



Demographic and Income Profile

The Crown
 8350 Santa Monica Blvd, West Hollywood, California, 90069
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 34.09065
 Longitude: -118.37208

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|--------|--------|
| Population | 41,705 | 42,540 | 42,531 | 42,253 |
| Households | 26,183 | 26,726 | 26,906 | 26,807 |
| Families | 5,518 | - | 5,672 | 5,692 |
| Average Household Size | 1.58 | 1.58 | 1.57 | 1.56 |
| Owner Occupied Housing Units | 7,091 | - | 7,183 | 7,138 |
| Renter Occupied Housing Units | 19,089 | - | 19,723 | 19,670 |
| Median Age | 40.0 | - | 42.3 | 43.6 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|--------|--------|----------|
| Population | -0.13% | -0.06% | 0.25% |
| Households | -0.07% | -0.01% | 0.31% |
| Families | 0.07% | -0.01% | 0.28% |
| Owner HHs | -0.13% | 0.05% | 0.53% |
| Median Household Income | 3.34% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 2,169 | 8.1% | 1,303 | 4.9% |
| \$15,000 - \$24,999 | 1,127 | 4.2% | 571 | 2.1% |
| \$25,000 - \$34,999 | 1,096 | 4.1% | 499 | 1.9% |
| \$35,000 - \$49,999 | 1,837 | 6.8% | 775 | 2.9% |
| \$50,000 - \$74,999 | 3,277 | 12.2% | 2,990 | 11.2% |
| \$75,000 - \$99,999 | 3,414 | 12.7% | 4,116 | 15.4% |
| \$100,000 - \$149,999 | 5,430 | 20.2% | 5,846 | 21.8% |
| \$150,000 - \$199,999 | 2,560 | 9.5% | 3,074 | 11.5% |
| \$200,000+ | 5,997 | 22.3% | 7,634 | 28.5% |

| | | |
|--------------------------|-----------|-----------|
| Median Household Income | \$103,261 | \$121,708 |
| Average Household Income | \$151,436 | \$185,943 |
| Per Capita Income | \$95,877 | \$118,065 |

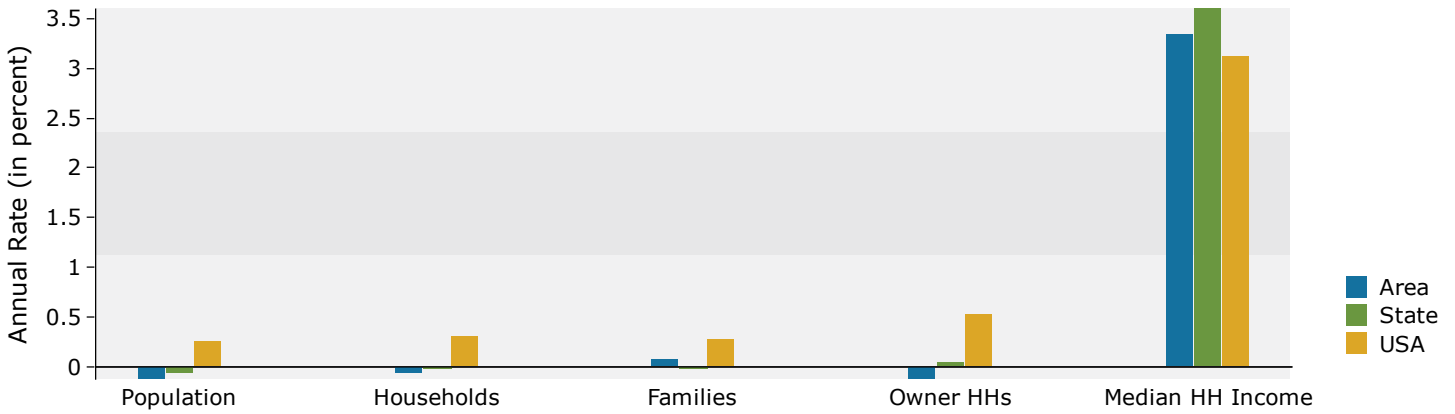
| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 999 | 2.4% | 906 | 2.1% | 955 | 2.3% |
| 5 - 9 | 571 | 1.4% | 820 | 1.9% | 798 | 1.9% |
| 10 - 14 | 469 | 1.1% | 653 | 1.5% | 773 | 1.8% |
| 15 - 19 | 519 | 1.2% | 660 | 1.6% | 684 | 1.6% |
| 20 - 24 | 2,572 | 6.2% | 1,668 | 3.9% | 2,034 | 4.8% |
| 25 - 34 | 11,182 | 26.8% | 9,813 | 23.1% | 8,207 | 19.4% |
| 35 - 44 | 8,695 | 20.8% | 8,915 | 21.0% | 8,816 | 20.9% |
| 45 - 54 | 6,429 | 15.4% | 6,617 | 15.6% | 6,716 | 15.9% |
| 55 - 64 | 4,443 | 10.7% | 5,140 | 12.1% | 5,292 | 12.5% |
| 65 - 74 | 2,648 | 6.3% | 3,847 | 9.0% | 4,215 | 10.0% |
| 75 - 84 | 1,953 | 4.7% | 2,278 | 5.4% | 2,543 | 6.0% |
| 85+ | 1,225 | 2.9% | 1,214 | 2.9% | 1,219 | 2.9% |

| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 35,368 | 84.8% | 31,841 | 74.8% | 31,583 | 74.3% | 30,563 | 72.3% |
| Black Alone | 1,279 | 3.1% | 1,533 | 3.6% | 1,521 | 3.6% | 1,506 | 3.6% |
| American Indian Alone | 103 | 0.2% | 132 | 0.3% | 130 | 0.3% | 149 | 0.4% |
| Asian Alone | 2,309 | 5.5% | 2,813 | 6.6% | 2,930 | 6.9% | 3,184 | 7.5% |
| Pacific Islander Alone | 42 | 0.1% | 50 | 0.1% | 49 | 0.1% | 49 | 0.1% |
| Some Other Race Alone | 1,072 | 2.6% | 1,848 | 4.3% | 1,893 | 4.5% | 2,060 | 4.9% |
| Two or More Races | 1,532 | 3.7% | 4,323 | 10.2% | 4,425 | 10.4% | 4,742 | 11.2% |
| Hispanic Origin (Any Race) | 3,964 | 9.5% | 4,963 | 11.7% | 5,010 | 11.8% | 5,148 | 12.2% |

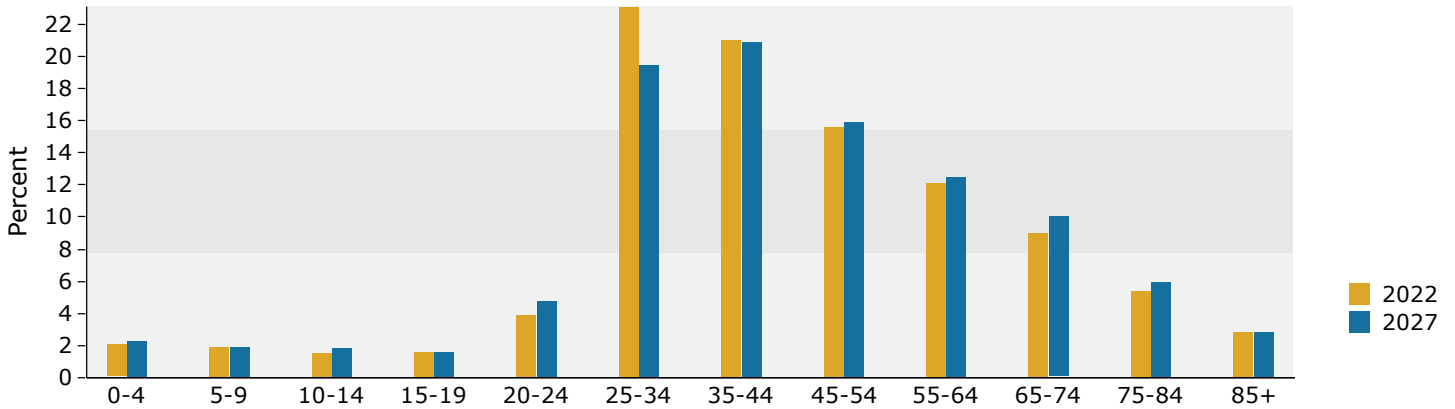
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

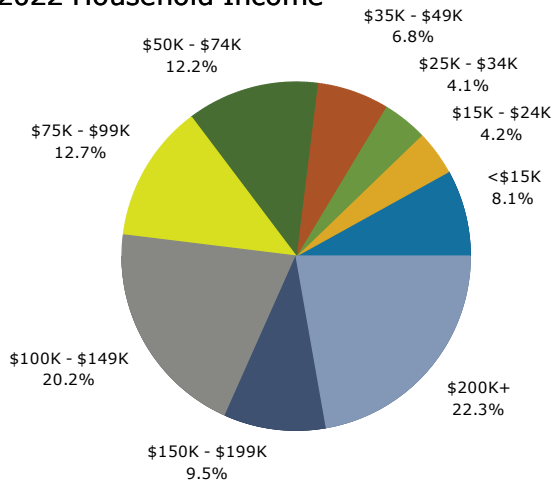
Trends 2022-2027



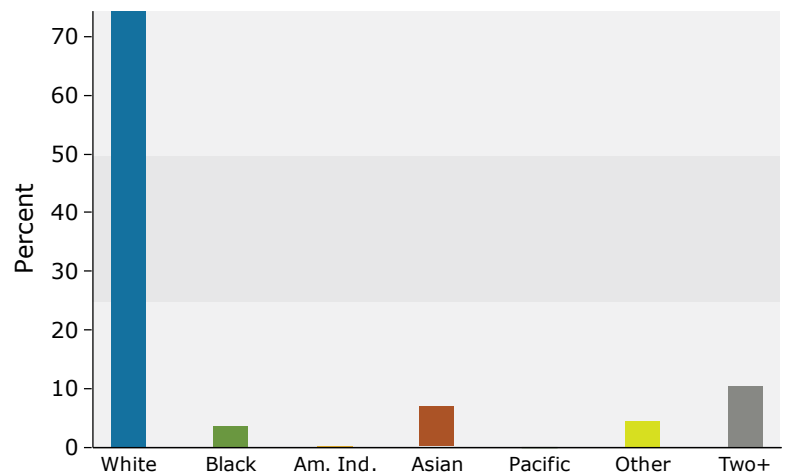
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 11.8%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Demographic and Income Profile

The Crown
 8350 Santa Monica Blvd, West Hollywood, California, 90069
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.09065
 Longitude: -118.37208

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|---------|---------|
| Population | 247,283 | 256,526 | 257,833 | 257,643 |
| Households | 129,892 | 135,347 | 136,791 | 137,328 |
| Families | 45,322 | - | 47,334 | 47,561 |
| Average Household Size | 1.88 | 1.86 | 1.85 | 1.84 |
| Owner Occupied Housing Units | 35,758 | - | 36,958 | 36,620 |
| Renter Occupied Housing Units | 94,135 | - | 99,832 | 100,708 |
| Median Age | 38.0 | - | 39.9 | 40.8 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|--------|--------|----------|
| Population | -0.01% | -0.06% | 0.25% |
| Households | 0.08% | -0.01% | 0.31% |
| Families | 0.10% | -0.01% | 0.28% |
| Owner HHs | -0.18% | 0.05% | 0.53% |
| Median Household Income | 3.61% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 12,233 | 8.9% | 8,523 | 6.2% |
| \$15,000 - \$24,999 | 6,802 | 5.0% | 4,431 | 3.2% |
| \$25,000 - \$34,999 | 6,555 | 4.8% | 4,519 | 3.3% |
| \$35,000 - \$49,999 | 9,172 | 6.7% | 6,323 | 4.6% |
| \$50,000 - \$74,999 | 18,720 | 13.7% | 16,506 | 12.0% |
| \$75,000 - \$99,999 | 16,004 | 11.7% | 16,498 | 12.0% |
| \$100,000 - \$149,999 | 24,369 | 17.8% | 27,338 | 19.9% |
| \$150,000 - \$199,999 | 13,513 | 9.9% | 16,936 | 12.3% |
| \$200,000+ | 29,424 | 21.5% | 36,252 | 26.4% |

| | | |
|--------------------------|-----------|-----------|
| Median Household Income | \$97,857 | \$116,860 |
| Average Household Income | \$150,360 | \$179,643 |
| Per Capita Income | \$79,814 | \$95,783 |

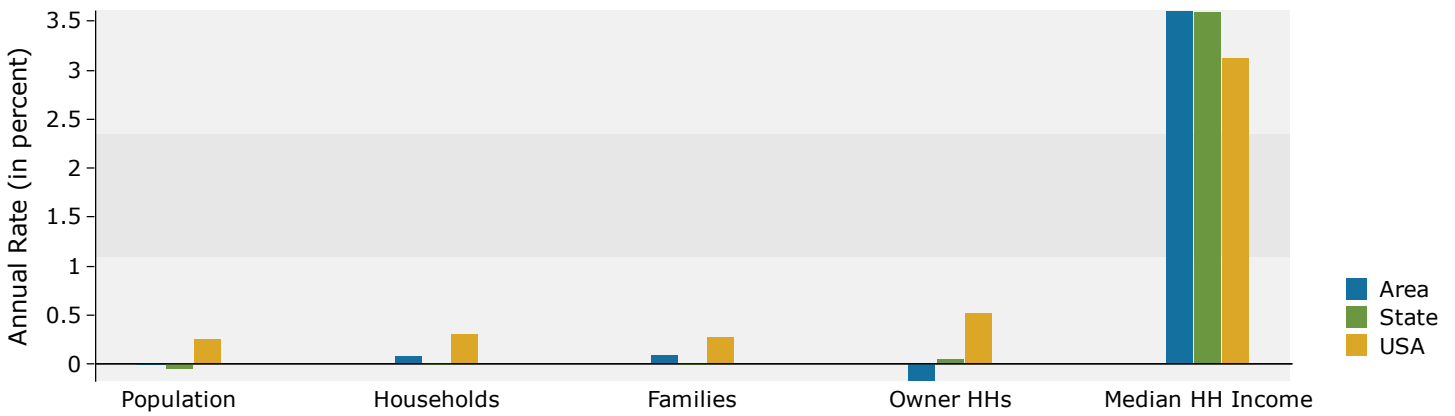
| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 10,187 | 4.1% | 9,251 | 3.6% | 9,462 | 3.7% |
| 5 - 9 | 8,235 | 3.3% | 8,967 | 3.5% | 8,345 | 3.2% |
| 10 - 14 | 7,801 | 3.2% | 9,041 | 3.5% | 8,303 | 3.2% |
| 15 - 19 | 8,787 | 3.6% | 9,198 | 3.6% | 8,556 | 3.3% |
| 20 - 24 | 17,807 | 7.2% | 14,594 | 5.7% | 15,840 | 6.1% |
| 25 - 34 | 56,924 | 23.0% | 52,541 | 20.4% | 51,026 | 19.8% |
| 35 - 44 | 44,148 | 17.9% | 46,842 | 18.2% | 45,962 | 17.8% |
| 45 - 54 | 33,721 | 13.6% | 35,299 | 13.7% | 35,475 | 13.8% |
| 55 - 64 | 26,073 | 10.5% | 29,779 | 11.5% | 29,256 | 11.4% |
| 65 - 74 | 15,823 | 6.4% | 22,480 | 8.7% | 23,425 | 9.1% |
| 75 - 84 | 11,168 | 4.5% | 13,145 | 5.1% | 15,080 | 5.9% |
| 85+ | 6,610 | 2.7% | 6,697 | 2.6% | 6,914 | 2.7% |

| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 186,635 | 75.5% | 172,486 | 67.2% | 170,835 | 66.3% | 164,874 | 64.0% |
| Black Alone | 14,356 | 5.8% | 14,561 | 5.7% | 14,678 | 5.7% | 14,557 | 5.7% |
| American Indian Alone | 757 | 0.3% | 1,211 | 0.5% | 1,253 | 0.5% | 1,452 | 0.6% |
| Asian Alone | 22,771 | 9.2% | 24,365 | 9.5% | 25,501 | 9.9% | 27,628 | 10.7% |
| Pacific Islander Alone | 236 | 0.1% | 295 | 0.1% | 297 | 0.1% | 300 | 0.1% |
| Some Other Race Alone | 12,044 | 4.9% | 16,739 | 6.5% | 17,538 | 6.8% | 19,107 | 7.4% |
| Two or More Races | 10,483 | 4.2% | 26,868 | 10.5% | 27,731 | 10.8% | 29,726 | 11.5% |
| Hispanic Origin (Any Race) | 31,604 | 12.8% | 35,737 | 13.9% | 36,765 | 14.3% | 38,140 | 14.8% |

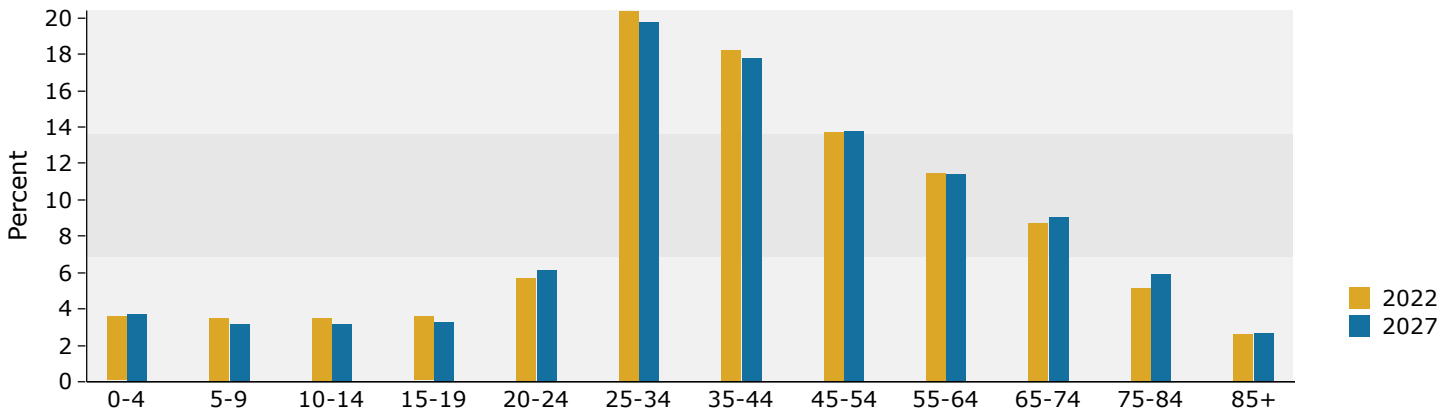
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

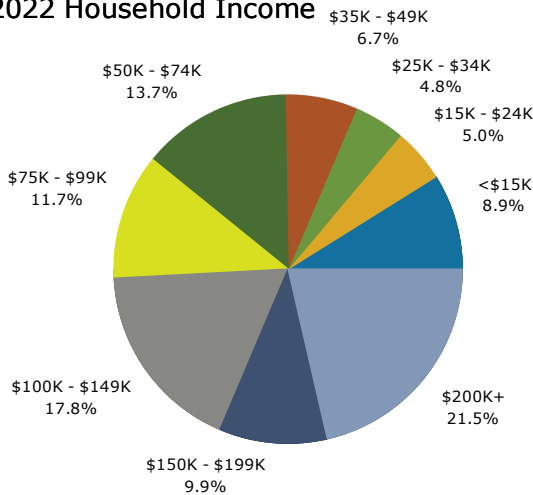
Trends 2022-2027



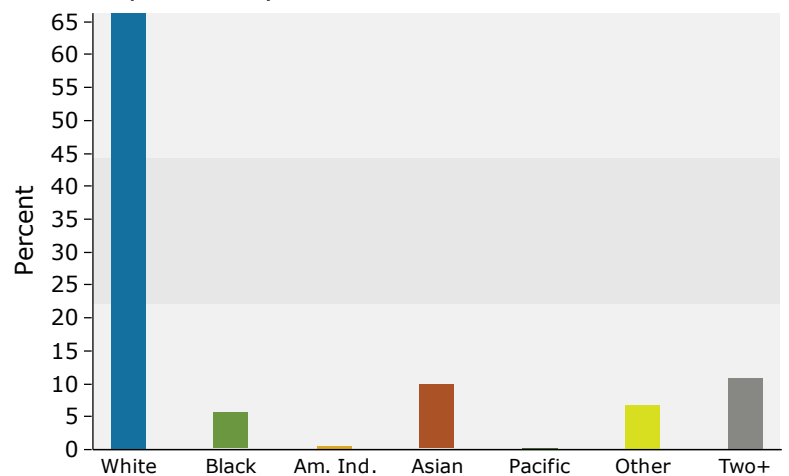
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 14.3%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Demographic and Income Profile

The Crown
 8350 Santa Monica Blvd, West Hollywood, California, 90069
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.09065
 Longitude: -118.37208

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|---------|---------|
| Population | 791,818 | 802,562 | 804,297 | 802,482 |
| Households | 350,386 | 364,660 | 366,884 | 367,531 |
| Families | 159,409 | - | 166,186 | 166,914 |
| Average Household Size | 2.20 | 2.12 | 2.11 | 2.10 |
| Owner Occupied Housing Units | 95,709 | - | 99,472 | 98,710 |
| Renter Occupied Housing Units | 254,677 | - | 267,412 | 268,821 |
| Median Age | 36.0 | - | 37.9 | 38.7 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|--------|--------|----------|
| Population | -0.05% | -0.06% | 0.25% |
| Households | 0.04% | -0.01% | 0.31% |
| Families | 0.09% | -0.01% | 0.28% |
| Owner HHs | -0.15% | 0.05% | 0.53% |
| Median Household Income | 5.01% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|--------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 35,766 | 9.7% | 25,591 | 7.0% |
| \$15,000 - \$24,999 | 23,869 | 6.5% | 16,874 | 4.6% |
| \$25,000 - \$34,999 | 23,779 | 6.5% | 18,907 | 5.1% |
| \$35,000 - \$49,999 | 33,564 | 9.1% | 27,072 | 7.4% |
| \$50,000 - \$74,999 | 54,996 | 15.0% | 47,742 | 13.0% |
| \$75,000 - \$99,999 | 42,198 | 11.5% | 41,519 | 11.3% |
| \$100,000 - \$149,999 | 59,039 | 16.1% | 70,392 | 19.2% |
| \$150,000 - \$199,999 | 30,507 | 8.3% | 40,919 | 11.1% |
| \$200,000+ | 63,164 | 17.2% | 78,513 | 21.4% |
| Median Household Income | \$80,558 | | \$102,880 | |
| Average Household Income | \$131,295 | | \$157,983 | |
| Per Capita Income | \$60,151 | | \$72,602 | |

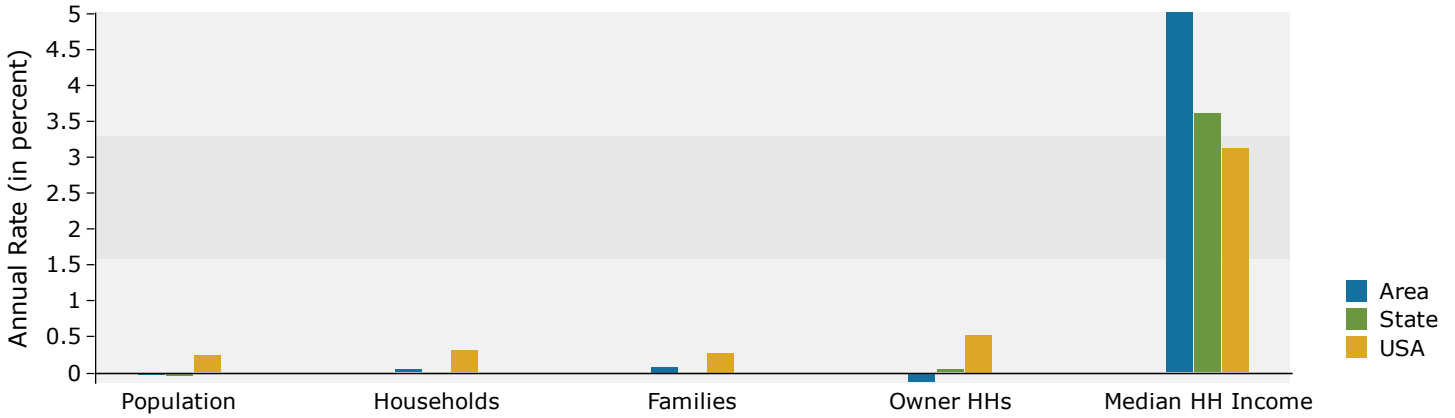
| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 40,118 | 5.1% | 35,175 | 4.4% | 35,640 | 4.4% |
| 5 - 9 | 35,078 | 4.4% | 34,810 | 4.3% | 32,565 | 4.1% |
| 10 - 14 | 34,464 | 4.4% | 35,307 | 4.4% | 32,588 | 4.1% |
| 15 - 19 | 44,348 | 5.6% | 45,498 | 5.7% | 42,490 | 5.3% |
| 20 - 24 | 70,137 | 8.9% | 64,657 | 8.0% | 64,809 | 8.1% |
| 25 - 34 | 158,418 | 20.0% | 145,956 | 18.1% | 143,416 | 17.9% |
| 35 - 44 | 129,763 | 16.4% | 129,487 | 16.1% | 128,558 | 16.0% |
| 45 - 54 | 105,736 | 13.4% | 103,765 | 12.9% | 103,386 | 12.9% |
| 55 - 64 | 81,566 | 10.3% | 89,934 | 11.2% | 88,676 | 11.1% |
| 65 - 74 | 46,874 | 5.9% | 66,733 | 8.3% | 69,934 | 8.7% |
| 75 - 84 | 29,664 | 3.7% | 36,042 | 4.5% | 42,509 | 5.3% |
| 85+ | 15,651 | 2.0% | 16,934 | 2.1% | 17,911 | 2.2% |

| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 451,841 | 57.1% | 390,036 | 48.6% | 383,790 | 47.7% | 365,222 | 45.5% |
| Black Alone | 66,913 | 8.5% | 58,141 | 7.2% | 57,661 | 7.2% | 55,856 | 7.0% |
| American Indian Alone | 4,279 | 0.5% | 9,111 | 1.1% | 9,427 | 1.2% | 10,870 | 1.4% |
| Asian Alone | 121,393 | 15.3% | 126,377 | 15.7% | 130,604 | 16.2% | 138,222 | 17.2% |
| Pacific Islander Alone | 813 | 0.1% | 886 | 0.1% | 891 | 0.1% | 891 | 0.1% |
| Some Other Race Alone | 110,626 | 14.0% | 131,218 | 16.3% | 133,338 | 16.6% | 138,710 | 17.3% |
| Two or More Races | 35,954 | 4.5% | 86,793 | 10.8% | 88,586 | 11.0% | 92,712 | 11.6% |
| Hispanic Origin (Any Race) | 226,688 | 28.6% | 216,538 | 27.0% | 218,480 | 27.2% | 222,386 | 27.7% |

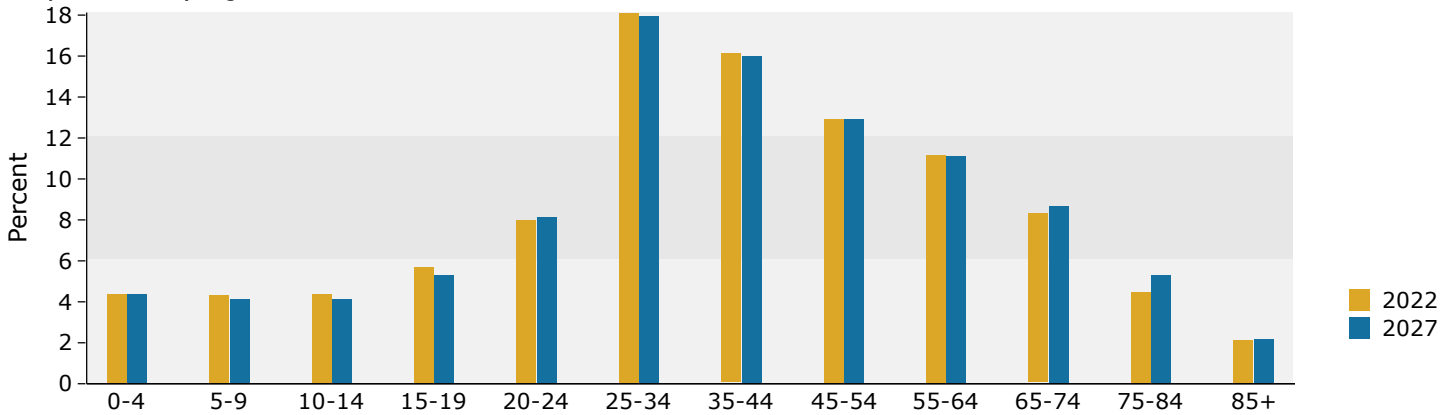
Data Note: Income is expressed in current dollars.

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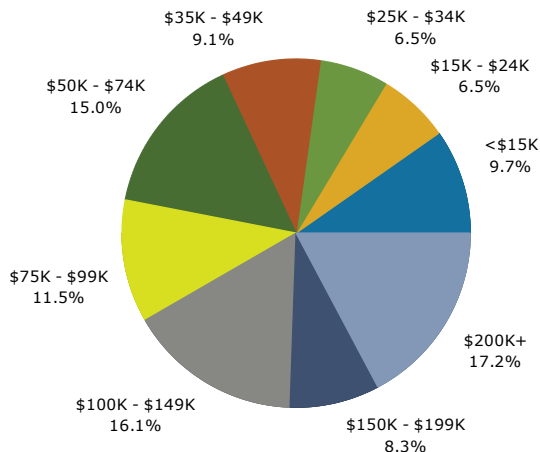
Trends 2022-2027



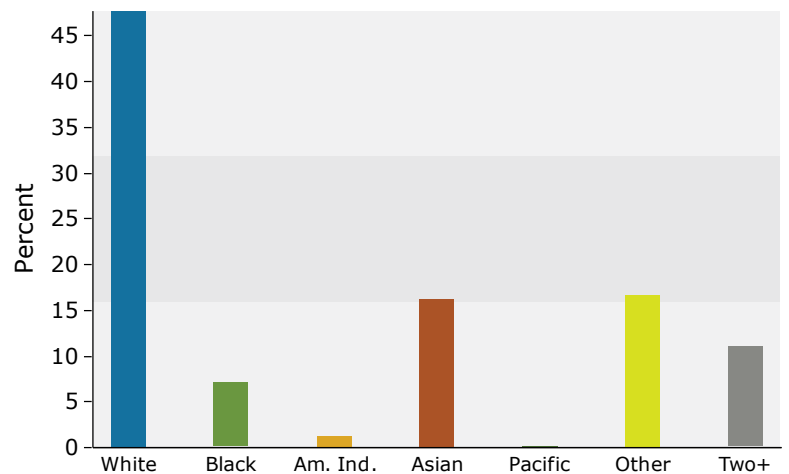
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 27.2%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.