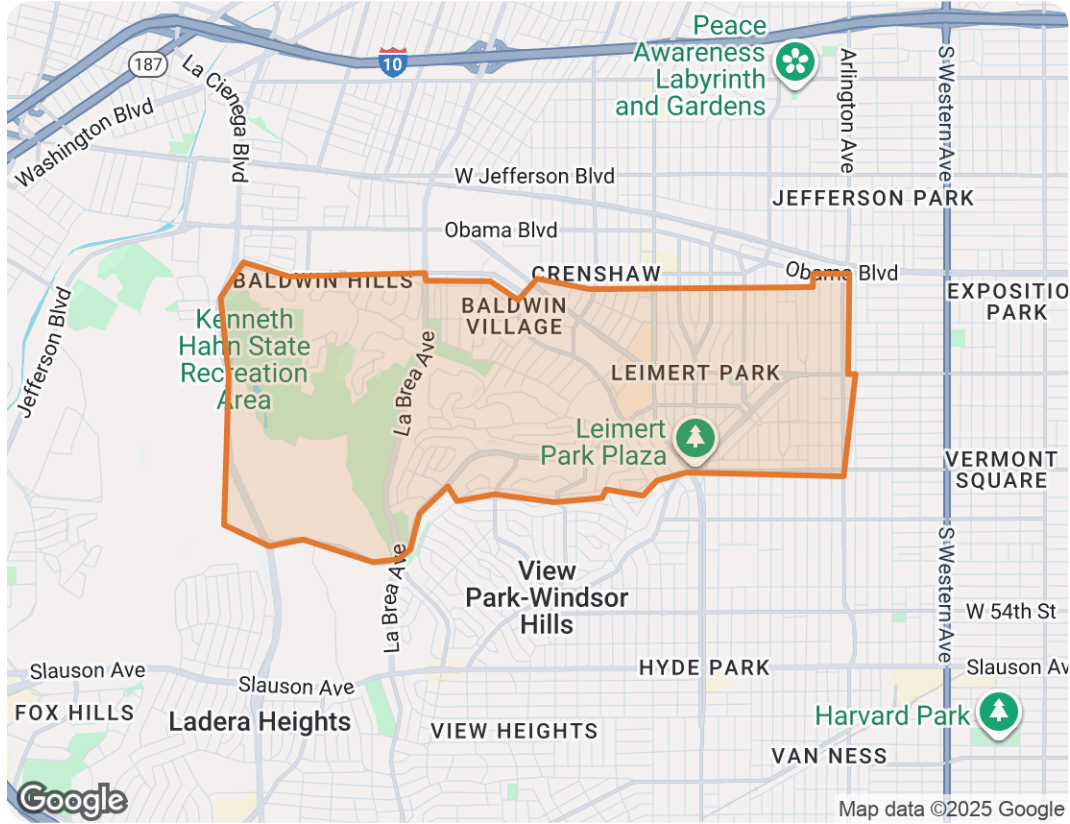


Los Angeles, CA 90008



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Trade Area Summary

Attribute Summary for Los Angeles, CA 90008

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$59,115	42.3	32,498	City Strivers
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

<div>LIFE MODE - What are the people like that live in this area?</div> <div> Midtown Singles</div> <div>Millennials on the move—single, urban</div>	<div>URBANIZATION - Where do people like this usually live?</div> <div> Principal Urban Centers</div> <div>Young, mobile population in metros of 2.5 + million people</div>
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Top Tapestry Segments	City Strivers	High Rise Renters	Family Foundations	Golden Years	Social Security Set
% of Households	3,803 (26.5%)	3,079 (21.5%)	2,131 (14.9%)	1,235 (8.6%)	1,061 (7.4%)
Lifestyle Group	Midtown Singles	Next Wave	Hometown	Senior Styles	Senior Styles
Urbanization Group	Principal Urban Centers	Principal Urban Centers	Urban Periphery	Suburban Periphery	Metro Cities
Residence Type	High-Density Apartments	High-Rise Rentals	Single Family	Single Family; Multi-Units	Multi-Unit Rentals
Household Type	Singles	Single Parents	Singles	Singles	Singles
Average Household Size	2.66	2.55	2.59	2.09	1.78
Median Age	37	35	40.3	51.5	42.6
Diversity Index	71.5	86.8	54.5	56.5	80.1
Median Household Income	\$64,700	\$35,200	\$55,800	\$95,100	\$28,800
Median Net Worth	\$53,600	\$11,800	\$130,600	\$378,600	\$12,200
Median Home Value	\$529,300	\$511,900	\$198,400	\$518,500	\$261,600
Homeownership	32.8	4.6	64.6	65.4	15.7
Employment	Services or Professional	Services or Professional	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services
Education	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Indulge in pedicures and manicures, tooth whiteners and exercise. Shop discount retailers and warehouse clubs for basics.	Risk takers, believe life should be as much fun as possible. Shop at Target, Macy's, Marshalls.	A strong focus is on religion and character. Go online for games, entertainment.	Active social lives include traveling abroad. Good health is a priority.	Prefer to cook, eat at home. Activities are limited, but bingo is a favorite.
Financial	More than 1/3 of households maintain a savings account	Wages often supplemented by public assistance and SSI	Many have no financial investments or retirement savings	Maintain actively managed financial portfolios	Fixed incomes so remain price sensitive
Media	Watch movies on premium TV channels	TV buffs favorites include HBO, Starz and Showtime	Subscribe to premium cable TV	Internet is used for everything, avid readers as well	TV is an important part of their lives.
Vehicle	Take public transportation	Take public transportation	Drive 1-2 vehicles	Prefer late-model vehicle	Take public transportation

Consumer Segment Details

About this segment

City Strivers

Ranked

1st

dominant segment
for this area

In this area

26.5%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

Who Are They?

These high-density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service, healthcare, or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings. Single parents rely on this close-knit community to provide invaluable support while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

Neighborhood

- Densely populated neighborhoods located primarily in New York, Boston, Washington, or Chicago.
- Primarily renters living in older, multiunit structures built before 1950; smaller buildings with 2–4 units the most popular in this market; relatively high rental rates at more than \$1,100 monthly.
- A blend of family households, married couples and single parents with younger or adult children, as well as single-person households; average household size 2.78.
- Work outside their county of residence, with almost one-fourth commuting 60 or more minutes to work; average travel time to work of 38 minutes the highest of any Tapestry market; use of public transportation common.

Socioeconomic Traits

- City Strivers residents rely on wage and salary income. Half have some college education.
- Labor force participation is slightly below the national average .
- Residents work in health care, transportation, social services, and protective services.
- Current trends are a strong influence on shopping habits.
- Often make impulse purchases and try new brands and technologies, but do look for the approval of friends.
- These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion.

Market Profile

- City Strivers residents shop at discount retailers and warehouse clubs for the basics, but occasionally treat themselves to a meal at Applebee's, or Fridays.
- These image-conscious consumers indulge in pedicures and manicures, purchase tooth whiteners, and exercise to stay in shape. They prefer to shop around for clearance deals on branded apparel at Marshalls or Old Navy, sometimes shopping at Abercrombie & Fitch.
- Once in a while, they do watch a movie at the theater, but prefer to catch movies on premium TV channels such as HBO, Starz, and Showtime. They enjoy MTV, CNN, and Discovery Channel also. Listening to R&B, hip hop, gospel, and reggae music on the radio complements their in-home entertainment.
- Bundled with their cable service, most residents have high-speed Internet access on their older desktops.
- More than a third of households maintain a savings account. They are just as comfortable banking online as in person.

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
High Rise Renters	2nd	21.5%	0.5%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

High-Rise Renters residents are located predominantly in the Northeast, especially in New York City. This market is near the top for density, diversity, presence of adult children, linguistic isolation, and foreign-born population. They travel far for employment, usually in service jobs, and depend on public transportation. These residents are young and utilize a large portion of their income toward rent, demanded by their dense central city locations. High-Rise Renters residents are compassionate people; young or old, near or far, they are devoted to their families. The younger generation is equally passionate about music, television, and fashion.

Neighborhood

- Located mostly in New York City, housing units are in high-rise multi-unit structures. Almost half were built before 1950.
- Almost all residents are renters, paying rents about 20 percent lower than the US average rent.
- One of the most diverse markets, with residents from a variety of cultural backgrounds. Almost 1 in 3 residents was born abroad; nearly 1 in 4 households have members who speak little English.
- Located in densely populated areas with easy access to public transportation. Commuting times are nonetheless long, and jobs are often in a different county.
- Single-parent and single-person households dominate. Multigenerational households are more common in this market (twice the US average).

Socioeconomic Traits

- Accessible jobs are hard to come by in this young market. Workers tend to find minimum wage, mostly service jobs in health care, sales and retail.
- Wage income is often supplemented by public assistance and Supplemental Security Income.
- This market is fashion-conscious, often spending beyond their budget.
- Families are the priority, but they do explore other interests.
- High Rise Renters are risk takers, and believe life should be as much fun as possible.

Market Profile

- High Rise Renters are music enthusiasts and enjoy Spanish/Latin music, urban, hip-hop, rap, and reggae on the radio, downloaded and on MTV.
- Although not able to visit with their overseas families often, High Rise Renters send what they can to support them. Many are primary caregivers to elderly family members.
- TV buffs whose favorites include Spanish-language programming, as well as shows and movies on HBO, Starz, and Showtime.
- Shop at Target more often than Walmart due to their location in city markets. For fashion purchases, shop at Macy's, Marshalls, H&M, and Foot Locker.



Consumer Segment Details

About this segment

Family Foundations

Ranked

3rd

dominant segment
for this area

In this area

14.9%

of households fall
into this segment

In the United States

1.0%

of households fall
into this segment

Who Are They?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

Socioeconomic Traits

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents.
- Shop at discount stores, such as Marshalls, Kmart, dollar stores, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- Enjoy listening to urban format radio.
- Favorite entertainment sources include television: subscribe to premium cable channels and own 3-4 TVs.
- Connected, using the Internet primarily for entertainment, chat rooms, and online gaming.



Consumer Segment Details

About this segment

Golden Years

Ranked

4th

dominant segment
for this area

In this area

8.6%

of households fall
into this segment

In the United States

1.3%

of households fall
into this segment

Who Are They?

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Neighborhood

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06.
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

Socioeconomic Traits

- Golden Years residents, 22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits.
- Labor force participation is somewhat low at 56%, due to residents reaching retirement.
- Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments, Social Security benefits, and retirement income.
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.

Market Profile

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).



Consumer Segment Details

About this segment

Social Security Set

Ranked

5th

dominant segment
for this area

In this area

7.4%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

Who Are They?

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.
- Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979.
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.
- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- They steer away from cell phones, computers, and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don't eat out often, but KFC and McDonald's are their restaurants of choice.



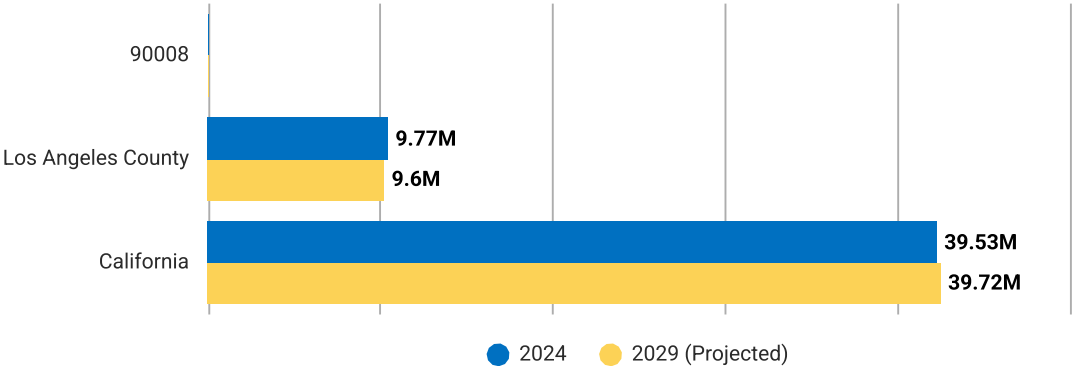
Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

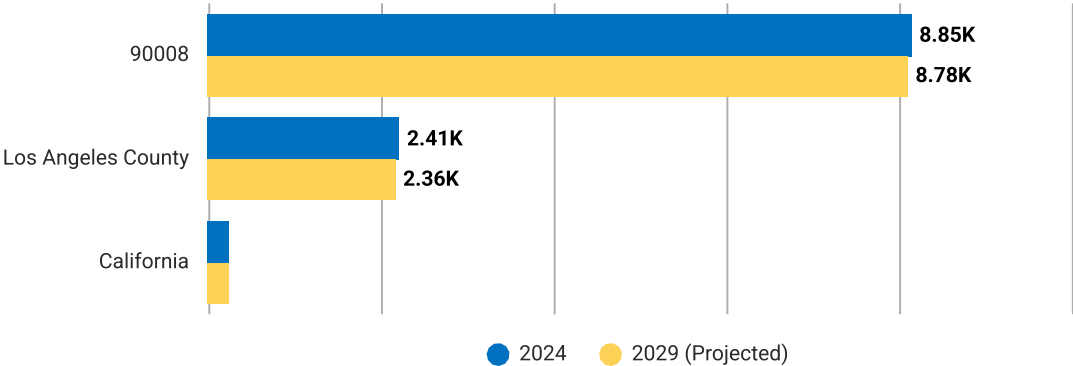
Total Population

This chart shows the total population in an area, compared with other geographies.



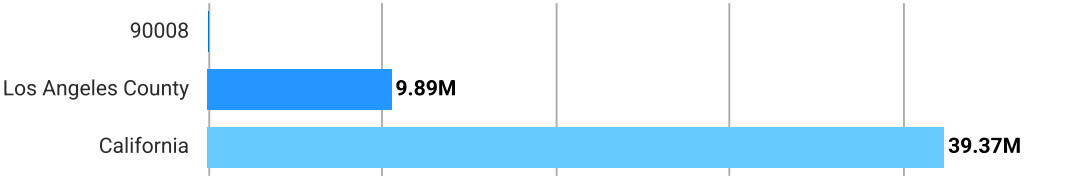
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

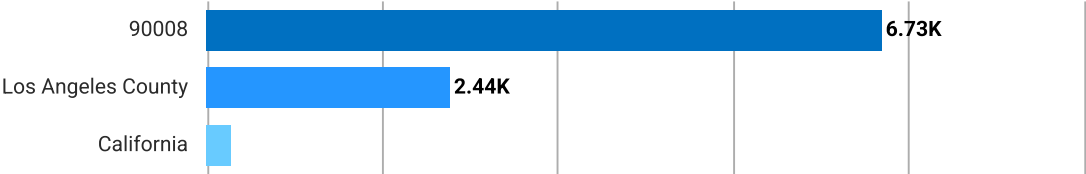
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Los Angeles, CA 90008

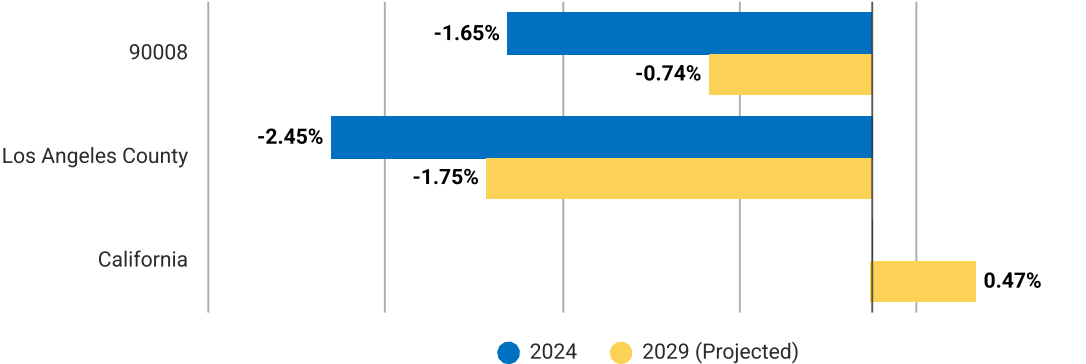
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



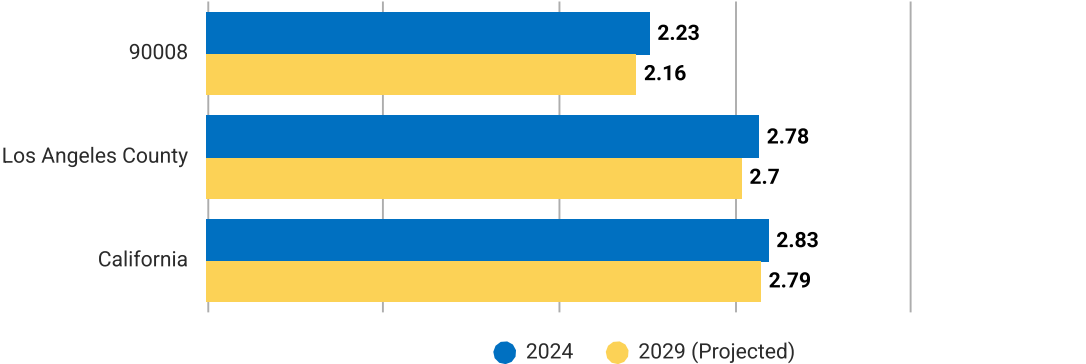
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



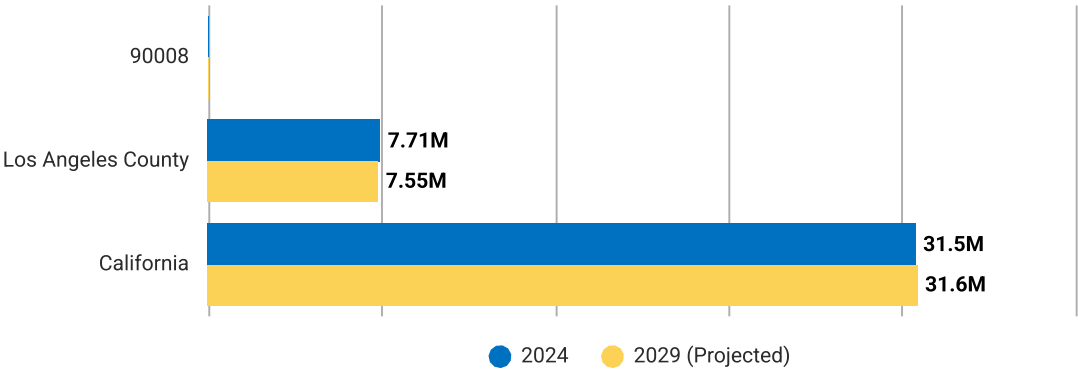
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



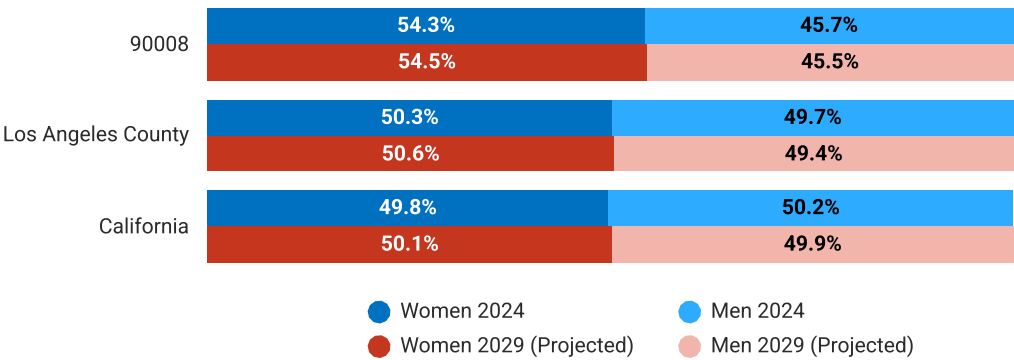
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



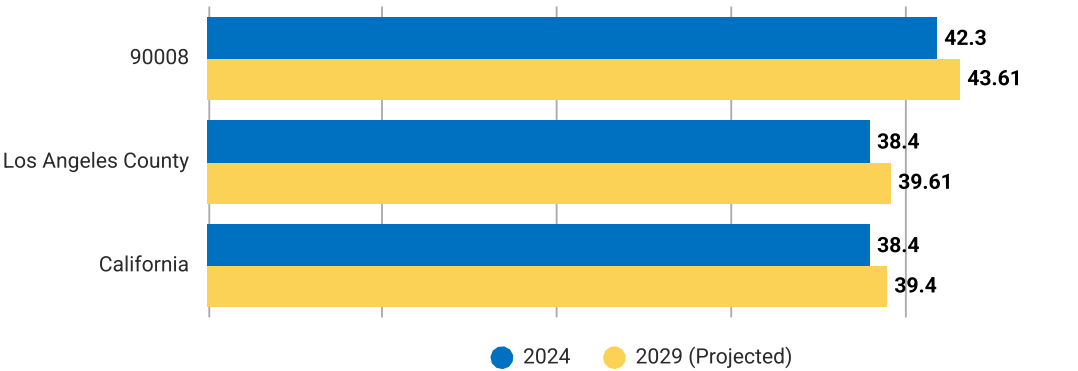
Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

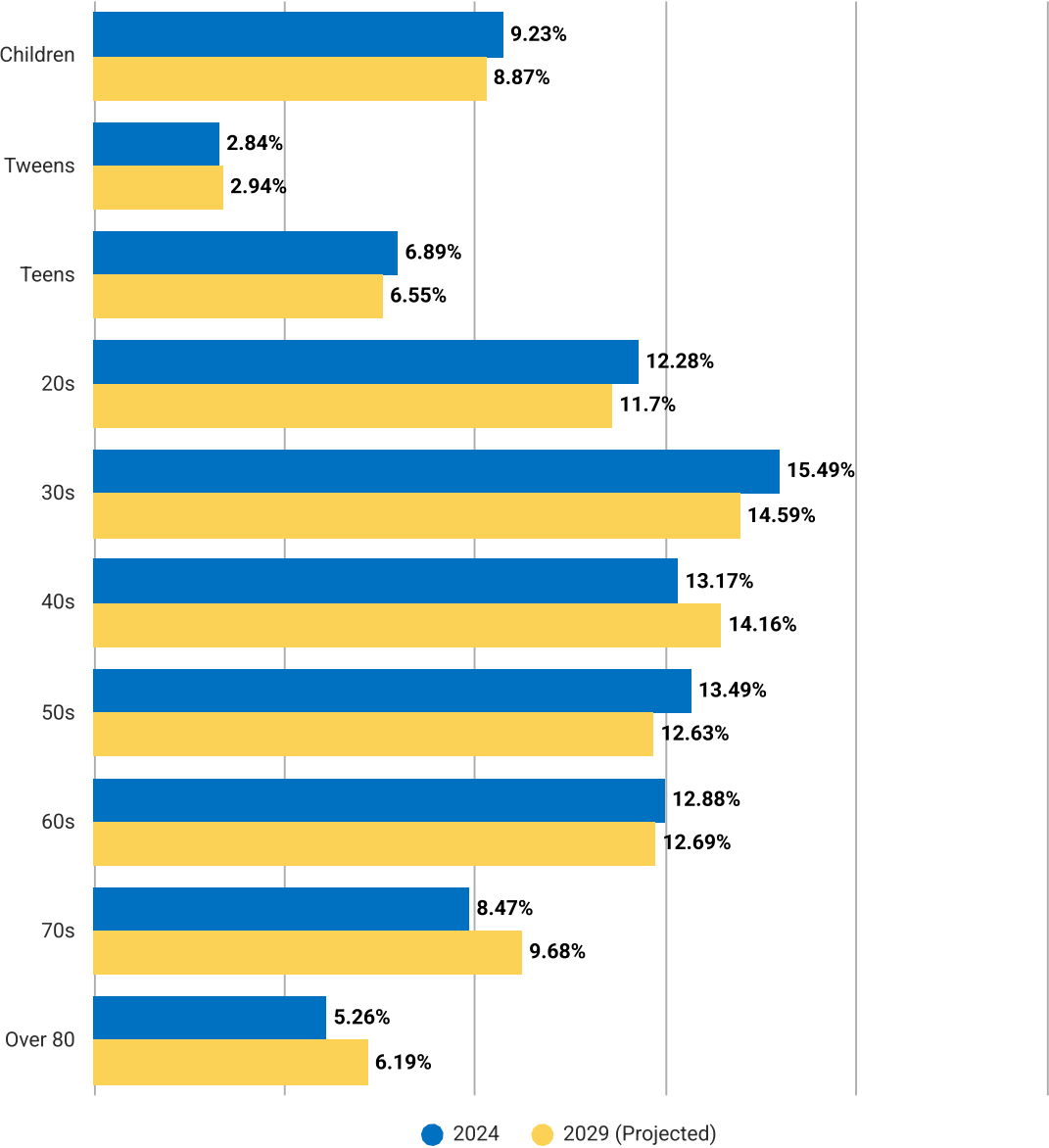
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



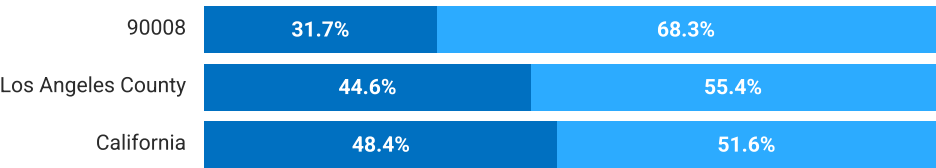
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



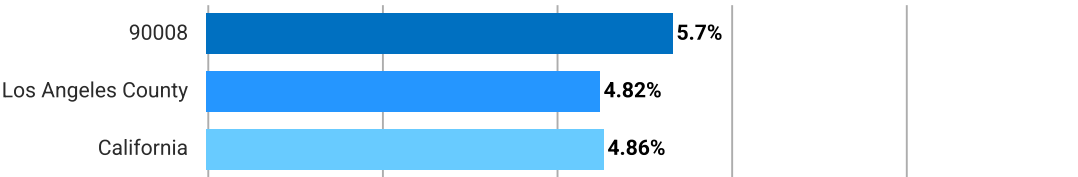
Married

This chart shows the number of people in an area who are married, compared with other geographies.



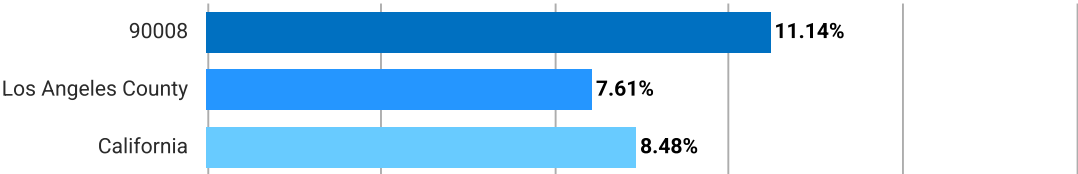
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



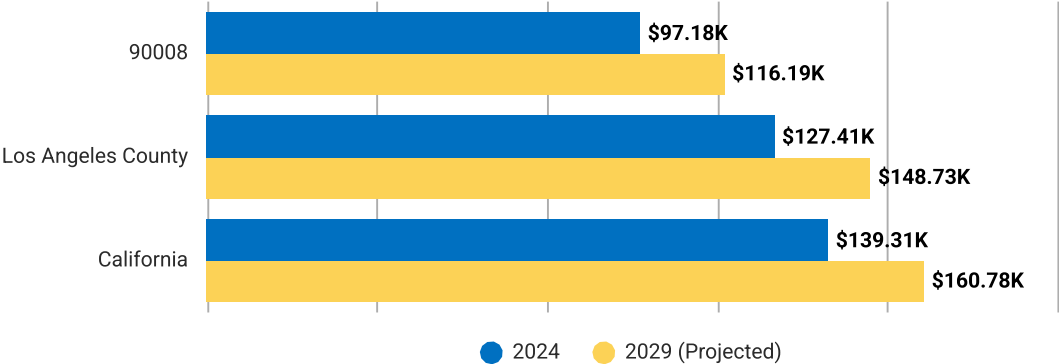
Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

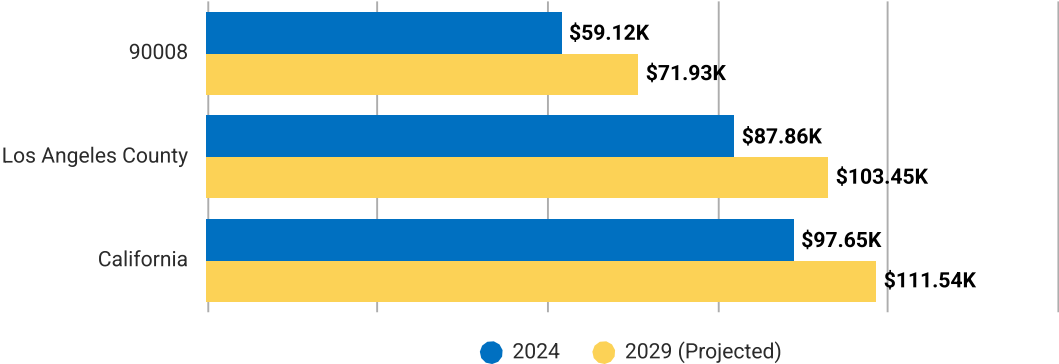
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



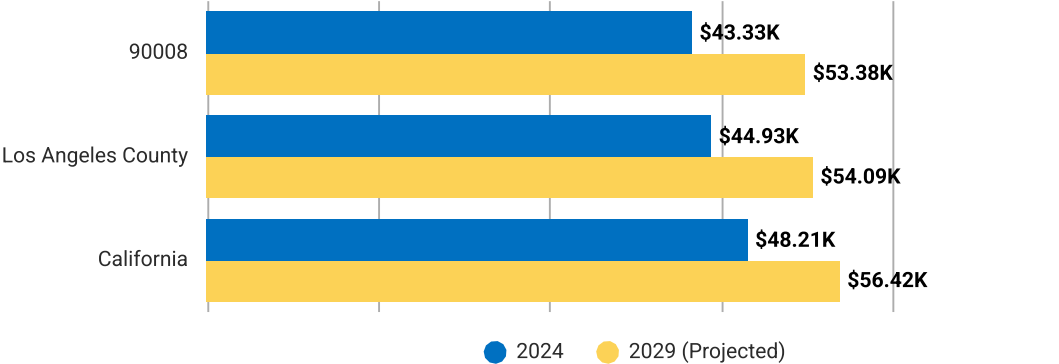
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



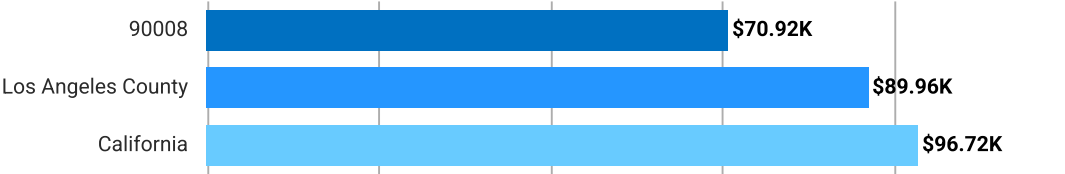
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



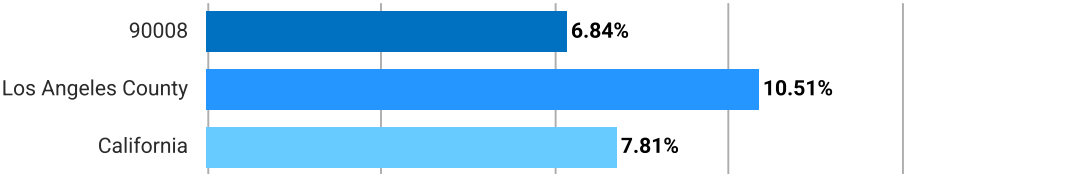
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

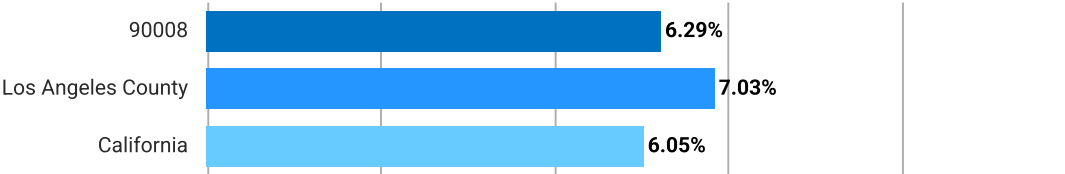
Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



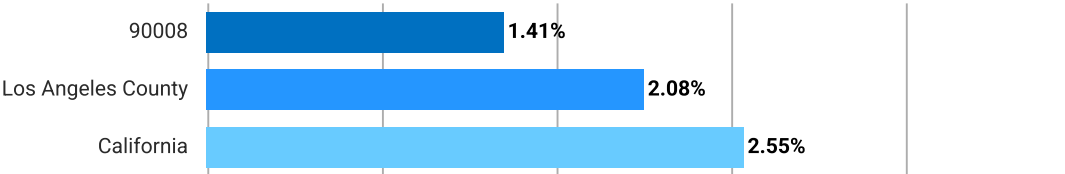
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



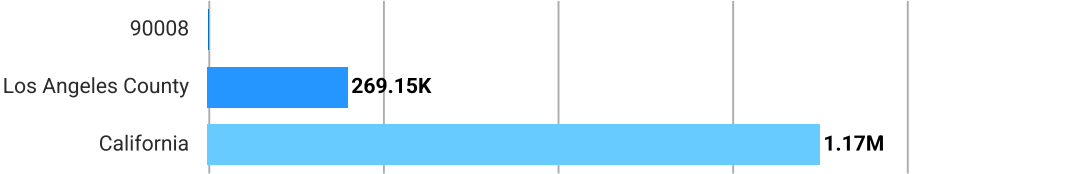
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

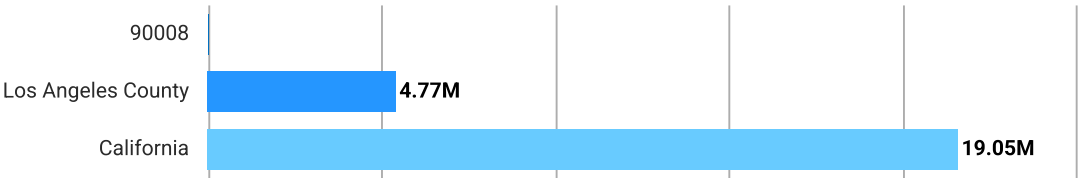


Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

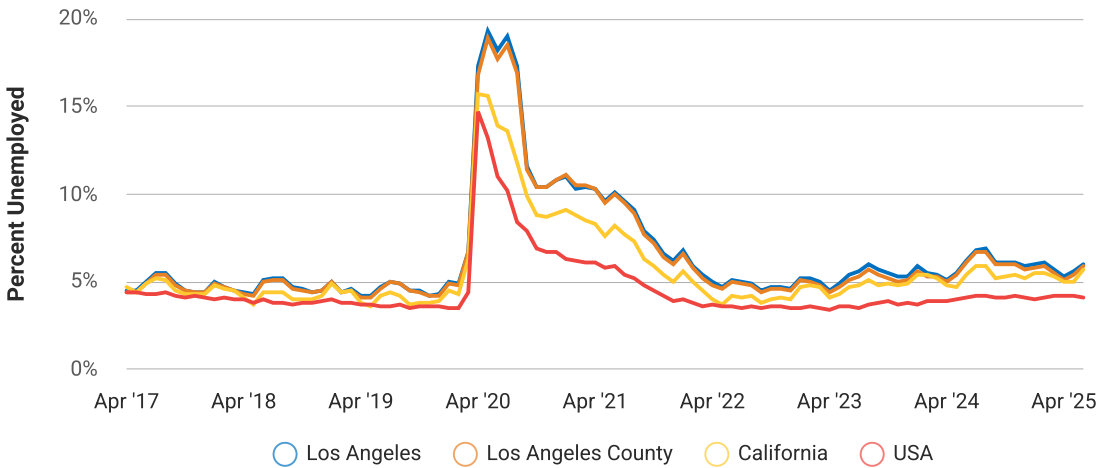


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

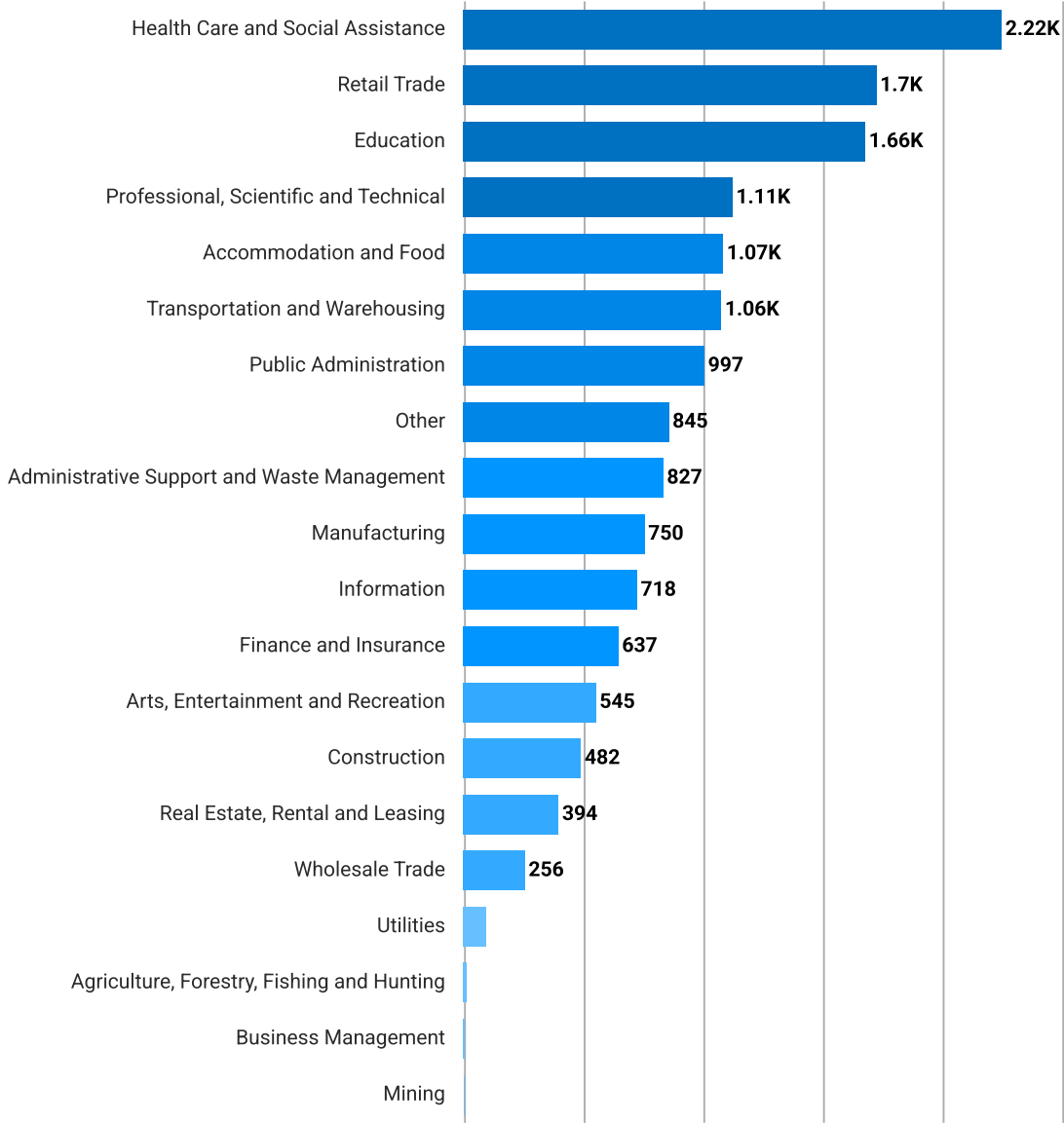


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



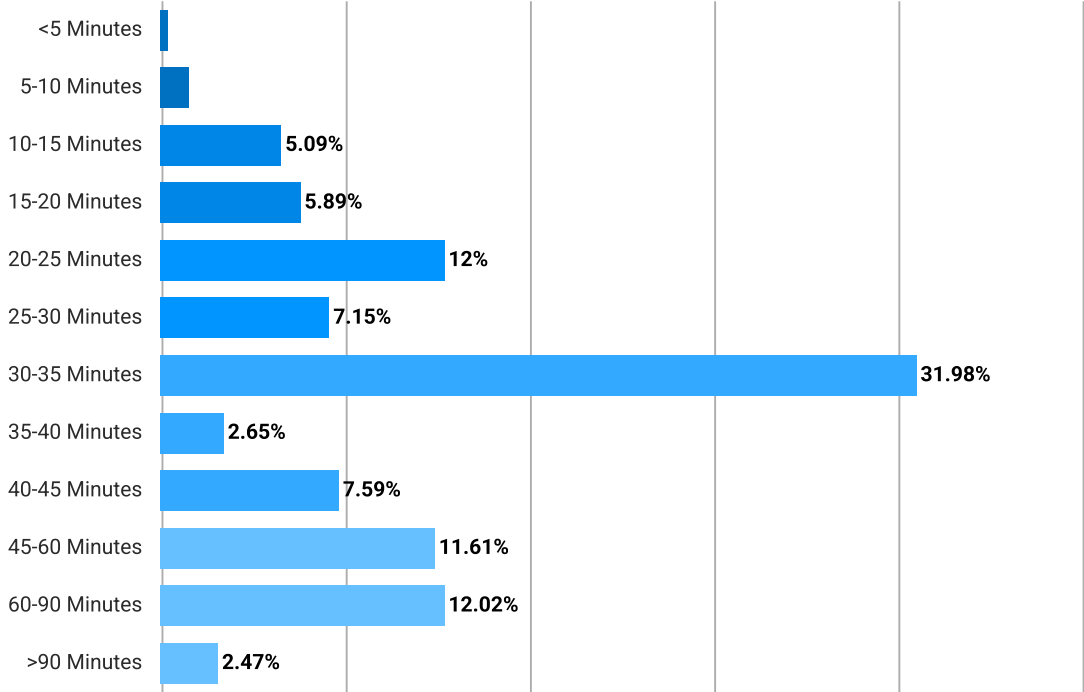
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

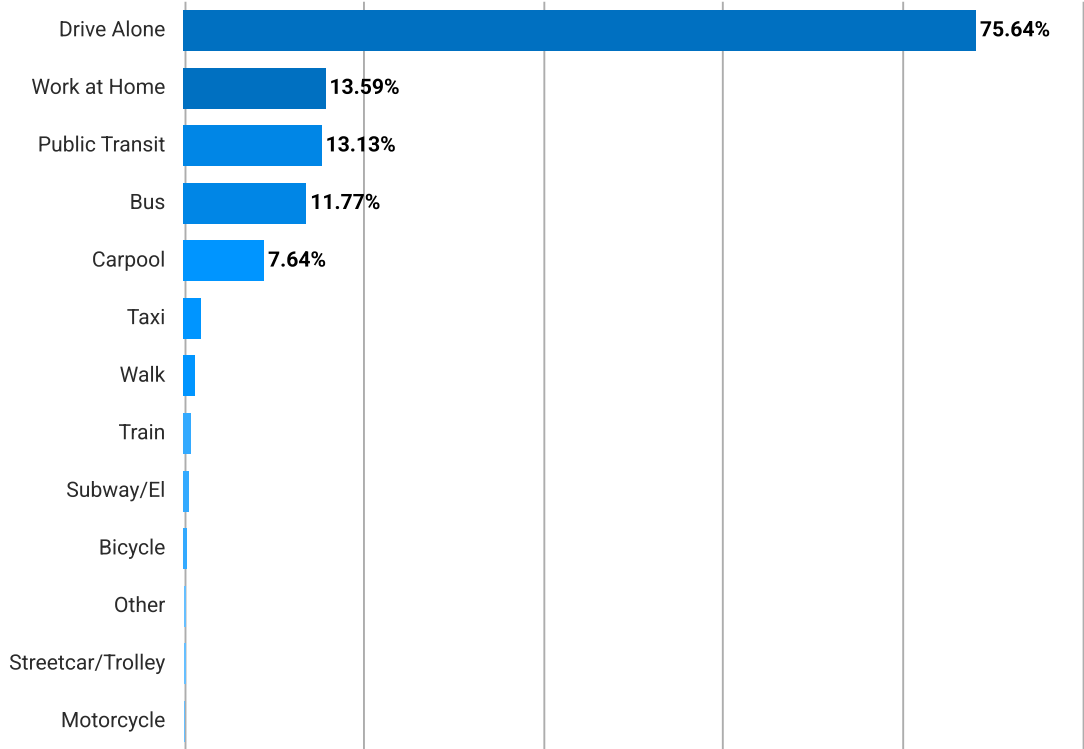


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



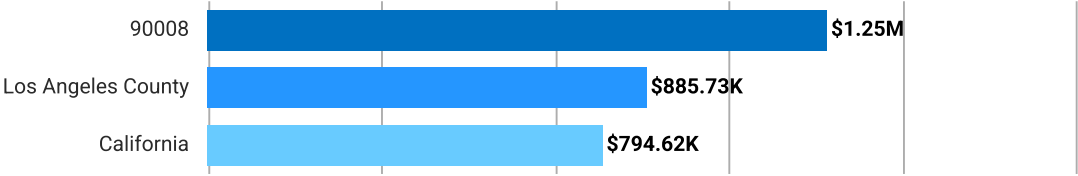
Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

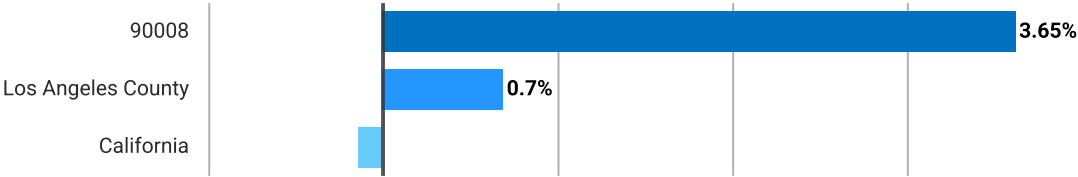


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

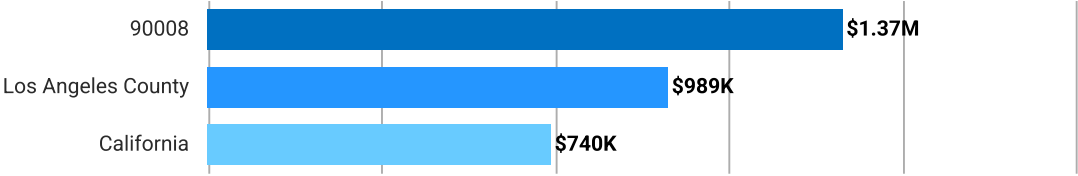


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

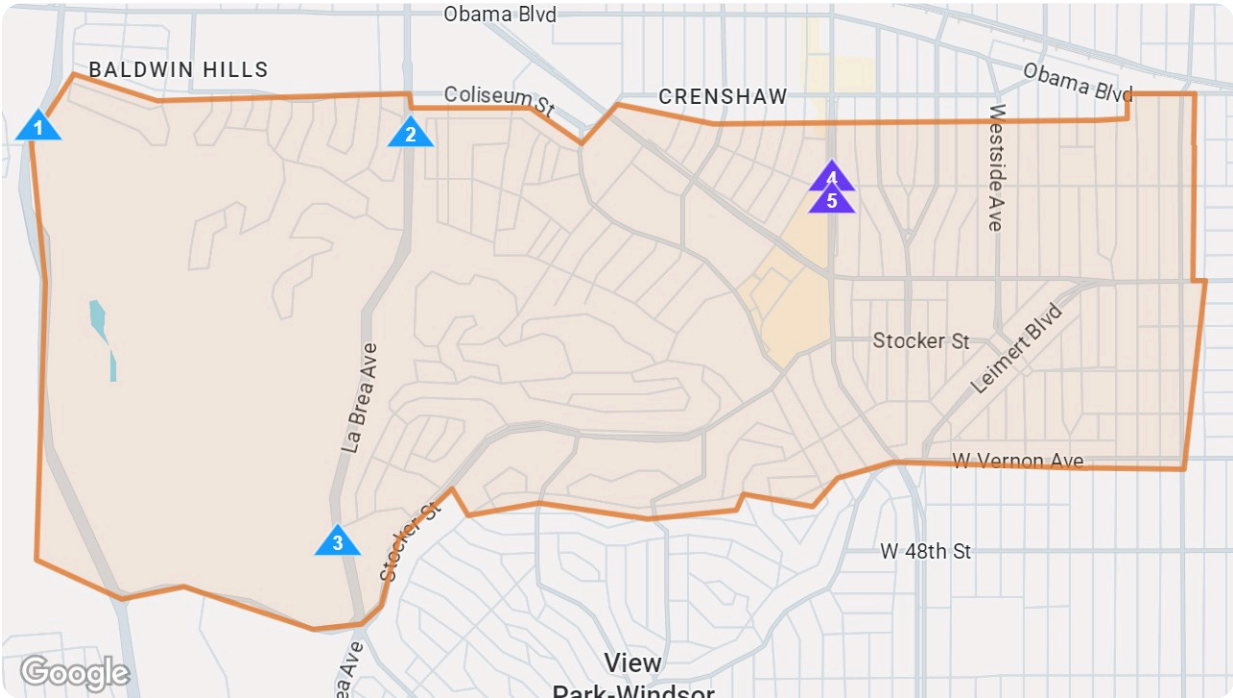
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

▲ 73,719

S la Cienega Blvd

2024 Est. daily traffic counts

Cross: Wrightcrest Dr
Cross Dir: SW
Distance: 0.07 miles

Historical counts

Year	▲	Count	Type
2004	▲	69,141	ADT

▲ 56,219

la Brea Ave

2024 Est. daily traffic counts

Cross: Veronica St
Cross Dir: S
Distance: 0.28 miles

Historical counts

Year	▲	Count	Type
2007	▲	52,607	ADT
2003	▲	53,330	ADT

▲ 53,879

S la Brea Ave

2024 Est. daily traffic counts

Cross: W Don Lorenzo Dr
Cross Dir: NW
Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2013	▲	45,070	ADT
2012	▲	58,957	ADT
2007	▲	51,635	ADT

▲ 48,715

S Crenshaw Blvd

2024 Est. daily traffic counts

Cross: W 39th St
Cross Dir: S
Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2011	▲	47,977	AADT

▲ 48,453

S Crenshaw Blvd

2024 Est. daily traffic counts

Cross: W 39th St
Cross Dir: N
Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2011	▲	47,719	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

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