

Demographic and Income Profile

Santa Monica & La Brea
7073 Santa Monica Blvd, Los Angeles, California, 90038
Ring: 1 mile radius



Summary	Census 2020	2025	2030
Total Population	53,599	55,478	55,935
Total Households	30,410	32,537	33,494
Family Households	8,603	8,734	9,021
Average Household Size	1.72	1.66	1.63
Owner Occupied Housing Units	4,179	4,333	4,562
Renter Occupied Housing Units	26,231	28,204	28,932
Median Age	36.1	36.9	37.8

Trends 2025 - 2030	Area	State	National
Population	0.2%	0.1%	0.4%
Households	0.6%	0.3%	0.6%
Family Population	0.6%	0.3%	0.5%
Owner Occupied Housing Units	1.0%	0.5%	0.0%
Median Household Income	1.7%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	3,899	12.0%	3,669	10.9%
\$15,000-\$24,999	1,858	5.7%	1,635	4.9%
\$25,000-\$34,999	1,732	5.3%	1,565	4.7%
\$35,000-\$49,999	2,943	9.1%	2,754	8.2%
\$50,000-\$74,999	4,497	13.8%	4,385	13.1%
\$75,000-\$99,999	4,289	13.2%	4,546	13.6%
\$100,000-\$149,999	5,479	16.8%	5,837	17.4%
\$150,000-\$199,999	2,601	8.0%	2,946	8.8%
\$200,000 or greater	5,238	16.1%	6,157	18.4%
Median Household Income	\$81,369	-	\$88,372	-
Average Household Income	\$124,170	-	\$135,438	-
Per Capita Income	\$72,540	-	\$80,785	-

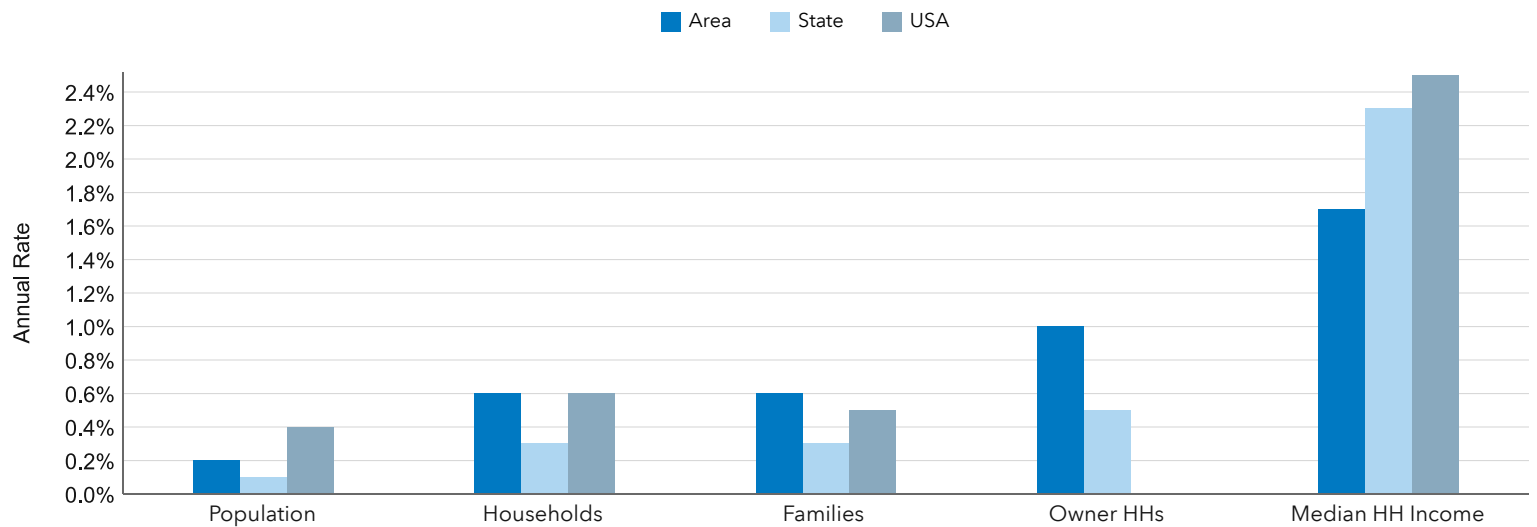
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,505	2.8%	1,510	2.7%	1,492	2.7%
5-9	1,217	2.3%	1,236	2.2%	1,160	2.1%
10-14	1,149	2.1%	1,162	2.1%	1,168	2.1%
15-19	1,312	2.5%	1,446	2.6%	1,421	2.5%
20-24	3,850	7.2%	4,020	7.3%	4,254	7.6%
25-29	7,956	14.8%	7,381	13.3%	7,387	13.2%
30-34	8,433	15.7%	8,412	15.2%	7,426	13.3%
35-39	6,178	11.5%	6,647	12.0%	6,475	11.6%
40-44	4,166	7.8%	4,732	8.5%	4,994	8.9%
45-49	3,372	6.3%	3,574	6.4%	3,973	7.1%
50-54	3,061	5.7%	3,090	5.6%	3,179	5.7%
55-59	2,617	4.9%	2,706	4.9%	2,656	4.8%
60-64	2,245	4.2%	2,344	4.2%	2,410	4.3%
65-69	1,916	3.6%	2,014	3.6%	2,092	3.7%
70-74	1,634	3.0%	1,802	3.3%	1,870	3.3%
75-79	1,000	1.9%	1,281	2.3%	1,419	2.5%
80-84	930	1.7%	1,000	1.8%	1,284	2.3%
Age 85+	1,058	2.0%	1,120	2.0%	1,273	2.3%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	35,013	65.3%	34,544	62.3%	33,262	59.5%
Black Alone	3,182	5.9%	3,488	6.3%	3,606	6.5%
American Indian	380	0.7%	420	0.8%	439	0.8%
Asian Alone	4,137	7.7%	4,604	8.3%	5,106	9.1%
Pacific Islander	84	0.2%	93	0.2%	95	0.2%
Some Other Race	4,839	9.0%	5,686	10.3%	6,258	11.2%
Two or More Races	5,964	11.1%	6,643	12.0%	7,170	12.8%
Hispanic (Any Race)	9,830	18.3%	11,334	20.4%	12,473	22.3%

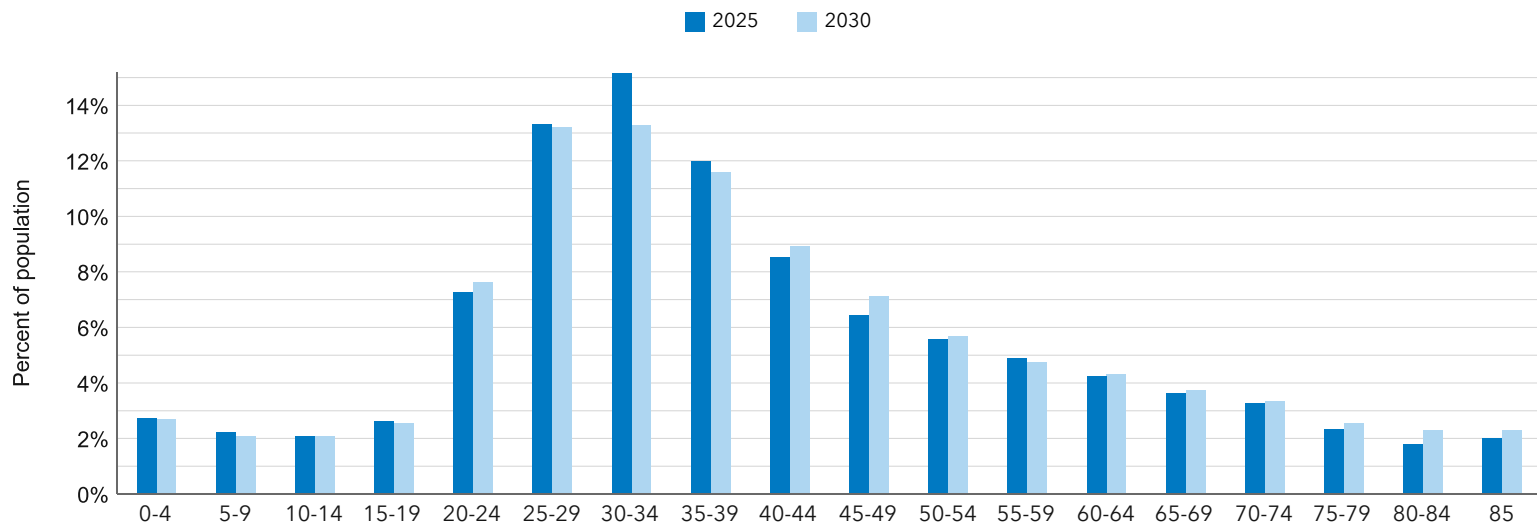
Key Indicators for 2025



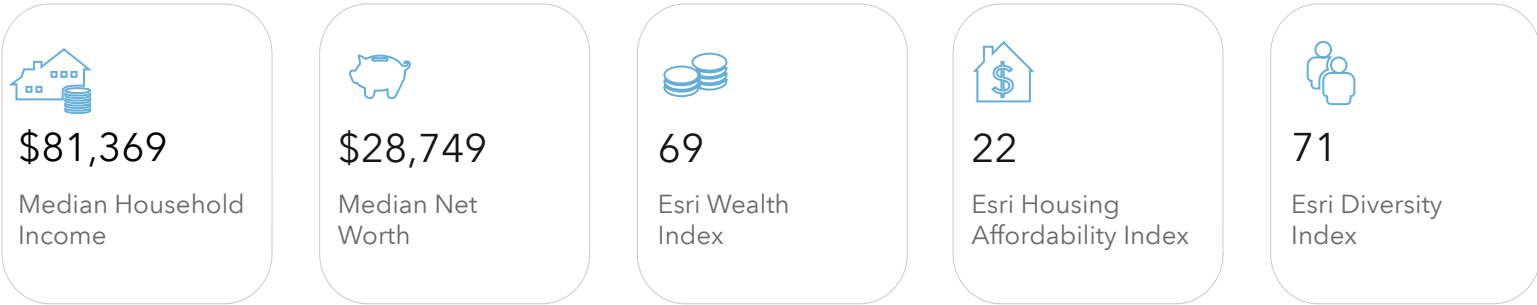
Trends: 2025 - 2030 Annual Rate



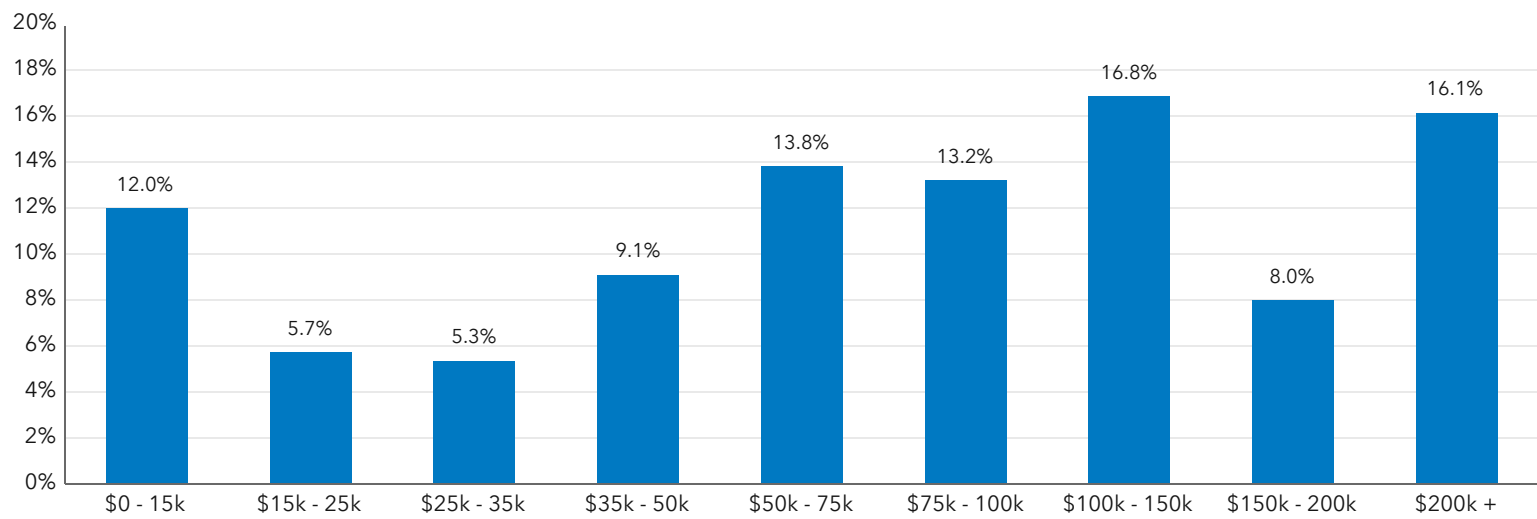
Population by Age



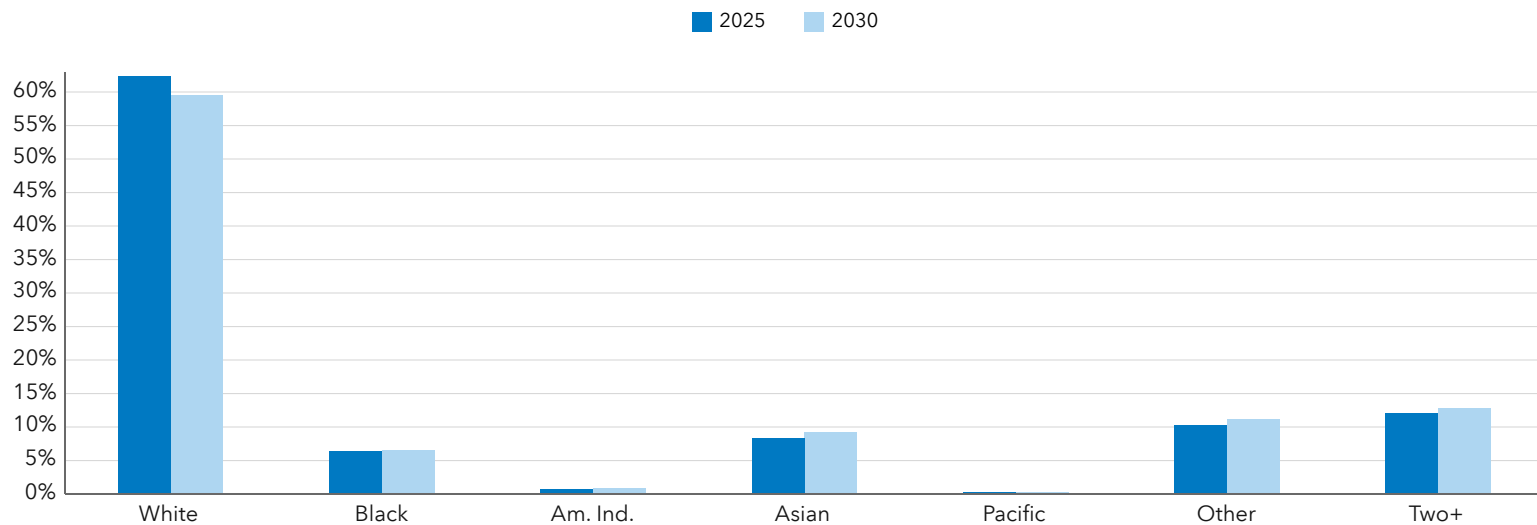
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

Santa Monica & La Brea
7073 Santa Monica Blvd, Los Angeles, California, 90038
Ring: 3 mile radius



Summary	Census 2020	2025	2030
Total Population	368,860	364,126	367,459
Total Households	183,744	189,066	195,461
Family Households	71,574	70,331	72,986
Average Household Size	1.96	1.88	1.84
Owner Occupied Housing Units	36,627	37,144	38,407
Renter Occupied Housing Units	147,117	151,922	157,054
Median Age	38.0	38.9	40.1

Trends 2025 - 2030	Area	State	National
Population	0.2%	0.1%	0.4%
Households	0.7%	0.3%	0.6%
Family Population	0.7%	0.3%	0.5%
Owner Occupied Housing Units	0.7%	0.5%	0.0%
Median Household Income	2.2%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	20,598	10.9%	19,460	10.0%
\$15,000-\$24,999	11,730	6.2%	10,258	5.3%
\$25,000-\$34,999	11,228	5.9%	10,124	5.2%
\$35,000-\$49,999	16,242	8.6%	14,982	7.7%
\$50,000-\$74,999	26,900	14.2%	26,274	13.4%
\$75,000-\$99,999	21,476	11.4%	22,306	11.4%
\$100,000-\$149,999	28,451	15.1%	30,645	15.7%
\$150,000-\$199,999	16,553	8.8%	18,821	9.6%
\$200,000 or greater	35,888	19.0%	42,589	21.8%
Median Household Income	\$82,664	-	\$92,375	-
Average Household Income	\$137,801	-	\$150,753	-
Per Capita Income	\$71,592	-	\$80,226	-

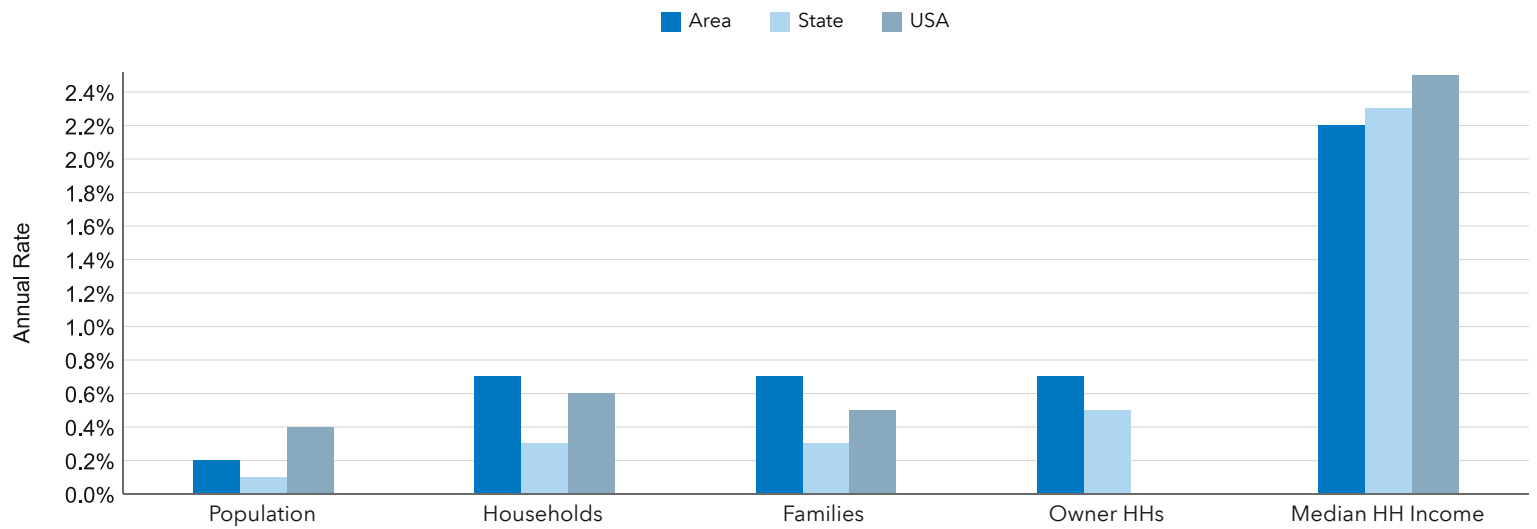
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	13,061	3.5%	12,271	3.4%	12,072	3.3%
5-9	12,140	3.3%	11,617	3.2%	10,817	2.9%
10-14	12,371	3.4%	11,495	3.2%	11,408	3.1%
15-19	12,411	3.4%	13,031	3.6%	12,585	3.4%
20-24	23,166	6.3%	22,533	6.2%	24,226	6.6%
25-29	43,175	11.7%	36,449	10.0%	36,652	10.0%
30-34	46,171	12.5%	44,815	12.3%	37,919	10.3%
35-39	36,670	9.9%	37,820	10.4%	37,664	10.3%
40-44	28,068	7.6%	30,393	8.3%	31,993	8.7%
45-49	24,881	6.8%	24,630	6.8%	27,167	7.4%
50-54	23,744	6.4%	23,058	6.3%	22,978	6.3%
55-59	21,898	5.9%	21,004	5.8%	20,763	5.7%
60-64	19,457	5.3%	18,989	5.2%	19,008	5.2%
65-69	16,344	4.4%	16,730	4.6%	17,060	4.6%
70-74	13,379	3.6%	14,309	3.9%	15,288	4.2%
75-79	8,390	2.3%	10,545	2.9%	11,864	3.2%
80-84	6,584	1.8%	7,328	2.0%	9,573	2.6%
Age 85+	6,949	1.9%	7,110	1.9%	8,423	2.3%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	188,771	51.2%	178,769	49.1%	171,218	46.6%
Black Alone	20,572	5.6%	20,644	5.7%	20,950	5.7%
American Indian	3,783	1.0%	3,867	1.1%	3,962	1.1%
Asian Alone	59,871	16.2%	61,091	16.8%	65,465	17.8%
Pacific Islander	430	0.1%	439	0.1%	450	0.1%
Some Other Race	55,629	15.1%	57,764	15.9%	61,349	16.7%
Two or More Races	39,804	10.8%	41,552	11.4%	44,064	12.0%
Hispanic (Any Race)	93,830	25.4%	97,457	26.8%	103,753	28.2%

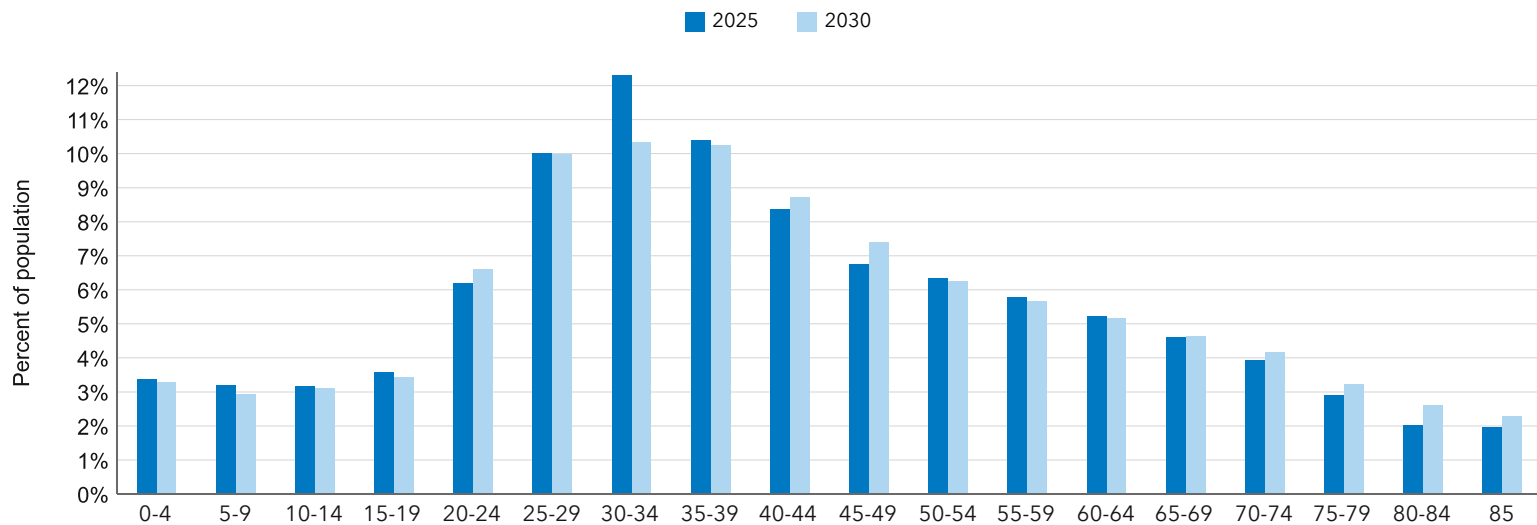
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



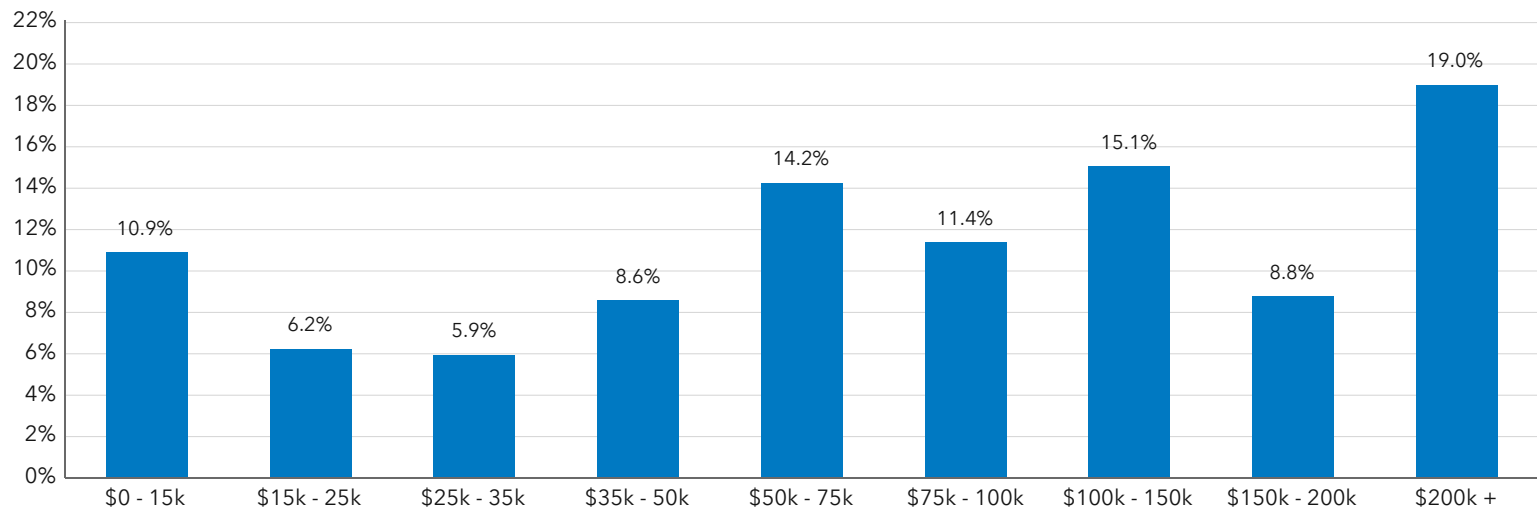
Population by Age



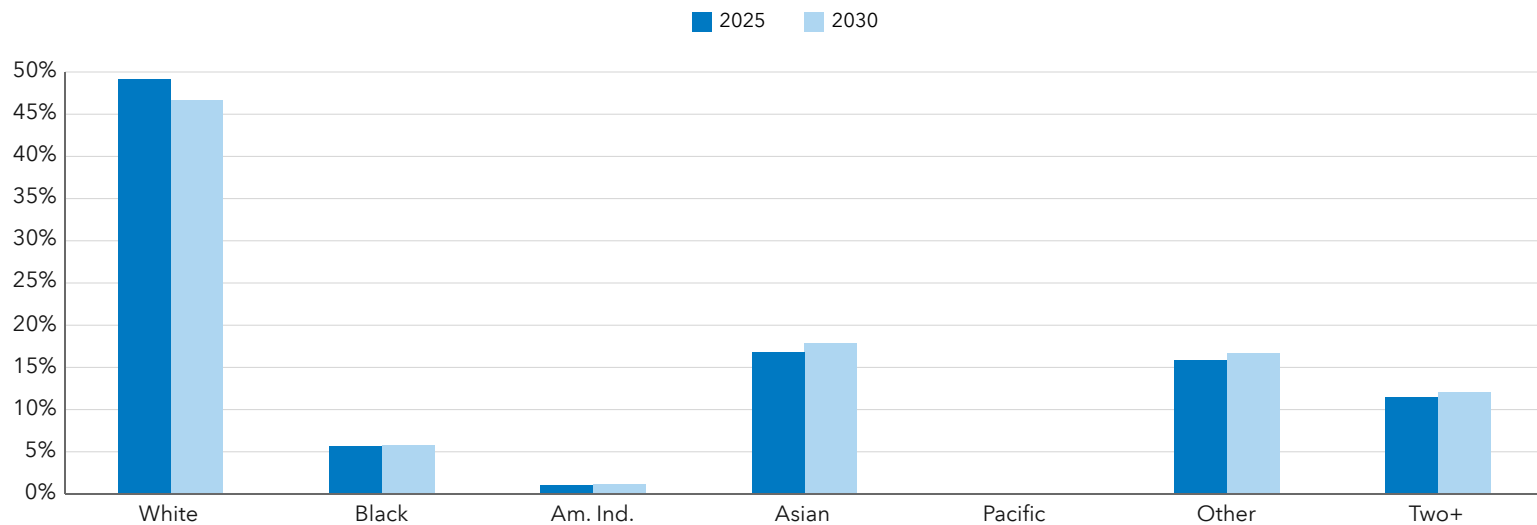
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

Santa Monica & La Brea
7073 Santa Monica Blvd, Los Angeles, California, 90038
Ring: 5 mile radius



Summary	Census 2020	2025	2030
Total Population	909,561	899,206	907,770
Total Households	402,381	414,585	429,257
Family Households	187,497	185,858	192,901
Average Household Size	2.21	2.12	2.07
Owner Occupied Housing Units	89,338	90,886	93,751
Renter Occupied Housing Units	313,043	323,699	335,506
Median Age	37.5	38.6	39.9

Trends 2025 - 2030	Area	State	National
Population	0.2%	0.1%	0.4%
Households	0.7%	0.3%	0.6%
Family Population	0.7%	0.3%	0.5%
Owner Occupied Housing Units	0.6%	0.5%	0.0%
Median Household Income	2.2%	2.3%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	45,819	11.1%	43,160	10.1%
\$15,000-\$24,999	26,183	6.3%	22,685	5.3%
\$25,000-\$34,999	27,260	6.6%	24,647	5.7%
\$35,000-\$49,999	37,870	9.1%	35,300	8.2%
\$50,000-\$74,999	59,893	14.4%	58,777	13.7%
\$75,000-\$99,999	47,493	11.5%	49,729	11.6%
\$100,000-\$149,999	60,994	14.7%	65,731	15.3%
\$150,000-\$199,999	36,597	8.8%	41,863	9.8%
\$200,000 or greater	72,474	17.5%	87,363	20.4%
Median Household Income	\$79,356	-	\$88,540	-
Average Household Income	\$131,279	-	\$143,974	-
Per Capita Income	\$60,599	-	\$68,156	-

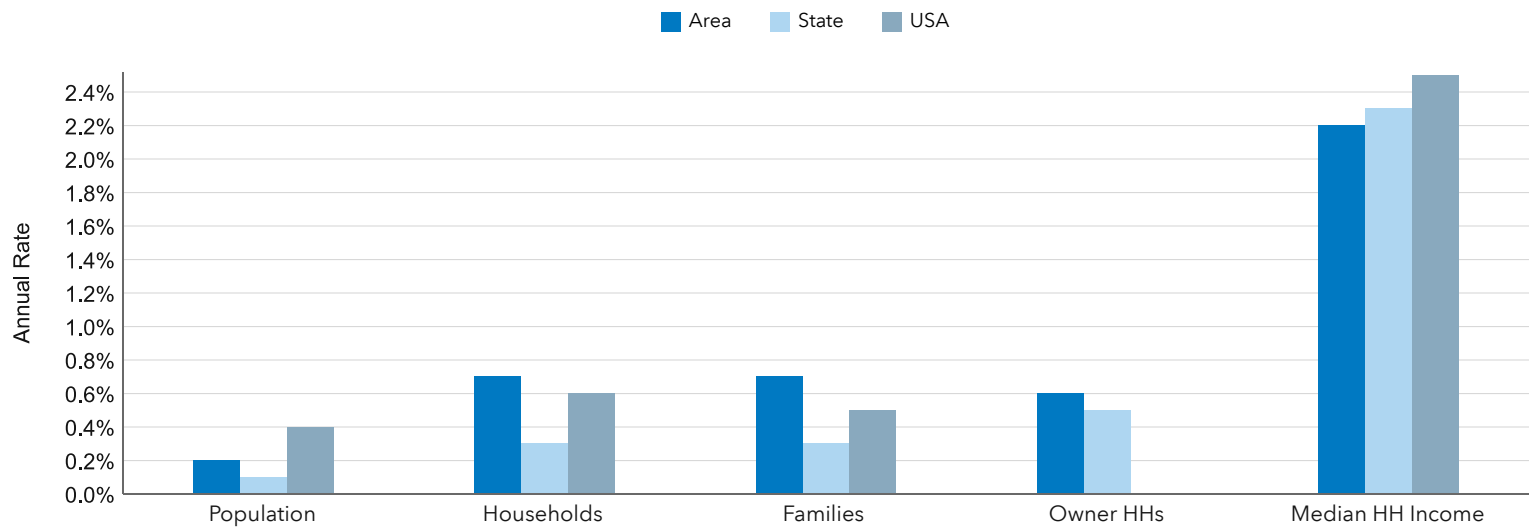
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	37,542	4.1%	35,602	4.0%	35,216	3.9%
5-9	38,285	4.2%	35,533	4.0%	33,302	3.7%
10-14	40,506	4.5%	36,746	4.1%	35,437	3.9%
15-19	40,005	4.4%	41,252	4.6%	38,762	4.3%
20-24	59,806	6.6%	57,716	6.4%	61,216	6.7%
25-29	96,920	10.7%	81,762	9.1%	82,206	9.1%
30-34	100,243	11.0%	98,982	11.0%	83,273	9.2%
35-39	82,209	9.0%	85,362	9.5%	86,513	9.5%
40-44	66,762	7.3%	71,676	8.0%	75,883	8.4%
45-49	60,301	6.6%	60,176	6.7%	65,956	7.3%
50-54	58,084	6.4%	56,822	6.3%	56,961	6.3%
55-59	53,772	5.9%	51,960	5.8%	51,756	5.7%
60-64	48,535	5.3%	47,268	5.3%	47,593	5.2%
65-69	40,508	4.5%	41,830	4.7%	42,528	4.7%
70-74	32,235	3.5%	35,494	4.0%	38,150	4.2%
75-79	21,451	2.4%	26,211	2.9%	30,263	3.3%
80-84	15,471	1.7%	17,562	1.9%	22,292	2.5%
Age 85+	16,926	1.9%	17,250	1.9%	20,463	2.3%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	366,255	40.3%	345,585	38.4%	329,910	36.3%
Black Alone	69,450	7.6%	68,462	7.6%	67,591	7.5%
American Indian	15,538	1.7%	15,812	1.8%	16,046	1.8%
Asian Alone	139,953	15.4%	142,680	15.9%	151,782	16.7%
Pacific Islander	978	0.1%	1,003	0.1%	1,024	0.1%
Some Other Race	212,686	23.4%	217,903	24.2%	228,710	25.2%
Two or More Races	104,701	11.5%	107,760	12.0%	112,707	12.4%
Hispanic (Any Race)	330,965	36.4%	338,764	37.7%	355,339	39.1%

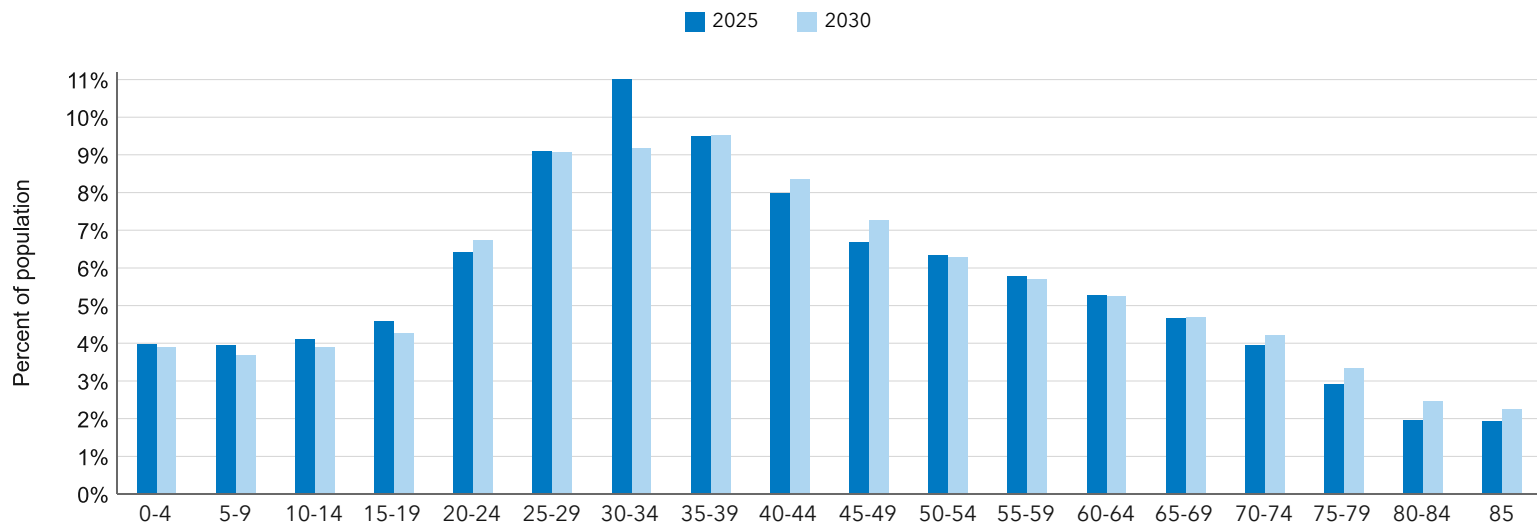
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



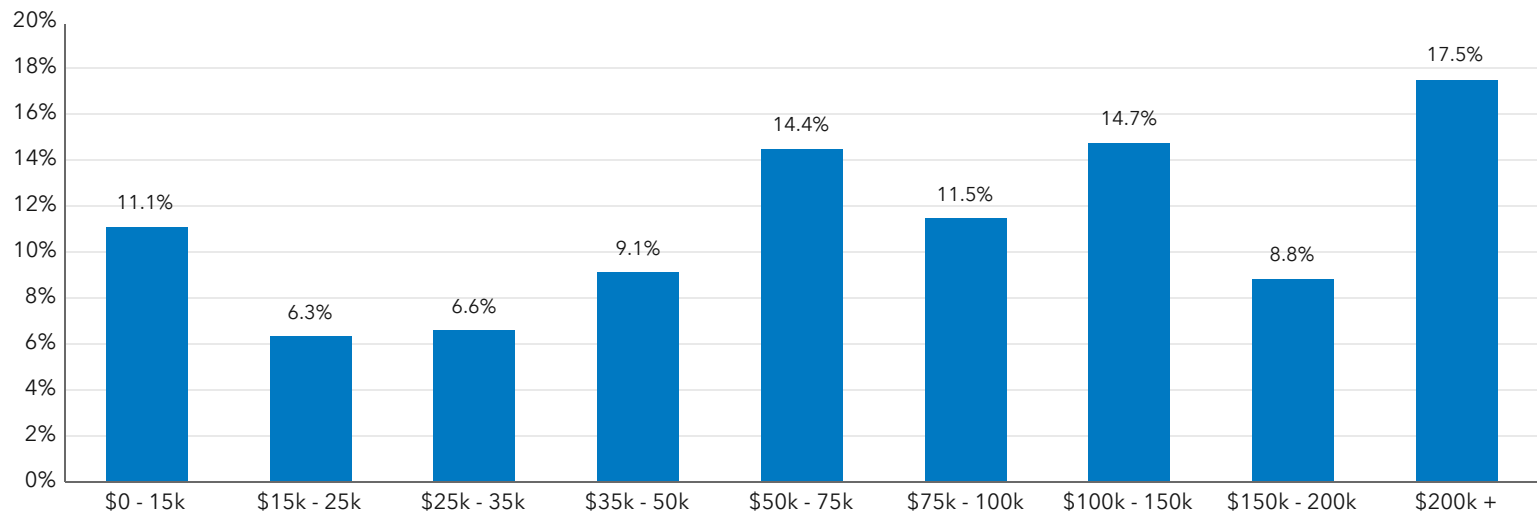
Population by Age



Key Indicators for 2025



Households by Income for 2025



Population by Race

