

Plaza Hermosa
Hermosa Beach, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

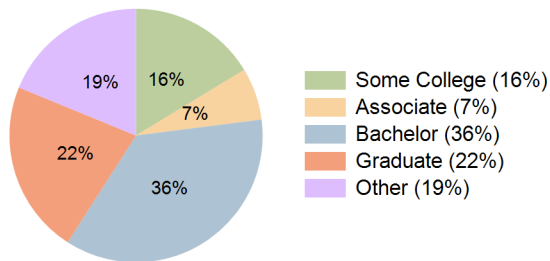
Current Year Demographics

Current Population	31,293	166,162	389,255	192,361
Total Daytime Pop	27,604	163,285	484,702	223,236
Workplace Pop	11,395	69,560	230,606	103,536
Average Household Income	\$207,840	\$174,525	\$141,610	\$169,366
Median Household Income	\$151,152	\$123,629	\$100,235	\$120,706
Total Households	14,064	67,186	148,624	76,776
Median Home Value	\$1,574,835	\$1,457,360	\$1,239,387	\$1,419,532
Bachelors Degree	45.8%	37.2%	31.1%	36.1%
Graduate Degree	27.1%	23.4%	17.7%	22.1%
Total Consumer Spending/Capita (Weekly)	\$444	\$429	\$413	\$426

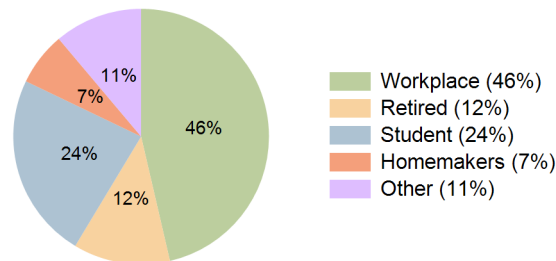
2027 Demographic Projections

Projected Population	31,531	167,027	393,046	193,474
Projected 5 Year Annual Growth Rate (Pop)	0.2%	0.1%	0.2%	0.1%
Projected Households	14,175	67,533	150,048	77,211
Projected 5 Year Annual Growth Rate (HH)	0.2%	0.1%	0.2%	0.1%

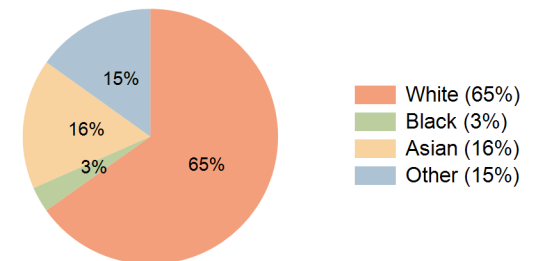
Education (10 Minute Drive)



Daytime Population (10 Minute Drive)

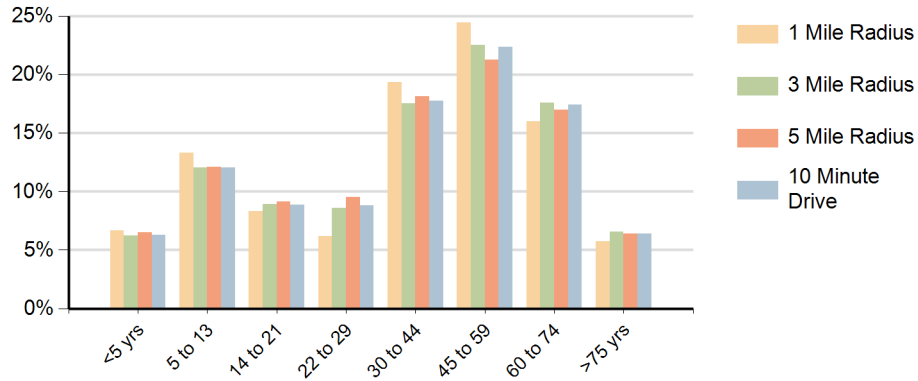


Race (10 Minute Drive)

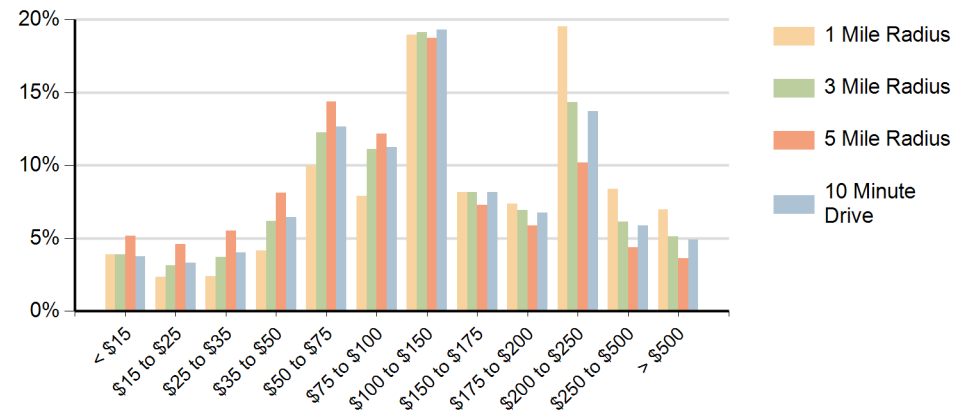


Hispanic Ethnicity
21% Hispanic | 79% Non Hispanic

Population by Age Range



Households by Income Range (\$000)



Plaza Hermosa Hermosa Beach, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	31,293	166,162	389,255	192,361
	2010 Census Population	32,222	170,362	399,463	197,667
	2000 Census Population	30,225	162,975	384,603	189,626
	Historical Annual Growth 2000 to 2010	0.6%	0.4%	0.4%	0.4%
	Estimated Annual Growth 2010 to 2022	-0.2%	-0.2%	-0.2%	-0.2%
	Projected Annual Growth 2022 to 2027	0.2%	0.1%	0.2%	0.1%
Households	Current Estimated Households	14,064	67,186	148,624	76,776
	2010 Census Households	14,484	68,864	152,582	78,921
	2000 Census Households	14,231	68,342	151,054	78,376
	Historical Annual Growth 2000 to 2010	0.2%	0.1%	0.1%	0.1%
	Estimated Annual Growth 2010 to 2022	-0.2%	-0.2%	-0.2%	-0.2%
	Projected Annual Growth 2022 to 2027	0.2%	0.1%	0.2%	0.1%
	Population per Household	2.2	2.5	2.6	2.5
Ethnic	Hispanic or Latino Population	11%	19%	28%	21%
	Non Hispanic or Latino Population	89%	81%	72%	79%
Race	White	79.7%	66.7%	54.6%	65.2%
	Black or African American	1.8%	3.0%	8.2%	3.2%
	Asian & Pacific Islander	9.0%	16.5%	18.5%	16.5%
	Other Races	9.5%	13.8%	18.8%	15.1%