estimate</b>		<b>2025 Projection</b>		<b>2000 to 2010</b>	<b>2020 to 2025</b>
1 Person	770,192	24.6%	784,929	24.2%	860,865	25.3%	895,244	25.7%	1.9%	4.0%
2 Person	813,707	26.0%	853,005	26.3%	900,290	26.5%	922,105	26.4%	4.8%	2.4%
3 Person	490,757	15.7%	526,938	16.3%	545,154	16.0%	555,381	15.9%	7.4%	1.9%
4 Person	467,364	14.9%	486,028	15.0%	496,144	14.6%	505,080	14.5%	4.0%	1.8%
5 Person	280,975	9.0%	283,567	8.8%	284,811	8.4%	289,576	8.3%	0.9%	1.7%
6 Person	158,211	5.1%	144,956	4.5%	149,264	4.4%	151,454	4.3%	-8.4%	1.5%
7 + Person	153,810	4.9%	161,787	5.0%	166,913	4.9%	169,447	4.9%	5.2%	1.5%
Avg Hhld Size	2.98		2.96		2.92		2.91		-0.71	-0.45
<b>Length of Residence (Years):</b>										
Average Length of Residence	n/a		13		15		18		n/a	21.10
<b>Family Status</b>										
<b>Households Type and Presence of Children:</b>	<b>2000 Census</b>		<b>2010 Census</b>		<b>2020 Estimate</b>		<b>2025 Projection</b>		<b>2000 to 2010</b>	<b>2020 to 2025</b>
<b>Total Households</b>	3,132,460		3,241,210		3,403,442		3,488,287		3.5%	2.5%
<b>Family Households</b>	2,153,706		2,265,598		2,381,115		2,442,799		5.2%	2.6%
One Person, Female Householder	n/a	n/a	424,399	13.1%	464,181	13.6%	482,332	13.8%	n/a	3.9%
One Person, Male Householder	n/a	n/a	360,531	11.1%	396,685	11.7%	412,912	11.8%	n/a	4.1%
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	721,806	22.3%	664,917	19.5%	670,758	19.2%	n/a	0.9%
Two+ people,	n/a	n/a	758,863	23.4%	855,333	25.1%	876,798	25.1%	n/a	2.5%

Husband-Wife Family,  
No Own Children

### Non-family Hhlds

Two+ people, Female Householder	n/a	n/a	112,194	3.5%	126,731	3.7%	131,642	3.8%	n/a	3.9%
Two+ people, Male Householder	n/a	n/a	150,002	4.6%	160,195	4.7%	165,778	4.8%	n/a	3.5%

### Other Family Hhlds

Female Householder, No Own Children	n/a	n/a	258,035	7.6%	278,179	8.2%	283,905	8.1%	n/a	2.1%
Male Householder, No Own Children	n/a	n/a	124,207	3.6%	139,720	4.1%	142,998	4.1%	n/a	2.3%
Female Householder, Own Children	n/a	n/a	239,012	7.0%	227,448	6.7%	229,871	6.6%	n/a	1.1%
Male Householder, Own Children	n/a	n/a	92,161	2.7%	90,052	2.6%	91,292	2.6%	n/a	1.4%

### Vehicles Available

Size of Household:	2000 Census		2010 Census		2020 Estimate		2025 Projection		2000 to 2010	2020 to 2025
0 Vehicles	393,189	12.6%	317,133	9.8%	311,217	9.1%	318,470	9.1%	-19.3%	2.3%
1 Vehicle	1,157,344	37.0%	1,127,302	34.8%	1,166,374	34.3%	1,195,185	34.3%	-2.6%	2.5%
2 Vehicles	1,079,475	34.5%	1,138,556	35.1%	1,198,238	35.2%	1,227,353	35.2%	5.5%	2.4%
3 Vehicles	502,451	16.0%	658,219	20.3%	727,613	21.4%	747,279	21.4%	31.0%	2.7%
Avg Vehicles Per Hhld		1.5		1.9		2.0		2.0	26.6	0.1

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Housing Units Summary Report for County, Los Angeles:

## Housing Units

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	00 to 10	2020 to 2025
Total Housing Units	3,269,521		3,445,083		3,587,516		3,681,768		5.4%	2.6%
Occupied	3,132,460	95.8%	3,241,210	94.1%	3,403,442	94.9%	3,488,287	94.7%	3.5%	2.5%
Owner-Occupied	1,499,687	45.9%	1,544,753	44.8%	1,553,047	43.3%	1,583,209	43.0%	3.0%	1.9%
Renter-Occupied	1,632,773	49.9%	1,696,458	49.2%	1,850,395	51.6%	1,905,078	51.7%	3.9%	3.0%
Vacant	137,060	4.2%	203,872	5.9%	184,074	5.1%	193,480	5.3%	48.7%	5.1%

## Housing Value

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	00 to 10	2020 to 2025
\$ 0 - \$14,999	14,604	1.0%	10,409	0.7%	8,762	0.6%	8,240	0.5%	-28.7%	-6.0%
\$ 15,000 - \$19,999	7,264	0.5%	3,108	0.2%	3,427	0.2%	3,364	0.2%	-57.2%	-1.8%
\$ 20,000 - \$29,999	13,708	0.9%	6,838	0.4%	7,422	0.5%	7,095	0.4%	-50.1%	-4.4%
\$ 30,000 - \$39,999	10,831	0.7%	9,105	0.6%	10,457	0.7%	10,206	0.6%	-15.9%	-2.4%
\$ 40,000 - \$49,999	7,273	0.5%	8,065	0.5%	8,493	0.5%	8,189	0.5%	10.9%	-3.6%
\$ 50,000 - \$99,999	84,388	5.6%	35,348	2.3%	36,442	2.3%	36,004	2.3%	-58.1%	-1.2%
\$ 100,000 - \$149,999	246,445	16.4%	40,865	2.6%	34,720	2.2%	32,702	2.1%	-83.4%	-5.8%
\$ 150,000 - \$199,999	359,540	24.0%	67,063	4.3%	58,738	3.8%	55,306	3.5%	-81.3%	-5.8%
\$ 200,000 - \$299,999	352,457	23.5%	209,878	13.6%	150,926	9.7%	141,863	9.0%	-40.5%	-6.0%
\$ 300,000 - \$399,999	158,905	10.6%	297,758	19.3%	162,423	10.5%	154,869	9.8%	87.4%	-4.7%
\$ 400,000 - \$499,999	83,745	5.6%	253,810	16.4%	194,273	12.5%	194,844	12.3%	203.1%	0.3%
\$ 500,000 or More	160,527	10.7%	602,506	39.0%	876,962	56.5%	930,526	58.8%	275.3%	6.1%

# Market Analysis

Example Report 2022



Median Home Value	\$201,049	\$430,810	\$556,326	\$577,545	2.1%	1.0%
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## Units in Structure

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2020 to 2025
Total Housing Units	3,269,521		3,445,083		3,587,516		3,681,768		5.4%	2.6%
1	1,543,691	47.2%	1,710,799	49.7%	1,768,812	49.3%	1,807,480	49.1%	10.8%	2.2%
Detached										
1 Attached	230,842	7.1%	227,751	6.6%	235,840	6.6%	241,579	6.6%	-1.3%	2.4%
2 Units	15,347	0.5%	86,875	2.5%	92,640	2.6%	94,911	2.6%	466.1%	2.5%
3 or 4	20,094	0.6%	190,898	5.5%	199,279	5.6%	204,149	5.5%	850.0%	2.4%
Units										
5-9 Units	20,319	0.6%	264,879	7.7%	277,432	7.7%	284,920	7.7%	1,203.6%	2.7%
10-19	17,960	0.5%	266,487	7.7%	278,511	7.8%	286,528	7.8%	1,383.8%	2.9%
Units										
20-49	25,839	0.8%	321,524	9.3%	331,421	9.2%	341,578	9.3%	1,144.3%	3.1%
Units										
50+ Units	252,626	7.7%	322,028	9.3%	346,344	9.7%	361,598	9.8%	27.5%	-1.4%
Boat, RV, Van, Etc.	1,694	0.1%	2,376	0.1%	1,947	0.1%	1,969	0.1%	40.3%	1.1%
Mobile Home	38,399	1.2%	51,464	1.5%	55,288	1.5%	57,053	1.5%	738.6%	3.2%

## Monthly Cash Rent\*

	2000		2020		% Change 00 to 2020
	Census	%	Estimate	%	
\$ 0 - \$99	12,118	0.7%	6,405	0.3%	-47.1%
\$ 100 - \$199	41,459	2.5%	11,766	0.6%	-71.6%

# Market Analysis

Example Report 2022



\$ 200 - \$299	37,713	2.3%	42,629	2.3%	13.0%
\$ 300 - \$399	93,958	5.8%	20,823	1.1%	-77.8%
\$ 400 - \$499	193,482	11.8%	31,404	1.7%	-83.8%
\$ 500 - \$599	300,123	18.4%	49,668	2.7%	-83.5%
\$ 600 - \$699	274,087	16.8%	80,035	4.3%	-70.8%
\$ 700 - \$999	429,968	26.3%	455,875	24.6%	6.0%
\$1,000+	217,714	13.3%	1,104,359	59.7%	407.3%
No Cash Rent	32,150	2.0%	47,431	2.6%	47.5%

## Year Structure Built

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2020 to 2025
Total Housing Units	3,269,521		3,445,083		3,587,516		3,681,768		5.4%	2.6%
2005 or later	NA	NA	93,839	2.7%	134,926	3.8%	229,769	6.2%	NA	70.3%
2000-2004	NA	NA	115,963	3.4%	237,333	6.6%	237,326	6.4%	NA	0.0%
1990-1999	223,866	6.9%	210,955	6.1%	210,387	5.9%	210,379	5.7%	-5.8%	0.0%
1980-1989	403,114	12.3%	397,743	11.5%	396,087	11.0%	396,050	10.8%	-1.3%	0.0%
1970-1979	509,302	15.6%	491,206	14.3%	488,140	13.6%	488,004	13.3%	-3.6%	0.0%
1960-1969	582,833	17.8%	529,324	15.4%	527,027	14.7%	526,933	14.3%	-9.2%	0.0%
1950-1959	728,114	22.3%	708,013	20.6%	704,909	19.6%	704,775	19.1%	-2.8%	0.0%
1940-1949	400,655	12.3%	389,532	11.3%	388,380	10.8%	388,341	10.5%	-2.8%	0.0%
1939 or Earlier	421,637	12.9%	508,509	14.8%	500,328	13.9%	500,192	13.6%	20.6%	0.0%

## Year Structure Built

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2020 to 2025

# Market Analysis

Example Report 2022



Total Housing Units	3,269,521		3,445,083		3,587,516		3,681,768		5.4%	2.6%
2005 or later	NA	NA	93,839	2.7%	134,926	3.8%	229,769	6.2%	NA	70.3%
2000-2004	NA	NA	115,963	3.4%	237,333	6.6%	237,326	6.4%	NA	0.0%
1990-1999	223,866	6.9%	210,955	6.1%	210,387	5.9%	210,379	5.7%	-5.8%	0.0%
1980-1989	403,114	12.3%	397,743	11.5%	396,087	11.0%	396,050	10.8%	-1.3%	0.0%
1970-1979	509,302	15.6%	491,206	14.3%	488,140	13.6%	488,004	13.3%	-3.6%	0.0%
1960-1969	582,833	17.8%	529,324	15.4%	527,027	14.7%	526,933	14.3%	-9.2%	0.0%
1950-1959	728,114	22.3%	708,013	20.6%	704,909	19.6%	704,775	19.1%	-2.8%	0.0%
1940-1949	400,655	12.3%	389,532	11.3%	388,380	10.8%	388,341	10.5%	-2.8%	0.0%
1939 or Earlier	421,637	12.9%	508,509	14.8%	500,328	13.9%	500,192	13.6%	20.6%	0.0%

\*Comparable fields may not be available for every Census, Estimate or Projection year

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## Income By Age Summary Report for County, Los Angeles:

### Household Demographics

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
Total Households	3,241,210		3,403,442		3,488,287		5.0%	2.5%
Age 15 - 24	117,745	3.6%	97,747	2.9%	88,719	2.5%	-17.0%	-9.2%
Age 25 - 34	525,675	16.2%	530,466	15.6%	513,219	14.7%	0.9%	-3.3%
Age 35 - 44	690,733	21.3%	644,867	18.9%	672,749	19.3%	-6.6%	4.3%
Age 45 - 54	724,168	22.3%	690,852	20.3%	667,946	19.1%	-4.6%	-3.3%
Age 55 - 64	558,501	17.2%	649,912	19.1%	644,090	18.5%	16.4%	-0.9%



# Market Analysis

Example Report 2022



Age 65 - 74	324,630	10.0%	440,919	13.0%	496,817	14.2%	35.8%	12.7%
Age 75 +	299,759	9.2%	348,679	10.2%	404,747	11.6%	16.3%	16.1%
Median Age of Head of Household	48.9		51.2		52.0			

## Income by Age of Head of Householder

### Age Less than 25 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	42,823	36.4%	22,852	23.4%	19,682	22.2%	-46.6%	-13.9%
\$ 20,000 - \$39,999	30,304	25.7%	24,997	25.6%	22,340	25.2%	-17.5%	-10.6%
\$ 40,000 - \$59,999	21,818	18.5%	20,885	21.4%	17,933	20.2%	-4.3%	-14.1%
\$ 60,000 - \$74,999	9,956	8.5%	11,036	11.3%	9,244	10.4%	10.8%	-16.2%
\$ 75,000 - \$99,999	6,864	5.8%	8,951	9.2%	8,862	10.0%	30.4%	-1.0%
\$100,000 - \$124,999	2,437	2.1%	3,460	3.5%	4,003	4.5%	42.0%	15.7%
\$125,000 - \$149,999	1,481	1.3%	2,055	2.1%	2,709	3.1%	38.8%	31.8%
\$150,000 +	2,062	1.8%	3,511	3.6%	3,946	4.4%	70.3%	12.4%

### Age 25 - 34 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	84,245	16.0%	58,656	11.1%	48,626	9.5%	-30.4%	-17.1%
\$ 20,000 - \$39,999	117,334	22.3%	96,414	18.2%	84,762	16.5%	-17.8%	-12.1%
\$ 40,000 - \$59,999	92,518	17.6%	81,059	15.3%	68,617	13.4%	-12.4%	-15.3%
\$ 60,000 - \$74,999	62,944	12.0%	62,694	11.8%	51,792	10.1%	-0.4%	-17.4%
\$ 75,000 - \$99,999	68,509	13.0%	81,372	15.3%	81,299	15.8%	18.8%	-0.1%
\$100,000 - \$124,999	41,542	7.9%	53,010	10.0%	61,336	12.0%	27.6%	15.7%
\$125,000 - \$149,999	23,799	4.5%	33,762	6.4%	40,805	8.0%	41.9%	20.9%
\$150,000 +	34,783	6.6%	63,498	12.0%	75,981	14.8%	82.6%	19.7%

### Age 35 - 44 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
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# Market Analysis

Example Report 2022



\$ 0 - \$19,999	94,525	13.7%	58,772	9.1%	52,446	7.8%	-37.8%	-10.8%
\$ 20,000 - \$39,999	144,275	20.9%	105,560	16.4%	98,799	14.7%	-26.8%	-6.4%
\$ 40,000 - \$59,999	108,669	15.7%	86,008	13.3%	77,916	11.6%	-20.9%	-9.4%
\$ 60,000 - \$74,999	75,055	10.9%	67,800	10.5%	59,539	8.9%	-9.7%	-12.2%
\$ 75,000 - \$99,999	84,485	12.2%	88,615	13.7%	94,161	14.0%	4.9%	6.3%
\$100,000 - \$124,999	66,896	9.7%	72,936	11.3%	88,505	13.2%	9.0%	21.3%
\$125,000 - \$149,999	36,652	5.3%	43,448	6.7%	53,391	7.9%	18.5%	22.9%
\$150,000 +	80,175	11.6%	121,727	18.9%	147,991	22.0%	51.8%	21.6%

## Age 45 - 54 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	96,228	13.3%	87,663	12.7%	72,114	10.8%	-8.9%	-17.7%
\$ 20,000 - \$39,999	121,889	16.8%	95,815	13.9%	82,940	12.4%	-21.4%	-13.4%
\$ 40,000 - \$59,999	112,637	15.6%	83,810	12.1%	69,394	10.4%	-25.6%	-17.2%
\$ 60,000 - \$74,999	72,078	10.0%	59,488	8.6%	47,621	7.1%	-17.5%	-19.9%
\$ 75,000 - \$99,999	92,687	12.8%	90,867	13.2%	87,833	13.1%	-2.0%	-3.3%
\$100,000 - \$124,999	76,660	10.6%	72,623	10.5%	80,319	12.0%	-5.3%	10.6%
\$125,000 - \$149,999	46,455	6.4%	49,731	7.2%	56,732	8.5%	7.1%	14.1%
\$150,000 +	105,532	14.6%	150,854	21.8%	170,992	25.6%	42.9%	13.3%

## Age 55 - 64 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	93,191	16.8%	98,303	15.2%	82,956	12.9%	5.5%	-15.6%
\$ 20,000 - \$39,999	84,070	15.1%	81,428	12.5%	72,682	11.3%	-3.1%	-10.7%
\$ 40,000 - \$59,999	78,524	14.0%	72,737	11.2%	62,509	9.7%	-7.4%	-14.1%
\$ 60,000 - \$74,999	54,824	9.7%	56,554	8.7%	46,785	7.3%	3.2%	-17.3%
\$ 75,000 - \$99,999	68,630	12.2%	83,953	12.9%	83,211	12.9%	22.3%	-0.9%
\$100,000 - \$124,999	57,923	10.5%	70,257	10.9%	79,509	12.4%	21.3%	13.2%
\$125,000 - \$149,999	36,837	6.7%	47,453	7.3%	54,852	8.5%	28.8%	15.6%
\$150,000 +	84,501	15.0%	139,226	21.4%	161,585	25.1%	64.8%	16.1%

## Age 65 - 74 Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	68,191	21.7%	77,056	18.0%	73,360	15.1%	13.0%	-4.8%
\$ 20,000 - \$39,999	62,327	19.2%	70,017	16.0%	70,433	14.3%	12.3%	0.6%

# Market Analysis

Example Report 2022



\$ 40,000 - \$59,999	53,727	16.7%	62,828	14.4%	61,956	12.6%	16.9%	-1.4%
\$ 60,000 - \$74,999	33,509	10.4%	46,703	10.6%	45,773	9.2%	39.4%	-2.0%
\$ 75,000 - \$99,999	37,515	11.3%	62,608	13.9%	74,302	14.7%	66.9%	18.7%
\$100,000 - \$124,999	25,316	7.6%	40,886	9.1%	55,844	11.1%	61.5%	36.6%
\$125,000 - \$149,999	13,872	4.2%	23,279	5.2%	33,785	6.7%	67.8%	45.1%
\$150,000 +	30,172	8.9%	57,541	12.8%	81,363	16.2%	90.7%	41.4%

## Age 75 Plus Years

	2010 Census		2020 Estimate		2025 Projection		% Change 2010 to 2020	% Change 2020 to 2025
\$ 0 - \$19,999	97,469	32.3%	89,116	25.5%	88,235	21.7%	-8.6%	-1.0%
\$ 20,000 - \$39,999	69,257	23.2%	66,937	19.1%	70,766	17.4%	-3.3%	5.7%
\$ 40,000 - \$59,999	49,306	16.5%	51,781	14.9%	54,019	13.4%	5.0%	4.3%
\$ 60,000 - \$74,999	23,054	7.7%	28,094	8.1%	29,924	7.4%	21.9%	6.5%
\$ 75,000 - \$99,999	19,529	6.5%	29,360	8.4%	37,740	9.3%	50.3%	28.5%
\$100,000 - \$124,999	15,009	5.1%	24,047	6.9%	35,571	8.9%	60.2%	47.9%
\$125,000 - \$149,999	8,689	2.9%	16,177	4.7%	26,023	6.5%	86.2%	60.9%
\$150,000 +	17,445	5.8%	43,166	12.4%	62,468	15.4%	147.4%	44.7%

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## Income Summary Report for County, Los Angeles:

### Household Demographics

	2000 Census		2010 Census		2020 Estimate		2025 Projection		Percent Change	
								2000 to 2010	2020 to 2025	
Total Households	3,132,460		3,241,210		3,403,442		3,488,287	3.5%	2.5%	

### Households By Income

	2000 Census		2010 Census		2020 Estimate		2025 Projection		Percent Change	
								2000 to 2010	2020 to 2025	
\$0 - \$9,999	329,926	10.5%	221,367	6.8%	194,600	5.7%	153,686	-32.9%	-21.0%	
\$10,000 - \$14,999	203,812	6.5%	183,635	5.7%	158,475	4.7%	151,927	-9.9%	-4.1%	

# Market Analysis

Example Report 2022



\$15,000 - \$19,999	196,689	6.3%	171,670	5.3%	139,343	4.1%	131,806	3.8%	-12.7%	-5.4%
\$20,000 - \$24,999	201,560	6.4%	172,140	5.3%	149,458	4.4%	137,072	3.9%	-14.6%	-8.3%
\$25,000 - \$29,999	191,889	6.1%	157,859	4.9%	127,823	3.8%	121,149	3.5%	-17.7%	-5.2%
\$30,000 - \$34,999	189,135	6.0%	154,681	4.8%	137,789	4.0%	126,230	3.6%	-18.2%	-8.4%
\$35,000 - \$39,999	169,474	5.4%	144,776	4.5%	126,098	3.7%	118,271	3.4%	-14.6%	-6.2%
\$40,000 - \$49,999	302,776	9.7%	267,255	8.2%	243,614	7.2%	226,946	6.5%	-11.7%	-6.8%
\$50,000 - \$59,999	253,617	8.1%	249,945	7.7%	215,494	6.3%	185,398	5.3%	-1.4%	-14.0%
\$60,000 - \$74,999	304,684	9.7%	331,421	10.2%	332,370	9.8%	290,679	8.3%	8.8%	-12.5%
\$75,000 - \$99,999	318,381	10.2%	378,220	11.7%	445,727	13.1%	467,409	13.4%	18.8%	4.9%
\$100,000 - \$124,999	181,612	5.8%	285,784	8.8%	337,220	9.9%	405,088	11.6%	57.4%	20.1%
\$125,000 - \$149,999	95,163	3.0%	167,785	5.2%	215,905	6.3%	268,298	7.7%	76.3%	24.3%
\$150,000 +	196,461	6.3%	354,671	10.9%	579,524	17.0%	704,327	20.2%	80.5%	21.5%
Average Hhld Income	\$61,832		\$84,054		\$103,260		\$117,031		35.9%	13.3%
Median Hhld Income	\$42,565		\$55,812		\$69,299		\$80,247		31.1%	15.8%
Per Capita Income	\$20,353		\$28,061		\$34,891		\$39,686		37.9%	13.7%

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## Mature Market Summary Report for County, Los Angeles:

Population By Age							
	2010 Census		2020 Estimate		2025 Projection		Percent Change 2020 to 2025
<b>Total Population</b>	9,818,603		10,164,368		10,368,092		2.0%
Age 45 - 49	706,742	7.2%	691,396	6.8%	671,975	6.5%	-2.8%
Age 50 - 54	662,205	6.7%	666,479	6.6%	656,637	6.3%	-1.5%
Age 55 - 59	560,920	5.7%	647,050	6.4%	627,062	6.1%	-3.1%
Age 60 - 64	452,236	4.6%	569,072	5.6%	595,470	5.7%	4.6%
Age 65 - 69	323,287	3.3%	449,132	4.4%	508,447	4.9%	13.2%
Age 70 - 74	245,183	2.5%	338,138	3.3%	393,545	3.8%	16.4%
Age 75 - 79	192,881	2.0%	236,132	2.3%	293,019	2.8%	24.1%
Age 80 - 84	152,722	1.6%	165,744	1.6%	197,680	1.9%	19.3%

# Market Analysis

Example Report 2022



Age 85+	151,626	1.5%	192,178	1.9%	211,061	2.0%	9.8%
Age 55 +	2,078,854	19.2%	2,597,445	23.2%	2,826,283	27.3%	8.8%
Age 65 +	1,065,699	10.9%	1,381,323	13.6%	1,603,751	15.5%	16.1%

Median Age Total Pop	34.8		36.8		37.8		2.9%
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<b>Male Population</b>	4,839,653		5,010,818		5,118,655		2.2%
Age 45 - 49	349,671	7.2%	342,417	6.8%	333,580	6.5%	-2.6%
Age 50 - 54	323,330	6.7%	329,570	6.6%	325,345	6.4%	-1.3%
Age 55 - 59	269,289	5.6%	315,550	6.3%	307,866	6.0%	-2.4%
Age 60 - 64	212,254	4.4%	270,939	5.4%	286,856	5.6%	5.9%
Age 65 - 69	148,148	3.1%	207,372	4.1%	237,716	4.6%	14.6%
Age 70 - 74	109,338	2.3%	151,866	3.0%	177,128	3.5%	16.6%
Age 75 - 79	82,327	1.7%	102,057	2.0%	127,605	2.5%	25.0%
Age 80 - 84	60,853	1.3%	68,140	1.4%	82,368	1.6%	20.9%
Age 85+	52,700	1.1%	69,168	1.4%	77,710	1.5%	12.3%
Age 55 +	934,909	19.3%	1,185,091	23.7%	1,297,248	25.3%	9.5%
Age 65 +	453,366	9.4%	598,603	11.9%	702,527	13.7%	17.4%

Median Age Males	33.62		35.64		36.74		3.1%
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<b>Female Population</b>	4,978,950		5,153,550		5,249,437		1.9%
Age 45 - 49	357,071	7.4%	348,979	7.0%	338,395	6.6%	-3.0%
Age 50 - 54	338,875	7.0%	336,909	6.7%	331,292	6.5%	-1.7%
Age 55 - 59	291,631	6.0%	331,500	6.6%	319,196	6.2%	-3.7%
Age 60 - 64	239,982	5.0%	298,133	5.9%	308,614	6.0%	3.5%
Age 65 - 69	175,139	3.6%	241,760	4.8%	270,731	5.3%	12.0%
Age 70 - 74	135,845	2.8%	186,272	3.7%	216,417	4.2%	16.2%
Age 75 - 79	110,554	2.3%	134,075	2.7%	165,414	3.2%	23.4%
Age 80 - 84	91,869	1.9%	97,604	1.9%	115,312	2.3%	18.1%
Age 85+	98,926	2.0%	123,010	2.5%	133,351	2.6%	8.4%
Age 55 +	1,143,946	23.0%	1,412,353	27.4%	1,529,034	29.1%	8.8%
Age 65 +	612,333	12.3%	782,721	15.2%	901,225	17.2%	16.1%

Median Age Females	35.9		38.0		39.0		2.7%
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## Income by Age of Head of Household

Householder Age 55  
- 64 Years

**Percent Change**

# Market Analysis

Example Report 2022



	2010 Census		2020 Estimate		2025 Projection		2010 to 2020
\$ 0 - \$19,999	93,191	16.8%	98,303	15.2%	82,956	12.9%	5.5%
\$ 20,000 - \$39,999	84,070	15.1%	81,428	12.5%	72,682	11.3%	-3.1%
\$ 40,000 - \$59,999	78,524	14.0%	72,737	11.2%	62,509	9.7%	-7.4%
\$ 60,000 - \$74,999	54,824	9.7%	56,554	8.7%	46,785	7.3%	3.2%
\$ 75,000 - \$99,999	68,630	12.2%	83,953	12.9%	83,211	12.9%	22.3%
\$100,000 - \$124,999	57,923	10.5%	70,257	10.9%	79,509	12.4%	21.3%
\$125,000 - \$149,999	36,837	6.7%	47,453	7.3%	54,852	8.5%	28.8%
\$150,000 +	84,501	15.0%	139,226	21.4%	161,585	25.1%	64.8%

Median Income Age 55-64	\$66,192		\$79,458		\$92,160		20.0%
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## Age Householder 65 - 74 Years

	2010 Census		2020 Estimate		2025 Projection		Percent Change 2010 to 2020
\$ 0 - \$19,999	68,191	21.7%	77,056	18.0%	73,360	15.1%	13.0%
\$ 20,000 - \$39,999	62,327	19.2%	70,017	16.0%	70,433	14.3%	12.3%
\$ 40,000 - \$59,999	53,727	16.7%	62,828	14.4%	61,956	12.6%	16.9%
\$ 60,000 - \$74,999	33,509	10.4%	46,703	10.6%	45,773	9.2%	39.4%
\$ 75,000 - \$99,999	37,515	11.3%	62,608	13.9%	74,302	14.7%	66.9%
\$100,000 - \$124,999	25,316	7.6%	40,886	9.1%	55,844	11.1%	61.5%
\$125,000 - \$149,999	13,872	4.2%	23,279	5.2%	33,785	6.7%	67.8%
\$150,000 +	30,172	8.9%	57,541	12.8%	81,363	16.2%	90.7%

Median Income Age 65-74	\$56,642		\$68,734		\$80,324		21.3%
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## Householder Age 75 Plus Years

	2010 Census		2020 Estimate		2025 Projection		Percent Change 2010 to 2020
\$ 0 - \$19,999	97,469	32.3%	89,116	25.5%	88,235	21.7%	-8.6%
\$ 20,000 - \$39,999	69,257	23.2%	66,937	19.1%	70,766	17.4%	-3.3%
\$ 40,000 - \$59,999	49,306	16.5%	51,781	14.9%	54,019	13.4%	5.0%
\$ 60,000 - \$74,999	23,054	7.7%	28,094	8.1%	29,924	7.4%	21.9%
\$ 75,000 - \$99,999	19,529	6.5%	29,360	8.4%	37,740	9.3%	50.3%

# Market Analysis

Example Report 2022



\$100,000 - \$124,999	15,009	5.1%	24,047	6.9%	35,571	8.9%	60.2%
\$125,000 - \$149,999	8,689	2.9%	16,177	4.7%	26,023	6.5%	86.2%
\$150,000 +	17,445	5.8%	43,166	12.4%	62,468	15.4%	147.4%

Median Income Age 75+	\$34,422	\$46,343	\$55,315	34.6%
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## 2020 Age by Race by Gender

<b>Females</b>	<b>Total</b>	<b>Asian</b>	<b>Black</b>	<b>Hispanic*</b>	<b>Mult Race</b>	<b>Native Am</b>	<b>Pac Islander</b>	<b>Other</b>	<b>White</b>
Age 45 to 49	348,979	7.5%	7.4%	6.5%	5.7%	6.2%	5.6%	6.4%	6.7%
Age 50 to 54	336,909	7.8%	7.2%	5.7%	5.2%	5.1%	5.2%	5.5%	6.7%
Age 55 to 59	331,500	8.0%	7.0%	5.1%	4.3%	4.8%	5.0%	4.7%	6.9%
Age 60 to 64	298,133	6.8%	6.3%	3.9%	3.2%	4.1%	5.3%	3.4%	6.7%
Age 65 to 69	241,760	5.4%	5.0%	2.9%	2.7%	3.7%	4.9%	2.5%	5.6%
Age 70 to 74	186,272	4.2%	4.1%	2.2%	1.8%	2.5%	2.9%	1.7%	4.4%
Age 75 to 79	134,075	3.0%	2.8%	1.5%	1.3%	1.4%	2.0%	1.1%	3.3%
Age 80 to 84	97,604	2.0%	1.8%	1.0%	0.9%	0.8%	1.1%	0.7%	2.5%
Age 85 +	123,010	2.3%	2.2%	1.0%	0.9%	1.1%	1.2%	0.6%	3.4%

<b>Males</b>	<b>Total</b>	<b>Asian</b>	<b>Black</b>	<b>Hispanic*</b>	<b>Mult Race</b>	<b>Native Am</b>	<b>Pac Islander</b>	<b>Other</b>	<b>White</b>
Age 45 to 49	342,417	6.9%	7.5%	6.5%	6.0%	7.1%	7.0%	6.3%	7.0%
Age 50 to 54	329,570	7.2%	7.5%	5.5%	5.3%	6.1%	6.1%	5.2%	7.0%
Age 55 to 59	315,550	7.4%	7.0%	4.6%	4.1%	5.2%	4.8%	4.2%	7.1%
Age 60 and 64	270,939	6.4%	5.7%	3.4%	2.9%	3.5%	4.1%	2.9%	6.5%
Age 65 and 69	207,372	5.1%	4.1%	2.3%	2.2%	2.6%	3.5%	1.9%	5.1%
Age 70 to 74	151,866	3.8%	3.3%	1.6%	1.5%	1.7%	2.2%	1.2%	3.8%
Age 75 to 79	102,057	2.5%	2.1%	1.0%	1.0%	0.9%	1.2%	0.7%	2.7%
Age 80 to 84	68,140	1.6%	1.2%	0.6%	0.6%	0.5%	0.6%	0.4%	1.9%
Age 85 +	69,168	1.6%	1.0%	0.5%	0.5%	0.4%	0.5%	0.3%	2.0%

\*People with Hispanic Ethnicity may be of any race.

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Mosaic HH Cluster Summary Index Report for County, Los Angeles:

Dominant <i>Household-Based</i> Cluster Code	Cluster I32 Steadfast Conventionalists
Households in Dominant Cluster	470,333
% Households in Dominant Cluster	13.8%

*Index Base File:  
Entire US*

<b><u>Cluster</u></b>	<b><u>Description</u></b>	<b><u>Households(2020)</u></b>	<b><u>%</u></b>	<b><u>Index Ave=100</u></b>
Group A: Power Elite				
A01	American Royalty	125,158	3.7%	156
A02	Platinum Prosperity	14,729	0.4%	34
A03	Kids and Cabernet	7,056	0.2%	24
A04	Picture Perfect Families	8,968	0.3%	23
A05	Couples with Clout	25,958	0.8%	75
A06	Jet Set Urbanites	65,223	1.9%	192
	<i>Subtotal</i>	247,093	7.3%	95
Group B: Flourishing Families				
B07	Across the Ages	20,907	0.6%	37
B08	Babies and Bliss	4,936	0.1%	16
B09	Family Fun-tastic	4,162	0.1%	12
B10	Cosmopolitan Achievers	293,653	8.6%	659
	<i>Subtotal</i>	323,658	9.5%	193
Group C: Booming with Confidence				
C11	Sophisticated City Dweller	39,653	1.2%	41
C12	Golf Carts and Gourmets	5,390	0.2%	26



# Market Analysis

Example Report 2022



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C13	Philanthropic Sophisticates	212,649	6.2%	209
C14	Boomers and Boomerangs	10,296	0.3%	17
	<i>Subtotal</i>	267,988	7.9%	95
Group D: Suburban Style				
D15	Sports Utility Families	708	0.0%	2
D16	Settled in Suburbia	53,246	1.6%	96
D17	Cul de Sac Diversity	8,812	0.3%	47
D18	Suburban Nightlife	45,171	1.3%	77
	<i>Subtotal</i>	107,937	3.2%	61
Group E: Thriving Boomers				
E19	Consummate Consumers	102,286	3.0%	233
E20	No Place Like Home	13,188	0.4%	13
E21	Unspoiled Splendor	2,215	0.1%	3
	<i>Subtotal</i>	117,689	3.5%	52
Group F: Promising Families				
F22	Fast Track Couples	33,188	1.0%	36
F23	Families Matter Most	4,570	0.1%	15
	<i>Subtotal</i>	37,758	1.1%	30
Group G: Young City Solos				
G24	Ambitious Singles	26,490	0.8%	70
G25	Urban Edge	199,528	5.9%	358

	<i>Subtotal</i>		226,018	6.6%	242
Group H: Middle-class Melting Pot					
H26	Progressive Assortment		208,432	6.1%	403
H27	Life of Leisure		3,386	0.1%	16
H28	Everyday Moderates		3,445	0.1%	19
H29	Destination Recreation		882	0.0%	7
	<i>Subtotal</i>		216,145	6.4%	208
Group I: Family Union					
I30	Potlucks and the Great Outdoors		435	0.0%	1
I31	Hard Working Values		1,639	0.0%	3
I32	Steadfast Conventionalists		470,333	13.8%	979
I33	Balance and Harmony		35,664	1.0%	91
	<i>Subtotal</i>		508,071	14.9%	250
Group J: Autumn Years					
J34	Suburban Sophisticates		35,533	1.0%	31
J35	Rural Escape		323	0.0%	1
J36	Settled and Sensible		2,364	0.1%	3
	<i>Subtotal</i>		38,220	1.1%	16
Group K: Significant Singles					
K37	Wired for Success		60,321	1.8%	165
K38	Modern Blend		125,663	3.7%	271
K39	Metro Fusion		109,010	3.2%	657
K40	Bohemian Groove		13,415	0.4%	26

	<i>Subtotal</i>		308,409	9.1%	204
Group L: Blue Sky Boomers					
L41	Booming and Consuming		1,679	0.0%	7
L42	Rooted Flower Power		16,205	0.5%	23
L43	Homemade Happiness		2,775	0.1%	4
	<i>Subtotal</i>		20,659	0.6%	13
Group M: Families in Motion					
M44	Creative Comfort		975	0.0%	2
M45	Growing and Expanding		1,997	0.1%	4
	<i>Subtotal</i>		2,972	0.1%	3
Group N: Pastoral Pride					
N46	True Grit Americans		33	0.0%	0
N47	Countrified Pragmatics		259	0.0%	1
N48	Rural Southern Bliss		1,250	0.0%	3
N49	Touch of Tradition		248	0.0%	2
	<i>Subtotal</i>		1,790	0.1%	1
Group O: Singles and Starters					
O50	Full Steam Ahead		14,339	0.4%	68
O51	Digitally Savvy		28,047	0.8%	22
O52	Urban Ambition		17,794	0.5%	45
O53	Colleges and Cafes		12,468	0.4%	1
O54	Influenced by Influencers		165,374	4.9%	163
O55	Family Troopers		51,660	1.5%	3
	<i>Subtotal</i>		289,682	8.5%	77

Group P: Cultural Connections

P56	Mid-scale Medley	3,114	0.1%	14
P57	Modest Metro Means	38,368	1.1%	153
P58	Heritage Heights	126,953	3.7%	677
P59	Expanding Horizons	35,980	1.1%	78
P60	Striving Forward	220,169	6.5%	773
P61	Simple Beginnings	53,046	1.6%	299
	<i>Subtotal</i>	477,631	14.0%	301

Group Q: Golden Year Guardians

Q62	Enjoying Retirement	33,700	1.0%	63
Q63	Footloose and Family Free	1,645	0.0%	10
Q64	Established in Society	22,871	0.7%	18
Q65	Mature and Wise	81,577	2.4%	127
	<i>Subtotal</i>	139,793	4.1%	53

Group R: Aspirational Fusion

R66	Ambitious Dreamers	18,168	0.5%	41
R67	Passionate Parents	11,252	0.3%	38
	<i>Subtotal</i>	29,420	0.9%	39

Group S: Economic Challenges

S68	Small Town Sophisticates	1,419	0.0%	4
S69	Urban Legacies	11,166	0.3%	24
S70	Thrifty Singles	487	0.0%	9
S71	Modest Retirees	29,434	0.9%	118
	<i>Subtotal</i>	42,506	1.2%	38

Group U:  
Unclassified

U00	Unclassified	0	0.0%	N/A
	<i>Subtotal</i>	0	0.0%	N/A
	<i>Total</i>	3,403,442		

This report reflects distributions based upon Mosaic *Household* cluster assignments. These assignments may differ from the Mosaic *Dominant* cluster assignments based upon the dominant cluster of a block group.

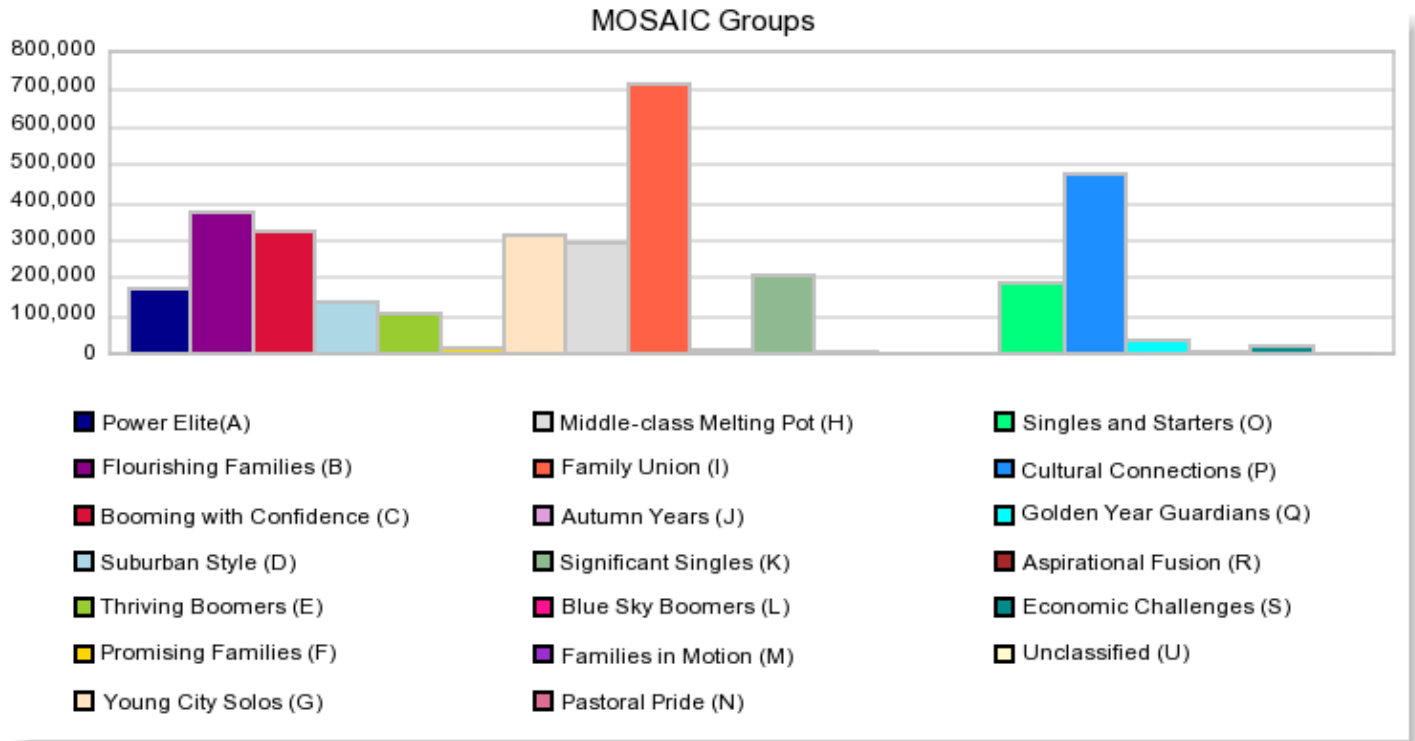
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## Mosaic Household Summary Chart Report for County, Los Angeles:

### 2020 Demographic Overview

Total Population	10,164,368	Median Income	\$69,299
% Male Population	49.3%	Per Capita Income	\$34,891
% Female Population	50.7%	Average Household Income	\$103,260
Median Age	36.8	Employees	4,272,893
Population Density	2,486.8	Establishments*	430,742
Total Households	3,403,442	Owner Occupied Housing Units	45.6%
Average Household Size	2.9	Renter Occupied Housing Units	54.4%
Household Growth from 2000 to 2010	8.7%	Occupied Housing Units	94.9%
		Vacant Housing Units	5.1%

### 2020 Mosaic Groups



The **Dominant MOSAIC Group** for this geography is Group **Group I Family Union**. The number of Households from this Group is **717,656**, which is approximately **21%** of the Total Households.

**Sorted By 2020 Mosaic Groups**

	Households	Percent Households
Group I-Family Union	717,656	21.1%
Group P-Cultural Connections	474,222	13.9%
Group B-Flourishing Families	376,861	11.1%
Group C-Booming with Confidence	322,600	9.5%
Group G-Young City Solos	315,783	9.3%
Group H-Middle-class Melting Pot	295,947	8.7%
Group K-Significant Singles	205,458	6.0%
Group O-Singles and Starters	187,460	5.5%
Group A-Power Elite	172,505	5.1%
Group D-Suburban Style	139,169	4.1%
Group E-Thriving Boomers	108,867	3.2%
Group Q-Golden Year Guardians	35,044	1.0%
Group S-Economic Challenges	18,195	0.5%
Group F-Promising Families	12,607	0.4%
Group J-Autumn Years	8,150	0.2%

Group L-Blue Sky Boomers	6,985	0.2%
Group R-Aspirational Fusion	5,932	0.2%
Group U-Unclassified	0	0.0%
Group N-Pastoral Pride	0	0.0%
Group M-Families in Motion	0	0.0%

*\*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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## Mosaic Population Summary Index Report for County, Los Angeles:

<u>Cluster</u>	<u>Description</u>	<u>Population (2020)</u>	<u>%</u>	<u>Index Ave=100</u>
<i>Index Base File: Entire US</i>				
<b>Group A: Power Elite</b>				
A01	American Royalty	343,383	3.4%	114
A02	Platinum Prosperity	1,775	0.0%	2
A03	Kids and Cabernet	0	0.0%	0
A04	Picture Perfect Families	2,730	0.0%	14
A05	Couples with Clout	960	0.0%	6
A06	Jet Set Urbanites	69,939	0.7%	113
	<i>Subtotal</i>	418,787	4.1%	82
<b>Group B: Flourishing Families</b>				
B07	Across the Ages	75,563	0.7%	24
B08	Babies and Bliss	0	0.0%	0
B09	Family Fun-tastic	0	0.0%	0
B10	Cosmopolitan Achievers	1,051,259	10.3%	562

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	<i>Subtotal</i>		1,126,822	11.1%	197
<b>Group C: Booming with Confidence</b>					
C11	Sophisticated City Dweller		29,166	0.3%	9
C12	Golf Carts and Gourmets		4,187	0.0%	7
C13	Philanthropic Sophisticates		775,232	7.6%	182
C14	Boomers and Boomerangs		15,782	0.2%	7
	<i>Subtotal</i>		824,366	8.1%	80
<b>Group D: Suburban Style</b>					
D15	Sports Utility Families		0	0.0%	0
D16	Settled in Suburbia		180,447	1.8%	85
D17	Cul de Sac Diversity		12,672	0.1%	61
D18	Suburban Nightlife		210,338	2.1%	68
	<i>Subtotal</i>		403,458	4.0%	70
<b>Group E: Thriving Boomers</b>					
E19	Consummate Consumers		210,146	2.1%	200
E20	No Place Like Home		12,442	0.1%	4
E21	Unspoiled Splendor		10,746	0.1%	5
	<i>Subtotal</i>		233,334	2.3%	38
<b>Group F: Promising Families</b>					
F22	Fast Track Couples		40,060	0.4%	12
F23	Families Matter Most		0	0.0%	0



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	<i>Subtotal</i>		40,060	0.4%	12
<b>Group G: Young City Solos</b>					
G24	Ambitious Singles		10,744	0.1%	12
G25	Urban Edge		564,073	5.5%	390
	<i>Subtotal</i>		574,818	5.7%	247
<b>Group H: Middle-class Melting Pot</b>					
H26	Progressive Assortment		904,126	8.9%	346
H27	Life of Leisure		4,158	0.0%	26
H28	Everyday Moderates		5,896	0.1%	8
H29	Destination Recreation		0	0.0%	0
	<i>Subtotal</i>		914,181	9.0%	263
<b>Group I: Family Union</b>					
I30	Potlucks and the Great Outdoors		0	0.0%	0
I31	Hard Working Values		0	0.0%	0
I32	Steadfast Conventionalists		2,700,558	26.6%	1,062
I33	Balance and Harmony		105,856	1.0%	59
	<i>Subtotal</i>		2,806,414	27.6%	314
<b>Group J: Autumn Years</b>					
J34	Suburban Sophisticates		17,646	0.2%	5
J35	Rural Escape		0	0.0%	0
J36	Settled and Sensible		4,675	0.0%	2
	<i>Subtotal</i>		22,321	0.2%	2

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**Group K:  
Significant  
Singles**

K37	Wired for Success	67,093	0.7%	105
K38	Modern Blend	243,920	2.4%	154
K39	Metro Fusion	192,737	1.9%	976
K40	Bohemian Groove	11,654	0.1%	9
	<i>Subtotal</i>	515,404	5.1%	137

**Group L: Blue  
Sky Boomers**

L41	Booming and Consuming	1,339	0.0%	2
L42	Rooted Flower Power	6,195	0.1%	4
L43	Homemade Happiness	10,347	0.1%	4
	<i>Subtotal</i>	17,881	0.2%	4

**Group M:  
Families  
inMotion**

M44	Creative Comfort	0	0.0%	0
M45	Growing and Expanding	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group N:  
Pastoral Pride**

N46	True Grit Americans	0	0.0%	0
N47	Countrified Pragmatics	0	0.0%	0
N48	Rural Southern Bliss	0	0.0%	0
N49	Touch of Tradition	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group O: Singles and Starters**

O50	Full Steam Ahead	3,547	0.0%	24
O51	Digitally Savvy	7,862	0.1%	2
O52	Urban Ambition	9,384	0.1%	8
O53	Colleges and Cafes	55,641	0.5%	1
O54	Influenced by Influencers	359,506	3.5%	94
O55	Family Troopers	14,196	0.1%	1
	<i>Subtotal</i>	450,136	4.4%	43

**Group P: Cultural Connections**

P56	Mid-scale Medley	2,440	0.0%	11
P57	Modest Metro Means	108,990	1.1%	124
P58	Heritage Heights	401,900	4.0%	725
P59	Expanding Horizons	153,096	1.5%	50
P60	Striving Forward	925,536	9.1%	894
P61	Simple Beginnings	77,637	0.8%	192
	<i>Subtotal</i>	1,669,599	16.4%	271

**Group Q: Golden Year Guardians**

Q62	Enjoying Retirement	3,814	0.0%	7
Q63	Footloose and Family Free	5,058	0.0%	13
Q64	Established in Society	509	0.0%	0
Q65	Mature and Wise	68,907	0.7%	74
	<i>Subtotal</i>	78,288	0.8%	19

**Group R: Aspirational Fusion**

R66	Ambitious Dreamers	6,627	0.1%	5
R67	Passionate Parents	10,835	0.1%	13

	<i>Subtotal</i>	17,462	0.2%	9
<b>Group S: Economic Challenges</b>				
S68	Small Town Sophisticates	0	0.0%	0
S69	Urban Legacies	6,036	0.1%	3
S70	Thrifty Singles	0	0.0%	0
S71	Modest Retirees	37,768	0.4%	103
	<i>Subtotal</i>	43,804	0.4%	13
<b>Group U: Unclassified</b>				
U00	Unclassified	7,234	0.1%	48
	<i>Subtotal</i>	7,234	0.1%	48
	<i>Total</i>	10,164,368		

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### Mosaic Summary Index Report for County, Los Angeles:

Dominant Cluster Code	Cluster I32 Steadfast Conventionalists
Households in Dominant Cluster	688,285
% Households in Dominant Cluster	20.2%

*Index Base File:*

# Market Analysis

Example Report 2022



<u>Cluster</u>	<u>Description</u>	<u>Households(2020)</u>	<u>%</u>	<i>Entire US</i> <u>Index Ave=100</u>
Group A: Power Elite				
A01	American Royalty	131,085	3.9%	139
A02	Platinum Prosperity	814	0.0%	3
A03	Kids and Cabernet	0	0.0%	0
A04	Picture Perfect Families	1,005	0.0%	15
A05	Couples with Clout	464	0.0%	8
A06	Jet Set Urbanites	39,137	1.1%	131
	<i>Subtotal</i>	172,505	5.1%	98
Group B: Flourishing Families				
B07	Across the Ages	23,330	0.7%	27
B08	Babies and Bliss	0	0.0%	0
B09	Family Fun-tastic	0	0.0%	0
B10	Cosmopolitan Achievers	353,531	10.4%	652
	<i>Subtotal</i>	376,861	11.1%	220
Group C: Booming with Confidence				
C11	Sophisticated City Dweller	10,638	0.3%	9
C12	Golf Carts and Gourmets	2,549	0.1%	10
C13	Philanthropic Sophisticates	304,533	8.9%	211
C14	Boomers and Boomerangs	4,881	0.1%	8
	<i>Subtotal</i>	322,600	9.5%	92
Group D: Suburban Style				
D15	Sports Utility Families	0	0.0%	0
D16	Settled in Suburbia	62,200	1.8%	92

# Market Analysis

Example Report 2022



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D17	Cul de Sac Diversity	3,889	0.1%	72
D18	Suburban Nightlife	73,080	2.1%	74
	<i>Subtotal</i>	139,169	4.1%	76
Group E: Thriving Boomers				
E19	Consummate Consumers	100,790	3.0%	216
E20	No Place Like Home	4,385	0.1%	4
E21	Unspoiled Splendor	3,692	0.1%	5
	<i>Subtotal</i>	108,867	3.2%	48
Group F: Promising Families				
F22	Fast Track Couples	12,607	0.4%	12
F23	Families Matter Most	0	0.0%	0
	<i>Subtotal</i>	12,607	0.4%	12
Group G: Young City Solos				
G24	Ambitious Singles	4,594	0.1%	13
G25	Urban Edge	311,189	9.1%	460
	<i>Subtotal</i>	315,783	9.3%	306
Group H: Middle-class Melting Pot				
H26	Progressive Assortment	292,756	8.6%	374
H27	Life of Leisure	1,402	0.0%	27
H28	Everyday Moderates	1,789	0.1%	9
H29	Destination Recreation	0	0.0%	0

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	<i>Subtotal</i>		295,947	8.7%	284
Group I: Family Union					
I30	Potlucks and the Great Outdoors		0	0.0%	0
I31	Hard Working Values		0	0.0%	0
I32	Steadfast Conventionalists		688,285	20.2%	1,122
I33	Balance and Harmony		29,371	0.9%	62
	<i>Subtotal</i>		717,656	21.1%	274
Group J: Autumn Years					
J34	Suburban Sophisticates		6,541	0.2%	5
J35	Rural Escape		0	0.0%	0
J36	Settled and Sensible		1,609	0.0%	1
	<i>Subtotal</i>		8,150	0.2%	2
Group K: Significant Singles					
K37	Wired for Success		26,782	0.8%	121
K38	Modern Blend		95,516	2.8%	187
K39	Metro Fusion		78,684	2.3%	1,072
K40	Bohemian Groove		4,476	0.1%	8
	<i>Subtotal</i>		205,458	6.0%	151
Group L: Blue Sky Boomers					
L41	Booming and Consuming		743	0.0%	2
L42	Rooted Flower Power		2,222	0.1%	4
L43	Homemade Happiness		4,020	0.1%	4
	<i>Subtotal</i>		6,985	0.2%	4

---

Group M: Families  
in Motion

M44	Creative Comfort	0	0.0%	0
M45	Growing and Expanding	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

Group N: Pastoral  
Pride

N46	True Grit Americans	0	0.0%	0
N47	Countrified Pragmatics	0	0.0%	0
N48	Rural Southern Bliss	0	0.0%	0
N49	Touch of Tradition	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

Group O: Singles  
and Starters

O50	Full Steam Ahead	1,213	0.0%	25
O51	Digitally Savvy	2,779	0.1%	3
O52	Urban Ambition	3,653	0.1%	8
O53	Colleges and Cafes	13,479	0.4%	1
O54	Influenced by Influencers	161,552	4.7%	105
O55	Family Troopers	4,784	0.1%	1
	<i>Subtotal</i>	187,460	5.5%	51

Group P: Cultural  
Connections

P56	Mid-scale Medley	676	0.0%	9
P57	Modest Metro Means	39,923	1.2%	141
P58	Heritage Heights	134,763	4.0%	857
P59	Expanding Horizons	39,068	1.1%	51
P60	Striving Forward	235,869	6.9%	955
P61	Simple Beginnings	23,922	0.7%	210



	<i>Subtotal</i>		474,222	13.9%	288
Group Q: Golden Year Guardians					
Q62	Enjoying Retirement		1,516	0.0%	7
Q63	Footloose and Family Free		2,747	0.1%	13
Q64	Established in Society		160	0.0%	0
Q65	Mature and Wise		30,621	0.9%	79
	<i>Subtotal</i>		35,044	1.0%	22
Group R: Aspirational Fusion					
R66	Ambitious Dreamers		2,366	0.1%	6
R67	Passionate Parents		3,566	0.1%	14
	<i>Subtotal</i>		5,932	0.2%	9
Group S: Economic Challenges					
S68	Small Town Sophisticates		0	0.0%	0
S69	Urban Legacies		2,314	0.1%	4
S70	Thrifty Singles		0	0.0%	0
S71	Modest Retirees		15,881	0.5%	100
	<i>Subtotal</i>		18,195	0.5%	16
Group U: Unclassified					
U00	Unclassified		0	0.0%	N/A
	<i>Subtotal</i>		0	0.0%	N/A
	<i>Total</i>		3,403,442		

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## Population Summary for County, Los Angeles:

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2020 to 2025
Total Population	9,516,607		9,818,603		10,164,368		10,368,092		3.2%	2.0%
Population Density(Pop/Sq Mi)	2,328.33		2,433.39		2,486.81		2,536.65		4.5%	2.0%
Total Households	3,132,460		3,241,210		3,403,442		3,488,287		3.5%	2.5%
Employed Civilian Population 16+	3,952,489		4,402,110		4,878,502		4,897,720		11.4%	0.4%
Blue Collar	1,439,707	36.4%	1,761,777	40.0%	1,960,576	40.2%	1,965,017	40.1%	22.4%	0.2%
White Collar	2,512,783	63.6%	2,640,333	60.0%	2,917,926	59.8%	2,932,703	59.9%	16.1%	0.5%
(Q2 2020) Employees	n/a		n/a		4,272,893		n/a		n/a	n/a
(Q2 2020) Establishments*	n/a		n/a		430,742		n/a		n/a	n/a

### Population by Gender:

Male	4,692,358	49.3%	4,839,653	49.3%	5,010,818	49.3%	5,118,655	49.4%	3.1%	2.2%
Female	4,824,250	50.7%	4,978,950	50.7%	5,153,550	50.7%	5,249,437	50.6%	3.2%	1.9%

### Population by Race/Ethnicity

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2020 to 2025
White	4,620,790	48.6%	4,936,596	50.3%	4,945,450	48.7%	4,927,321	47.5%	6.8%	-0.4%
Black	917,008	9.6%	856,874	8.7%	838,184	8.3%	834,089	8.0%	-6.6%	-0.5%
American Indian or Alaska Native	68,541	0.7%	72,828	0.8%	72,804	0.7%	72,724	0.7%	6.3%	-0.1%
Asian/Native Hawaiian/Other Pacific Islander	1,162,048	12.2%	1,372,960	14.0%	1,539,759	15.1%	1,614,695	15.6%	1.9%	4.9%
Some Other Race	2,261,584	23.8%	2,140,632	21.8%	2,262,307	22.3%	2,356,876	22.7%	-5.3%	4.2%
Two or More Races	486,636	5.1%	438,713	4.5%	505,864	5.0%	562,387	5.4%	-9.8%	11.2%
Hispanic Ethnicity	4,243,113	44.6%	4,687,890	47.7%	4,970,663	48.9%	5,164,247	49.8%	10.5%	3.9%

Not Hispanic or Latino 5,273,494 55.4% 5,130,713 52.3% 5,193,705 51.1% 5,203,845 50.2% -2.7% 0.2%

### Marital Status

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2020 to 2025
Married, Spouse Present	3,200,388	44.1%	3,047,629	38.8%	3,042,389	36.5%	3,101,795	36.3%	-4.8%	2.0%
Married, Spouse Absent	567,137	7.8%	535,452	6.8%	565,563	6.8%	579,848	6.8%	-5.6%	2.5%
Divorced	613,404	8.5%	666,301	8.5%	720,199	8.6%	737,440	8.6%	8.6%	2.4%
Widowed	397,742	5.5%	389,983	5.0%	427,053	5.1%	437,071	5.1%	-2.0%	2.3%
Never Married	2,471,807	34.1%	3,220,910	41.0%	3,577,824	42.9%	3,683,741	43.1%	30.3%	3.0%
Age 15+ Population	7,253,078		7,860,275		8,333,027		8,539,895		8.4%	2.5%

### Educational Attainment

	2000		2010		2020		2025		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2020 to 2025
Grade K - 8	687,320	11.7%	713,570	11.2%	657,256	9.4%	672,446	9.3%	3.8%	2.3%
Grade 9 - 11	814,626	13.9%	631,322	9.9%	622,764	8.9%	641,717	8.8%	-22.5%	3.0%
High School Graduate	1,108,147	18.8%	1,296,093	20.4%	1,444,502	20.7%	1,498,154	20.7%	17.0%	3.7%
Some College, No Degree	1,174,167	20.0%	1,238,310	19.5%	1,346,137	19.3%	1,393,687	19.2%	5.5%	3.5%
Associates Degree	367,171	6.2%	423,391	6.7%	484,527	6.9%	504,147	7.0%	15.3%	4.0%
Bachelor's Degree	944,958	16.1%	1,207,110	19.0%	1,439,409	20.6%	1,501,132	20.7%	27.7%	4.3%
Graduate Degree	516,284	8.8%	649,743	10.2%	762,332	10.9%	794,927	11.0%	25.8%	4.3%
No Schooling Completed	268,658	4.6%	194,318	3.1%	235,368	3.4%	245,858	3.4%	-27.7%	4.5%
Age 25+ Population	5,881,330		6,353,857		6,992,295		7,252,068		8.0%	3.7%

### Seasonal Population Trending

	Estimate
Q4 2017	61,702
Q1 2018	65,337
Q2 2018	67,080

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Q3 2018	68,860
Q4 2018	70,385
Q1 2019	65,599
Q2 2019	67,946
Q3 2019	69,734
Q4 2019	70,754

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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## Simmons Apparel Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

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### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Apparel

## 2019 Children's Apparel - Household Index

Age Of Children Bought For Bought For Kids 1-5 Years	98
Age Of Children Bought For Bought For Kids 6-11 Years	91
Age Of Children Bought For Bought For Kids <1 Year	115
Children's Clothing - Total Amt Spent For All Children - \$100 - \$149	79
Children's Clothing - Total Amt Spent For All Children - \$150 - \$199	149
Children's Clothing - Total Amt Spent For All Children - \$200 - \$249	75
Children's Clothing - Total Amt Spent For All Children - \$250 - \$399	101
Children's Clothing - Total Amt Spent For All Children - \$400 Or More	101
Children's Clothing - Total Amt Spent For All Children - \$50 - \$99	75
Children's Clothing - Total Amt Spent For All Children - Less Than \$50	73
Children's Clothing - Total Amt Spent For Children 1 - 5- \$100 - \$149	88
Children's Clothing - Total Amt Spent For Children 1 - 5- \$150 Or More	102
Children's Clothing - Total Amt Spent For Children 1 - 5- \$50 - \$99	86
Children's Clothing - Total Amt Spent For Children 1 - 5- Less Than \$50	102
Children's Clothing - Total Amt Spent For Children 6 - 11 - \$100 - \$149	95
Children's Clothing - Total Amt Spent For Children 6 - 11 - \$150 Or More	92
Children's Clothing - Total Amt Spent For Children 6 - 11 - \$50 - \$99	65
Children's Clothing - Total Amt Spent For Children 6 - 11 - Less Than \$50	100
Children's Clothing - Total Amt Spent For Children Under 1 - \$100 - \$149	119
Children's Clothing - Total Amt Spent For Children Under 1 - \$150 Or More	123
Children's Clothing - Total Amt Spent For Children Under 1 - \$50 - \$99	87
Children's Clothing - Total Amt Spent For Children Under 1 - Less Than \$50	91
Children's Clothing Children's Clothing - Bought Last 12 Mo	99
Disposable Diapers - Brand Summary Huggies	115
Disposable Diapers - Brand Summary Pampers	109
Disposable Diapers And Training Pants Disp Diap Or Train Pnts-use Lst 6 Month	110

## 2019 Men's Apparel/Accessories Bought in Last 12 Months - Household Index

Apparel/Accessories-bght Lst 12	100
Belt	103
Boots (Excluding Work Boots)	107
Gloves	114
Jeans	101
Leather Jacket	138
Necktie	92
Nightwear/Pajamas	117
Other Gym/Jogging/Workout Clothes	93
Other Shoes	98
Overcoat/Topcoat	110
Raincoat Or All-weather Coat	104
Regular Or Dress Shirt	102
Scarf	139
Ski Clothes (Not Boots)	143
Slacks/Pants (Not Jeans)	97
Slippers	112
Socks	100
Sport Coat Or Blazer	127
Sport Shirt (All Types)	97
Suit	108
Sunglasses (Non-prescription)	94
Sweater	147
Sweats	113
Swimsuit	100
T-shirt (Outerwear)	100
Underwear	97
Utility/Work Clothes/ Work Boots	110
Wallet	120

## 2019 Other Apparel - Household Index

Jeans - Bought In Last 12 Months	108
Licensed College/Professnl Sports Clthn Licensed Sports Clothing-bght Lst 12 Mo	90
Sneakers/Athletic Shoes/Sports Shoes Sneakers/Athletic Shoes-bgt Lst 12 Mos	102
Sports Clothing-types Bght Last 12 Mos Fleece Bottoms(Sweatpants)	74
Sports Clothing-types Bght Last 12 Mos Fleece Tops (Sweatshirts)	80
Sports Clothing-types Bght Last 12 Mos Hats/Caps	92
Sports Clothing-types Bght Last 12 Mos Jackets	90
Sports Clothing-types Bght Last 12 Mos Knits/Shirts	91
Sports Clothing-types Bght Last 12 Mos Shorts	99

Sports Clothing-types Bght Last 12 Mos T-shirts	89
Sports Clothing-types Bght Last 12 Mos Team	102
Uniform(Top/Bottoms Inclndg Jersys	101
Watches - Bought For S/E Last 12 Mos	98
Watches Watches-any Bght For Self Or S/E Lst Yr	98

## 2019 Women's Apparel/Accessories Bought in Last 12 Months - Household Index

Apparel/Access-bght Last 12 Mos	98
Belt	101
Blazer Or Jacket (Suit Type)	145
Blouse/Shirt	99
Boots (Excluding Work Boots)	103
Dress	108
Gloves	96
Heavy Weight/Ski Type Jacket	115
Jeans	97
Leather Jacket	129
Nightwear (Nightgown/Pajamas)	92
Other Gym/Jogging/Workout Clothes	114
Other Shoes	90
Overcoat/Jacket	115
Purse/Handbag	97
Raincoat Or All-weather Coat	104
Scarf	115
Ski Clothes (Not Boots)	117
Skirt	112
Slacks/Pants (Not Jeans)	89
Slippers	107
Suit	161
Sunglasses (Non-prescription)	93
Sweater	110
Sweats	100
Swimsuit	90
T-shirt	96
Utility/Work Clothes/Work Boots	105
Wallet	94

## 2019 Women's Lingerie Bought in Last 12 Months - Household Index

Bras	102
Control Top Pantyhose	105
Knee High Hose (Not Socks)	103
None Of These	105

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Panties	100
Regular Pantyhose	97
Support Pantyhose	99
Tights	118

All values are displayed as indexed numbers (Base Average = 100) given the Index Base File: Entire US

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## Simmons Automotive Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

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### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Automotive - Household Index

Auto Maintenance/Repair - Where Service Car Dealership	86
Auto Maintenance/Repair - Where Service Chain Store With Auto Repair Facility	92
Auto Maintenance/Repair - Where Service Gas Station	137

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Auto Maintenance/Repair - Where Service Quick Lube Center	71
Auto Maintenance/Repair - Where Service Repair Shop/Garage	86
Auto Maintenance/Repair - Where Service Tire Store Or Dealer	97
Automotive Maintenance/Repair Service Auto Maintenance/Repair- did Last 12 Mos	91
Automotive Retail Stores - Shop Last 12 Aamco	119
Automotive Retail Stores - Shop Last 12 Advance Auto Parts	58
Automotive Retail Stores - Shop Last 12 Auto Zone	96
Automotive Retail Stores - Shop Last 12 Discount Tire	67
Automotive Retail Stores - Shop Last 12 Firestone	97
Automotive Retail Stores - Shop Last 12 Goodyear	89
Automotive Retail Stores - Shop Last 12 Jiffy Lube	115
Automotive Retail Stores - Shop Last 12 Kmart	136
Automotive Retail Stores - Shop Last 12 Meineke	85
Automotive Retail Stores - Shop Last 12 Midas	73
Automotive Retail Stores - Shop Last 12 Napa Auto Parts	56
Automotive Retail Stores - Shop Last 12 None	122
Automotive Retail Stores - Shop Last 12 Ntb (National Tire & Battery)	102
Automotive Retail Stores - Shop Last 12 Other	77
Automotive Retail Stores - Shop Last 12 Sears	125
Automotive Retail Stores - Shop Last 12 The Pep Boys	138
Automotive Retail Stores - Shop Last 12 Wal-mart	78
Automotive Services - Purch Lst 12 Mos Body Work/Paint Job	93
Automotive Services - Purch Lst 12 Mos Brake Service	97
Automotive Services - Purch Lst 12 Mos None	97
Automotive Services - Purch Lst 12 Mos Other	81
Automotive Services - Purch Lst 12 Mos Realignment	80
Automotive Services - Purch Lst 12 Mos Tire Rotation/Balancing	82
Automotive Services - Purch Lst 12 Mos Transmission Services	99
Automotive Services - Purch Lst 12 Mos Tune-up	106
Brands Belong To Aarp Motoring Plan	58
Brands Belong To Allstate	94
Brands Belong To American Auto Association (Aaa)	104
Domestic-most Recently Acquired Buick	61
Domestic-most Recently Acquired Cadillac	76
Domestic-most Recently Acquired Chevrolet	61
Domestic-most Recently Acquired Chrysler	63
Domestic-most Recently Acquired Dodge	59
Domestic-most Recently Acquired Ford	62
Domestic-most Recently Acquired Gmc	46
Domestic-most Recently Acquired Jeep/Eagle	81
Domestic-most Recently Acquired Lincoln	178
Domestic-most Recently Acquired Mercury	61
Domestic-most Recently Acquired Pontiac	34

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Domestic-most Recently Acquired Saturn	62
Foreign-most Recently Acquired Acura	161
Foreign-most Recently Acquired Bmw	138
Foreign-most Recently Acquired Honda	111
Foreign-most Recently Acquired Hyundai	92
Foreign-most Recently Acquired Kia	76
Foreign-most Recently Acquired Lexus	133
Foreign-most Recently Acquired Mazda	162
Foreign-most Recently Acquired Mercedes Benz	155
Foreign-most Recently Acquired Mitsubishi	66
Foreign-most Recently Acquired Nissan	132
Foreign-most Recently Acquired Subaru	79
Foreign-most Recently Acquired Toyota	117
Foreign-most Recently Acquired Volkswagen	97
Foreign-most Recently Acquired Volvo	74
Gasoline/Diesel Fuel - Type Used Mo Diesel	64
Gasoline/Diesel Fuel - Type Used Mo Premium (Mid-grade) Unleaded (89/91 Oct	119
Gasoline/Diesel Fuel - Type Used Mo Regular Unleaded (87/88 Octane)	84
Gasoline/Diesel Fuel - Type Used Mo Super Premium Unleaded (92 Octane Or +)	110
Most Recently Acquired-features 4 Wheel Drive (Part Or Full)	86
Most Recently Acquired-features Automatic Climate Control	93
Most Recently Acquired-features Burglar Alarm/Security System	93
Most Recently Acquired-features Diesel Engine/Uses Diesel Fuel	89
Most Recently Acquired-features Dvd Player	102
Most Recently Acquired-features Extended-service Contract	79
Most Recently Acquired-features Glbl Pstning Syst(Gps)-Nvgtn Sys(In-dsh	93
Most Recently Acquired-features Rust Proofing	87
Most Recently Acquired-features Satellite Radio	81
Most Recently Acquired-features Sun Roof/Moon Roof/T-top	93
Motor Oil - Who Added/Changed Car Dealership	82
Motor Oil - Who Added/Changed Gas Station	176
Motor Oil - Who Added/Changed Oil Change Center	79
Motor Oil - Who Added/Changed Relative/Friend	69
Motor Oil - Who Added/Changed Repair Shop/Garage	89
Motor Oil - Who Added/Changed Yourself Or Other Member Of Household	86
Motor Oil Motor Oil-hh Bght Or Changed Lst 12 Mos	88
Motorcycle Driver's License Motorcycle Driver's Lic.-Currently Have	65
Motorcycles - Any Bought New	72
Motorcycles - Any Bought Used	53
Motorcycles - Do You Own	68
Mufflers - Bought/Instld Last 12 Mos	70

Number Of Pickup Trucks In Household Own/Lease Car	92
Number Of Pickup Trucks In Household Own/Lease Suv	84
Number Of Pickup Trucks In Household Own/Lease Van	97
Number Of Pickup Trucks In Household Ownlease Pick-up	53
Purchase Method-most Recently Acquired With A Bank Loan	75
Purchase Method-most Recently Acquired With A Credit Union Loan	69
Purchase Method-most Recently Acquired With Cash Or A Debit Card	100
Tires Pass. Car Tires - Bought Last 12 Months	95
Tires Pickups/Suvs/Van Tires -Bght Last 12 Mo	68
Vehicles - Owned Or Personally Leased Hh Own/Lease Any Car, Pickup, Suv	92

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## Simmons Beverages Alcoholic Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

**2019 Beverages - Alcoholic - Household Index**

Beer - No Alcohol/Low Alcohol (<2%) Beer - No Alcohol/Low Alcohol - Drink	156
Champagne & Sparkling Wine Champagne & Sparkling Wine - Drink	113
Dom Dinner Wines - Type Summary Red	114
Dom Dinner Wines - Type Summary White	103
Domestic Dinner/Table Wines Domestic Dinner/Table Wines - Drink	105
Flavored Alcoholic Beverages Flav Alcoholic Bev-do You Drink Them	102
Imp Dinner Wines - Type Summary Red	139
Imp Dinner Wines - Type Summary Rose	152
Imp Dinner Wines - Type Summary White	127
Imported Dinner/Table Wines Imported Dinner/Table Wines - Drink	128
Port, Sherry & Dessert Wines Port, Sherry & Dessert Wines - Drink	138
Prepared Cocktail Mixes With Liquor Prep Cocktail Mixes With Liquor-drink	125
Prepared Cocktail Mixes-no Liquor Prep Cocktail Mixes-no Liquor - Drink	129

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**Simmons Beverages Non alcoholic Summary for County, Los Angeles:**

Date: January 7, 2022

Los Angeles

**2020 Demographic Overview**

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%

% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Beverages - Non-alcoholic - Household Index

Diet Cola - Brand Summary Diet Coke	95
Diet Cola - Brand Summary Diet Pepsi	84
Espresso/Cappuccino - Hh Use	138
Ground Coffee - Forms Used Mo Whole Bean	117
Ground Coffee - Types Used Mo Caffeinated (Regular)	93
Ground Coffee - Types Used Mo Decaffeinated	110
Ground Or Whole Bean Coffee Ground Or Whole Bean Coffee-hh Uses	93
Instant Coffee(No Sweetnr/Cream Added Instant Coffee(No Swtner/Cream)-Hh Uses	145
Instant Coffee(No Swtner/Cream)-Types M Decaffeinated	149
Instant Coffee(No Swtner/Cream)-Types M Regular	149
Instant Hot Cocoa Mix Instant Hot Cocoa Mix - Hh Uses	91
Instant Iced Tea Mix Instant Iced Tea Mix-hh Uses	118
Instnt Flavrd Coffee Mix(Swtner/Cream) Instant Flavored Coffee Mixes - Hh Uses	119
Milk (Liq In Bottles/Cartons) Milk (Liq In Bottles/Cartons)-Hh Uses	98
Milk Flavorings - Types Used By Hh Mo Powder	115
Milk Flavorings - Types Used By Hh Mo Syrup	69
Milk Flavorings Milk Flavorings-hh Uses	88
Oth Carb. Diet Drinks - Brand Summary Diet 7-Up	120
Oth Carb. Diet Drinks - Brand Summary Diet Mountain Dew	63
Other Carbonated (Non-cola) Diet Drinks Oth Carb. Diet Drinks-do You Drink	92
Other Reg Carb Drinks - Brand Summary 7-Up	128
Other Reg Carb Drinks - Brand Summary A & W	84
Other Reg Carb Drinks - Brand Summary Canada Dry	117
Other Reg Carb Drinks - Brand Summary Dr. Pepper	94
Other Reg Carb Drinks - Brand Summary Mountain Dew	83
Other Reg Carb Drinks - Brand Summary Schweppes	124
Other Reg Carb Drinks - Brand Summary Seagram's	139
Regular Cola Drinks - Brand Summary Coca-cola	110
Regular Cola Drinks - Brand Summary Pepsi	95
Regular Tea (In Bags/Packages) Regular Tea (In Bags/Packages)-Hh Uses	102
Regular Tea - Purpose Used - Mo To Make Hot Tea	116

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Regular Tea - Purpose Used - Mo To Make Iced Tea	71
Sparkling Waters/Seltzers-types Mo Flavored	106
Sparkling Waters/Seltzers-types Mo Unflavored (Plain)	154
Thirst Quencher/Activ Drinks-brands Mo Gatorade	105
Thirst Quencher/Activ Drinks-brands Mo Powerade	105

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[Experian Data Methodology](#)

## Simmons Cable\_TV\_Radio Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

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### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Cable/Television/Radio - Household Index

### 2019 Cable Tv Services Viewed in Last 7 Days - Household Index

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A&E	91
Abc Family	79
Adult Swim	85
Amc (American Movie Classics)	109
Animal Planet	90
Bbc America	98
Bet (Black Entertainment Tv)	94
Bravo	95
Cartoon Network	102
Cinemax	118
Cmt (Country Music Television)	65
Cnbc	90
Cnn (Cable News Network)	112
Comedy Central	111
Did Not View Any Cable Networks	121
Discovery Channel	87
Disney Channel	108
Disney Xd	107
Diy (Do-it-yourself)	81
E! (Entertainment Tv)	105
Encore	90
Espn News	99
Espn2	99
Food Network	91
Fox News Channel	86
Fx	99
Gac	82
Hallmark Channel	71
Hbo	122
Hgtv (Home & Garden Television)	84
History	82
Hln (Headline News)	88
Investigation Discovery	73
Lifetime Movie Network	74
Msnbc	110
Mtv	102
Mtv2	122
National Geographic Channel	97
Nick @ Nite	107
Nickelodeon	109
Other Cable Networks	78
Oxygen	91
Showtime	117
Speed	80

Spike	94
Starz	99
Sundance Channel	78
Syfy	97
Tbs	91
Tcm (Turner Classic Movies)	84
The Golf Channel	73
The Outdoor Channel	54
The Science Channel	112
The Weather Channel	74
Tlc	83
Tnt	96
Travel Channel	98
Tru Tv	90
Tv Land	86
Usa Network	83
Vh1	103
We Tv	77
Wgn America	80

## 2019 Misc Cable Tv Services - Household Index

Cable Tv/Satellite Premium Channels Cable Tv - Hh Subscribes	103
Cable Tv/Satellite Premium Channels Satellite Dish - Household Have	70
Pay-per-view Television Pay-per-view Television- Hh Has Access	91
Pay-per-view Tv-# Times View Lst 12 Mos 1 - 2 Times	100
Pay-per-view Tv-# Times View Lst 12 Mos 3 - 4 Times	89
Pay-per-view Tv-# Times View Lst 12 Mos 5 - 6 Times	108
Pay-per-view Tv-# Times View Lst 12 Mos 7 - 10 Times	84
Pay-per-view Tv-# Times View Lst 12 Mos More Than 10 Times	107
Pay-per-view Tv-# Times View Lst 12 Mos None	87
Pay-per-view Tv-types Of Programs Viewe Adult-oriented Programming	79
Pay-per-view Tv-types Of Programs Viewe Movies	88
Pay-per-view Tv-types Of Programs Viewe Watched Pay-per-view Sports	138
Premium Channels - Currently Receive Cinemax	107
Premium Channels - Currently Receive Encore	94
Premium Channels - Currently Receive Hbo (Home Box Office)	109
Premium Channels - Currently Receive None	86
Premium Channels - Currently Receive Other Pay Channels	108
Premium Channels - Currently Receive Showtime	100
Premium Channels - Currently Receive Starz	96
Premium Channels - Currently Receive The Movie Channel	95



Satellite Dish/Purch Programming-compan Directv	70
Satellite Dish/Purch Programming-compan Dish Network	56
Satellite Dish/Purch Programming-compan Other	112
Tv Home Shopp-programs Viewed Last 3 Mo Hsn	112
Tv Home Shopp-programs Viewed Last 3 Mo Other	124
Tv Home Shopp-programs Viewed Last 3 Mo Qvc	94
Tv Home Shopp-programs Viewed Last 3 Mo Shopnbc	135
Video-on-demand - Type Viewed Lst 12 Mo Movies-on-demand	96
Video-on-demand - Type Viewed Lst 12 Mo Other Programs On Demand	106
Video-on-demand - Type Viewed Lst 12 Mo Premium Channels-on-demand	112
Video-on-demand Vid-on-demnd-hh Hve Access Frm Cable Co	94

## 2019 Daypart Cume - Household Index

Mon-fri - 10Am-11am	81
Mon-fri - 10Am-1pm	80
Mon-fri - 10Pm-11pm	93
Mon-fri - 11Am-noon	88
Mon-fri - 11Pm-midnight	99
Mon-fri - 1Am-2am	92
Mon-fri - 1Pm-2pm	79
Mon-fri - 1Pm-4pm	83
Mon-fri - 2Am-5am	91
Mon-fri - 2Pm-3pm	84
Mon-fri - 3Pm-4pm	86
Mon-fri - 4Pm-5pm	87
Mon-fri - 5Am-6am	87
Mon-fri - 5Pm-7pm	88
Mon-fri - 6Am-2am	95
Mon-fri - 6Am-7am	89
Mon-fri - 6Am-9am	92
Mon-fri - 7Am-10am	90
Mon-fri - 7Am-8am	90
Mon-fri - 7Am-9am	91
Mon-fri - 8Am-9am	82
Mon-fri - 8Pm-11pm	94
Mon-fri - 8Pm-9pm	90
Mon-fri - 9Am-10am	78
Mon-fri - 9Am-1pm	81
Mon-fri - 9Pm-10pm	87
Mon-fri - Midnight-1am	95

# Market Analysis

Example Report 2022



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Mon-fri - Noon-1pm	73
Saturday - 10Am-11am	80
Saturday - 10Am-1pm	88
Saturday - 10Pm-11pm	92
Saturday - 11Am-noon	88
Saturday - 11Pm-1am	99
Saturday - 11Pm-midnight	96
Saturday - 1Am-7am	89
Saturday - 1Pm-2pm	92
Saturday - 1Pm-4pm	96
Saturday - 2Pm-3pm	88
Saturday - 3Pm-4pm	99
Saturday - 4Pm-5pm	87
Saturday - 4Pm-6pm	90
Saturday - 4Pm-7pm	91
Saturday - 5Pm-6pm	89
Saturday - 6Pm-7pm	86
Saturday - 7Am-10am	87
Saturday - 7Am-1pm	89
Saturday - 7Am-8am	85
Saturday - 7Pm-8pm	90
Saturday - 8Am-9am	75
Saturday - 8Pm-11pm	92
Saturday - 8Pm-9pm	87
Saturday - 9Am-10am	87
Saturday - 9Pm-10pm	84
Saturday - Midnight-1am	88
Saturday - Noon-1pm	85
Sunday - 10Am-11am	80
Sunday - 10Am-1pm	82
Sunday - 10Pm-11pm	82
Sunday - 11Am-noon	78
Sunday - 11Pm-1am	96
Sunday - 11Pm-midnight	92
Sunday - 1Am-7am	125
Sunday - 1Pm-2pm	95
Sunday - 1Pm-4pm	86
Sunday - 2Pm-3pm	80
Sunday - 3Pm-4pm	82
Sunday - 4Pm-5pm	88
Sunday - 4Pm-6pm	91
Sunday - 4Pm-7pm	83
Sunday - 5Pm-6pm	82
Sunday - 6Pm-7pm	77
Sunday - 7Am-10am	74

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Sunday - 7Am-1pm	79
Sunday - 7Am-8am	66
Sunday - 7Pm-11pm	93
Sunday - 7Pm-8pm	85
Sunday - 8Am-9am	70
Sunday - 8Pm-9pm	88
Sunday - 9Am-10am	75
Sunday - 9Pm-10pm	88
Sunday - Midnight-1am	96
Sunday - Noon-1pm	81
Local Tv News Local Tv News-vwed Early/Late Lst 7 Day	97
Mon-fri - 5 30Pm-6pm	87
Mon-fri - 5Pm-5 30Pm	88
Mon-fri - 5Pm-7 30Pm	90
Mon-fri - 6 30Pm-7pm	84
Mon-fri - 6Pm-6 30Pm	81
Mon-fri - 7 30Pm-8pm	83
Mon-fri - 7Pm-7 30Pm	83

## 2019 Sports Events Attend - Household Index

Arena Football	66
Attend Golf Tournament	106
Attend Motocross Events	83
Attend Soccer Matches	172
Attend Tennis Matches	147
Bowling	59
Boxing	115
College Baseball	95
College Basketball Post Season	59
College Basketball Regular Season	121
College Football Post Season	71
College Football Regular Season	92
Figure Skating	55
Fishing	39
Horse Racing	120
Mlb Baseball Post Season	136
Mlb Baseball Regular Season	104
Monster Truck Racing	65
Nba Basketball Post Season	130
Nba Basketball Regular Season	118
Nfl Football Post Season	101
Nfl Football Regular Season	98

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Nhl Post Season	85
Nhl Regular Season	82
Rodeo	77
Skiing	51
Tractor & Truck Pulling	36
Wnba Basketball Regular Season	95

## 2019 Sports Events Listen On Radio - Household Index

Boxing	197
College Baseball	52
College Basketball Post Season	54
College Basketball Regular Season	64
College Football Post Season	59
College Football Regular Season	59
Indy Car Series	66
Mlb Baseball Post Season	103
Mlb Baseball Regular Season	100
Nascar Camping World Truck Series	59
Nascar Nationwide Series	59
Nascar Sprint Cup Series	45
Nba Basketball Post Season	133
Nba Basketball Regular Season	123
Nfl Football Post Season	95
Nfl Football Regular Season	92
Nhl Post Season	111
Nhl Regular Season	104
Summer Olympics	107
Winter Olympics	93
World Cup Soccer	149

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Simmons Cleaning Products Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

**2020 Demographic Overview**

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

**2019 Cleaning Products - Household Index**

Abrasive Cleaners & Scouring Powders	98
Abrasive Cleaners - Hh Uses	
Automatic Dishwashing Detergent/Rinse Auto Dishwash Det & Rinse - Hh Uses	83
Bleach - Forms Also Liquid	124
Bleach - Forms Also Powder	118
Bleach - Hh Uses	99
Dishwashing Liquid(Not Auto Dishwash) Dishwash Liq Not Auto Dishwasher-hh Use	96
Drain Cleaners Drain Cleaners - Hh Uses	88
Drain Cleaners - Types Used Mo Crystal	65
Drain Cleaners - Types Used Mo Liquid	89
Fabric Softeners Fabric Softeners - Hh Uses	100
Fabric/Carpet Deodorizers/Fresheners Fabric/Crpt Deodrzs/Freshnrs - Hh Uses	88
Floor Wax Or Polish Floor Wax Or Polish - Hh Uses	113
Househld Cleaners(Inc Mold/Mildw Rmv) Household Cleaners - Hh Uses	93
Household Clean Disp Wipes/Floor Cln Hh Clean Dispsb Wipes/Flr Clnrs-hh Uses	99
In-bowl Toilet Bowl Cleaners In-bowl Toilet Cleaners - Hh Uses	99

In-tank Toilet Bowl Cleaners In-tank Toilet Cleaners - Hh Uses	100
Laundry Booster,Pre-soak,Pre-cleaners Boosters/Pre-soaks/Pre-cleaners-hh Uses	88
Laundry Soaps & Detergents Laundry Soaps/Detergents - Hh Uses	98
Laundry Soaps/Detergents - Types Mo Liquid	98
Laundry Soaps/Detergents - Types Mo Powder	147
Metal Polishes & Metal Cleaners Metal Polishes/Cleaners - Hh Uses	91
Oven Cleaners Oven Cleaners - Hh Uses	111
Rug Cleaners & Shampoos Rug Cleaners/Shampoos - Hh Use	83
Scouring Pads/Sponges Scouring Pads/Sponges - Hh Uses	100
Window & Glass Cleaners Window/Glass Cleaners - Hh Uses	92

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## Simmons Computers Internet Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Computers/Internet - Household Index

Comp Periph/Accessories-anyone In Hh Ow Cd Burner	98
Comp Periph/Accessories-anyone In Hh Ow Cd-rom Drive	100
Comp Periph/Accessories-anyone In Hh Ow Dvd Burner	123
Comp Periph/Accessories-anyone In Hh Ow Dvd Player	79
Comp Periph/Accessories-anyone In Hh Ow Ink Jet Printer	88
Comp Periph/Accessories-anyone In Hh Ow Joystick/Paddles	72
Comp Periph/Accessories-anyone In Hh Ow Laser Printer	89
Comp Periph/Accessories-anyone In Hh Ow Microphone	85
Comp Periph/Accessories-anyone In Hh Ow Modem/Phone Attachment	87
Comp Periph/Accessories-anyone In Hh Ow Optical Scanner	87
Comp Periph/Accessories-anyone In Hh Ow Other	114
Comp Periph/Accessories-anyone In Hh Ow Own Any	97
Comp Periph/Accessories-anyone In Hh Ow Speakers	87
Comp Periph/Accessories-anyone In Hh Ow Usb Flash Drive(Portable)	94
Comp Periph/Accessories-anyone In Hh Ow Video/Webcam	87
Does Your Home Network Have Both Wired/Wreless Connctns Btwn Cmpter	110
Does Your Home Network Have Wired Or Cable Connections Btween Cmpter	147
Does Your Home Network Have Wireless Connections Between Computers	93
Internet Phone (Voice Over Ip) Internet Phone (Voice Over Ip)-Hh Have	106
Online Activties-used/Visited Lst 7 Day Download/ Listen To Podcasts	110
Online Activties-used/Visited Lst 7 Day Listen/Traditional Radio Stations Onlin	97
Online Activties-used/Visited Lst 7 Day Lstn/Satellite Radio Onlne(Sirus,Xri,Etc	82
Online Activties-used/Visited Lst 7 Day None	101
Online Activties-used/Visited Lst 7 Day Other Activities	97
Online/Internet Computer Services Online-connect Through Wireless/Wi-fi	101
Pc At Home-purposes Used By Anyone In H Other	97
Pc's At Home-#Cd's Bgt Lst 12M By Tot H 10 - 20	83
Pc's At Home-#Cd's Bgt Lst 12M By Tot H 21 Or More	104
Pc's At Home-#Cd's Bgt Lst 12M By Tot H Less Than 10	96
Pc's At Home-#Cd's Bgt Lst 12M By Tot H None	98
Pc's At Home-most Recent Purchased When 1 Year To Less Than 2 Years Ago	100
Pc's At Home-most Recent Purchased When 2 Years To Less Than 3 Years Ago	94

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Pc's At Home-most Recent Purchased When 3 Years To Less Than 4 Years Ago	98
Pc's At Home-most Recent Purchased When 4 Years To Less Than 5 Years Ago	95
Pc's At Home-most Recent Purchased When 5 Years Ago Or More	103
Pc's At Home-most Recent Purchased When Less Than 1 Year Ago	99
Pc's At Home-total Cost Most Recent Pur \$1,000 - \$1,499	131
Pc's At Home-total Cost Most Recent Pur \$1,500 - \$1,999	83
Pc's At Home-total Cost Most Recent Pur \$2,000 To \$2,999	127
Pc's At Home-total Cost Most Recent Pur \$3000 Or More	101
Pc's At Home-total Cost Most Recent Pur \$500 - \$999	100
Pc's At Home-total Cost Most Recent Pur Less Than \$500	78
Planned Computer Purchase Pc Purchase-intend To Pur.In The Future	102
Software - Types Owned Anti-virus Software	94
Software - Types Owned Business Software (Acc, Payroll,Etc)	105
Software - Types Owned Communications/E-mail	90
Software - Types Owned Desktop Publishing	87
Software - Types Owned Educational Software	91
Software - Types Owned Filing/Database	97
Software - Types Owned Games/Recreation	86
Software - Types Owned Graphics/Presentation Software	115
Software - Types Owned Internet Firewall Security	89
Software - Types Owned Other Types	102
Software - Types Owned Personal Financial Software	96
Software - Types Owned Programming Language/Aids	164
Software - Types Owned Remote Access	107
Software - Types Owned Spreadsheet	101
Software - Types Owned Utilities	115
Software - Types Owned Word Processing	93
Software-amt Spnt On Software Lst 12 Mo \$500 Or More	120
Video Games - do you own or play	95

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## Simmons Entertainment Leisure Dining Summary for County, Los Angeles:



Date: January 7, 2022

Los Angeles

**2020 Demographic Overview**

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

**2019 Entertainment, Leisure, Dining - Household Index**

Family Restaurants - Visit Any Other Family Restaurants	92
Fast Food Restaurants - Visit Any Other Fast Food Restaurants	92
Casino Gambling - #Visits Last 12 Month More Than 10 Times	71
Casino Gambling - Where Last 12 Months Atlantic City	154
Casino Gambling - Where Last 12 Months Cruise Ships	78
Casino Gambling - Where Last 12 Months Indian Reservation	74
Casino Gambling - Where Last 12 Months Las Vegas	157
Casino Gambling - Where Last 12 Months Laughlin	174
Casino Gambling - Where Last 12 Months Mississippi's Gulf Coast(Gulfprt/Biloxi	54
Casino Gambling - Where Last 12 Months Other	98
Casino Gambling - Where Last 12 Months Reno/Lake Tahoe	177
Casino Gambling - Where Last 12 Months Riverboat	63
Casino Gambling - Where Last 12 Months The Caribbean Islands	85
Casino Gambling - Where Last 12 Months Tunica (Ms)	52
Casino Gambling Casino Gambling - Visited In Last 12 Mo	104
Collct/Collctbls-personally Bght Lst 12 Any	91
Collct/Collctbls-personally Bght Lst 12 None Of These	104
Collct/Collctbls-personally Bght Lst 12 Other	84
Leisure Activities/Hobbies-last 12 Mos None Of These	131
Live Thtr/Conc/Dnce-attnd Lst 12 Mo Ye Comedy Club	121
Movie Attendance-how Often Last 90 Days 6 Or More	121

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Movie Genre - Type Of Movie Seen Action/Adventure	111
Movie Genre - Type Of Movie Seen Comedy	107
Movie Genre - Type Of Movie Seen Documentary	132
Movie Genre - Type Of Movie Seen Drama	112
Movie Genre - Type Of Movie Seen Family	98
Movie Genre - Type Of Movie Seen Foreign Language/Independent	175
Movie Genre - Type Of Movie Seen Horror	132
Movie Genre - Type Of Movie Seen Mystery/Suspense/Thriller	107
Movie Genre - Type Of Movie Seen Other	110
Movie Genre - Type Of Movie Seen Romantic Comedy	115
Movie Genre - Type Of Movie Seen Science Fiction	114
Physical Fitness Program - Times A Week 5 Or More	109
Sports-played/Participated Last 12 Mos Don't Know/No Answer	99
Sports-played/Participated Last 12 Mos Downhill/Cross Country Snow Skiing	106
Sports-played/Participated Last 12 Mos None Of These	95
Sports-played/Participated Last 12 Mos Other Sports	124
Sports-played/Participated Last 12 Mos Salt Water Fishing	91
Sports-played/Participated Last 12 Mos Snowboarding	136
Sports-played/Participated Last 12 Mos Snowmobiling	106
State Lot-#Times Bght Tickets Lst 12 Mo More Than Once A Week	133
State Lottery - Types Played Lst 12 Mos Daily Drawing	92
State Lottery - Types Played Lst 12 Mos Instant Game	87
State Lottery - Types Played Lst 30 Dys Daily Drawing	102
State Lottery - Types Played Lst 30 Dys Instant Game	95
State Lottery State Lottery-bought Tickets Last 12 Mo	99
Theme Parks -Attended Summary Busch Gardens	133
Theme Parks -Attended Summary Disney (Any Fl)	97
Theme Parks -Attended Summary Universal Studios	171
Theme Parks Theme Parks - Visit Any Last 12 Months	119

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## Simmons Financial Services Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

## 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Financial Services - Household Index

Arts/Culture & Humanities \$200 Or More	147
Automotive Insurance - Value \$300,000 Or More	77
Banks Used In Last 12 Months-primary Bank Of America	162
Banks Used In Last 12 Months-primary Credit Unions	68
Banks Used In Last 12 Months-primary Us Bank	100
Banks Used In Last 12 Months-primary Wells Fargo/Wachovia	125
Contributions Charitable Contributions - Last 12 Mos	87
Debit/Atm Cards - Type Have Or Use Mastercard Debit	93
Debit/Atm Cards - Type Have Or Use Visa Debit	107
Education \$200 Or More	111
Environmental \$200 Or More	123
Health \$200 Or More	110
Homeowner's Insurance - Value \$300,000 Or More	83
Mutual Fund - Brokerage Accounts Mutual Fund/Brokerage Accounts - Have	89
Other \$200 Or More	81
Political \$200 Or More	103
Private Foundations \$200 Or More	104
Public Radio \$200 Or More	110
Public Television \$200 Or More	90
Religious \$200 Or More	76
Sent In/Out U.S.Lst 12Mos Sent Money To Another Person In The U.S	101

Sent In/Out U.S.Lst 12Mos Sent Money To Another Person Outside U.S	192
Social Services/Welfare \$200 Or More	89
Total Value Of Securities Owned-any \$50,000 - \$99,999	90

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## Simmons Food Products Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
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% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Food Products

### 2019 Condiments - Household Index

Gravy And Sauce Mixes Gravy And Sauce Mixes - Household Use	72
Jams, Jellies & Preserves Jams, Jellies & Preserves - Hh Eats	95
Margarine/Margarine Spread Margarine/Margarine Spread - Hh Eats	92
Spaghetti/Pasta Sauce (Jars/Cans) Spaghetti/Pasta Sauce - Hh Used	95
Whipped Topping (Cream Type) Whipped Topping (Cream Type) - Hh Eats	81

## 2019 Dairy - Household Index

American Pasteurized Processed Cheese American Cheese - Hh Eats	87
Grated Cheese (In Shaker,Can Or Jar) Grated Cheese - Hh Eats	88
Natural/Imported Cheese(Non-processd) Natural Or Imported Cheese - Hh Eats	97
Yogurt & Smoothies Yogurt & Smoothies - Eat	106

## 2019 Frozen Foods - Household Index

Froz Main Courses (Casseroles/Entrees) Frozen Main Courses - Hh Eats	86
Frozen Complete Dinners (Tv Dinners) Frozen Complete (Tv) Dinners - Hh Eats	83
Frozen Fried Chicken Frozen Fried Chicken - Hh Eats	98
Frozen Pizzas (Bought Frozen) Frozen Pizzas (Bought Frozen) - Hh Eats	85
Frozen Vegetables (Excludng Potatoes) Frozen Vegetables - Hh Eats	90
Frozen Yogurt (Bought Frozen) Frozen Yogurt (Bought Frozen) - Eat	128

## 2019 General Items - Household Index

Bagels - Hh Eats	103
Breakfast Cereals Cold Breakfast Cereals Cold - Hh Eats	98
Breakfast Cereals Hot Breakfast Cereals Hot - Hh Eats	92
Breakfast Pastries Breakfast Pastries - Hh Use	98
Canned/Jarrd Vegetables(Excl Tomatoes Canned Or Jarred Vegetables - Hh Eats	84
Complete Packaged Prepared Dishes/Din Compl Packgd Dinner Mixes - Hh Eats	81

Croissants - Hh Eats	116
Dry Packaged Pasta Dry Packaged Pasta - Hh Used	89
Fresh Refrigerated Potato Products Fresh Refrig. Potato Prod. - Hh Use	91
Liquid/Powdered Baby Formula Household Used Last 12 Months	121
Low Fat/Fat Free Products Low Fat/Fat Free Products	110
Peanut Butter Peanut Butter - Hh Eats	94
Rice/Rice Dishes Rice/Rice Dishes - Hh Eats	101

## 2019 Meat - Household Index

Bacon - Hh Eats	88
Cold Cuts(Packaged Or Fresh Cut/Deli) Cold Cuts - Hh Eats	94
Frankfurters & Hot Dogs Frankfurters & Hot Dogs - Hh Eats Them	90
Fresh Bratwurst Fresh Bratwurst - Hh Eat	79
Meat Snacks & Beef Jerky Meat Snacks & Beef Jerky - Hh Eat	82
Meat/Fish/Poultry - Type Summary Beef	94
Meat/Fish/Poultry - Types Use Cornish Game Hen (Fresh/Frozen)	109
Meat/Fish/Poultry - Types Use Fresh Breast Of Turkey	98
Meat/Fish/Poultry - Types Use Fresh Chicken Breast	100
Meat/Fish/Poultry - Types Use Fresh Chicken Parts Boneless-not Breast	103
Meat/Fish/Poultry - Types Use Fresh Chicken Parts W/ Bones-not Breast	105
Meat/Fish/Poultry - Types Use Fresh Fish/Seafood	111
Meat/Fish/Poultry - Types Use Fresh Turkey Parts	113
Meat/Fish/Poultry - Types Use Fresh Whole Chicken	107
Meat/Fish/Poultry - Types Use Fresh Whole Turkey	88
Meat/Fish/Poultry - Types Use Frozen Boneless Chicken	87
Meat/Fish/Poultry - Types Use Frozen Breast Of Turkey	88
Meat/Fish/Poultry - Types Use Frozen Chicken - With Bones	94
Meat/Fish/Poultry - Types Use Frozen Fish/Seafood	93
Meat/Fish/Poultry - Types Use Frozen Turkey - Not Stuffed	79
Meat/Fish/Poultry - Types Use Lamb	122
Meat/Fish/Poultry - Types Use Other Pork	105
Meat/Fish/Poultry - Types Use Pork Chops	89
Meat/Fish/Poultry - Types Use Pork Roast	82
Meat/Fish/Poultry - Types Use Veal	127
Tuna (Can Or Pouch) Tuna (Can Or Pouch)-Hh Eats	96

## 2019 Snacks/Dessert - Household Index

Breath Mints/Strips Breath Mints/Strips-do You Use Them	98
Chewing Gum/Bubble Gum Chewing Gum/Bubble Gum-do You Chew	97
Chocolate & Other Candy Chocolate & Other Candy-do You Eat	95
Cookies (Ready-to-eat) Cookies (Ready-to-eat) - Hh Eats	101
Corn & Tortilla Chips & Cheese Snacks Corn/Tortilla Chips/Cheese Sncks-hh Eat	93
Donuts/Doughnuts - Hh Eats	94
Energy/Diet Snacks & Bars Energy/Diet Snacks & Bars-eat Them	98
Ice Cream & Sherbet Ice Cream & Sherbet - Hh Eats	96
Nutritional Snacks-granola, Fruit,Etc Nutritional Snacks - Do You Eat	97
Popcorn Products Popcorn Products - Hh Eats	93
Pudding - Hh Eats	81
Snack Cakes (Ready-to-eat) Snack Cakes - Hh Eats	87
Snack Crackers,Saltines,Graham Cracker Crackers/Saltines/Graham - Hh Eats	90

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## Simmons Health and Beauty Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%

Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Health and Beauty Aids - Household Index

After Shave/Cologne After Shave/Cologne-use Or Buy	96
Baby Lotion - Who Uses Adults (18 Years Or Older)	149
Baby Lotion - Who Uses Babies (Less Than 2 Years)	88
Baby Lotion - Who Uses Children (2-17 Years)	133
Baby Oil & Baby Lotion Baby Oil & Baby Lotion - Hh Uses	117
Baby Oil - Who Uses Adults (18 Years Or Older)	114
Baby Oil - Who Uses Babies (Less Than 2 Years)	142
Baby Oil - Who Uses Children (2-17 Years)	121
Baby Wash & Bath Products Baby Wash & Bath Products - Hh Use	105
Baby/Children's Shampoo Baby/Children's Shampoo - Hh Use	111
Bar Soap Bar Soap - Used By Hh	100
Blusher/Bronzer - Do You Use	96
Body And Baby Powder Body & Baby Powder - Hh Uses	99
Body Wash Body Wash - Used By Hh	99
Condoms - Do You Use	125
Denture Cleaners Denture Cleaners - Do You Use	83
Deodorants & Anti-perspirants Deodorants & Anti-perspirants - Use	93
Disposable Razors/Shavers Disposable Razors/Shavers-do You Use	96
Electric & Battery Shavers Electric & Battery Shavers-do You Use	99
Eye Drops & Eye Wash (Non-prescription) Eye Drops & Eye Wash - Do You Use It	99
Eye Shadow/Eye Liner/Eye Brow Pencil Eye Brow Pencil - Do You Use	105
Eye Shadow/Eye Liner/Eye Brow Pencil Eye Liner - Do You Use	98
Eye Shadow/Eye Liner/Eye Brow Pencil Eye Shad/Liner/Eye Brow Pencil-use-any	98
Eye Shadow/Eye Liner/Eye Brow Pencil Eye Shadow - Do You Use	99
Facial Cleansing/Medicated Prods/Toners Facial Cleansing/Med Prods/Toners-use	104
Foundation/Concealer Make-up Foundation/Concealer Make-up-do You Use	96
Hair Coloring Prods (For Use At Home) Hair Coloring Prods - Do You Use	117
Hair Conditioner/Treatment (Use At Home Hair Conditioner/Treatment-use	100
Hair Removal(Bleach,Depilatories,Waxing Hair Removal(Bleach,Dep,Wax)-Do You Use	117



---

Hair Spray (Men's And Women's) Hair Spray - Do You Use	84
Hair Styling Creams,Gels,Lotions Hair Styling Creams,Gels,Lotions - Use	102
Home Permanents & Relaxers Home Permanents & Relaxers - Do You Use	109
Home Pregnancy Tests Home Pregnancy Tests - Use Last 12 Mos	97
Lipstick & Lip Gloss Lipstick & Lip Gloss - Do You Use	102
Liquid Hand Soap Liquid Hand Soap - Hh Uses	98
Mascara - Do You Use	97
Menstrual & Pre-menstrual Pain Menstrual/Pre-menstrual Pain-had Lst 12	99
Moisturizers/Creams/Lotions - Use	103
Mouthwash/Dental Rinse Mouthwash/Dental Rinse - Do You Use	103
Nail Polish/Nail Care Products Nail Polish/Nail Care Prod - Do You Use	94
Pantiliners/Shields - Do You Use	100
Perfume, Cologne & Toilet Water Perfume- Use/Buy	106
Pre-moistened Cleansing Wipes/Cloths Pre-moist Wipes/Cloths - Hh Use	106
Razor Blades (For Non-disp Shavers) Razor Blades (Non-disposable) - Use	96
Reason For Watching Diet Blood Sugar Level	99
Reason For Watching Diet Calcium Intake	111
Reason For Watching Diet Cholesterol Level	105
Reason For Watching Diet Diabetes	87
Reason For Watching Diet Fat Intake	101
Reason For Watching Diet Food Allergy	79
Reason For Watching Diet Heart Disease	84
Reason For Watching Diet Hypertension	91
Reason For Watching Diet Lactose Intolerance	147
Reason For Watching Diet Salt Intake	87
Reason For Watching Diet To Gain Weight	126
Reason For Watching Diet To Lose Weight	90
Reason For Watching Diet To Maintain Weight	115
Sanitary Pads & Napkins Sanitary Pads & Napkins - Do You Use	118
Shampoo (For Use At Home) Shampoo - Do You Use	101
Shaving Cream Or Gel Shaving Cream Or Gel - Do You Use	93
Suntan/Screen & Sunless Products Suntan/Screen & Sunless Prods - Use	92
Tampons - Do You Use	95
Tooth Whiteners Tooth Whiteners - Do You Use	111
Toothbrushes (Manual) Toothbrushes (Manual)-Do You Use	98
Toothbrushes (Power) Toothbrushes (Power) - Do You Use Them	109
Toothpaste - Do You Use	100
Watching Your Diet(For Health Or Weight Watching Diet-presntly Watching Diet	96

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## Simmons Home Furnishings Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Home Furnishings - Household Index

Bedding, Bath & Linens-bght Lst 12 Mos Any (Bedding, Bath & Linens)	100
Bedding, Bath & Linens-bght Lst 12 Mos Bed Pillows	100
Bedding, Bath & Linens-bght Lst 12 Mos Comforters/Quilts	95
Bedding, Bath & Linens-bght Lst 12 Mos Electric Blankets	97
Bedding, Bath & Linens-bght Lst 12 Mos Other (Bedding, Bath, Linens)	100
Bedding, Bath & Linens-bght Lst 12 Mos Other Blankets	99

Bedding, Bath & Linens-bght Lst 12 Mos Sheets/Pillowcases	102
Bedding, Bath & Linens-bght Lst 12 Mos Tablecloths/Napkins	121
Bedding, Bath & Linens-bght Lst 12 Mos Towels	112
Bedding,Bath & Linens-tot Exp Lst 12Mos \$101 - \$150	97
Bedding,Bath & Linens-tot Exp Lst 12Mos \$151 - \$474	107
Bedding,Bath & Linens-tot Exp Lst 12Mos \$475 Or More	114
Bedding,Bath & Linens-tot Exp Lst 12Mos \$51 - \$100	88

## 2019 Household Appliances/Durables Owned - Household Index

Automatic Washing Machine	81
Burglar Alarm/Home Security System	84
Carpet Cleaner/Shampooer	65
Ceiling Fan	75
Electric Broom	109
Fire Extinguisher	71
Flashlight/Lantern	81
Handheld Vacuum	82
Iron	90
Outdoor Charcoal Grill	72
Outdoor Gas Grill	67
Padlocks	74
Piano/Organ	93
Portable Electric Fan	89
Portable Room Heater	80
Room Air Cleaner	88
Room Air Conditioner	94
Room Dehumidifier	55
Room Humidifier	82
Separate Clothes Dryer	75
Separate Room Heating System	85
Sewing Machine	78
Shower Massager	81
Smoke/Fire Detector	77
Stacked Washer/Dryer	140
Vacuum Cleaner	85
Water Purifier/Conditioner/Filter	92
Wood-burning Fireplace Insert	58
Wood-burning Stove/Heater	51

## 2019 Household Appliances/Durables Bought in Last 12 Months - Household Index

Automatic Washing Machine	76
Burglar Alarm/Home Security System	80
Carpet Cleaner/Shampooer	117
Ceiling Fan	64
Electric Broom	97
Fire Extinguisher	92
Flashlight/Lantern	78
Handheld Vacuum	113
Iron	117
Outdoor Charcoal Grill	85
Outdoor Gas Grill	66
Padlocks	73
Piano/Organ	68
Portable Electric Fan	104
Portable Room Heater	82
Room Air Cleaner	106
Room Air Conditioner	115
Room Dehumidifier	69
Room Humidifier	75
Separate Clothes Dryer	68
Separate Room Heating System	62
Sewing Machine	98
Shower Massager	104
Smoke/Fire Detector	82
Stacked Washer/Dryer	90
Vacuum Cleaner	96
Water Purifier/Conditioner/Filter	91

## 2019 Household Furniture/Furnishings by Dollar Amount - Household Index

Hh Furn/Bed/Bath & Linens-total Expend \$1000 Or More	100
Hh Furn/Bed/Bath & Linens-total Expend \$101 - \$150	97
Hh Furn/Bed/Bath & Linens-total Expend \$151 - \$474	98
Hh Furn/Bed/Bath & Linens-total Expend \$475 - \$999	101
Hh Furn/Bed/Bath & Linens-total Expend \$50 Or Less	96
Hh Furn/Bed/Bath & Linens-total Expend \$51 - \$100	97
Hh Furn/Bed/Bath&Linens-bght Last 12 Mo Any Hh Furnishings & Bedding/Bath/Linen	99
Hh Furnish(Not Linen/Bed)-Total Expend \$1000 Or More	98
Hh Furnish(Not Linen/Bed)-Total Expend \$101 - \$150	145
Hh Furnish(Not Linen/Bed)-Total Expend \$151 - \$474	95
Hh Furnish(Not Linen/Bed)-Total Expend \$475 - \$999	104

Hh Furnish(Not Linen/Bed)-Total Expend \$50 Or Less	107
Hh Furnish(Not Linen/Bed)-Total Expend \$51 - \$100	91

## 2019 Household Furnishings Bought in Last 12 Months - Household Index

Any Household Furnishings	100
Bed Frame And Headboard	114
Children's Furniture	124
Couch/Sofa/Loveseat	97
Dining Room Furniture	128
Draperies/Curtains	100
Floor Lamps	113
Infant Furniture	109
Lawn/Porch/Patio Furniture	75
Mattress/Box Spring	106
Other Bedroom Furniture	109
Other Living Room Furniture	110
Recliner Chair	91
Sofa Bed/Convertible (Fold-out)	129
Table Lamps	124
Wall Units/Systems	111
Window Shades/Blinds	95

## 2019 Major Kitchen Appliance - Household Index

Any Major Appliances	93
Automatic Dishwasher	60
Convection Oven	74
Electric Stove Or Range	59
Electric Toaster-oven	106
Gas Stove Or Range	87
Microwave Oven	99
Refrigerator	98
Separate Home Freezer	60
Items Owned Any Major Appliances	96
Items Owned Automatic Dishwasher	85
Items Owned Convection Oven	113
Items Owned Electric Stove Or Range	72
Items Owned Electric Toaster-oven	104
Items Owned Gas Stove Or Range	130
Items Owned Microwave Oven	95

Items Owned Refrigerator	95
Items Owned Separate Home Freezer	60

## 2019 Small Kitchen Appliance Bought in Last 12 Months - Household Index

Any Small/Countertop Appliances	108
Automatic Drip Coffee Maker	69
Bread Machine	61
Electric Blender	135
Electric Coffee Grinder/Mill	115
Electric Corn Popper	49
Electric Deep Fryer	91
Electric Espresso/Cappuccino Maker	106
Electric Food Processor	110
Electric Fry Pan	61
Electric Juicer	132
Electric Mixer	138
Electric Slicer/Shredder	107
Electric Slow Cooker	99
Electric Steamer/Rice Cooker	154
Electric Toaster	106
Garbage Disposal	106
Other Electric Coffee Maker	160
Pressure Cooker	86
Wok	86

## 2019 Items Owned - Household Index

Items Owned Any Small/Countertop Appliances	96
Automatic Drip Coffee Maker	82
Bread Machine	76
Electric Blender	98
Electric Coffee Grinder/Mill	88
Electric Corn Popper	68
Electric Deep Fryer	72
Electric Espresso/Cappuccino Maker	115
Electric Food Processor	86
Electric Fry Pan	62
Electric Juicer	104
Electric Mixer	87
Electric Slicer/Shredder	72

Electric Slow Cooker	70
Electric Steamer/Rice Cooker	123
Electric Toaster	88
Garbage Disposal	96
Other Electric Coffee Maker	140
Pressure Cooker	97
Wok	98

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## Simmons Home Improvement Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Home Improvements - Household Index

Exterior Painting - Who Did Work Professional Painter Or Other	94
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Person	
Exterior Painting - Who Did Work Yourself Or Other Household Member	49
Exterior Painting Ext Painting-house Painted Last 12 Mos	67
Home Improvements - Total Expenditures \$1000 - \$1999	73
Home Improvements - Total Expenditures \$2000 - \$4999	82
Home Improvements - Total Expenditures \$251 - \$999	81
Home Improvements - Total Expenditures \$5000 Or More	76
Home Improvements - Total Expenditures Under \$250	103
Home Remodeling - Did In Last 12 Mos Add A Bathroom	81
Home Remodeling - Did In Last 12 Mos Add A Garage	39
Home Remodeling - Did In Last 12 Mos Add Other Room	102
Home Remodeling - Did In Last 12 Mos None	104
Home Remodeling - Did In Last 12 Mos Other Remodeling	59
Home Remodeling - Did In Last 12 Mos Remodel Basement/Attic/Garage	96
Home Remodeling - Did In Last 12 Mos Remodel Bathroom	78
Home Remodeling - Did In Last 12 Mos Remodel Family Room/Den	71
Home Remodeling - Did In Last 12 Mos Remodel Kitchen	71
Interior Painting - Who Did Professional Painter/Other Person	96
Interior Painting - Who Did Yourself/Other Hh Member	80
Interior Painting Interior Painting-house Painted Lst 12M	86
Interior/Exterior Staining Interior/Exterior Staining-last 12 Mos	70
Professional Exterminator/Pest Contrl Professional Extermintr/Pest Contrl-use	95
Remodeling - Any Did/Plan In Lst 12 Mos Did In Last 12 Months	74
Remodeling - Any Did/Plan In Lst 12 Mos Plan To Do In Next 12 Months	84

## 2019 Home Improvements Bought in Last 12 Months - Household Index

Attic Fans/Vents	90
Automatic Garage Door Opener	59
Bathroom Faucets	87
Bathroom Sink/Vanity/Cabinet	103
Central Air Conditioning	66
Central Heating Gas/Oil	95
Ceramic Tiles-floor Or Wall	85
Door Knobs And Locks	73
Doors	77
Garage Door	66
Hot Water Heater	88
Indoor Lighting Fixtures	78
Insulation For Ceiling, Floor Or Wall	74



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Kitchen Cabinets	95
Kitchen Counter Tops	82
Kitchen Faucets	78
Kitchen Sinks	85
Other Bathroom Plumbing	71
Outdoor Deck/Porch/Patio	59
Outdoor Lighting Fixtures	73
Outdoor/Exterior Siding	61
Roofing	62
Room Sized Or Area Rugs	96
Storage Shed	79
Vinyl Flooring - Sheet	82
Vinyl Flooring - Tile	92
Wall Paneling	81
Wall-to-wall Carpeting	91
Wallpaper/Wall Coverings	94
Weatherstripping	57
Windows - Insulated/Thermal	76
Wood Flooring	76

## **2019 Workshop Equipment Items Owned - Household Index**

Workshop Equipment - Own	76
Workshop Equipment- Rented Lst 12 Months	94
Air Compressor	60
Band Saw	68
Bench/Table Circular Saw	57
Electric Circular Saw	65
Electric Drill/Screwdriver	73
Electric Glue Gun	73
Electric Planer	53
Electric Ratchet Wrench	55
Electric Router	60
Electric Sander	68
Hand Tools (Non-electric)	68
Jig/Saber Saw	68
Other Electric Power Tools	67
Other Stationary Power Tools	62
Portable Generator	53
Portable Workbench	62
Radial/Arm Saw	62
Shop Dry/Wet Vacuum	61
Wallpaper Steamer/Stripper	76

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## Simmons Household Products Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Household Products - Household Index

Air Freshener Sprays/Room Deodorizers Air Freshener Sprays/Room Deod-hh Uses	98
Aluminum Foil - Hh Uses	98
Charcoal - Does Anyone In Hh Use	85
Disposable Cups & Plates - Hh Uses	85
Disposable Food Containers - Hh Uses	97
Facial Tissues - Hh Uses	94
Furniture Polish - Hh Uses	83

Light Bulbs - Bought In Last 3 Months	95
Napkins - Hh Uses	100
Paper Towels - Hh Uses	99
Plastic Frz Sandwich/Food Storge Bag Plastic Frz Sandwich/Food Bags-hh Uses	93
Plastic Garbage Bags/Trash Can Liners -hh Uses	96
Plastic-type Kitchen Wrap - Hh Uses	95
Spray Starch - Do You Use	91
Toilet Paper - Hh Uses	99

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## Simmons Intermedia Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Intermedia - Household Index

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Internet At Home (Internet Active) Internet Active Quintile 1(Highest)	101
Internet At Home (Internet Active) Internet Active Quintile 2 (2Nd Highest)	97
Internet At Home (Internet Active) Internet Active Quintile 3(Middle)	104
Internet At Home (Internet Active) Internet Active Quintile 4 (2Nd Lowest)	103
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Internet Home/Work (Internet Active) Internet Active Quintile 5(Lowest)	96
Radio Drive Time Quintile 1 (Highest)	96
Radio Drive Time Quintile 2 (2Nd Highest)	106
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## Simmons Lawn Garden Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

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## 2019 Lawn & Garden - Household Index

### 2019 Insecticides - Household Index

Hh Uses	89
Types Mo Ant & Roach Aerosol Spray	105
Types Mo Ant & Roach Killing Gel	116
Types Mo Ant Bait/Trap	65
Types Mo Flea & Tick Killer	53
Types Mo Flying Insect Aerosol Spray	68
Types Mo House & Garden Aerosol Spray	102
Types Mo Indoor Fogger	75
Types Mo Other Insecticides (Liq/Pow/Spray)	81
Types Mo Roach Bait/Trap	128

### 2019 Hand Lawn & Garden Equipment Owned - Household Index

Total Hand Held 62

### 2019 Power Lawn & Garden Equipment Owned - Household Index

Edge Trimmer	73
Fertilizer Spreader	65
Garden Tiller	40
Garden Tractor	34
Hedge Trimmer	68
Leaf Blower Or Vacuum	65
Other Power Mower (Walk Behind)	61
Riding/Tractor-type Lawn Mower	31
Snow Blower	60
Yard Trimmer	64
Itms Bght Lst 12 Total Hand Held	53

### 2019 Seeds, Bulbs & Fertilizers Bought in Last 12 Months - Household Index

Composting Material	86
Flower Plants	77

Flower Seeds/Bulbs	69
House Plant Food/Fertilizer	95
Lawn Fertilizer	79
Lawn Seeds	64
Lawn Weed Killer	66
Lawn/Garden Insecticide	72
None Of These	124
Organic Insecticide	117
Trees Or Shrubs	73
Vegetable Seeds/Plants	67
Vegetable/Flower Garden Fertilizer	76

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## Simmons Lifestyle Demogs Statements Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

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## 2019 Lifestyle Demographics & Statements - Household Index

### 2019 Demographics - Household Index

Anyone In This Hh Expecting A Baby	110
Child Care - Children 6 Yrs Or Younger Care In Another Home-by Relative	108
Child Care - Children 6 Yrs Or Younger Care In Child's Home-by Non-relative	223
Child Care - Children 6 Yrs Or Younger Care In Child's Home-by Other Relative	152
Child Care - Children 6 Yrs Or Younger Care In Child's Home-by Parent	132
Child Care - Children 6 Yrs Or Younger Group Care Center-community Daycare	61
Child Care - Children 6 Yrs Or Younger Group Care Center-private Daycare	70
Number Of Children None	98
Number Of Children One - Three	106
Number Of Children One Or More	104
Presence Of Children By Age 12 - 17 Years	113
Presence Of Children By Age 2 - 11 Years	105
Presence Of Children By Age 2 - 5 Years	114
Presence Of Children By Age 6 - 11 Years	93
Presence Of Children By Age 6 - 17 Years	99
Presence Of Children By Age Under 2 Years	107
Recycling - Very Often Glass Beverage Containers	114
Recycling - Very Often Metal Beverage Containers	100
Recycling - Very Often Newspapers	105
Recycling - Very Often Other Glass	104
Recycling - Very Often Other Metal Cans	105
Recycling - Very Often Other Plastic Containers	107
Recycling - Very Often Paper Boxes/Other Paper	104
Recycling - Very Often Plastic Bags	110
Recycling - Very Often Plastic Beverage Containers	105
Recycling - Very Often Used Batteries	103
Recycling - Very Often Used Motor Oil	94
Retirement Homes/Assis Liv Fac/ Nurs Retirement Homes-any In Hh Used Lst 12M	90
Sex - Household Head Female	100
Sex - Household Head Male	100
Cents-off Coupons - Types You Use Other	106
Incentive Offers - Types Proof Of Purchase Gifts	98

Incentive Offers - Types Rebates On Product Purchases	85
Incentive Offers(From Product Mnfctrs Incentive Offers - Hh Responds	89

## 2019 Statements - Household Index

### 2019 Attitudes (About Apparel) Any Agree - Household Index

Budget Allows Me To Buy Designer Clothe	126
Clthes At Disc Dept Just As Good As Dep	97
Comfort Mst Imprtn Fctr In Clths I Buy	97
Designer Label Improves Person's Image	140
Dress To Please Myself	95
Every Season I Buy The Latest Fashions	125
Everything I Wear Is The Highest Qualit	110
Fashion Mags Help Determine Clothes Buy	139
Function Mst Imprtn Fctr In Clths I Bu	91
Have Fvrite Clothing Brnds I Stick With	100
I Always Look For Favorite Brands First	100
I Am Frst Amng My Friends Try New Style	133
I Have A Conservative Dress Style	91
I Like To Experiment With New Styles	123
I Make My Clothes Last A Long Time	94
Important To Look Attractive To Others	97
Like To Keep Up With The Latest Fashion	109
Like To Make A Unique Fashion Statement	112
Many Similar Priced Brands Look Alike	98
No Longer Wear Clothes Wore A Year Ago	134
Often Buy Clothes I Don't Really Need	102
Really Enjoy Clothes Shopping	117
Spend More Than Can Afford, For Clothes	118
Stick W/ Styles Have Stood Test Of Time	96
Surprised Myself Buy Brnds Nrmly Don't	100
Top Designers Make Quality Clothes	118
Uncomfortable In Clths Diffrent Frm Othr	96

### 2019 Attitudes (General) Any Agree - Household Index

Don't Want Responsibility,Rather Be Tol	125
I Consider Myself A Creative Person	98
I Like Control Over People And Resource	106
I Would Like To Set Up My Own Business	113
Important Family Thinks I Am Doing Well	102

Important To Be Attractive/Opposite Sex	103
In Job, Security More Imprtn Than Mone	100
Like To Pursue Challenge,Novelty,Change	110
More Imprtn To Do Duty Than Enjoy Life	100
Only Work At Current Job For The Money	107

## 2019 Attitudes (Health) Any Agree - Household Index

Agree With Increasing Ban On Cig Smokin	99
Consider My Diet To Be Very Healthy	108
Don't Have Time Prepare/Eat Healthy Mea	94
Friends Ask My Advice About Healt/Nutri	115
I Am A Vegetarian	129
I Make Sure I Exercise Regularly	107
I Think Of The Calories In What I Eat	107
I Treat Myself To Foods Not Good For Me	92
I'll Try Any New Diet	127
I'm Usually First To Try New Health Foo	135
Like To Knw About Ingrdnnts Befr Buy Foo	108
Pay Anything When It Concerns My Health	116
Spend What I Have To, To Look Younger	140
Think Fast Food Is All Junk	105
Too Bsy To Take Care Of Myself As I Shl	97
Try To Eat Healthier Food These Days	99
Work At Eating Well Balanced Diet	99

## 2019 Attitudes (Automobiles) Any Agree - Household Index

A Used Car Is Just As Good As A New Car	86
American Car Companies Set Standard	94
Before Buy Car, Find The Safety Rating	98
Can Tell About Someone By Car Driven	101
Car That Works For Whole Family Impornt	92
Car's Purpose Go Point A To Point B	98
Choose A Car Mainly On Looks	98
Comfort The Most Important Thing In Car	99
Foreign Cars More Prestige Than America	122
Foreign Higher Quality Than American	116
Get Many Options When I Buy A Car	97
I Like Driving	94
Interested In What Is Under The Hood	88
Keep Up On Latest Advances In Auto Tech	103
Like A New Car Every Two Or Three Years	111
Like To Drive Faster Than Normal	87

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My Car Should Express My Personality	101
My Car Should Have Many Safety Features	95
Normally Buy Cars Brand New	96
Normally Drive Without Any Passengers	87
Often Drive By Self For Sense Of Freedom	94
Often Go On Long Car Trips For Vacation	89
Often In Car With More Than One Person	101
Options On A Car Impress Me	92
Pay Extra For Engine W/ More Horsepower	89
People Always Ask My Advice On Car Buy	105
Possessive About My Car	90
Prefer Driving Luxury Vehicle	99
Suv Matches My Active Lifestyle	88
True Value Is How Long A Car Lasts	89
U.S. Makes Better Cars Than 10 Yrs Ago	94
Use My Personal Vehicle In My Work	97
Vehicle Handle Very Rough Terrain Impnt	88

## 2019 - Attitudes/Opinions (Food) Any Agree - Household Index

Brkfst Is More Imprtn Than Lunch Or Dnn	100
Dnnr Is More Imprtn Than Brkfst Or Lunc	121
Easy To Prepare Foods Are My Favorite	98
Eat Foods I Like Regardless Of Calories	92
Eat Several Small Meals During The Day	105
Eating Fast Food Helps Me Stay In Budge	119
Fast Food Fits My Busy Lifestyle	95
Fattening Food Makes Me Feel Guilty	100
Frozen Dinners Have Little Ntrtnl Value	100
I Enjoy Eating Foreign Foods	108
I Feel Guilty When I Eat Sweets	100
I Frequently Eat Sweets	94
I Like To Try New Drinks	110
I Like To Try New Recipes	96
I Like To Try Out New Food Products	102
I Often Eat Frozen Dinners	90
I Often Feel I Over-eat	97
I Often Snack Between Meals	94
I Prefer Fast Food To Home Cooking	123
I Really Enjoy Cooking	98
I Try To Eat Gourmet Food Whenever I Ca	134
I'm Usually First To Try New Food Prdct	108
Kitchen The Most Imprtn Room In My Hom	106
Like Trend Towards Healthier Fast Food	99



Look For Freshest Ingrdnts When I Cook	107
Lunch Is More Imprtn Thn Brkfst Or Dnn	120
Most Snack Foods Are Not Healthy	96
Most Time Trying Lose Weight By Dieting	101
Normally Count Calories The Foods I Eat	108
Nothing Wrong Indulging Fattening Foods	95
Ntrtnl Value Mst Imprtn In Food I Eat	104
Often Eat Store-made, Pre-cooked Meals	100
Often Swayed By Coupons To Try New Food	97
Prefer Food Presented As An Art Form	132
Prefer Food Without A Lot Of Spices	105
Prefer Foods Cooked With Lots Of Spices	98
Salted Snacks Are My Favorite Snack	91
The Point Of Drinking Is To Get Drunk	104
Try To Inclde Plnty Fiber In My Diet	103
Usually Only Snack On Healthy Foods	110
Usually Quick To Try New Ntrtnl Product	107
Usually Refer To Recipes When Cooking	91

## 2019 Product Placement (Movies/Movie Theaters) Any Agree - Household Index

Character Uses Brand Name/Likely To Use	119
Don't Mind Brnd Nme Prdcts In Movies	97
Hate Brnd Nmes In Movies 4 Cmmrcl Prpse	109
Movie Use Brnd Nmes That I Use=More Rea	106
Rmmbrr Brnd Nms Characters Used In Movie	108
See Brnd Name Movie/Buy In Store/Online	122
See Brnd Nme I Use In Movie=Prdct Good	125
Whn Wtch Movies Ntce Brnd Nm Prdcts Use	100
Character Uses Brand Name/Likely To Use	124

## 2019 Product Placement (TV) Any Agree - Household Index

Don't Mind Brnd Nme Prdcts In Tv Shows	92
Hate Brndnmes In Tvshows 4 Cmmrcl Prpse	107
I Rmmbrr Brnd Nme Prdcts Used Fav Tv Sho	103
See Brnd Nme I Use In Tvshow= Prdct Goo	123
See Brnd Nme Tvshow/Buy In Store/Online	120
Tvshow Use Brnd Nms That I Use=More Rea	105
Whn Wtch Tv, Notice Brnd Nme Prdcts Use	95

## 2019 Shop Behavior Any Agree - Household Index

Adv Gives True Picture Of Products	110
Always Look For Brand Name	101
Ban Products That Pollute	109
Change Brands Often For Variety/Novelty	108
Don't Buy Unknown Brands To Save Money	102
Don't Like When Kids Ask For Non-essen	108
Hard To Resist Kids Reqsts For Non-esse	115
I Always Look Out For Special Offers	94
I Ask Advice Before Buying New Things	100
I Buy Prods That Use Recycled Paper	109
I Buy Recycled Paper Products	109
I Enjoy Shopping With My Children	106
I Keep Up With Changes-styles/Fashions	104
My Kids Have Signif Impact On Brands	109
Often Buy On Spur Of The Moment	92
Often Postpone Purch For Kids, Spec Occ	100
People Come To Me/Advice Before Buying	109
Prefer To Buy What Neighbors Approve Of	120
Shop For Specials Or Bargains	97
Shopping For Groceries Is A Bore	88
Usually Read Info On Label	103
Would Pay More/Envirnment Friendly Prod	111

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## Simmons Medicine Drugs Ailments Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

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## 2019 Medicine/Drugs/Ailments - Household Index

Ailments Had In Last 12 Months Any Ailment Last 12 Months	89
Ailments Had In Last 12 Months Snoring/ Sleep Apnea	79
Children's Cough/Cold Prods(Non-pres) Children's Cough/Cold Products-hh Use	107
Chldrn's Fev Reduce/Pain Rlv(Non-pres Children's Fever/Pain Relievers-hh Use	101
Eyeglasses & Contact Lenses-types Wear Contact Lenses-any	83
Eyeglasses & Contact Lenses-types Wear Contact Lenses-gas Permeable/Hard	88
Professionals Consulted Last 12 Months Acupuncturist	187
Professionals Consulted Last 12 Months Allergist	91
Professionals Consulted Last 12 Months Alternative Health Practitioner	110
Professionals Consulted Last 12 Months Cardiologist	102
Professionals Consulted Last 12 Months Chiropractor	80
Professionals Consulted Last 12 Months Dentist	95
Professionals Consulted Last 12 Months Dermatologist	95
Professionals Consulted Last 12 Months Ear, Nose & Throat	88
Professionals Consulted Last 12 Months Eye Doctor	85
Professionals Consulted Last 12 Months Gastroenterologist	87
Professionals Consulted Last 12 Months General/Family Practitioner	87
Professionals Consulted Last 12 Months Internist	103
Professionals Consulted Last 12 Months Nurse Practitioner	66
Professionals Consulted Last 12 Months Ob/Gyn	90
Professionals Consulted Last 12 Months Osteopath	105
Professionals Consulted Last 12 Months Pediatrician	92
Professionals Consulted Last 12 Months Pharmacist	86
Professionals Consulted Last 12 Months Physical Therapist	116
Professionals Consulted Last 12 Months Podiatrist	90
Taking Care Of Someone With Disease Alzheimer's Disease	88
Taking Care Of Someone With Disease Atten Dfct Dsrdr(Add)/Hypractv Dis(Adhd	66
Taking Care Of Someone With Disease Cancer	160

Yeast Infection Products Yeast Infection Products - Do You Use

96

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## Simmons Pet Related Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

### 2019 Pet Related - Household Index

Cat Box Filler/Litter Cat Box Filler/Litter - Hh Buys	70
Cat Treats Or Snacks Cat Treats Or Snacks - Hh Uses	76
Dog Biscuits Or Treats Dog Biscuits/Treats - Hh Buys	74
Flea & Tick Care Products - How Use As A Preventative Measure	82
Flea & Tick Care Products - How Use As A Treatment	81
Flea & Tick Care Products Flea & Tick Care Prods - Hh Buys	84
Heartworm Control Heartworm Control - Use For Cats	74

Heartworm Control Heartworm Control - Use For Dogs	75
Packaged Dry Cat Food Packaged Dry Cat Food - Hh Buys	67
Packaged Dry Dog Food Packaged Dry Dog Food - Hh Buys	78
Pet Food Supplement/Vitamins-hh Uses	88
Wet/Moist Cat Food Wet/Moist Cat Food - Hh Buys	85
Wet/Moist Dog Food Wet/Moist Dog Food - Hh Buys	97
Your Pets - How Many In Hh Cats None	111
Your Pets - How Many In Hh Cats One Or More	68
Your Pets - How Many In Hh Dogs None	114
Your Pets - How Many In Hh Dogs One Or More	79

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## Simmons Telecom Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

### 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9
% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Telecom - Household Index

Cell/Wireless Phone-current Plan No Contract Plan(Not A Prepaid Plan)	105
Cell/Wireless Phone-current Plan Prepaid Plan	98
Cell/Wireless Phone-plan Family Plan	104
Cell/Wireless Phone-plan Individual Plan	90
Cell/Wireless Phones Cell/Wireless Phones - Do You Own	100
Cell/Wireless Phones-purpose Of Use Business	95
Cell/Wireless Phones-purpose Of Use Personal	99
Cell/Wireless Phones-company Subscribe T T-mobile	179
Cell/Wireless Phones-company Subscribe T Verizon Wireless	80
Cell/Wireless Phones-addtl Services You Hav Camera/Picture Phone	100
Cell/Wireless Phones-addtl Services You Hav Games	101
Cell/Wireless Phones-addtl Services You Hav Text Messaging	98
Cell/Wireless Phones-addtl Services You Hav Web Browsing	104
Long Distance Calls In/Out Us - Any Any Long Distance Call	103
Telephone Credit Card/Prepd Calling Car Telephone Credit/Pp Call Card-have/Use	109

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## Simmons Travel Summary for County, Los Angeles:

Date: January 7, 2022

Los Angeles

## 2020 Demographic Overview

Total Households	3,403,442
% Owner Occupied Housing Units	45.6%
% Renter Occupied Housing Units	54.4%
Population Density	2,486.8
Average Household Size	2.9

% Male Population	49.3%
% Female Population	50.7%
Median Age	36.8
Total Housing Units	3,587,516
% Occupied Housing Units	94.9%
% Vacant Housing Units	5.1%

## 2019 Travel - Household Index

Any Trip - Europe Any Europe	129
Any Trip - Europe Belgium	96
Any Trip - Europe France	130
Any Trip - Europe Germany	111
Any Trip - Europe Greece	163
Any Trip - Europe Holland/The Netherlands	122
Any Trip - Europe Ireland	95
Any Trip - Europe Italy	132
Any Trip - Europe Other E. European Countries	107
Any Trip - Europe Other W. European Countries	125
Any Trip - Europe Portugal	121
Any Trip - Europe Russia	96
Any Trip - Europe Scandinavia(Norway,Sweden,Denmrk,Finlnd)	117
Any Trip - Europe Spain	131
Any Trip - Europe Switzerland	108
Any Trip - Europe United Kingdom (England,Scotland,Wales)	123
Any Trip - Mexico/Caribbean Any Other W. Hemisphere	119
Any Trip - Mexico/Caribbean Bahamas	84
Any Trip - Mexico/Caribbean Bermuda	86
Any Trip - Mexico/Caribbean Cuba	141
Any Trip - Mexico/Caribbean Dominican Republic	133
Any Trip - Mexico/Caribbean Jamaica	86
Any Trip - Mexico/Caribbean Mexico	134
Any Trip - Mexico/Caribbean Other Caribbean Countries	84
Any Trip - Mexico/Caribbean Puerto Rico	89
Any Trip - Mexico/Caribbean U.S. Virgin Islands	90
Any Trip - Other Countries African Countries	111
Any Trip - Other Countries Any Other Country	142
Any Trip - Other Countries Australia/New Zealand	119
Any Trip - Other Countries Canada	114
Any Trip - Other Countries China	225
Any Trip - Other Countries India	191
Any Trip - Other Countries Japan	204
Any Trip - Other Countries Other Asian Countries	185

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Any Trip - Other Countries Other Middle East	112
Any Trip-central Or South America Argentina	113
Any Trip-central Or South America Brazil	126
Any Trip-central Or South America Costa Rica	100
Any Trip-central Or South America El Salvador	170
Any Trip-central Or South America Guatemala	129
Any Trip-central Or South America Honduras	122
Any Trip-central Or South America Other Central & South Amer Countries	98
Any Trip-central Or South America Panama	111
Any Trip-central Or South America Peru	133
Any Trip-central Or South America Venezuela	106
Cruise Ship Vacation-areas Traveled Alaska	99
Cruise Ship Vacation-areas Traveled Bahamas	73
Cruise Ship Vacation-areas Traveled Hawaii	90
Cruise Ship Vacation-areas Traveled Mediterranean	136
Cruise Ship Vacation-areas Traveled Mexico	99
Cruise Ship Vacation-areas Traveled Other European Destination(S)	106
Cruise Ship Vacation-areas Traveled South America/Panama Canal	101
Dom Trav-where Stay Overnight-any Trip All-inclusive Resort	92
Dom Travel - Amount Spent - Last Trip \$1000 Or More	102
Dom Travel - Amount Spent - Last Trip \$300 - \$499	91
Dom Travel - Amount Spent - Last Trip \$500 - \$999	100
Dom Travel - Amount Spent - Last Trip Less Than \$300	82
Dom Travel-how Traveled-any Trip Boat/Ship	100
Dom Travel-how Traveled-any Trip Bus	131
Dom Travel-how Traveled-any Trip Plane	109
Dom Travel-how Traveled-any Trip Railroad	167
Dom Travel-how Traveled-any Trip Recreational Vehicle	69
Domestic Travel-# Round Trips Lst 12 Mo 11 Or More	90
For Trav-where Stay Overnight-any Trip All-inclusive Resort	99
Foreign Trav-total #Round Trips Lst 3 Y 4 Or More	117
Foreign Travel-reasons For Any Trip Business & Pleasure	158
Foreign Travel-reasons For Any Trip Personal (Exc Vacation)	158
Foreign Travel-reasons For Any Trip Vacation	119
Frequent Flyer Prog-which Enrolled In Alaska	145
Frequent Flyer Prog-which Enrolled In American Airlines	113
Frequent Flyer Prog-which Enrolled In Delta	99
Frequent Flyer Prog-which Enrolled In Southwest Airlines	105
Frequent Flyer Prog-which Enrolled In United Airlines	119
Frequent Flyer Program Frequent Flyer Prog-currently Enrolled	116
Hotels & Motels Dom Trav-stay At Hotel/Motel Last 12 Mo	95
Last Trip-other Countries African Countries	116
Miles Trav Car/Truck/Van-last 7 Days 500 Miles Or More	95
Miles Trav Car/Truck/Van-last 7 Days Less Than 35 Miles	105



Other Trips-central Or South America Any Central Or South American Country	121
Public Transportation Used In Last 30 Days	181
Vehicle Rental Vehicle Rental - Business/Personal Use	101

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## US ACS Class of Worker Summary Report for County, Los Angeles:

American Community Survey 2018 Class of Worker(Civilian Emp Popn Age 16+) by Industry	Estimated Civilian Emp	% Civilian Emp
<b>Industry by Class of Worker</b>	4,869,656	
Agriculture, forestry, fishing and hunting, and mining	22,589	0.46%
Arts, entertainment, and recreation, and accommodation and food services	549,162	11.28%
Construction	284,152	5.84%
Educational services, and health care and social assistance	1,003,878	20.61%
Finance and insurance, and real estate and rental and leasing	295,370	6.07%
Information	216,025	4.44%
Manufacturing	468,036	9.61%
Other services, except public administration	290,342	5.96%
Professional, scientific, and management, and administrative and waste management services	628,758	12.91%
Public administration	156,015	3.20%
Retail trade	506,432	10.40%
Transportation and warehousing, and utilities	283,832	5.83%
Wholesale trade	165,067	3.39%
Employee of private company workers	3,355,351	68.90%

Local, state, and federal government workers	548,071	11.25%
Private not-for-profit wage and salary workers	307,592	6.32%
Self-employed in own incorporated business workers	199,241	4.09%
Self-employed in own not incorporated business workers and unpaid family workers	459,402	9.43%

<b>Employee of private company workers details</b>	<b>3,355,351</b>	
Agriculture, forestry, fishing and hunting, and mining	19,300	0.58%
Arts, entertainment, and recreation, and accommodation and food services	454,481	13.54%
Construction	190,682	5.68%
Educational services, and health care and social assistance	459,964	13.71%
Finance and insurance, and real estate and rental and leasing	233,458	6.96%
Information	173,848	5.18%
Manufacturing	434,808	12.96%
Other services, except public administration	135,623	4.04%
Professional, scientific, and management, and administrative and waste management services	454,153	13.54%
Public administration	0	0.00%
Retail trade	448,413	13.36%
Transportation and warehousing, and utilities	207,186	6.17%
Wholesale trade	143,436	4.27%

<b>Local, state, and federal government workers details</b>	<b>548,071</b>	
Agriculture, forestry, fishing and hunting, and mining	495	0.09%
Arts, entertainment, and recreation, and accommodation and food services	13,179	2.40%
Construction	9,084	1.66%
Educational services, and health care and social assistance	296,525	54.10%
Finance and insurance, and real estate and rental and leasing	5,144	0.94%
Information	4,905	0.89%
Manufacturing	2,731	0.50%
Other services, except public administration	2,053	0.37%
Professional, scientific, and management, and administrative and waste management services	13,521	2.47%
Public administration	156,015	28.47%

Retail trade	2,105	0.38%
Transportation and warehousing, and utilities	41,950	7.65%
Wholesale trade	364	0.07%

<b>Private not-for-profit wage and salary workers details</b>	<b>307,592</b>	
Agriculture, forestry, fishing and hunting, and mining	317	0.10%
Arts, entertainment, and recreation, and accommodation and food services	14,436	4.69%
Construction	3,239	1.05%
Educational services, and health care and social assistance	178,947	58.18%
Finance and insurance, and real estate and rental and leasing	9,960	3.24%
Information	4,556	1.48%
Manufacturing	6,627	2.15%
Other services, except public administration	57,906	18.83%
Professional, scientific, and management, and administrative and waste management services	16,946	5.51%
Public administration	0	0.00%
Retail trade	7,821	2.54%
Transportation and warehousing, and utilities	4,665	1.52%
Wholesale trade	2,172	0.71%

<b>Self-employed in own incorporated business workers details</b>	<b>199,241</b>	
Agriculture, forestry, fishing and hunting, and mining	641	0.32%
Arts, entertainment, and recreation, and accommodation and food services	20,206	10.14%
Construction	18,501	9.29%
Educational services, and health care and social assistance	22,190	11.14%
Finance and insurance, and real estate and rental and leasing	19,725	9.90%
Information	13,446	6.75%
Manufacturing	10,516	5.28%
Other services, except public administration	14,263	7.16%
Professional, scientific, and management, and administrative and waste management services	45,137	22.65%
Public administration	0	0.00%
Retail trade	15,748	7.90%
Transportation and warehousing, and utilities	8,175	4.10%
Wholesale trade	10,693	5.37%

<b>Self-employed in own not incorporated business workers and unpaid family workers details</b>		
	459,402	
Agriculture, forestry, fishing and hunting, and mining	1,836	0.40%
Arts, entertainment, and recreation, and accommodation and food services	46,860	10.20%
Construction	62,646	13.64%
Educational services, and health care and social assistance	46,252	10.07%
Finance and insurance, and real estate and rental and leasing	27,083	5.90%
Information	19,270	4.19%
Manufacturing	13,354	2.91%
Other services, except public administration	80,497	17.52%
Professional, scientific, and management, and administrative and waste management services	99,001	21.55%
Public administration	0	0.00%
Retail trade	32,345	7.04%
Transportation and warehousing, and utilities	21,856	4.76%
Wholesale trade	8,402	1.83%

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## US ACS Geographic Mobility Summary for County, Los Angeles:

### 2018 American Community Survey (ACS)

#### Geographical Mobility in the Past Year for Current Residence in the United States

By Age	% Same House		% Moved from	% Moved from	% Moved from	% Moved within
	Total	1 Year Ago	Abroad	County within Same State	Different State	Same County
1-4 years	5.1%	5.0%	4.9%	4.1%	4.0%	6.5%
5-17 years	16.3%	16.7%	13.0%	8.0%	8.4%	14.2%

18 and 19 years	2.7%	2.5%	5.0%	10.3%	6.6%	3.4%
20-24 years	7.4%	6.8%	13.9%	16.8%	17.4%	10.9%
25-29 years	8.4%	7.6%	14.3%	17.3%	21.0%	14.9%
30-34 years	7.7%	7.2%	11.1%	11.9%	12.1%	11.9%
35-39 years	7.1%	6.9%	7.1%	6.9%	7.6%	8.5%
40-44 years	6.8%	6.9%	6.1%	5.3%	4.6%	6.4%
45-49 years	7.0%	7.2%	4.6%	4.0%	3.8%	5.6%
50-54 years	6.8%	7.1%	4.1%	3.9%	3.5%	4.6%
55-59 years	6.3%	6.6%	3.8%	3.2%	3.4%	3.9%
60-64 years	5.5%	5.8%	3.6%	2.5%	2.5%	3.1%
65-69 years	4.3%	4.6%	3.1%	1.9%	1.5%	2.1%
70-74 years	3.1%	3.3%	2.3%	1.3%	1.3%	1.3%
75 years and over	5.7%	6.0%	3.3%	2.6%	2.3%	2.8%
<b>Totals</b>	9,982,224	8,904,097	75,177	108,053	99,332	795,565

*Geographical Mobility/Migration refers to the movement of people within the United States from one location to another at various geographic levels. Movers are classified by type of move and characteristics of movers. People who moved from abroad are also included.*

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## US Census 2000 Employment Summary for County, Los Angeles:

### 2000 Occupation & Employment

Not in Labor Force	2,810,830	39.5%
In Labor Force	4,312,359	60.5%
Employed	3,953,307	91.7%
Unemployed	354,475	8.2%
In Armed Forces	4,577	0.1%

### Means of Transportation to Work

### Travel Time to Work

Workers Age 16+	3,948,730	Median Travel Time To Work in Minutes	25
Bicycle	0.6%	0 to 5	1.5%
Bus or trolley bus	6.1%	5 to 9	6.9%
Carpooled	15.1%	10 to 14	11.6%
Drove alone	70.4%	15 to 19	14.2%
Ferryboat	0.0%	15 to 24	13.8%
Motorcycle	0.2%	25 to 29	5.5%
Other means	0.8%	30 to 34	16.2%
Railroad	0.2%	35 to 39	2.8%
Streetcar or trolley car	0.1%	40 to 44	4.3%
Subway or elevated	0.2%	45 to 59	9.3%
Taxicab	0.1%	60 to 89	7.3%
Walked	2.9%	90 or more	3.2%
Worked at home	3.5%	Worked at home	3.5%

### Employment by Industry: Sorted Descending By Percent

Manufacturing	14.83%
Retail trade	10.53%
Health care and social assistance	9.86%
Educational services	8.42%
Professional scientific and technical services	6.95%
Other services (except public admin)	5.90%
Accommodation and food services	5.89%
Information	5.40%
Construction	5.13%
Wholesale trade	4.66%
Finance and insurance	4.61%
Administrative and support and waste management services	4.52%
Transportation and warehousing	4.44%
Public administration	3.16%
Arts entertainment and recreation	2.52%
Real estate and rental and leasing	2.28%
Utilities	0.58%
Agriculture forestry fishing and hunting	0.19%
Mining	0.07%

### Employment by Occupation: Sorted Descending By Percent

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Office and administrative support occupations	16.16%
Sales and related occupations	11.40%
Production occupations	9.62%
Management occupations except farmers and farm managers	8.80%
Education training and library occupations	5.47%
Food preparation and serving related occupations	4.31%
Arts design entertainment sports and media occupations	4.06%
Construction trades workers	3.91%
Building and grounds cleaning and maintenance occs	3.77%
Installation maintenance and repair occupations	3.38%
Personal care and service occupations	3.15%
Motor vehicle operators	2.79%
Health diag and treating practitioners and technical occs	2.64%
Material moving workers	2.58%
Financial specialists	2.42%
Business operations specialists	2.17%
Computer and mathematical occupations	2.09%
Healthcare support occupations	1.68%
Architects surveyors cartographers and engineers	1.48%
Legal occupations	1.44%
Community and social services occupations	1.33%
Other protective service workers including supervisors	1.10%
Health technologists and technicians	1.09%
Life physical and social science occupations	0.81%
Fire fighting and law enforcement incl supervisors	0.69%
Supervisors construction and extraction workers	0.45%
Drafters engineering and mapping technicians	0.44%
Rail water and other transportation occupations	0.27%
Supervisors transportation and material moving workers	0.21%
Farming fishing and forestry occupations	0.17%
Aircraft and traffic control occupations	0.06%
Farmers and farm managers	0.03%
Extraction workers	0.01%

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## US Census 2000 Household Detail Summary for County, Los Angeles:

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## Population & Household Summary

Family Population	8,078,601
Group Quarters Population	175,263
Households	3,132,460
Non Family Households	981,311
Non-Family Population	478,384
Population	9,516,607

## Household Income

Average Household Income	\$61,832
Median Household Income	\$42,565
Per Capita Income	\$20,353

## Household Population Summary

Household Population	9,341,927
Family Population	8,078,601
Householders in Family Population	2,153,762
% Male Householders	71.0%
% Female Householders	29.0%
Spouses of Hhldr	1,542,393
Children of Hhldr	3,079,323
% Natural-born or Adopted	96.2%
% Stepchildren	3.8%
Grandchildren of Hhldr	237,442
Siblings of Hhldr	209,021
Parent of Hhldr	149,387
Other Relatives of Hhldr	389,974
Non-Relatives of Hhldr	321,096
Non-Family Population	1,262,743
Male Hhldrs in Non-Family Population	478,435
Male Hhldrs in Non-Family Popn - Living Alone	74.1%
Male Hhldrs in Non-Family Popn - Not Living Alone	25.9%
Female Hhlders in Non-Family Population	502,898
Female Hhlders in Non-Family Popn - Living Alone	82.7%
Female Hhlders in Non-Family Popn - Not Living Alone	17.3%
Non-Relatives in Non-Family Population	278,368

## Household Income

\$ 0 - \$9,999	10.5%
\$ 10,000 - \$14,999	6.5%
\$ 15,000 - \$19,999	6.3%
\$ 20,000 - \$24,999	6.4%
\$ 25,000 - \$29,999	6.1%
\$ 30,000 - \$34,999	6.0%
\$ 35,000 - \$39,999	5.4%
\$ 40,000 - \$44,999	5.2%
\$ 45,000 - \$49,999	4.5%
\$ 50,000 - \$59,999	8.1%
\$ 60,000 - \$74,999	9.7%
\$ 75,000 - \$99,999	10.2%
\$100,000 - \$124,999	5.8%
\$125,000 - \$149,999	3.0%
\$150,000 - \$199,999	2.8%
\$200,000 +	3.5%



## Household Summary

Family Households	2,153,706
Married Couple	1,521,116
% With Own Children < 18	55.2%
% Without Own Children < 18	44.8%
Female Hhldr, No Husband Present	446,735
% With Own Children < 18	56.5%
% Without Own Children < 18	43.5%
Male Hhldr, no wife present	185,907
% With Own Children < 18	46.7%
% Without Own Children < 18	53.3%
Nonfamily Households	981,311

## Household Size

1 Person Households	24.6%
1 Person Female Householder	54.0%
1 Person Male Householder	46.0%
2 Person Households	26.0%
3 Person Households	15.7%
4 person Households	14.9%
5 Person Households	9.0%
6 Person Households	5.1%
7+ Person Households	4.9%

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## US Census 2000 Housing Value Summary for County, Los Angeles:

### Housing Units 2000

Housing Units	3,269,521
Owner-Occupied	45.9%
Renter-Occupied	49.9%
Vacant	4.2%

### Year Moved In

1969 or earlier	8.1%
1970 to 1979	9.1%
1980 to 1989	14.3%
1990 to 1994	15.4%
1995 to 1998	32.4%
1999 to March 2000	20.7%

### Year Structure Built

Built 1939 or earlier	12.9%
Built 1940 to 1949	12.3%
Built 1950 to 1959	22.3%
Built 1960 to 1969	17.8%
Built 1970 to 1979	15.6%
Built 1980 to 1989	12.3%
Built 1990 to 1994	4.1%
Built 1995 to 1998	2.0%
Built 1999 to March 2000	0.7%

### Units in Structure

1 - Attached Unit	7.1%
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# Market Analysis

Example Report 2022



<b>Housing Value: Owner Occupied</b>		1 - Detached Unit	49.3%
\$ 0 to \$10,000	0.6%	2 Units	2.7%
\$ 10,000 to \$14,999	0.4%	3 - 4 Units	6.0%
\$ 15,000 to \$19,999	0.5%	5 - 9 Units	8.2%
\$ 20,000 to \$24,999	0.5%	10 - 19 Units	8.0%
\$ 25,000 to \$29,999	0.4%	20 - 49 Units	8.8%
\$ 30,000 to \$34,999	0.4%	50 or more Units	8.1%
\$ 35,000 to \$39,999	0.4%	Boat, RV, Van, etc	0.1%
\$ 40,000 to \$49,999	0.5%	Mobile Home/Trailer	1.6%
\$ 50,000 to \$59,999	0.5%		
\$ 60,000 to \$69,999	0.7%	<b>Rent: Cash Rent</b>	
\$ 70,000 to \$79,999	1.0%	\$ 0 to \$100	0.7%
\$ 80,000 to \$89,999	1.5%	\$ 100 to \$149	0.8%
\$ 90,000 to \$99,999	1.9%	\$ 150 to \$199	1.7%
\$ 100,000 to \$124,999	5.7%	\$ 200 to \$249	1.2%
\$ 125,000 to \$149,999	10.7%	\$ 250 to \$299	1.2%
\$ 150,000 to \$174,999	12.8%	\$ 300 to \$349	2.3%
\$ 175,000 to \$199,999	11.2%	\$ 350 to \$399	3.4%
\$ 200,000 to \$249,999	14.0%	\$ 400 to \$449	5.1%
\$ 250,000 to \$299,999	9.5%	\$ 450 to \$499	6.7%
\$ 300,000 to \$399,999	10.6%	\$ 500 to \$549	9.4%
\$ 400,000 to \$499,999	5.6%	\$ 550 to \$599	9.0%
\$ 500,000 to \$749,999	5.9%	\$ 600 to \$649	8.6%
\$ 750,000 to \$999,999	2.3%	\$ 650 to \$699	8.2%
\$1,000,000 or more	2.5%	\$ 700 to \$749	6.2%
Median Housing Value	\$201,049	\$ 750 to \$799	5.7%
		\$ 800 to \$899	8.6%
		\$ 900 to \$999	5.8%
		\$1,000 to \$1,249	7.1%
		\$1,250 to \$1,499	2.9%
		\$1,500 to \$1,999	2.3%
		\$2,000 or more	1.1%
		No Cash Rent	2.0%
		Total Rental Units	1,632,773
		Median Cash Rent	\$645

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## US Census 2000 Overview Summary for County, Los Angeles:

<b>Population Summary</b>		<b>Household Summary</b>	
Total Population	9,516,607	Total Households	3,132,460
Female Population	50.7%	Median Household Income	\$42,565
Male Population	49.3%	Average Household Income	\$61,832
		Per Capita Income	\$20,353
		Median Housing Value	\$201,049
		Avg Monthly Contract Rent	\$694
<b>Race &amp; Ethnicity</b>		<b>Income by Type: Household Income</b>	
American Indian, Eskimo, Aleut	0.7%	\$ 0 - \$9,999	10.5%
Asian	11.9%	\$ 10,000 - \$14,999	6.5%
Black	9.6%	\$ 15,000 - \$19,999	6.3%
Native Hawaiian/Other Pacific Islander	0.3%	\$ 20,000 - \$24,999	6.4%
White	48.6%	\$ 25,000 - \$29,999	6.1%
Other	23.8%	\$ 30,000 - \$34,999	6.0%
Two or More Races	5.1%	\$ 35,000 - \$39,999	5.4%
Hispanic Ethnicity	44.6%	\$ 40,000 - \$44,999	5.2%
Not Hispanic or Latino	55.4%	\$ 45,000 - \$49,999	4.5%
		\$ 50,000 - \$59,999	8.1%
		\$ 60,000 - \$74,999	9.7%
		\$ 75,000 - \$99,999	10.2%
		\$100,000 - \$124,999	5.8%
		\$125,000 - \$149,999	3.0%
		\$150,000 - \$199,999	2.8%
<b>Educational Attainment</b>			
Nursery School - 8	9.4%		
9th to 12th grade, no diploma	8.9%		
High School Graduate	20.7%		
Associates Degree	6.9%		
Some College, No Degree	19.3%		
Bachelor's Degree	20.6%		
Graduate Degree	10.9%		
No Schooling	3.4%		

\$200,000 + 3.5%

**Age: Total**

Age 0 - 4	7.7%
Age 5 - 9	8.5%
Age 10 - 13	6.2%
Age 14 - 17	5.6%
Age 18 - 20	4.4%
Age 21 - 24	5.9%
Age 25 - 29	8.1%
Age 30 - 34	8.4%
Age 35 - 39	8.5%
Age 40 - 44	7.9%
Age 45 - 49	6.6%
Age 50 - 54	5.4%
Age 55 - 59	4.0%
Age 60 - 64	3.2%
Age 65 - 69	2.7%
Age 70 - 74	2.5%
Age 75 - 79	2.1%
Age 80 - 84	1.3%
Age 85+	1.1%
Median Age	32.3

**Size of Household**

1 Person Households	24.6%
2 Person Households	26.0%
3 Person Households	15.7%
4 Person Households	14.9%
5 Person Households	9.0%
6 Person Households	5.1%
7+ Persons	4.9%

**Year Moved In**

1969 or earlier	8.1%
1970 to 1979	9.1%
1980 to 1989	14.3%
1990 to 1994	15.4%
1995 to 1998	32.4%
1999 to March 2000	20.7%

Age 15 + Population 7,253,078

**Marital Status**

Married	44.1%
Divorced	8.5%
Never Married	34.1%
Separated	7.8%
Widowed	5.5%

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## US Census 2010 Overview Summary for County, Los Angeles:

<b>Population Summary</b>		<b>Household Summary</b>	
Total Population	9,818,603	Total Households	3,241,210
Population Under Age 18	24.5%		
Population Over Age 18	75.5%	Housing Units	3,445,083
		Occupied Units	3,241,210
		Vacant Units	203,872
<b>Race &amp; Ethnicity</b>		<b>Population by Group Quarters</b>	
American Indian, Eskimo, Aleut	0.7%	Population in Group Quarters	171,681
Asian	13.7%	Institutionalized	68,682
Black	8.7%	Correctional Institutions	38.1%
Native Hawaiian/Other Pacific Islander	0.3%	Juvenile Institutions	6.9%
White	50.3%	Nursing Homes	51.9%
Other	21.8%	Other Institutions	3.2%
Two or More Races	4.5%	Non Institutional	102,999
Hispanic Ethnicity	47.7%	College Dormitories	50.0%
Not Hispanic or Latino	52.3%	Military Quarters	0.0%
		Other Non Institutional	50.0%
<b>Race by Hispanic Origin</b>			
<b>Non Hispanic</b>	5,130,713		
American Indian/AK Nat	0.2%		
Asian	13.5%		
Black	8.3%		
Hawaiian/Pacific Islander	0.2%		
White	27.8%		
Other Race	0.3%		
Multiple Races	2.0%		
<b>Hispanic Origin</b>	4,687,890		
American Indian/AK Nat	0.5%		
Asian	0.2%		
Black	0.4%		

Hawaiian/Pacific Islander	0.0%
White	22.5%
Other	21.5%
Multiple Races	2.5%

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### US Census 2010 Race Ethnicity Ancestry Summary for County, Los Angeles:

#### Race & Ethnicity: Total Population

American Indian, Alaska Native	72,828	0.7%
Asian	1,346,866	13.7%
Black/African American	856,874	8.7%
Native Hawaiian and Other Pacific Islander	26,094	0.3%
Other Population	2,140,632	21.8%
Two or More Races	438,713	4.5%
White Population	4,936,596	50.3%
Hispanic Ethnicity	4,687,890	47.7%
Not Hispanic or Latino	5,130,713	52.3%

#### Hispanic/Latino by Race

American Indian, Alaska Native	53,942	1.2%
Asian	21,194	0.5%
Black/African American	41,788	0.9%
Native Hawaiian and Other Pacific Islander	3,630	0.1%
Other Population	2,115,265	45.1%
Two or More Races	243,792	5.2%
White Population	2,208,279	47.0%

### 2018 American Community Survey (ACS)

#### Language Spoken at Home (Age 5+)

By Ability to Speak English	Very Well	Less Than Very Well	Total
African Languages			
Arabic			
American			
Chinese			

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French (incl. Patois, Cajun)  
French Creole  
German  
Greek  
Gujarati  
Hebrew  
Hindi  
Hmong  
Hungarian  
Italian  
Japanese  
Korean  
Laotian  
Mon-Khmer, Cambodian  
Navajo  
Other and Unspecified Languages  
Other Asian Languages  
Other Indic Languages  
Other Indo-European Languages  
Other Native North American Languages  
Other Pacific Island Languages  
Other West Germanic Languages  
Persian  
Polish  
Portuguese or Portuguese Creole  
Russian  
Scandinavian Languages  
Serbo-Croatian  
Spanish or Spanish Creole  
Tagalog  
Thai  
Urdu  
Vietnamese  
Yiddish

**2018 American Community Survey (ACS)**

<b>Total Ancestry Reported</b>			<b>Place of Birth By Year of Entry by Citizenship Status</b>		
Afghan	2,596	0.0%	<b>Asia</b>	1,228,565	35.5%
Albanian	832	0.0%	Entered before 1980	492,792	40.1%
Alsatian	163	0.0%	Naturalized U.S. Citizen	451,971	91.7%
American	258,048	2.6%	Not a U.S. Citizen	40,821	8.3%
Arabian	70,642	0.7%	Entered 1980 to 1989	253,516	20.6%
<i>Arab</i>	7,991	11.3%	Naturalized U.S. Citizen	203,556	80.3%
<i>Egyptian</i>	14,560	20.6%	Not a U.S. Citizen	49,960	19.7%
<i>Iraqi</i>	2,727	3.9%	Entered 1990 to 1999	274,308	22.3%
<i>Jordanian</i>	3,684	5.2%	Naturalized U.S. Citizen	149,470	54.5%
<i>Lebanese</i>	16,853	23.9%	Not a U.S. Citizen	124,838	45.5%
<i>Moroccan</i>	3,865	5.5%	Entered 2000 or Later	207,948	16.9%
<i>Other Arab</i>	10,734	15.2%	Naturalized U.S. Citizen	26,276	12.6%
<i>Palestinian</i>	3,211	4.6%	Not a U.S. Citizen	181,672	87.4%
<i>Syrian</i>	7,017	9.9%	<b>Central America</b>	1,831,787	93.6%
Armenian	168,001	1.7%	Mexico	1,307,550	71.4%
Assyrian/Chaldean/Syriac	3,159	0.0%	Entered before 1980	637,722	48.8%
Australian	4,362	0.0%	Naturalized U.S. Citizen	371,794	58.3%
Austrian	14,300	0.1%	Not a U.S. Citizen	265,928	41.7%
Basque	2,118	0.0%	Entered 1980 to 1989	346,498	26.5%
Belgian	3,665	0.0%	Naturalized U.S. Citizen	74,127	21.4%
Brazilian	8,408	0.1%	Not a U.S. Citizen	272,371	78.6%
British	31,221	0.3%	Entered 1990 to 1999	265,019	20.3%
Bulgarian	3,026	0.0%	Naturalized U.S. Citizen	32,478	12.3%
Cajun	408	0.0%	Not a U.S. Citizen	232,541	87.8%
Canadian	14,988	0.2%	Entered 2000 or Later	265,019	20.3%
Carpatho Rusyn	48	0.0%	Naturalized U.S. Citizen	7,746	13.3%
Celtic	802	0.0%	Not a U.S. Citizen	50,565	86.7%
Slovak	4,882	0.1%	Other Central America	524,237	28.6%
Yugoslavian	3,827	0.0%	Entered before 1980	230,329	43.9%



Croatian	10,780	0.1%	Naturalized U.S. Citizen	158,265	68.7%
Cypriot	288	0.0%	Not a U.S. Citizen	72,064	31.3%
Czech	12,757	0.1%	Entered 1980 to 1989	114,844	21.9%
Czechoslovakian	3,984	0.0%	Naturalized U.S. Citizen	40,617	35.4%
Danish	18,930	0.2%	Not a U.S. Citizen	74,227	64.6%
Dutch	42,066	0.4%	Entered 1990 to 1999	124,747	23.8%
Eastern European	24,923	0.3%	Naturalized U.S. Citizen	17,914	14.4%
English	263,529	2.6%	Not a U.S. Citizen	106,833	85.6%
Estonian	503	0.0%	Entered 2000 or Later	54,317	10.4%
European	83,695	0.8%	Naturalized U.S. Citizen	4,934	9.1%
Finnish	6,195	0.1%	Not a U.S. Citizen	49,383	90.9%
French (except Basque)	93,685	0.9%	<b>Europe</b>	170,757	4.9%
French Canadian	14,577	0.1%	Entered before 1980	73,795	43.2%
German	369,874	3.7%	Naturalized U.S. Citizen	61,308	83.1%
German Russian	206	0.0%	Not a U.S. Citizen	12,487	16.9%
Greek	23,673	0.2%	Entered 1980 to 1989	37,713	22.1%
Guyanese	1,059	0.0%	Naturalized U.S. Citizen	29,854	79.2%
Hungarian	24,606	0.2%	Not a U.S. Citizen	7,859	20.8%
Icelander	901	0.0%	Entered 1990 to 1999	28,058	16.4%
Iranian	69,928	0.7%	Naturalized U.S. Citizen	13,867	49.4%
Irish	303,515	3.0%	Not a U.S. Citizen	14,191	50.6%
Israeli	12,622	0.1%	Entered 2000 or Later	31,191	18.3%
Italian	213,882	2.1%	Naturalized U.S. Citizen	2,557	8.2%
Latvian	2,497	0.0%	Not a U.S. Citizen	28,634	91.8%
Lithuanian	10,290	0.1%	<b>Latin America</b>	1,957,148	56.6%
Luxemburger	358	0.0%	Entered before 1980	21,257	68.3%
Macedonian	664	0.0%	Naturalized U.S. Citizen	17,362	81.7%
Maltese	488	0.0%	Not a U.S. Citizen	3,895	18.3%
New Zealander	892	0.0%	Entered 1980 to 1989	3,734	12.0%
Northern European	8,574	0.1%	Naturalized U.S. Citizen	2,542	68.1%
Norwegian	43,284	0.4%	Not a U.S. Citizen	1,192	31.9%
Other Groups	7,277,012	72.1%	Entered 1990 to 1999	3,654	11.7%
Pennsylvania German	744	0.0%	Naturalized U.S. Citizen	2,014	55.1%
Polish	93,586	0.9%	Not a U.S. Citizen	1,640	44.9%
Portuguese	18,108	0.2%	Entered 2000 or Later	2,499	8.0%
Romanian	13,040	0.1%	Naturalized U.S. Citizen	374	15.0%
Russian	105,716	1.1%	Not a U.S. Citizen	2,125	85.0%

# Market Analysis

Example Report 2022



Scandinavian	10,132	0.1%	<b>Other Area</b>	100,487	2.9%
Scotch-Irish	26,665	0.3%	Entered before 1980	37,700	37.5%
Scottish	62,808	0.6%	Naturalized U.S. Citizen	30,317	80.4%
Serbian	3,519	0.0%	Not a U.S. Citizen	7,383	19.6%
Slavic	1,761	0.0%	Entered 1980 to 1989	18,366	18.3%
Slovene	1,551	0.0%	Naturalized U.S. Citizen	13,248	72.1%
Soviet Union	130	0.0%	Not a U.S. Citizen	5,118	27.9%
Subsaharan African	84,095	0.8%	Entered 1990 to 1999	22,049	21.9%
<i>African</i>	52,315	62.2%	Naturalized U.S. Citizen	11,849	53.7%
<i>Cape Verdean</i>	458	0.5%	Not a U.S. Citizen	10,200	46.3%
<i>Ethiopian</i>	8,216	9.8%	Entered 2000 or Later	22,372	22.3%
<i>Ghanaian</i>	2,277	2.7%	Naturalized U.S. Citizen	2,491	11.1%
<i>Kenyan</i>	1,104	1.3%	Not a U.S. Citizen	19,881	88.9%
<i>Liberian</i>	199	0.2%	<b>South America</b>	42,339	44.9%
<i>Nigerian</i>	11,641	13.8%	Entered before 1980	42,339	44.9%
<i>Other Subsaharan African</i>	3,579	4.3%	Naturalized U.S. Citizen	35,707	84.3%
<i>Senegalese</i>	193	0.2%	Not a U.S. Citizen	6,632	15.7%
<i>Sierra Leonean</i>	366	0.4%	Entered 1980 to 1989	19,129	20.3%
<i>Somalian</i>	212	0.3%	Naturalized U.S. Citizen	11,976	62.6%
<i>South African</i>	2,341	2.8%	Not a U.S. Citizen	7,153	37.4%
<i>Sudanese</i>	529	0.6%	Entered 1990 to 1999	20,315	21.6%
<i>Ugandan</i>	529	0.6%	Naturalized U.S. Citizen	8,373	41.2%
<i>Zimbabwean</i>	136	0.2%	Not a U.S. Citizen	11,942	58.8%
Swedish	48,128	0.5%	Entered 2000 or Later	12,434	13.2%
Swiss	10,699	0.1%	Naturalized U.S. Citizen	1,101	8.9%
Turkish	5,839	0.1%	Not a U.S. Citizen	11,333	91.2%
Ukrainian	20,496	0.2%			
Welsh	20,296	0.2%	<b>Total of Bolded Places</b>	3,456,957	
West Indian (except Hispanic Groups)	35,005	0.4%			
<i>Bahamian</i>	391	1.1%			
<i>Barbadian</i>	619	1.8%			
<i>Belizean</i>	14,632	41.8%			
<i>Bermudan</i>	158	0.5%			
<i>British West Indian</i>	651	1.9%			
<i>Dutch West Indian</i>	87	0.3%			
<i>Haitian</i>	3,304	9.4%			

<i>Jamaican</i>	10,287	29.4%
<i>Other West Indian</i>	168	0.5%
<i>Trinidadian and Tobagonian</i>	1,759	5.0%
<i>U.S. Virgin Islander</i>	193	0.6%
<i>West Indian</i>	2,756	7.9%
<b>Total</b>	<b>10,098,049</b>	

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## US Census 2010 Race Ethnicity Summary for County, Los Angeles:

<b>Race &amp; Ethnicity: Total Population</b>	9,818,603			
American Indian/AK Nat	72,828	0.7%	<b>Non Hispanic Race by Origin</b>	
Asian	1,346,866	13.7%	American Indian	18,886 0.4%
Black	856,874	8.7%	Asian	1,325,672 25.8%
Hawaiian/Pacific Islander	3,630	0.1%	Black	815,086 15.9%
Other	2,140,632	21.8%	Hawaiian/Pacific Islander	22,464 0.4%
Multiple Race	438,713	4.5%	Other Population	25,367 0.5%
White	4,936,596	50.3%	Multiple Race	194,921 3.8%
			White	2,728,317 53.2%
Hispanic Ethnicity	4,687,890	47.7%		
Not Hispanic or Latino	5,130,713	52.3%		

<b>Race by Hispanic Origin</b>		
American Indian/AK Nat	53,942	1.2%
Asian	21,194	0.5%
Black	41,788	0.9%
Hawaiian/Pacific Islander	3,630	0.1%
White	2,208,279	47.1%

# Market Analysis

Example Report 2022



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Other	2,115,265	45.1%
Multiple Races	243,792	5.2%

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