

Demographic Detail Report

2627-2631 Wilshire Blvd, Santa Monica, CA 90403

Building Type: **General Retail** Total Available: **1,424 SF**
 Secondary: **Freestanding** % Leased: **100%**
 GLA: **6,919 SF** Rent/SF/Mo: **\$4.88**
 Year Built: **1941**



Radius	1 Mile	2 Mile	3 Mile
Population			
2029 Projection	36,959	137,715	253,022
2024 Estimate	37,619	140,184	257,023
2020 Census	36,337	135,458	245,686
Growth 2024 - 2029	-1.75%	-1.76%	-1.56%
Growth 2020 - 2024	3.53%	3.49%	4.61%
2024 Population by Age			
	37,619	140,184	257,023
Age 0 - 4	2,159 5.74%	7,940 5.66%	14,912 5.80%
Age 5 - 9	1,606 4.27%	5,515 3.93%	10,501 4.09%
Age 10 - 14	1,519 4.04%	5,084 3.63%	9,591 3.73%
Age 15 - 19	1,413 3.76%	4,922 3.51%	9,369 3.65%
Age 20 - 24	1,658 4.41%	6,446 4.60%	16,634 6.47%
Age 25 - 29	2,827 7.51%	11,406 8.14%	23,504 9.14%
Age 30 - 34	3,878 10.31%	15,188 10.83%	26,441 10.29%
Age 35 - 39	3,653 9.71%	13,991 9.98%	23,395 9.10%
Age 40 - 44	2,960 7.87%	11,079 7.90%	18,840 7.33%
Age 45 - 49	2,468 6.56%	9,067 6.47%	15,801 6.15%
Age 50 - 54	2,355 6.26%	8,545 6.10%	15,093 5.87%
Age 55 - 59	2,155 5.73%	7,984 5.70%	14,065 5.47%
Age 60 - 64	2,026 5.39%	7,591 5.42%	13,516 5.26%
Age 65 - 69	1,912 5.08%	7,034 5.02%	12,531 4.88%
Age 70 - 74	1,692 4.50%	6,179 4.41%	11,072 4.31%
Age 75 - 79	1,298 3.45%	4,816 3.44%	8,685 3.38%
Age 80 - 84	910 2.42%	3,374 2.41%	6,060 2.36%
Age 85+	1,129 3.00%	4,023 2.87%	7,012 2.73%
Age 65+	6,941 18.45%	25,426 18.14%	45,360 17.65%
Median Age	40.20	39.90	38.80
Average Age	41.60	41.60	40.80

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Radius	1 Mile	2 Mile	3 Mile
2024 Population By Race	37,619	140,184	257,023
White	23,823 63.33%	87,257 62.24%	157,416 61.25%
Black	1,117 2.97%	4,949 3.53%	8,688 3.38%
Am. Indian & Alaskan	209 0.56%	772 0.55%	1,326 0.52%
Asian	4,682 12.45%	18,087 12.90%	38,797 15.09%
Hawaiian & Pacific Island	48 0.13%	190 0.14%	388 0.15%
Other	7,740 20.57%	28,928 20.64%	50,409 19.61%
Population by Hispanic Origin	37,619	140,184	257,023
Non-Hispanic Origin	31,723 84.33%	117,510 83.83%	217,841 84.76%
Hispanic Origin	5,896 15.67%	22,674 16.17%	39,182 15.24%
2024 Median Age, Male	39.40	39.40	38.40
2024 Average Age, Male	40.60	40.90	40.10
2024 Median Age, Female	41.10	40.40	39.10
2024 Average Age, Female	42.60	42.30	41.40
2024 Population by Occupation Classification	32,049	120,658	220,147
Civilian Employed	21,455 66.94%	81,281 67.36%	143,664 65.26%
Civilian Unemployed	1,026 3.20%	3,766 3.12%	6,334 2.88%
Civilian Non-Labor Force	9,502 29.65%	35,513 29.43%	70,039 31.81%
Armed Forces	66 0.21%	98 0.08%	110 0.05%
Households by Marital Status			
Married	5,816	20,299	37,479
Married No Children	3,580	12,955	23,511
Married w/Children	2,236	7,343	13,969
2024 Population by Education	31,578	118,585	211,116
Some High School, No Diploma	1,357 4.30%	5,571 4.70%	8,550 4.05%
High School Grad (Incl Equivalency)	2,468 7.82%	8,781 7.40%	14,983 7.10%
Some College, No Degree	5,133 16.25%	18,584 15.67%	32,696 15.49%
Associate Degree	2,315 7.33%	8,309 7.01%	15,100 7.15%
Bachelor Degree	11,914 37.73%	44,485 37.51%	75,631 35.82%
Advanced Degree	8,391 26.57%	32,855 27.71%	64,156 30.39%

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Radius	1 Mile		2 Mile		3 Mile	
2024 Population by Occupation	40,927		155,556		274,066	
Real Estate & Finance	1,977	4.83%	8,029	5.16%	13,451	4.91%
Professional & Management	20,039	48.96%	77,845	50.04%	134,604	49.11%
Public Administration	317	0.77%	1,326	0.85%	2,573	0.94%
Education & Health	4,735	11.57%	17,396	11.18%	34,191	12.48%
Services	1,418	3.46%	7,041	4.53%	13,450	4.91%
Information	2,508	6.13%	8,879	5.71%	14,392	5.25%
Sales	3,510	8.58%	13,077	8.41%	23,513	8.58%
Transportation	819	2.00%	3,274	2.10%	4,972	1.81%
Retail	1,720	4.20%	5,320	3.42%	9,468	3.45%
Wholesale	350	0.86%	1,257	0.81%	2,395	0.87%
Manufacturing	1,048	2.56%	3,687	2.37%	6,026	2.20%
Production	848	2.07%	2,417	1.55%	3,820	1.39%
Construction	490	1.20%	1,619	1.04%	2,635	0.96%
Utilities	459	1.12%	1,455	0.94%	2,944	1.07%
Agriculture & Mining	84	0.21%	279	0.18%	334	0.12%
Farming, Fishing, Forestry	1	0.00%	91	0.06%	222	0.08%
Other Services	604	1.48%	2,564	1.65%	5,076	1.85%
2024 Worker Travel Time to Job	16,365		64,029		112,534	
<30 Minutes	10,312	63.01%	39,893	62.30%	70,191	62.37%
30-60 Minutes	5,215	31.87%	19,915	31.10%	35,445	31.50%
60+ Minutes	838	5.12%	4,221	6.59%	6,898	6.13%
2020 Households by HH Size	17,514		67,632		115,771	
1-Person Households	6,938	39.61%	29,352	43.40%	47,368	40.92%
2-Person Households	6,075	34.69%	22,431	33.17%	38,400	33.17%
3-Person Households	2,286	13.05%	8,161	12.07%	14,704	12.70%
4-Person Households	1,503	8.58%	5,176	7.65%	10,274	8.87%
5-Person Households	472	2.69%	1,636	2.42%	3,350	2.89%
6-Person Households	157	0.90%	543	0.80%	1,026	0.89%
7 or more Person Households	83	0.47%	333	0.49%	649	0.56%
2024 Average Household Size	2.00		1.90		2.00	
Households						
2029 Projection	17,617		68,306		118,795	
2024 Estimate	17,970		69,635		120,798	
2020 Census	17,513		67,632		115,771	
Growth 2024 - 2029	-1.96%		-1.91%		-1.66%	
Growth 2020 - 2024	2.61%		2.96%		4.34%	

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Radius	1 Mile	2 Mile	3 Mile
2024 Households by HH Income	17,972	69,634	120,799
<\$25,000	2,691 14.97%	11,480 16.49%	21,093 17.46%
\$25,000 - \$50,000	2,069 11.51%	7,211 10.36%	12,942 10.71%
\$50,000 - \$75,000	1,939 10.79%	7,837 11.25%	13,185 10.91%
\$75,000 - \$100,000	1,688 9.39%	5,995 8.61%	10,708 8.86%
\$100,000 - \$125,000	1,601 8.91%	5,913 8.49%	10,615 8.79%
\$125,000 - \$150,000	1,324 7.37%	5,244 7.53%	8,495 7.03%
\$150,000 - \$200,000	2,345 13.05%	8,440 12.12%	13,746 11.38%
\$200,000+	4,315 24.01%	17,514 25.15%	30,015 24.85%
2024 Avg Household Income	\$138,925	\$139,589	\$137,248
2024 Med Household Income	\$109,353	\$109,699	\$105,821
2024 Occupied Housing	17,970	69,635	120,798
Owner Occupied	5,430 30.22%	18,874 27.10%	38,503 31.87%
Renter Occupied	12,540 69.78%	50,761 72.90%	82,295 68.13%
2020 Housing Units	20,122	78,399	136,146
1 Unit	4,052 20.14%	15,724 20.06%	35,457 26.04%
2 - 4 Units	2,748 13.66%	6,525 8.32%	10,777 7.92%
5 - 19 Units	10,391 51.64%	34,796 44.38%	48,545 35.66%
20+ Units	2,931 14.57%	21,354 27.24%	41,367 30.38%
2024 Housing Value	5,431	18,873	38,502
<\$100,000	100 1.84%	279 1.48%	446 1.16%
\$100,000 - \$200,000	16 0.29%	29 0.15%	81 0.21%
\$200,000 - \$300,000	17 0.31%	22 0.12%	63 0.16%
\$300,000 - \$400,000	14 0.26%	95 0.50%	146 0.38%
\$400,000 - \$500,000	17 0.31%	154 0.82%	197 0.51%
\$500,000 - \$1,000,000	1,232 22.68%	4,430 23.47%	7,580 19.69%
\$1,000,000+	4,035 74.30%	13,864 73.46%	29,989 77.89%
2024 Median Home Value	\$1,098,104	\$1,095,806	\$1,107,419
2024 Housing Units by Yr Built	20,183	78,492	136,406
Built 2010+	2,025 10.03%	8,893 11.33%	15,763 11.56%
Built 2000 - 2010	1,164 5.77%	4,595 5.85%	8,220 6.03%
Built 1990 - 1999	1,048 5.19%	4,416 5.63%	7,300 5.35%
Built 1980 - 1989	2,298 11.39%	7,787 9.92%	14,167 10.39%
Built 1970 - 1979	4,131 20.47%	15,209 19.38%	24,150 17.70%
Built 1960 - 1969	3,322 16.46%	13,305 16.95%	21,221 15.56%
Built 1950 - 1959	2,460 12.19%	10,656 13.58%	18,803 13.78%
Built <1949	3,735 18.51%	13,631 17.37%	26,782 19.63%
2024 Median Year Built	1970	1970	1970