

# Demographic Report

2929 Pico Boulevard  
Santa Monica, CA 90405

Description	1/2 Mile	1 Mile	2 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	6,985	27,926	137,187
Population (4/1/2000)	6,828	27,938	136,340
Population (4/1/2010)	6,939	28,872	140,630
Population (1/1/2019)	7,232	29,925	145,149
Population (1/1/2024)	7,413	30,654	148,691
Population Growth (2019/2010)	4.22	3.65	3.21
Population Forecast (2024/2019)	2.5	2.44	2.44
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	2,994	12,688	65,874
Households (4/1/2000)	3,027	12,878	67,725
Households (4/1/2010)	3,125	13,294	68,740
Households (1/1/2019)	3,269	13,842	71,285
Households (1/1/2024)	3,364	14,236	73,307
Households Growth (2019/2010)	4.61	4.12	3.7
Households Forecast (2024/2019)	2.91	2.85	2.84
<b>Gender</b>			
Male	3,320	14,191	68,699
Female	3,619	14,681	71,931
<b>Age</b>			
Median Age	39.8	37.2	37.2
Aged 0 to 5 Years	352	1,560	7,798
Aged 6 to 11 Years	391	1,349	5,895
Aged 12 to 17 Years	490	1,581	5,981
Aged 18 to 24 Years	740	3,173	12,834
Aged 25 to 34 Years	991	5,750	32,520
Aged 35 to 44 Years	1,064	4,713	23,722
Aged 45 to 54 Years	1,105	3,942	18,387
Aged 55 to 64 Years	870	3,354	15,667
Aged 65 to 74 Years	471	1,813	8,971
Aged 75 to 84 Years	295	1,074	5,680
Aged 85 Years and Older	170	563	3,175
<b>POPULATION BY RACE</b>			
White Alone	4,737	18,344	97,728
Black Alone	321	1,500	4,895
Asian Alone	909	4,259	21,257
American Indian and Alaska Native Alone	37	195	625
Other Race Alone	614	3,101	9,017
Two or More Races	321	1,473	7,108

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<b>POPULATION BY ETHNICITY</b>			
Hispanic	1,769	7,343	23,434
White Non-Hispanic	3,694	14,716	85,356
<b>Marital Status (Pop 15+)</b>			
Males Never Married	1,330	6,267	29,559
Males Married	1,266	5,042	24,568
Males Widowed	15	151	1,140
Males Divorced	202	874	4,857
Females Never Married	1,262	5,478	26,221
Females Married	1,287	4,781	24,613
Females Widowed	279	876	4,503
Females Divorced	326	1,768	8,498
<b>Primary Language (Pop 5+)</b>			
Speaks English	4,096	16,857	87,305
Speaks Spanish	1,186	5,644	17,954
Speaks Other Indo-European Languages	322	1,902	14,467
Speaks Asian or Pacific Island Language	959	2,754	12,290
Speaks Other Language	79	353	1,740
<b>DETAILED HOUSEHOLD CHARACTERISTICS</b>			
Household, Average Size	2.2	2.14	2.02
<b>HOUSEHOLDS BY RACE</b>			
White	2,262	9,149	51,011
Black	152	695	2,235
Asian	404	1,952	9,854
American Indian and Alaska Native	15	73	237
Other Race	197	915	2,847
Two or More Races	95	510	2,556
<b>HOUSEHOLDS BY ETHNICITY</b>			
Hispanic	592	2,383	8,239
White Non-Hispanic	1,898	7,862	46,290

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<b>Male Population By Age</b>			
Median Age	38.1	35.9	36.5
Aged 0 to 5 Years	178	768	4,014
Aged 6 to 11 Years	204	705	3,010
Aged 12 to 17 Years	239	825	3,128
Aged 18 to 24 Years	391	1,660	6,243
Aged 25 to 34 Years	490	2,917	16,181
Aged 35 to 44 Years	512	2,427	12,198
Aged 45 to 54 Years	536	1,888	9,044
Aged 55 to 64 Years	428	1,618	7,421
Aged 65 to 74 Years	185	761	4,000
Aged 75 to 84 Years	107	439	2,371
Aged 85 Years and Older	50	183	1,089
<b>Female Population By Age</b>			
Median Age	41.3	38.5	38
Aged 0 to 5 Years	174	792	3,784
Aged 6 to 11 Years	187	644	2,885
Aged 12 to 17 Years	251	756	2,853
Aged 18 to 24 Years	349	1,513	6,591
Aged 25 to 34 Years	501	2,833	16,339
Aged 35 to 44 Years	552	2,286	11,524
Aged 45 to 54 Years	569	2,054	9,343
Aged 55 to 64 Years	442	1,736	8,246
Aged 65 to 74 Years	286	1,052	4,971
Aged 75 to 84 Years	188	635	3,309
Aged 85 Years and Older	120	380	2,086
<b>Household by Size</b>			
Median Size	2.4	2.3	2.3
1 Person	1,186	5,241	28,324
2 Person	977	4,237	23,189
3 Person	433	1,832	9,131
4 Person	329	1,202	5,465
5 Person	135	479	1,719
6 Person	41	173	564
7 or More Person	24	130	348

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Description	1/2 Mile	1 Mile	2 Miles
<b>HOUSING UNITS BY TENURE</b>			
Housing, Occupied Units	3,125	13,294	68,740
Housing, Owner Occupied	1,249	4,222	21,881
Housing, Renter Occupied	1,876	9,072	46,859
<b>OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE</b>			
Housing, Owner Occupied	1,249	4,222	21,881
Housing, Median Value Owner Households (\$)	904,461	773,026	798,811
Housing, Owner Households Valued Less than \$10,000	0	5	90
Housing, Owner Households Valued \$10,000-\$14,999	0	9	32
Housing, Owner Households Valued \$15,000-\$19,999	0	32	32
Housing, Owner Households Valued \$20,000-\$24,999	0	0	0
Housing, Owner Households Valued \$25,000-\$29,999	0	7	7
Housing, Owner Households Valued \$30,000-\$34,999	0	0	0
Housing, Owner Households Valued \$35,000-\$39,999	0	0	32
Housing, Owner Households Valued \$40,000-\$49,999	0	9	27
Housing, Owner Households Valued \$50,000-\$59,999	0	0	52
Housing, Owner Households Valued \$60,000-\$69,999	0	0	16
Housing, Owner Households Valued \$70,000-\$79,999	12	12	66
Housing, Owner Households Valued \$80,000-\$89,999	0	28	55
Housing, Owner Households Valued \$90,000-\$99,999	0	0	35
Housing, Owner Households Valued \$100,000-\$124,999	0	10	124
Housing, Owner Households Valued \$125,000-\$149,999	0	0	5
Housing, Owner Households Valued \$150,000-\$174,999	0	21	56
Housing, Owner Households Valued \$175,000-\$199,999	6	40	70
Housing, Owner Households Valued \$200,000-\$249,999	0	0	118
Housing, Owner Households Valued \$250,000-\$299,999	13	32	187
Housing, Owner Households Valued \$300,000-\$399,999	54	251	752
Housing, Owner Households Valued \$400,000-\$499,999	46	155	1,638
Housing, Owner Households Valued \$500,000-\$749,999	310	1,388	6,335
Housing, Owner Households Valued \$750,000-\$999,999	297	1,216	6,205
Housing, Owner Households Valued More than \$1,000,000	511	1,007	5,947

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Description	1/2 Mile	1 Mile	2 Miles
<b>RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE</b>			
Housing, Renter Occupied	1,876	9,072	46,859
Housing, Median Rent (\$)	1,247	1,301	1,434
Housing, Rent less than \$250	17	127	375
Housing, Rent \$250-\$499	79	239	1,118
Housing, Rent \$500-\$749	258	1,090	3,058
Housing, Rent \$750-\$999	304	1,111	5,323
Housing, Rent \$1,000-\$1,249	265	1,562	6,740
Housing, Rent \$1,250-\$1,499	420	1,704	8,813
Housing, Rent \$1,500-\$1,999	284	1,795	10,828
Housing, Rent \$2,000+	213	1,328	9,938
Housing, No Cash Rent	36	116	666
<b>DETAILED INCOME CHARACTERISTICS</b>			
Total Personal Income (\$)	300,512,479	1,228,929,825	7,225,044,638
Total Household Income (\$)	298,208,697	1,210,861,562	7,150,310,332
Median Household Income (\$)	64,925	68,252	75,228
Average Household Income (\$)	95,427	91,083	104,020
Per Capita Household Income (\$)	43,308	42,565	51,376
Household High Income Average (\$)	296,822	315,847	344,383
<b>Households By Income</b>			
Less than \$15,000	647	1,574	7,776
\$15,000 to \$24,999	119	1,007	5,071
\$25,000 to \$34,999	180	1,009	4,387
\$35,000 to \$49,999	358	1,426	6,386
\$50,000 to \$74,999	433	2,234	10,669
\$75,000 to \$99,999	192	1,664	8,881
\$100,000 to \$124,999	308	1,278	7,433
\$125,000 to \$149,999	274	964	4,529
\$150,000 to \$199,999	210	974	5,566
\$200,000 and Over	404	1,164	8,042
<b>Occupation (Pop 16+)</b>			
Management, Business, and Financial Operations	613	3,144	18,210
Professional and Related	1,221	5,289	29,476
Service	447	2,255	9,145
Sales and Office	823	3,287	16,283
Farming, Fishing, and Forestry	0	30	30
Construction, Extraction, and Maintenance	96	395	1,948
Production, Transportation, and Material Moving	135	675	2,470

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Description	1/2 Mile	1 Mile	2 Miles
<b>Industry (Pop 16+)</b>			
<b>Total Civilian Employment</b>	3,335	15,075	77,562
Employment, Agriculture, Forestry, Fishing and Hunting	0	7	97
Employment, Mining, Quarrying and Oil and Gas Extraction	0	16	58
Employment, Construction	50	353	1,826
Employment, Manufacturing	203	1,062	4,248
Employment, Wholesale Trade	67	313	1,688
Employment, Retail Trade(Pop 16+)	339	1,063	5,375
Employment, Transportation and Warehousing	123	297	996
Employment, Utilities	17	37	280
Employment, Information	388	1,508	8,788
Employment, Finance and Insurance	100	646	4,272
Employment, Real Estate and Rental and Leasing	67	457	2,457
Employment, Professional, Scientific, and Technical Services	334	2,261	13,903
Employment, Management of Companies and Enterprises	0	27	94
Employment, Administrative and Support and Waste Mgt. Services	104	571	2,439
Employment, Educational Services	501	1,914	9,482
Employment, Health Care and Social Assistance	371	1,557	8,270
Employment, Arts, Entertainment, and Recreation	119	640	3,912
Employment, Accommodation and Food Services, etc.	203	1,092	4,438
Employment, Other Services	271	837	3,622
Employment, Public Administration	78	417	1,317
<b>Education Attainment (Pop 25+)</b>			
Less Than High School	332	1,704	6,957
High School	532	2,423	11,100
Some College	1,090	4,365	17,195
Associate's Degree	353	1,368	5,537
Bachelor's Degree	1,486	6,560	38,569
Master's Degree	656	3,044	17,602
Professional Degree	219	889	6,875
Doctorate Degree	298	856	4,287

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Description	1/2 Mile	1 Mile	2 Miles
<b>DETAILED FAMILY CHARACTERISTICS</b>			
<b>Families By Size</b>	3.29	3.24	3.05
<b>Median Size</b>	0	0	0
<b>1 Person</b>	671	2641	14201
<b>2 Person</b>	380	1,521	7,431
<b>3 Person</b>	317	1,102	4,986
<b>4 Person</b>	133	458	1,625
<b>5 Person</b>	40	166	538
<b>6 Person</b>	24	128	335
<b>7 or More Person</b>			
<b>Family Income Characteristics</b>			
<b>Total Family Income(\$)</b>	221,561,288	713,206,183	3,964,153,091
<b>Median Income (\$)</b>	117,563	90,902	100,559
<b>Average Income (\$)</b>	141,573	118,552	136,150
<b>Per Capita Income (\$)</b>	45,711	38,396	46,833
<b>High Income Average (\$)</b>	307,123	318,084	344,088