

2804-2808 Main St

Demographics



2804-2808 Main St
Santa Monica, CA 90405
Property Type: Retail
Specific Use: General/Street Retail
Building Size: 10,016 SF
Year Built: 1926

Population	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Estimated Population	28,065	165,023	405,962	27,737	162,206	402,189
Total Census 2010 Population	27,483	164,429	397,797	27,483	164,429	397,797
Population Change %	2.6%	-.5%	%	1.6%	-2.4%	-1.7%
Population Density (People/SQ Mile)	16,631	12,680	13,039	16,512	12,503	12,953
Median Age	43	45	44	46	47	47
Total Males	14,470	82,038	200,656	14,223	80,361	198,219
Total Females	13,595	82,985	205,306	13,514	81,845	203,970

Population By Age Group	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
4 Years Old and Younger	1,598	8,607	22,792	1,389	7,447	20,081
5 - 9 Years Old	1,680	9,278	24,381	1,615	8,834	23,438
10 - 14 Years Old	1,415	8,081	21,140	1,644	9,081	23,881
15 - 19 Years Old	1,154	6,794	18,037	1,384	8,047	21,090
20 - 24 Years Old	1,158	6,725	19,646	1,193	7,009	19,127
25 - 29 Years Old	1,629	8,871	26,612	1,273	7,220	20,799
30 - 34 Years Old	2,372	12,499	34,358	1,597	8,783	25,231
35 - 39 Years Old	2,959	15,557	38,540	2,228	11,986	32,038
40 - 44 Years Old	3,097	16,746	38,722	2,698	14,482	35,885
45 - 49 Years Old	2,766	15,494	34,568	2,765	15,116	35,415
50 - 54 Years Old	2,249	13,205	29,198	2,544	14,393	32,484
55 - 59 Years Old	1,900	11,655	25,694	2,164	12,782	28,450
60 - 64 Years Old	1,296	8,580	19,081	1,615	10,023	22,267
65 - 69 Years Old	906	6,534	14,745	1,198	7,922	17,720
70 - 74 Years Old	633	4,924	11,373	858	6,038	13,669
75 - 79 Years Old	468	4,009	9,452	592	4,502	10,436

Population By Age Group	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
80 - 84 Years Old	344	3,114	7,455	418	3,482	8,186
85 Years Old and Older	441	4,350	10,168	562	5,059	11,992

Population By Ethnicity	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
White	23,732	138,511	320,488	23,782	137,377	319,102
Black	1,948	6,341	16,373	1,846	5,810	15,194
Native American	160	820	1,844	85	549	1,310
Asian	1,421	15,056	56,558	1,526	15,863	59,999
Pacific Islander	10	77	306	10	54	222
2 or More Races	794	4,218	10,393	488	2,553	6,362
Hispanic	6,684	31,896	82,217	6,625	31,166	80,964
White Non-Hispanic	16,415	102,113	228,582	16,127	99,298	222,998

Housing	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Estimated Households	15,052	85,361	195,909	15,071	84,974	196,451
Total Census 2010 Households	14,993	84,970	191,304	14,993	84,970	191,304
Average Household Size	1.9	2	2.1	N/A	.1	.1
Total Housing Units	16,241	93,768	206,297	16,499	95,438	209,679
Owner	3,578	27,732	68,594	3,626	28,275	69,779
Renter	11,617	59,698	127,372	11,816	60,692	129,367
Vacant Housing Units	1,048	6,341	10,329	1,059	6,476	10,535

Income	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Under \$10,000	1,554	7,621	18,074	1,556	7,588	18,302
\$10,000 - \$14,999	872	4,000	9,289	874	3,972	9,337
\$15,000 - \$19,999	810	4,098	9,097	806	4,075	9,134
\$20,000 - \$24,999	779	3,945	9,349	779	3,929	9,385
\$25,000 - \$29,999	837	4,160	9,780	843	4,136	9,811
\$30,000 - \$34,999	1,011	4,639	10,351	1,018	4,624	10,406
\$35,000 - \$39,999	768	4,243	9,679	775	4,239	9,726
\$40,000 - \$44,999	882	4,343	9,867	882	4,323	9,887
\$45,000 - \$49,999	670	3,566	8,258	682	3,574	8,306
\$50,000 - \$59,999	1,082	6,426	15,335	1,083	6,408	15,418
\$60,000 - \$74,999	1,518	8,381	19,274	1,519	8,364	19,361
\$75,000 - \$99,999	1,362	9,334	20,827	1,360	9,292	20,852
\$100,000 - \$124,999	1,022	6,285	13,618	1,016	6,257	13,615

Income	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
\$125,000 - \$149,999	497	3,643	8,069	497	3,633	8,060
\$150,000 - \$199,999	418	3,990	8,886	416	3,964	8,862
Over \$200,000	753	5,548	13,781	751	5,521	13,696
Median Household Income	\$47,124	\$60,581	\$66,032	\$47,221	\$60,643	\$66,051
Aggregate Household Income	\$1, 024,590,130	\$6, 628,786,933	\$15, 681,321,936	\$1, 031,637,947	\$6, 608,729,938	\$15, 659,791,472
Average Household Income	\$68,692	\$81,624	\$91,481	\$69,039	\$81,736	\$91,492
Per Capita Household Income	\$38,765	\$40,557	\$41,471	\$39,527	\$41,127	\$41,970

Household Expenditures	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Annual Household	\$673, 376,459	\$4, 128,787,873	\$9, 440,632,569	\$678, 684,514	\$4, 147,445,301	\$9, 533,079,412
Average Annual Household	\$44,698	\$48,566	\$49,497	\$45,098	\$49,019	\$49,949
Food	\$5,743	\$6,123	\$6,210	\$5,748	\$6,154	\$6,245
Cereals & Bakery Products	\$416	\$429	\$431	\$414	\$429	\$431
Cereals & Cereal Products	\$155	\$163	\$164	\$155	\$164	\$166
Bakery Products	\$300	\$311	\$313	\$289	\$298	\$300
Meats, Poultry, Fish & Eggs	\$896	\$939	\$949	\$908	\$953	\$963
Dairy ProductseFMisc	\$362	\$382	\$386	\$373	\$397	\$402
Housing	\$14,536	\$15,616	\$15,866	\$14,739	\$15,856	\$16,109
Owned Dwellings	\$5,761	\$6,457	\$6,632	\$5,889	\$6,626	\$6,811
Mortgage Interest & Charges	\$2,954	\$3,337	\$3,435	\$2,791	\$3,135	\$3,222
Property Taxes	\$1,640	\$1,823	\$1,869	\$1,596	\$1,764	\$1,805
Rented Dwellings	\$2,295	\$2,151	\$2,101	\$2,215	\$2,067	\$2,015
Utilities, Fuels & Public Services	\$3,215	\$3,372	\$3,407	\$3,237	\$3,381	\$3,411
Natural Gas	\$479	\$501	\$506	\$460	\$480	\$484
Electricity	\$1,169	\$1,218	\$1,228	\$1,175	\$1,216	\$1,224
Fuel Oil or Other Fuels	\$121	\$125	\$125	\$122	\$126	\$127
Telephone Services	\$1,061	\$1,114	\$1,125	\$1,111	\$1,174	\$1,188
Water & Other Public Services	\$341	\$356	\$360	\$351	\$367	\$370
Household Operations	\$755	\$842	\$863	\$745	\$828	\$848
Personal Services	\$283	\$315	\$323	\$286	\$317	\$325
Other Household Expenses	\$504	\$558	\$571	\$522	\$584	\$599
Housekeeping Supplies	\$602	\$637	\$644	\$587	\$619	\$626
Household Furnishings & Equipment	\$1,568	\$1,738	\$1,779	\$1,493	\$1,641	\$1,677
Furniture	\$418	\$470	\$484	\$404	\$452	\$464
Floor Coverings	\$42	\$47	\$48	\$41	\$46	\$47
Major Appliances	\$223	\$242	\$247	\$223	\$243	\$248

Household Expenditures	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Sm. Appliances & Misc Housewares	\$101	\$109	\$110	\$102	\$110	\$111
Apparel & Services	\$1,627	\$1,761	\$1,793	\$1,646	\$1,776	\$1,807
Transportation	\$8,073	\$8,784	\$8,960	\$8,268	\$8,986	\$9,162
Maintenance & Repairs	\$619	\$663	\$673	\$620	\$661	\$670
Vehicle Insurance	\$1,127	\$1,206	\$1,225	\$1,135	\$1,201	\$1,216
Public Transportation	\$418	\$473	\$487	\$415	\$468	\$481
Health Care	\$2,915	\$3,036	\$3,061	\$2,874	\$2,997	\$3,021
Entertainment	\$2,382	\$2,636	\$2,697	\$2,469	\$2,751	\$2,819
Tobacco & Smoking Related	\$275	\$278	\$278	\$284	\$287	\$286
Cash Contributions	\$1,483	\$1,652	\$1,695	\$1,486	\$1,656	\$1,698
Personal Insurance & Pensions	\$4,836	\$5,560	\$5,746	\$4,737	\$5,416	\$5,590
Life & Other Personal Insurance	\$375	\$417	\$427	\$377	\$419	\$429
Pensions & Social Security	\$4,472	\$5,150	\$5,325	\$4,382	\$5,026	\$5,191