

Demographic Report

**1908C Lincoln Boulevard
Santa Monica, CA 90405**

Description	1 Mile	2 Miles	3 Miles
POPULATION BY YEAR			
Population (4/1/1990)	30,251	104,256	195,290
Population (4/1/2000)	28,344	100,658	193,638
Population (1/1/2009)	27,742	95,894	192,799
Population (1/1/2014)	27,295	93,422	191,605
Growth (2009/2000)	-2.12	-4.73	-0.43
Forecast (2014/2009)	-1.61	-2.58	-0.62
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	16,272	53,207	97,271
Households (4/1/2000)	15,570	53,038	99,344
Households (1/1/2009)	15,465	51,113	100,206
Households (1/1/2014)	15,205	49,649	99,379
Growth (2009/2000)	-0.67	-3.63	0.87
Forecast (2014/2009)	-1.68	-2.86	-0.83
Gender			
Male	14,067	47,487	95,739
Female	13,675	48,407	97,060
Age			
Median Age	39.4	38.7	37.8
Aged 0 to 5 Years	1,264	4,923	10,096
Aged 6 to 11 Years	1,139	4,602	8,885
Aged 12 to 17 Years	1,160	4,478	8,502
Aged 18 to 24 Years	2,045	7,279	16,542
Aged 25 to 34 Years	6,040	20,579	43,727
Aged 35 to 44 Years	5,007	16,639	31,419
Aged 45 to 54 Years	4,693	15,183	29,127
Aged 55 to 64 Years	2,902	9,908	20,475
Aged 65 to 74 Years	1,520	5,339	10,858
Aged 75 to 84 Years	1,218	4,463	8,836
Aged 85 Years and Older	754	2,501	4,332
POPULATION BY RACE			
White Alone	19,362	66,843	131,869
Black Alone	1,802	5,014	7,694
Asian Alone	2,023	7,706	21,698
Other	4,555	16,331	31,538

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POPULATION BY ETHNICITY	1 Mile	2 Miles	3 Miles
Hispanic	5,727	21,565	41,875
White Non-Hispanic	16,241	56,505	111,905
Marital Status (Pop 15+)			
Males Never Married	6,171	19,146	37,046
Males Married	4,413	16,361	35,612
Males Widowed	255	830	1,553
Males Divorced	1,668	5,074	9,539
Females Never Married	4,757	16,556	31,932
Females Married	4,301	16,233	35,387
Females Widowed	850	2,844	5,527
Females Divorced	2,356	7,140	13,063
Primary Language (Pop 5+)			
Speaks English	19,267	63,396	123,393
Speaks Spanish	3,932	14,172	28,057
Speaks Other Indo-European Languages	2,286	8,958	18,434
Speaks Asian or Pacific Island Language	958	4,112	11,695
Speaks Other Language	259	1,193	2,877
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	1.69	1.82	1.89
HOUSEHOLDS BY RACE			
White	11,695	38,810	73,914
Black	809	2,290	3,715
Asian	1,028	3,707	10,536
Other	1,933	6,306	12,041
HOUSEHOLDS BY ETHNICITY			
Hispanic	2,178	7,380	14,185
White Non-Hispanic	10,178	34,219	65,401

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Household by Size	1 Mile	2 Miles	3 Miles
Median Size	1.87	1.95	2.06
1 Person	8,853	26,761	48,083
2 Person	4,304	15,091	32,380
3 Person	1,242	4,660	9,906
4 Person	682	2,803	6,089
5 Person	249	1,068	2,259
6 Person	91	412	874
7 or More Person	44	318	615
HOUSING UNITS BY TENURE			
Housing, Occupied Units	15,465	51,113	100,206
Housing, Owner Occupied	3,481	14,187	30,717
Housing, Renter Occupied	11,984	36,926	69,489
OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE			
Housing, Owner Occupied	3,481	14,187	30,717
Housing, Median Value Owner Households (\$)	588,692	537,586	527,396
Housing, Owner Households Valued Less than \$20,000	3	17	34
Housing, Owner Households Valued \$20,000-\$39,999	2	23	58
Housing, Owner Households Valued \$40,000-\$59,999	1	21	42
Housing, Owner Households Valued \$60,000-\$79,999	2	20	35
Housing, Owner Households Valued \$80,000-\$99,999	3	15	72
Housing, Owner Households Valued \$100,000-\$124,999	6	26	63
Housing, Owner Households Valued \$125,000-\$149,999	13	37	86
Housing, Owner Households Valued \$150,000-\$174,999	8	62	141
Housing, Owner Households Valued \$175,000-\$199,999	54	142	417
Housing, Owner Households Valued \$200,000-\$249,999	44	184	429
Housing, Owner Households Valued \$250,000-\$299,999	214	980	2,323
Housing, Owner Households Valued \$300,000-\$399,999	199	1,037	2,505
Housing, Owner Households Valued \$400,000-\$499,999	946	4,158	8,647
Housing, Owner Households Valued \$500,000-\$749,999	692	2,471	4,622
Housing, Owner Households Valued \$750,000-\$999,999	988	3,369	6,770
Housing, Owner Households Valued More than \$1,000,000	306	1,625	4,473

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	1 Mile	2 Miles	3 Miles
Housing, Renter Occupied	11,984	36,926	69,489
Housing, Median Rent (\$)	1,311	1,347	1,415
Housing, Rent less than \$250	96	290	341
Housing, Rent \$250-\$499	169	437	540
Housing, Rent \$500-\$749	96	175	200
Housing, Rent \$750-\$999	1,564	2,848	3,489
Housing, Rent \$1,000-\$1,249	3,260	10,864	18,345
Housing, Rent \$1,250-\$1,499	2,887	8,952	16,881
Housing, Rent \$1,500-\$1,999	2,167	7,248	17,256
Housing, Rent \$2,000+	1,530	5,395	11,114
Housing, No Cash Rent	215	717	1,323
DETAILED INCOME CHARACTERISTICS			
Total Household Income (\$)	1,259,055,830	4,761,059,157	10,379,006,392
Median Household Income (\$)	54,611	59,916	64,798
Average Household Income (\$)	81,413	93,148	103,577
Per Capita Household Income (\$)	45,384	49,649	53,833
Household High Income Average (\$)	389,769	400,738	434,960
Households By Income			
Less than \$15,000	2,296	6,765	11,751
\$15,000 to \$24,999	1,514	4,396	7,747
\$25,000 to \$34,999	1,378	4,493	8,217
\$35,000 to \$49,999	2,052	6,573	12,560
\$50,000 to \$74,999	2,670	8,394	16,604
\$75,000 to \$99,999	1,903	5,993	12,561
\$100,000 to \$124,999	1,184	4,113	8,598
\$125,000 to \$149,999	799	3,061	6,346
\$150,000 to \$199,999	610	2,733	5,458
\$200,000 and Over	1,059	4,592	10,364
Occupation (Pop 16+)			
Management, Business, and Financial Operations	3,396	11,197	23,589
Professional and Related	5,822	20,884	41,854
Sales and Office	3,613	12,078	25,250
Service	1,447	5,064	10,270
Farming, Fishing, and Forestry	0	8	12
Construction, Extraction, and Maintenance	624	2,189	4,130
Production, Transportation, and Material Moving	550	2,155	4,234

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Industry (Pop 16+)	1 Mile	2 Miles	3 Miles
Agriculture, Forestry, Fishing and Hunting, and Mining	4	24	57
Construction	545	2,010	3,858
Manufacturing	698	2,468	5,331
Wholesale Trade	283	1,064	2,230
Retail Trade	1,163	4,018	7,920
Transportation and Wareand Utilities	501	1,236	2,297
Information	2,309	7,457	14,192
Finance, Insurance, Real Estate and Rental and Leasing	1,234	3,938	8,724
Professional, Scientific, Management, Administrative, etc.	2,723	10,297	22,262
Educational, Health and Social Services	2,898	10,480	22,272
Arts, Entertainment, Accommodation and Food Services, etc.	1,849	6,518	12,523
Other Services	821	2,964	5,689
Public Administration	424	1,101	1,984
Education Attainment (Pop 25+)			
Less Than High School	1,950	6,868	13,163
High School	2,579	8,405	16,602
Some College	4,736	14,533	28,530
Associate Degree	1,459	4,595	8,640
College	6,825	24,217	49,371
Graduate Degree	4,585	15,994	32,468
DETAILED FAMILY CHARACTERISTICS			
Families By Size			
Median Size	2.9	2.95	2.94
1 Person	0	0	0
2 Person	2,577	9,395	20,050
3 Person	1,060	4,007	8,354
4 Person	648	2,679	5,754
5 Person	241	1,035	2,197
6 Person	87	402	849
7 or More Person	43	310	594
Family Income Characteristics			
Total Family Income(\$)	570,837,330	2,443,084,885	5,772,489,283
Median Income (\$)	83,017	90,651	93,973
Average Income (\$)	122,603	137,036	152,719
Per Capita Income (\$)	42,394	45,629	51,146
High Income Average (\$)	402,085	411,981	459,586

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RETAIL SALES (\$000)	1 Mile	2 Miles	3 Miles
Total Retail Sales (including Food Services)	1,608,652	2,894,286	4,762,038
Motor Vehicles Store Sales	337,101	724,955	1,076,823
Home Furnishings Store Sales	47,894	85,386	137,239
Electrical and Appliances Store Sales	44,022	77,324	139,486
Building Materials and Garden Store Sales	27,242	80,612	148,612
Food and Beverage Store Sales	142,773	302,051	559,469
Health and Personal Care Store Sales	84,354	187,409	264,994
Gasoline Stations Store Sales	43,427	113,163	275,021
Clothing and Accessories Store Sales	240,728	319,384	430,172
Sporting Goods Store Sales	79,838	110,668	170,132
General Merchandise Store Sales	127,192	148,936	340,211
Miscellaneous Store Sales	52,061	105,852	179,284
Nonstore Purchases Sales	140,181	258,432	441,211
Food Services	241,839	380,114	599,384
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	802,166.70	2,791,962.30	5,662,368.70
Food	97,447.50	334,409.30	672,694.70
Food at home	53,785.20	182,899.10	365,567.00
Cereals and bakery products	7,039.50	23,891.70	47,562.30
Dairy products	5,966.70	20,289.30	40,322.50
Fruits and vegetables	9,514.90	32,567.00	65,906.00
Nonalcoholic beverages	5,201.10	17,598.80	34,979.10
Food prep (consumed out of town)	687.8	2,442.80	4,963.90
Food away from home	43,742.30	151,911.50	308,003.20
Food on out-of-town trips	4,085.10	14,701.80	30,346.60
Alcoholic beverages	7,740.80	27,057.40	54,200.80
Housing	216,971.80	751,179.30	1,521,849.30
Household operations	12,776.80	45,542.30	93,046.80
Housekeeping services	2,143.20	8,057.20	16,689.60
Household furnishings and equip	28,768.80	102,244.40	208,884.50
Household textiles	2,073.30	7,246.30	14,643.00
Furniture	7,454.00	27,035.40	56,542.30
Floor coverings	739.3	2,747.50	5,632.50
Major appliances	3,383.50	11,902.60	24,051.20
Small appliances	468.8	1,607.70	3,197.80
Miscellaneous household equip	13,496.00	47,666.80	96,579.10
Apparel and services	30,188.00	105,702.80	215,946.00
Men and boys	7,156.30	25,066.60	51,140.70

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CONSUMER EXPENDITURES (\$000)- CONTINUED	1 Mile	2 Miles	3 Miles
Men, 16 and over	5,935.10	20,894.10	42,832.90
Boys, 2 to 15	1,139.00	3,863.90	7,628.90
Women's and girls	11,928.50	41,825.80	85,963.40
Women, 16 and over	10,123.30	35,610.80	73,443.00
Girls 2 to 15	1,683.80	5,755.30	11,475.30
Children under 2	1,368.80	4,613.30	9,241.10
Footwear	5,097.80	17,657.70	36,007.70
Other apparel products and services	4,577.00	16,336.10	33,161.10
Transportation	132,140.30	454,271.90	918,269.20
Vehicle purchases (net outlay)	49,129.00	169,003.40	342,139.20
Gasoline and motor oil	35,050.00	118,777.80	236,639.10
Other vehicle expenses	38,657.40	132,693.40	266,986.90
Public transportation	9,431.50	34,605.70	74,108.40
Health Care	41,739.20	142,043.80	281,297.00
Health insurance	22,295.30	75,655.00	150,039.10
Medical services	10,856.40	37,412.30	74,554.60
Drugs	6,866.70	23,262.90	45,553.40
Medical supplies	1,783.90	6,112.30	12,150.00
Entertainment	43,597.80	152,995.60	308,889.30
Fees and admissions	11,487.80	42,098.70	87,333.80
Television, radios, sound equip	15,577.30	53,295.40	106,511.60
Pets, toys, and playground equip	8,652.20	29,922.60	59,522.40
Other entertainment supplies	7,932.30	27,960.40	56,068.40
Personal care products, services	9,492.30	32,813.90	65,922.40
Reading	1,868.00	6,484.70	13,011.70
Education	16,185.80	57,729.60	119,211.60
Tobacco products, supplies	4,943.40	16,189.60	31,047.90
Cash contributions	28,025.60	100,005.70	204,833.50
Personal insurance and pensions	85,807.20	306,467.40	630,090.30