

**1424 2nd Street**

**Demographics**



**1422-1424 2nd St**  
**Santa Monica, CA 90401**  
**Property Type: Retail**  
**Specific Use: General/Street Retail**  
**Building Size: 25,000 SF**  
**Year Built: 1999**

Population	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Total Estimated Population</b>	24,885	145,827	373,156	24,135	143,412	371,169
<b>Total Census 2010 Population</b>	25,930	146,050	364,308	25,930	146,050	364,308
<b>Population Change %</b>	-3.8%	-8%	%	-6.9%	-2.7%	-1.5%
<b>Population Density (People/SQ Mile)</b>	14,109	12,543	13,762	13,681	12,360	13,749
<b>Median Age</b>	45	45	44	48	48	47
<b>Total Males</b>	12,434	72,124	184,221	12,042	70,715	182,681
<b>Total Females</b>	12,451	73,703	188,935	12,093	72,697	188,488

Population By Age Group	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>4 Years Old and Younger</b>	1,249	7,584	21,073	1,049	6,623	18,780
<b>5 - 9 Years Old</b>	1,267	8,267	22,154	1,252	7,825	21,716
<b>10 - 14 Years Old</b>	988	7,385	18,789	1,228	8,156	21,797
<b>15 - 19 Years Old</b>	745	6,396	16,487	999	7,353	19,165
<b>20 - 24 Years Old</b>	754	6,289	19,301	819	6,553	17,890
<b>25 - 29 Years Old</b>	1,197	8,030	26,098	892	6,711	20,112
<b>30 - 34 Years Old</b>	1,950	10,967	32,502	1,252	7,900	24,425
<b>35 - 39 Years Old</b>	2,588	13,394	35,317	1,876	10,496	30,237
<b>40 - 44 Years Old</b>	2,831	14,412	34,897	2,362	12,547	33,053
<b>45 - 49 Years Old</b>	2,565	13,446	30,981	2,484	13,047	32,161
<b>50 - 54 Years Old</b>	2,078	11,575	26,185	2,344	12,492	29,285
<b>55 - 59 Years Old</b>	1,726	10,232	23,173	1,999	11,164	25,642
<b>60 - 64 Years Old</b>	1,231	7,501	17,348	1,492	8,779	20,156
<b>65 - 69 Years Old</b>	925	5,697	13,488	1,133	6,924	16,115
<b>70 - 74 Years Old</b>	725	4,284	10,440	854	5,256	12,509
<b>75 - 79 Years Old</b>	640	3,535	8,692	638	3,930	9,571

Population By Age Group	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
80 - 84 Years Old	536	2,796	6,857	545	3,074	7,542
85 Years Old and Older	890	4,037	9,374	917	4,582	11,013

Population By Ethnicity	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
White	21,461	123,700	294,217	21,015	122,793	293,621
Black	950	5,241	13,034	840	4,802	12,102
Native American	72	648	1,592	41	415	1,112
Asian	1,815	12,559	54,487	1,893	13,231	58,295
Pacific Islander	7	52	223	4	35	160
2 or More Races	580	3,627	9,603	342	2,136	5,879
Hispanic	3,173	25,484	68,313	3,061	24,936	67,388
White Non-Hispanic	17,363	93,866	216,337	16,663	91,266	211,485

Housing	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Estimated Households	14,943	74,157	178,243	14,640	73,813	178,945
Total Census 2010 Households	15,421	74,177	173,810	15,421	74,177	173,810
Average Household Size	1.6	2.1	2.1	.5	.1	3.6
Total Housing Units	17,216	80,958	188,812	17,364	82,235	192,030
Owner	2,307	25,372	62,391	2,322	25,836	63,539
Renter	13,270	50,845	116,403	13,360	51,562	118,274
Vacant Housing Units	1,642	4,746	10,017	1,682	4,842	10,220

Income	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Under \$10,000	1,746	6,707	17,239	1,701	6,679	17,538
\$10,000 - \$14,999	880	3,548	8,265	857	3,526	8,331
\$15,000 - \$19,999	788	3,681	8,140	771	3,666	8,179
\$20,000 - \$24,999	747	3,382	8,329	734	3,379	8,383
\$25,000 - \$29,999	802	3,659	8,664	787	3,645	8,707
\$30,000 - \$34,999	869	3,889	9,262	854	3,880	9,324
\$35,000 - \$39,999	791	3,429	8,657	778	3,425	8,717
\$40,000 - \$44,999	754	3,822	8,662	740	3,805	8,688
\$45,000 - \$49,999	534	2,950	7,424	526	2,957	7,473
\$50,000 - \$59,999	1,089	5,571	13,559	1,071	5,566	13,637
\$60,000 - \$74,999	1,514	6,799	16,781	1,487	6,779	16,874
\$75,000 - \$99,999	1,604	7,572	18,620	1,576	7,542	18,666
\$100,000 - \$124,999	900	5,304	12,315	885	5,266	12,308

Income	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>\$125,000 - \$149,999</b>	601	3,028	7,244	583	3,014	7,249
<b>\$150,000 - \$199,999</b>	509	3,563	8,480	504	3,532	8,452
<b>Over \$200,000</b>	651	6,227	14,445	642	6,181	14,351
<b>Median Household Income</b>	\$46,454	\$69,570	\$66,870	\$46,598	\$69,650	\$66,891
<b>Aggregate Household Income</b>	\$965, 697,666	\$6, 391,490,553	\$15, 111,713,967	\$950, 258,257	\$6, 361,139,913	\$15, 085,958,003
<b>Average Household Income</b>	\$65,176	\$100,036	\$94,703	\$65,404	\$100,183	\$94,720
<b>Per Capita Household Income</b>	\$35,445	\$45,996	\$43,372	\$35,917	\$46,598	\$43,881

Household Expenditures	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Total Annual Household</b>	\$677, 731,090	\$3, 601,607,259	\$8, 640,658,046	\$670, 554,063	\$3, 616,161,426	\$8, 732,794,168
<b>Average Annual Household</b>	\$44,014	\$50,035	\$49,255	\$44,372	\$50,525	\$49,723
<b>Food</b>	\$5,691	\$6,280	\$6,186	\$5,679	\$6,321	\$6,223
<b>Cereals &amp; Bakery Products</b>	\$416	\$435	\$430	\$412	\$436	\$430
<b>Cereals &amp; Cereal Products</b>	\$153	\$167	\$164	\$154	\$168	\$165
<b>Bakery Products</b>	\$298	\$317	\$312	\$287	\$303	\$299
<b>Meats, Poultry, Fish &amp; Eggs</b>	\$893	\$958	\$945	\$907	\$972	\$959
<b>Dairy ProductseFMisc</b>	\$359	\$391	\$385	\$369	\$407	\$401
<b>Housing</b>	\$14,314	\$16,047	\$15,799	\$14,498	\$16,308	\$16,048
<b>Owned Dwellings</b>	\$5,627	\$6,708	\$6,595	\$5,741	\$6,895	\$6,776
<b>Mortgage Interest &amp; Charges</b>	\$2,886	\$3,471	\$3,413	\$2,735	\$3,256	\$3,202
<b>Property Taxes</b>	\$1,603	\$1,891	\$1,859	\$1,563	\$1,827	\$1,796
<b>Rented Dwellings</b>	\$2,328	\$2,126	\$2,104	\$2,254	\$2,040	\$2,019
<b>Utilities, Fuels &amp; Public Services</b>	\$3,176	\$3,439	\$3,391	\$3,199	\$3,444	\$3,396
<b>Natural Gas</b>	\$473	\$511	\$504	\$453	\$489	\$482
<b>Electricity</b>	\$1,156	\$1,240	\$1,222	\$1,163	\$1,236	\$1,219
<b>Fuel Oil or Other Fuels</b>	\$119	\$127	\$125	\$121	\$128	\$126
<b>Telephone Services</b>	\$1,052	\$1,136	\$1,120	\$1,099	\$1,200	\$1,183
<b>Water &amp; Other Public Services</b>	\$336	\$362	\$358	\$347	\$373	\$368
<b>Household Operations</b>	\$735	\$875	\$859	\$727	\$860	\$845
<b>Personal Services</b>	\$276	\$327	\$321	\$279	\$329	\$323
<b>Other Household Expenses</b>	\$495	\$577	\$568	\$512	\$607	\$596
<b>Housekeeping Supplies</b>	\$597	\$651	\$642	\$580	\$634	\$624
<b>Household Furnishings &amp; Equipment</b>	\$1,534	\$1,800	\$1,770	\$1,463	\$1,696	\$1,668
<b>Furniture</b>	\$409	\$489	\$481	\$396	\$469	\$461
<b>Floor Coverings</b>	\$41	\$48	\$48	\$41	\$48	\$47
<b>Major Appliances</b>	\$216	\$249	\$245	\$216	\$251	\$247

Household Expenditures	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Sm. Appliances &amp; Misc Housewares</b>	\$99	\$112	\$110	\$99	\$113	\$111
<b>Apparel &amp; Services</b>	\$1,607	\$1,815	\$1,786	\$1,626	\$1,829	\$1,800
<b>Transportation</b>	\$7,979	\$9,038	\$8,904	\$8,178	\$9,244	\$9,106
<b>Maintenance &amp; Repairs</b>	\$611	\$680	\$670	\$610	\$678	\$667
<b>Vehicle Insurance</b>	\$1,106	\$1,236	\$1,218	\$1,114	\$1,227	\$1,209
<b>Public Transportation</b>	\$410	\$493	\$484	\$407	\$488	\$479
<b>Health Care</b>	\$2,873	\$3,086	\$3,045	\$2,833	\$3,049	\$3,007
<b>Entertainment</b>	\$2,339	\$2,729	\$2,685	\$2,419	\$2,855	\$2,807
<b>Tobacco &amp; Smoking Related</b>	\$273	\$280	\$277	\$282	\$289	\$286
<b>Cash Contributions</b>	\$1,442	\$1,714	\$1,686	\$1,443	\$1,719	\$1,690
<b>Personal Insurance &amp; Pensions</b>	\$4,705	\$5,811	\$5,708	\$4,608	\$5,653	\$5,554
<b>Life &amp; Other Personal Insurance</b>	\$365	\$432	\$425	\$369	\$434	\$426
<b>Pensions &amp; Social Security</b>	\$4,353	\$5,385	\$5,289	\$4,262	\$5,250	\$5,158