

TARGET MARKET SUMMARY

Los Angeles City, CA

Geography: Place

KEY FACTS

3,992,763

Population

35.4

Median Age

2.8

Average Household Size

\$59,036

Median Household Income



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and GfK MRI. The vintage of the data is 2019, 2024.

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AGE PYRAMID



The largest group:

2019 Male Population Age 25-29 (Esri)

The smallest group:

2019 Male Population Age 80-84 (Esri)

ANNUAL LIFESTYLE SPENDING



\$2,396

Travel



\$91

Theatre/Operas/Concerts



\$105

Movies/Museums/ Parks



\$64

Sports Events



\$6

Online Games



\$103

Audio

Tapestry Segments



13A

International Marketplace
195,940 households

14.2%
of Households



3C

Trendsetters
189,722 households

13.7%
of Households



13B

Las Casas
175,159 households

12.7%
of Households