

Demographic Report



1314 Wilshire Boulevard
Santa Monica, CA 90404

| Description | 1 Mile | 2 Miles | 3 Miles |
|---|--------|---------|---------|
| POPULATION BY YEAR | | | |
| Population (4/1/1990) | 37,329 | 104,668 | 180,601 |
| Population (4/1/2000) | 36,386 | 101,667 | 178,860 |
| Population (4/1/2010) | 38,743 | 108,154 | 184,968 |
| Population (1/1/2016) | 40,215 | 112,095 | 191,624 |
| Population (1/1/2021) | 41,901 | 116,852 | 199,781 |
| Population Growth (2016/2010) | 3.8 | 3.64 | 3.6 |
| Population Forecast (2021/2016) | 4.19 | 4.24 | 4.26 |
| HOUSEHOLDS BY YEAR | | | |
| Households (4/1/1990) | 20,337 | 53,530 | 88,979 |
| Households (4/1/2000) | 20,225 | 52,990 | 90,695 |
| Households (4/1/2010) | 21,520 | 55,759 | 92,652 |
| Households (1/1/2016) | 22,131 | 57,266 | 95,082 |
| Households (1/1/2021) | 23,137 | 59,856 | 99,382 |
| Households Growth (2016/2010) | 2.84 | 2.7 | 2.62 |
| Households Forecast (2021/2016) | 4.55 | 4.52 | 4.52 |
| Gender | | | |
| Male | 19,317 | 54,170 | 93,854 |
| Female | 20,898 | 57,925 | 97,770 |
| Age | | | |
| Median Age | 40.8 | 40.5 | 39.6 |
| Aged 0 to 5 Years | 1,657 | 5,245 | 9,259 |
| Aged 6 to 11 Years | 1,395 | 4,803 | 8,470 |
| Aged 12 to 17 Years | 1,421 | 4,939 | 8,428 |
| Aged 18 to 24 Years | 2,664 | 8,220 | 14,806 |
| Aged 25 to 34 Years | 9,212 | 23,154 | 40,959 |
| Aged 35 to 44 Years | 6,518 | 17,481 | 30,453 |
| Aged 45 to 54 Years | 5,190 | 14,593 | 24,323 |
| Aged 55 to 64 Years | 4,879 | 14,637 | 24,243 |
| Aged 65 to 74 Years | 3,602 | 10,060 | 16,567 |
| Aged 75 to 84 Years | 2,137 | 5,388 | 8,677 |
| Aged 85 Years and Older | 1,540 | 3,575 | 5,439 |
| POPULATION BY RACE | | | |
| White Alone | 31,325 | 85,117 | 142,109 |
| Black Alone | 1,501 | 3,934 | 6,700 |
| Asian Alone | 3,908 | 11,427 | 21,673 |
| American Indian and Alaska Native Alone | 116 | 462 | 886 |
| Other Race Alone | 1,269 | 5,063 | 9,593 |
| Two or More Races | 2,096 | 6,092 | 10,663 |

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| POPULATION BY ETHNICITY | | | |
| Hispanic | 4,309 | 15,020 | 27,691 |
| White Non-Hispanic | 28,576 | 76,117 | 126,062 |
| Marital Status (Pop 15+) | | | |
| Males Never Married | 9,205 | 23,414 | 40,818 |
| Males Married | 5,922 | 18,774 | 32,702 |
| Males Widowed | 478 | 1,020 | 1,702 |
| Males Divorced | 1,731 | 4,559 | 7,461 |
| Females Never Married | 8,100 | 21,644 | 37,229 |
| Females Married | 5,742 | 17,951 | 31,545 |
| Females Widowed | 1,762 | 4,200 | 6,250 |
| Females Divorced | 3,495 | 8,027 | 11,957 |
| Primary Language (Pop 5+) | | | |
| Speaks English | 28,207 | 76,973 | 129,258 |
| Speaks Spanish | 2,967 | 10,700 | 20,944 |
| Speaks Other Indo-European Languages | 4,788 | 12,157 | 19,896 |
| Speaks Asian or Pacific Island Language | 2,330 | 6,576 | 11,754 |
| Speaks Other Language | 474 | 1,184 | 1,829 |
| DETAILED HOUSEHOLD CHARACTERISTICS | | | |
| Household, Average Size | 1.74 | 1.92 | 1.98 |
| HOUSEHOLDS BY RACE | | | |
| White | 18,107 | 45,916 | 74,356 |
| Black | 673 | 1,802 | 2,967 |
| Asian | 1,987 | 5,435 | 10,455 |
| American Indian and Alaska Native | 56 | 197 | 364 |
| Other Race | 451 | 1,630 | 2,977 |
| Two or More Races | 857 | 2,286 | 3,963 |
| HOUSEHOLDS BY ETHNICITY | | | |
| Hispanic | 1,765 | 5,570 | 9,795 |
| White Non-Hispanic | 16,892 | 42,302 | 68,220 |

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|---------------------------------|--------|---------|---------|
| Male Population By Age | | | |
| Median Age | 40.1 | 39.7 | 38.9 |
| Aged 0 to 5 Years | 883 | 2,695 | 4,719 |
| Aged 6 to 11 Years | 712 | 2,422 | 4,268 |
| Aged 12 to 17 Years | 745 | 2,581 | 4,338 |
| Aged 18 to 24 Years | 1,203 | 4,013 | 7,210 |
| Aged 25 to 34 Years | 4,458 | 11,255 | 20,368 |
| Aged 35 to 44 Years | 3,277 | 8,718 | 15,443 |
| Aged 45 to 54 Years | 2,674 | 7,223 | 12,214 |
| Aged 55 to 64 Years | 2,378 | 7,088 | 11,774 |
| Aged 65 to 74 Years | 1,580 | 4,581 | 7,644 |
| Aged 75 to 84 Years | 867 | 2,306 | 3,803 |
| Aged 85 Years and Older | 540 | 1,288 | 2,073 |
| Female Population By Age | | | |
| Median Age | 41.5 | 41.4 | 40.2 |
| Aged 0 to 5 Years | 774 | 2,550 | 4,540 |
| Aged 6 to 11 Years | 683 | 2,381 | 4,202 |
| Aged 12 to 17 Years | 676 | 2,358 | 4,090 |
| Aged 18 to 24 Years | 1,461 | 4,207 | 7,596 |
| Aged 25 to 34 Years | 4,754 | 11,899 | 20,591 |
| Aged 35 to 44 Years | 3,241 | 8,763 | 15,010 |
| Aged 45 to 54 Years | 2,516 | 7,370 | 12,109 |
| Aged 55 to 64 Years | 2,501 | 7,549 | 12,469 |
| Aged 65 to 74 Years | 2,022 | 5,479 | 8,923 |
| Aged 75 to 84 Years | 1,270 | 3,082 | 4,874 |
| Aged 85 Years and Older | 1,000 | 2,287 | 3,366 |
| Household by Size | | | |
| Median Size | 1.9 | 2.1 | 2.2 |
| 1 Person | 11,683 | 26,626 | 41,962 |
| 2 Person | 6,862 | 18,438 | 31,221 |
| 3 Person | 2,139 | 6,496 | 11,387 |
| 4 Person | 1,061 | 3,884 | 7,049 |
| 5 Person | 271 | 1,240 | 2,284 |
| 6 Person | 84 | 377 | 749 |
| 7 or More Person | 31 | 205 | 430 |

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| Description | 1 Mile | 2 Miles | 3 Miles |
|--|---------|-----------|---------|
| HOUSING UNITS BY TENURE | | | |
| Housing, Occupied Units | 22,131 | 57,266 | 95,082 |
| Housing, Owner Occupied | 4,169 | 16,086 | 30,187 |
| Housing, Renter Occupied | 17,962 | 41,180 | 64,895 |
| OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE | | | |
| Housing, Owner Occupied | 4,169 | 16,086 | 30,187 |
| Housing, Median Value Owner Households (\$) | 853,809 | 1,000,000 | 962,999 |
| Housing, Owner Households Valued Less than \$10,000 | 0 | 35 | 57 |
| Housing, Owner Households Valued \$10,000-\$14,999 | 9 | 39 | 68 |
| Housing, Owner Households Valued \$15,000-\$19,999 | 17 | 53 | 61 |
| Housing, Owner Households Valued \$20,000-\$24,999 | 0 | 0 | 0 |
| Housing, Owner Households Valued \$25,000-\$29,999 | 0 | 8 | 8 |
| Housing, Owner Households Valued \$30,000-\$34,999 | 0 | 0 | 0 |
| Housing, Owner Households Valued \$35,000-\$39,999 | 0 | 0 | 38 |
| Housing, Owner Households Valued \$40,000-\$49,999 | 17 | 26 | 41 |
| Housing, Owner Households Valued \$50,000-\$59,999 | 0 | 0 | 36 |
| Housing, Owner Households Valued \$60,000-\$69,999 | 0 | 0 | 6 |
| Housing, Owner Households Valued \$70,000-\$79,999 | 31 | 53 | 93 |
| Housing, Owner Households Valued \$80,000-\$89,999 | 0 | 40 | 45 |
| Housing, Owner Households Valued \$90,000-\$99,999 | 1 | 36 | 48 |
| Housing, Owner Households Valued \$100,000-\$124,999 | 41 | 95 | 214 |
| Housing, Owner Households Valued \$125,000-\$149,999 | 5 | 5 | 67 |
| Housing, Owner Households Valued \$150,000-\$174,999 | 0 | 24 | 121 |
| Housing, Owner Households Valued \$175,000-\$199,999 | 0 | 61 | 66 |
| Housing, Owner Households Valued \$200,000-\$249,999 | 40 | 117 | 254 |
| Housing, Owner Households Valued \$250,000-\$299,999 | 28 | 85 | 227 |
| Housing, Owner Households Valued \$300,000-\$399,999 | 135 | 593 | 1,065 |
| Housing, Owner Households Valued \$400,000-\$499,999 | 308 | 808 | 1,650 |
| Housing, Owner Households Valued \$500,000-\$749,999 | 1,090 | 3,060 | 6,021 |
| Housing, Owner Households Valued \$750,000-\$999,999 | 873 | 2,838 | 5,760 |
| Housing, Owner Households Valued More than \$1,000,000 | 1,574 | 8,110 | 14,241 |

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|---|---------------|---------------|----------------|
| RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE | | | |
| Housing, Renter Occupied | 17,962 | 41,180 | 64,895 |
| Housing, Median Rent (\$) | 1,476 | 1,471 | 1,489 |
| Housing, Rent less than \$250 | 487 | 682 | 848 |
| Housing, Rent \$250-\$499 | 782 | 1,261 | 1,593 |
| Housing, Rent \$500-\$749 | 1,154 | 2,437 | 3,418 |
| Housing, Rent \$750-\$999 | 2,104 | 4,678 | 6,618 |
| Housing, Rent \$1,000-\$1,249 | 2,127 | 5,584 | 9,427 |
| Housing, Rent \$1,250-\$1,499 | 2,505 | 6,445 | 10,538 |
| Housing, Rent \$1,500-\$1,999 | 4,570 | 10,069 | 15,449 |
| Housing, Rent \$2,000+ | 4,115 | 9,529 | 16,095 |
| Housing, No Cash Rent | 118 | 495 | 909 |
| DETAILED INCOME CHARACTERISTICS | | | |
| Total Personal Income (\$) | 2,780,686,095 | 7,905,912,354 | 13,839,917,450 |
| Total Household Income (\$) | 2,713,350,992 | 7,806,057,741 | 13,710,300,693 |
| Median Household Income (\$) | 80,703 | 90,179 | 92,992 |
| Average Household Income (\$) | 122,604 | 136,312 | 144,194 |
| Per Capita Household Income (\$) | 69,145 | 70,529 | 72,224 |
| Household High Income Average (\$) | 389,820 | 394,554 | 414,259 |
| Households By Income | | | |
| Less than \$15,000 | 2,804 | 6,119 | 9,040 |
| \$15,000 to \$24,999 | 1,724 | 3,644 | 5,758 |
| \$25,000 to \$34,999 | 1,398 | 3,393 | 5,532 |
| \$35,000 to \$49,999 | 1,714 | 4,525 | 7,521 |
| \$50,000 to \$74,999 | 2,862 | 7,150 | 11,995 |
| \$75,000 to \$99,999 | 2,470 | 6,262 | 10,692 |
| \$100,000 to \$124,999 | 2,061 | 5,539 | 9,359 |
| \$125,000 to \$149,999 | 1,741 | 4,597 | 7,667 |
| \$150,000 to \$199,999 | 1,832 | 5,186 | 8,670 |
| \$200,000 and Over | 3,525 | 10,851 | 18,848 |
| Occupation (Pop 16+) | | | |
| Management, Business, and Financial Operations | 5,444 | 14,498 | 25,067 |
| Professional and Related | 8,450 | 23,722 | 39,628 |
| Service | 2,042 | 6,463 | 11,856 |
| Sales and Office | 4,204 | 11,847 | 20,224 |
| Farming, Fishing, and Forestry | 0 | 0 | 34 |
| Construction, Extraction, and Maintenance | 505 | 992 | 2,058 |
| Production, Transportation, and Material Moving | 584 | 1,788 | 2,845 |

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| Description | 1 Mile | 2 Miles | 3 Miles |
|--|--------|---------|---------|
| Industry (Pop 16+) | | | |
| Total Civilian Employment | 21,229 | 59,310 | 101,712 |
| Employment, Agriculture, Forestry, Fishing and Hunting | 0 | 25 | 153 |
| Employment, Mining, Quarrying and Oil and Gas Extraction | 0 | 8 | 59 |
| Employment, Construction | 482 | 1,169 | 2,179 |
| Employment, Manufacturing | 1,041 | 2,889 | 4,682 |
| Employment, Wholesale Trade | 441 | 1,512 | 2,441 |
| Employment, Retail Trade(Pop 16+) | 1,457 | 3,945 | 7,188 |
| Employment, Transportation and Warehousing | 210 | 835 | 1,166 |
| Employment, Utilities | 99 | 283 | 333 |
| Employment, Information | 2,475 | 6,897 | 11,736 |
| Employment, Finance and Insurance | 1,237 | 3,357 | 5,400 |
| Employment, Real Estate and Rental and Leasing | 753 | 2,362 | 3,991 |
| Employment, Professional, Scientific, and Technical Services | 4,522 | 11,131 | 19,382 |
| Employment, Management of Companies and Enterprises | 11 | 59 | 103 |
| Employment, Administrative and Support and Waste Mgt. Services | 535 | 1,325 | 2,819 |
| Employment, Educational Services | 2,049 | 6,256 | 10,361 |
| Employment, Health Care and Social Assistance | 2,621 | 7,238 | 11,466 |
| Employment, Arts, Entertainment, and Recreation | 1,115 | 3,213 | 5,844 |
| Employment, Accommodation and Food Services, etc. | 1,148 | 3,093 | 5,928 |
| Employment, Other Services | 740 | 2,768 | 4,649 |
| Employment, Public Administration | 293 | 945 | 1,832 |
| | | | |
| Education Attainment (Pop 25+) | | | |
| Less Than High School | 1,608 | 4,032 | 8,057 |
| High School | 3,539 | 8,110 | 13,754 |
| Some College | 4,819 | 13,784 | 22,510 |
| Associate's Degree | 1,607 | 4,396 | 7,667 |
| Bachelor's Degree | 11,562 | 32,871 | 56,279 |
| Master's Degree | 5,973 | 14,714 | 24,334 |
| Professional Degree | 2,734 | 7,483 | 12,182 |
| Doctorate Degree | 1,236 | 3,498 | 5,878 |

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| Description | 1 Mile | 2 Miles | 3 Miles |
|--|---------------|---------------|---------------|
| DETAILED FAMILY CHARACTERISTICS | | | |
| Families By Size | | | |
| Median Size | 2.88 | 2.98 | 3.01 |
| 1 Person | 0 | 0 | 0 |
| 2 Person | 4,067 | 11,241 | 18,920 |
| 3 Person | 1,724 | 5,399 | 9,306 |
| 4 Person | 1,006 | 3,653 | 6,520 |
| 5 Person | 263 | 1,203 | 2,192 |
| 6 Person | 84 | 369 | 723 |
| 7 or More Person | 30 | 201 | 413 |
| Family Income Characteristics | | | |
| Total Family Income(\$) | 1,336,027,816 | 4,303,462,158 | 7,784,800,765 |
| Median Income (\$) | 122,345 | 130,946 | 131,358 |
| Average Income (\$) | 186,232 | 195,027 | 204,465 |
| Per Capita Income (\$) | 67,936 | 67,178 | 69,452 |
| High Income Average (\$) | 422,777 | 421,424 | 442,816 |