

# Demographic Report

**2929 Pico Boulevard  
Santa Monica, CA 90405**

Description	1 Mile	2 Miles	3 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	27,829	133,278	286,373
Population (4/1/2000)	27,562	135,534	294,167
Population (1/1/2009)	27,583	136,494	301,375
Population (1/1/2014)	27,474	135,902	303,183
Growth (2009/2000)	0.08	0.71	2.45
Forecast (2014/2009)	-0.4	-0.43	0.6
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	12,449	63,585	138,938
Households (4/1/2000)	12,579	66,588	144,725
Households (1/1/2009)	12,723	67,867	149,902
Households (1/1/2014)	12,633	67,362	150,290
Growth (2009/2000)	1.14	1.92	3.58
Forecast (2014/2009)	-0.71	-0.74	0.26
<b>Gender</b>			
Male	13,599	67,063	149,103
Female	13,984	69,431	152,272
<b>Age</b>			
Median Age	36.5	36.4	35.5
Aged 0 to 5 Years	1,670	7,665	16,867
Aged 6 to 11 Years	1,634	6,517	14,128
Aged 12 to 17 Years	1,542	6,117	12,909
Aged 18 to 24 Years	2,881	13,506	34,992
Aged 25 to 34 Years	5,455	31,381	69,545
Aged 35 to 44 Years	4,089	21,277	46,451
Aged 45 to 54 Years	4,064	19,512	41,593
Aged 55 to 64 Years	2,783	13,630	29,363
Aged 65 to 74 Years	1,533	7,448	16,120
Aged 75 to 84 Years	1,315	6,337	13,027
Aged 85 Years and Older	617	3,104	6,380
<b>POPULATION BY RACE</b>			
White Alone	14,900	85,844	191,135
Black Alone	1,613	5,179	13,111
Asian Alone	4,379	21,617	44,751
Other	6,691	23,854	52,378

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<b>POPULATION BY ETHNICITY</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Hispanic	9,464	31,444	69,188
White Non-Hispanic	11,151	71,184	160,677
<b>Marital Status (Pop 15+)</b>			
Males Never Married	5,265	25,374	58,067
Males Married	5,088	26,017	56,707
Males Widowed	190	1,034	2,263
Males Divorced	934	5,616	12,586
Females Never Married	4,388	22,870	51,703
Females Married	5,143	25,609	55,709
Females Widowed	814	4,086	8,457
Females Divorced	1,698	8,707	18,564
<b>Primary Language (Pop 5+)</b>			
Speaks English	14,935	81,503	179,717
Speaks Spanish	6,281	20,637	46,697
Speaks Other Indo-European Languages	2,167	13,824	31,129
Speaks Asian or Pacific Island Language	2,354	12,323	24,890
Speaks Other Language	465	1,868	4,988
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.14	1.98	1.96
<b>HOUSEHOLDS BY RACE</b>			
White	7,532	46,384	103,557
Black	745	2,393	6,196
Asian	2,026	10,162	20,422
Other	2,420	8,928	19,727
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	3,089	10,581	23,277
White Non-Hispanic	6,208	40,428	91,243

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<b>Household by Size</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Median Size	2.28	2.18	2.14
1 Person	5,233	29,878	68,223
2 Person	4,039	22,765	48,776
3 Person	1,573	7,676	16,039
4 Person	1,083	4,793	10,693
5 Person	481	1,686	3,796
6 Person	189	645	1,420
7 or More Person	125	424	955
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	12,723	67,867	149,902
Housing, Owner Occupied	4,352	22,024	46,448
Housing, Renter Occupied	8,371	45,843	103,454
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	4,352	22,024	46,448
Housing, Median Value Owner Households (\$)	457,184	476,118	493,691
Housing, Owner Households Valued Less than \$20,000	16	26	33
Housing, Owner Households Valued \$20,000-\$39,999	21	41	69
Housing, Owner Households Valued \$40,000-\$59,999	16	36	58
Housing, Owner Households Valued \$60,000-\$79,999	5	34	44
Housing, Owner Households Valued \$80,000-\$99,999	4	38	55
Housing, Owner Households Valued \$100,000-\$124,999	6	52	97
Housing, Owner Households Valued \$125,000-\$149,999	12	70	166
Housing, Owner Households Valued \$150,000-\$174,999	19	125	307
Housing, Owner Households Valued \$175,000-\$199,999	72	338	726
Housing, Owner Households Valued \$200,000-\$249,999	73	341	746
Housing, Owner Households Valued \$250,000-\$299,999	560	2,056	4,056
Housing, Owner Households Valued \$300,000-\$399,999	580	2,204	4,200
Housing, Owner Households Valued \$400,000-\$499,999	1,385	7,424	13,520
Housing, Owner Households Valued \$500,000-\$749,999	729	3,896	7,144
Housing, Owner Households Valued \$750,000-\$999,999	698	4,358	10,484
Housing, Owner Households Valued More than \$1,000,000	156	985	4,743

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<b>RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Housing, Renter Occupied	8,371	45,843	103,454
Housing, Median Rent (\$)	1,309	1,393	1,386
Housing, Rent less than \$250	67	180	444
Housing, Rent \$250-\$499	110	307	699
Housing, Rent \$500-\$749	44	93	221
Housing, Rent \$750-\$999	792	2,493	5,409
Housing, Rent \$1,000-\$1,249	2,689	12,763	29,808
Housing, Rent \$1,250-\$1,499	1,683	11,773	25,880
Housing, Rent \$1,500-\$1,999	1,867	11,651	25,010
Housing, Rent \$2,000+	942	5,872	13,913
Housing, No Cash Rent	177	711	2,070
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Household Income (\$)	981,138,065	5,967,644,341	14,189,707,402
Median Household Income (\$)	53,736	62,462	60,932
Average Household Income (\$)	77,115	87,931	94,660
Per Capita Household Income (\$)	35,570	43,721	47,083
Household High Income Average (\$)	345,064	356,981	412,817
<b>Households By Income</b>			
Less than \$15,000	1,815	8,153	19,384
\$15,000 to \$24,999	1,243	5,471	12,662
\$25,000 to \$34,999	1,239	5,650	12,656
\$35,000 to \$49,999	1,738	8,787	19,144
\$50,000 to \$74,999	2,185	11,781	25,396
\$75,000 to \$99,999	1,419	8,779	18,362
\$100,000 to \$124,999	995	6,052	12,256
\$125,000 to \$149,999	704	4,215	8,628
\$150,000 to \$199,999	617	3,614	7,886
\$200,000 and Over	768	5,365	13,528
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	2,722	15,967	34,423
Professional and Related	4,808	29,244	64,779
Sales and Office	3,479	18,392	40,069
Service	1,774	7,463	15,961
Farming, Fishing, and Forestry	0	12	37
Construction, Extraction, and Maintenance	692	2,773	5,856
Production, Transportation, and Material Moving	689	2,928	6,883

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<b>Industry (Pop 16+)</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Agriculture, Forestry, Fishing and Hunting, and Mining	0	46	111
Construction	696	2,602	5,303
Manufacturing	674	3,531	7,752
Wholesale Trade	325	1,555	3,611
Retail Trade	1,283	5,854	12,378
Transportation and Wareand Utilities	309	1,667	4,073
Information	1,576	9,191	19,188
Finance, Insurance, Real Estate and Rental and Leasing	942	6,118	13,086
Professional, Scientific, Management, Administrative, etc.	2,808	15,084	32,961
Educational, Health and Social Services	2,934	17,463	39,009
Arts, Entertainment, Accommodation and Food Services, etc.	1,541	8,087	18,800
Other Services	815	4,129	8,578
Public Administration	261	1,452	3,158
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	2,857	9,628	20,211
High School	2,773	11,731	25,318
Some College	3,957	19,301	42,279
Associate Degree	1,434	6,080	12,594
College	5,512	33,388	71,223
Graduate Degree	3,323	22,561	50,854
<b>DETAILED FAMILY CHARACTERISTICS</b>			
<b>Families By Size</b>			
Median Size	3.19	2.98	2.98
1 Person	0	0	0
2 Person	2,627	14,283	30,292
3 Person	1,336	6,476	13,374
4 Person	1,026	4,511	9,589
5 Person	471	1,636	3,605
6 Person	186	623	1,359
7 or More Person	122	412	918
<b>Family Income Characteristics</b>			
Total Family Income(\$)	589,932,855	3,279,187,665	8,036,337,786
Median Income (\$)	72,098	85,169	86,626
Average Income (\$)	102,277	117,361	135,894
Per Capita Income (\$)	31,944	39,054	45,030
High Income Average (\$)	365,421	367,345	431,618

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<b>RETAIL SALES (\$000)</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Total Retail Sales (including Food Services)	592,796	3,464,758	5,840,496
Motor Vehicles Store Sales	210,621	802,917	1,017,690
Home Furnishings Store Sales	15,701	121,595	191,616
Electrical and Appliances Store Sales	30,069	122,808	242,496
Building Materials and Garden Store Sales	30,860	130,936	342,995
Food and Beverage Store Sales	64,519	380,005	835,495
Health and Personal Care Store Sales	32,310	178,123	377,309
Gasoline Stations Store Sales	27,080	222,397	369,927
Clothing and Accessories Store Sales	29,059	292,493	521,115
Sporting Goods Store Sales	11,146	118,243	216,924
General Merchandise Store Sales	0	214,910	249,565
Miscellaneous Store Sales	11,894	136,960	241,391
Nonstore Purchases Sales	65,303	343,004	461,362
Food Services	64,234	400,367	772,611
<b>CONSUMER EXPENDITURES (\$000)</b>			
Total Consumer Expenditures	681,488.80	3,795,241.80	8,314,353.30
Food	82,354.10	453,312.70	992,945.80
Food at home	45,491.80	247,344.70	542,111.50
Cereals and bakery products	5,900.30	32,072.00	70,334.80
Dairy products	4,934.60	27,021.10	59,313.80
Fruits and vegetables	8,293.30	45,103.40	98,411.60
Nonalcoholic beverages	4,350.50	23,591.10	51,825.70
Food prep (consumed out of town)	571.8	3,254.30	7,152.00
Food away from home	36,969.60	206,533.00	452,034.60
Food on out-of-town trips	3,525.70	20,117.80	44,015.70
Alcoholic beverages	6,133.90	35,092.20	77,823.10
Housing	185,519.30	1,026,001.20	2,246,597.90
Household operations	10,848.80	61,504.10	135,152.70
Housekeeping services	1,809.40	10,598.80	23,644.10
Household furnishings and equip	24,263.70	137,910.80	303,310.70
Household textiles	1,710.00	9,674.10	21,231.90
Furniture	6,728.50	38,063.10	83,292.60
Floor coverings	606.3	3,538.30	7,958.90
Major appliances	2,824.60	15,874.40	34,878.40
Small appliances	377.5	2,112.50	4,632.80
Miscellaneous household equip	11,070.70	63,208.20	139,399.30
Apparel and services	26,095.80	145,172.60	318,644.30
Men and boys	6,111.60	34,231.90	75,188.40

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<b>CONSUMER EXPENDITURES (\$000)- CONTINUED</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>
Men, 16 and over	5,104.00	28,696.50	63,054.00
Boys, 2 to 15	967.4	5,161.00	11,307.00
Women's and girls	10,524.70	58,328.20	127,409.50
Women, 16 and over	8,986.80	49,892.00	108,968.30
Girls 2 to 15	1,444.30	7,774.30	16,986.30
Children under 2	1,173.30	6,360.90	14,034.00
Footwear	4,485.90	24,517.20	53,697.60
Other apparel products and services	3,759.10	21,457.70	47,757.00
Transportation	112,968.50	622,349.70	1,358,097.50
Vehicle purchases (net outlay)	41,952.30	232,125.70	505,997.80
Gasoline and motor oil	29,315.30	159,766.20	349,944.00
Other vehicle expenses	32,776.30	180,134.00	393,555.40
Public transportation	9,148.90	51,286.60	110,994.60
Health Care	34,564.10	187,799.30	411,670.10
Health insurance	18,738.70	100,990.20	220,924.50
Medical services	8,873.00	49,275.00	108,159.90
Drugs	5,537.50	30,008.90	66,079.00
Medical supplies	1,468.50	8,072.20	17,686.30
Entertainment	35,911.00	203,380.40	446,742.30
Fees and admissions	9,870.30	57,212.70	125,612.50
Television, radios, sound equip	12,888.90	71,167.00	156,416.30
Pets, toys, and playground equip	6,917.90	39,039.80	85,611.10
Other entertainment supplies	6,314.90	36,272.90	79,930.00
Personal care products, services	7,882.40	43,848.50	96,243.90
Reading	1,528.40	8,582.70	18,853.10
Education	14,404.80	80,245.50	177,064.00
Tobacco products, supplies	3,775.40	20,440.40	45,339.90
Cash contributions	23,951.50	135,036.00	297,367.70
Personal insurance and pensions	73,439.60	418,161.60	914,510.20