



Demographic and Income Profile

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

Prepared by Esri
Latitude: 34.09073
Longitude: -118.34360

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|--------|--------|
| Population | 50,760 | 53,599 | 55,542 | 56,480 |
| Households | 28,333 | 30,410 | 31,475 | 32,139 |
| Families | 8,032 | - | 8,872 | 9,087 |
| Average Household Size | 1.76 | 1.72 | 1.72 | 1.71 |
| Owner Occupied Housing Units | 4,254 | - | 4,562 | 4,570 |
| Renter Occupied Housing Units | 24,079 | - | 26,913 | 27,570 |
| Median Age | 35.6 | - | 37.7 | 38.4 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|-------|--------|----------|
| Population | 0.34% | -0.06% | 0.25% |
| Households | 0.42% | -0.01% | 0.31% |
| Families | 0.48% | -0.01% | 0.28% |
| Owner HHs | 0.04% | 0.05% | 0.53% |
| Median Household Income | 5.44% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 3,683 | 11.7% | 2,671 | 8.3% |
| \$15,000 - \$24,999 | 2,256 | 7.2% | 1,652 | 5.1% |
| \$25,000 - \$34,999 | 1,970 | 6.3% | 1,944 | 6.0% |
| \$35,000 - \$49,999 | 2,840 | 9.0% | 2,522 | 7.8% |
| \$50,000 - \$74,999 | 5,096 | 16.2% | 4,268 | 13.3% |
| \$75,000 - \$99,999 | 4,119 | 13.1% | 3,360 | 10.5% |
| \$100,000 - \$149,999 | 5,177 | 16.4% | 6,444 | 20.1% |
| \$150,000 - \$199,999 | 2,312 | 7.3% | 3,328 | 10.4% |
| \$200,000+ | 4,021 | 12.8% | 5,949 | 18.5% |

| | | |
|--------------------------|-----------|-----------|
| Median Household Income | \$74,262 | \$96,800 |
| Average Household Income | \$111,884 | \$141,964 |
| Per Capita Income | \$63,181 | \$80,610 |

| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 1,601 | 3.2% | 1,625 | 2.9% | 1,702 | 3.0% |
| 5 - 9 | 1,237 | 2.4% | 1,489 | 2.7% | 1,378 | 2.4% |
| 10 - 14 | 1,243 | 2.4% | 1,448 | 2.6% | 1,405 | 2.5% |
| 15 - 19 | 1,628 | 3.2% | 1,766 | 3.2% | 1,690 | 3.0% |
| 20 - 24 | 4,750 | 9.4% | 3,804 | 6.8% | 3,987 | 7.1% |
| 25 - 34 | 14,272 | 28.1% | 14,345 | 25.8% | 14,004 | 24.8% |
| 35 - 44 | 9,234 | 18.2% | 10,753 | 19.4% | 10,947 | 19.4% |
| 45 - 54 | 6,140 | 12.1% | 7,029 | 12.7% | 7,280 | 12.9% |
| 55 - 64 | 4,690 | 9.2% | 5,581 | 10.0% | 5,684 | 10.1% |
| 65 - 74 | 2,742 | 5.4% | 4,015 | 7.2% | 4,282 | 7.6% |
| 75 - 84 | 2,140 | 4.2% | 2,432 | 4.4% | 2,780 | 4.9% |
| 85+ | 1,082 | 2.1% | 1,256 | 2.3% | 1,342 | 2.4% |

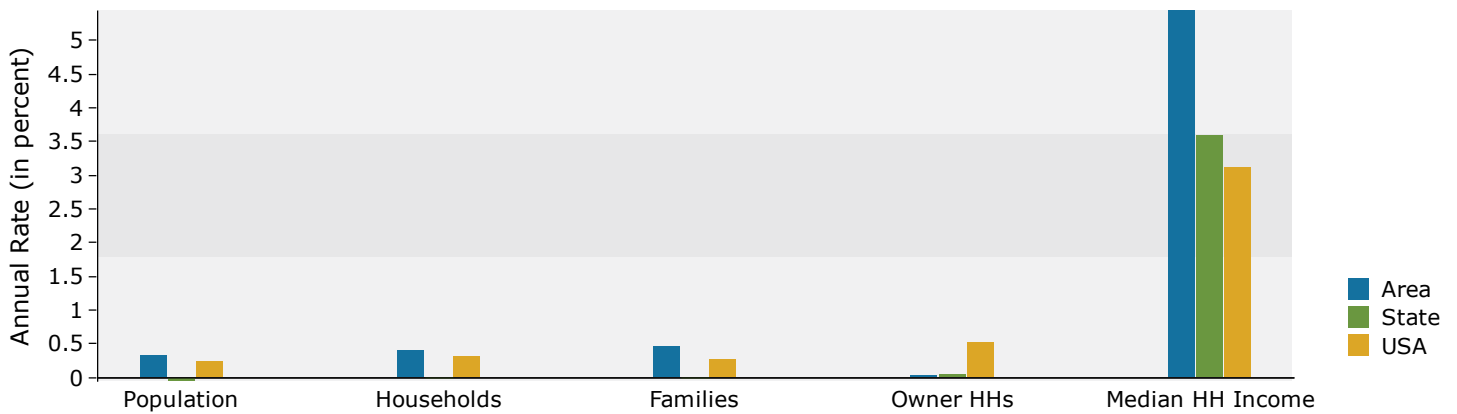
| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 38,723 | 76.3% | 35,013 | 65.3% | 35,522 | 64.0% | 34,707 | 61.5% |
| Black Alone | 2,422 | 4.8% | 3,182 | 5.9% | 3,348 | 6.0% | 3,398 | 6.0% |
| American Indian Alone | 222 | 0.4% | 380 | 0.7% | 407 | 0.7% | 484 | 0.9% |
| Asian Alone | 3,514 | 6.9% | 4,137 | 7.7% | 4,479 | 8.1% | 4,954 | 8.8% |
| Pacific Islander Alone | 66 | 0.1% | 84 | 0.2% | 86 | 0.2% | 88 | 0.2% |
| Some Other Race Alone | 3,819 | 7.5% | 4,839 | 9.0% | 5,350 | 9.6% | 5,950 | 10.5% |
| Two or More Races | 1,994 | 3.9% | 5,964 | 11.1% | 6,350 | 11.4% | 6,899 | 12.2% |
| Hispanic Origin (Any Race) | 8,945 | 17.6% | 9,830 | 18.3% | 10,573 | 19.0% | 11,220 | 19.9% |

Data Note: Income is expressed in current dollars.

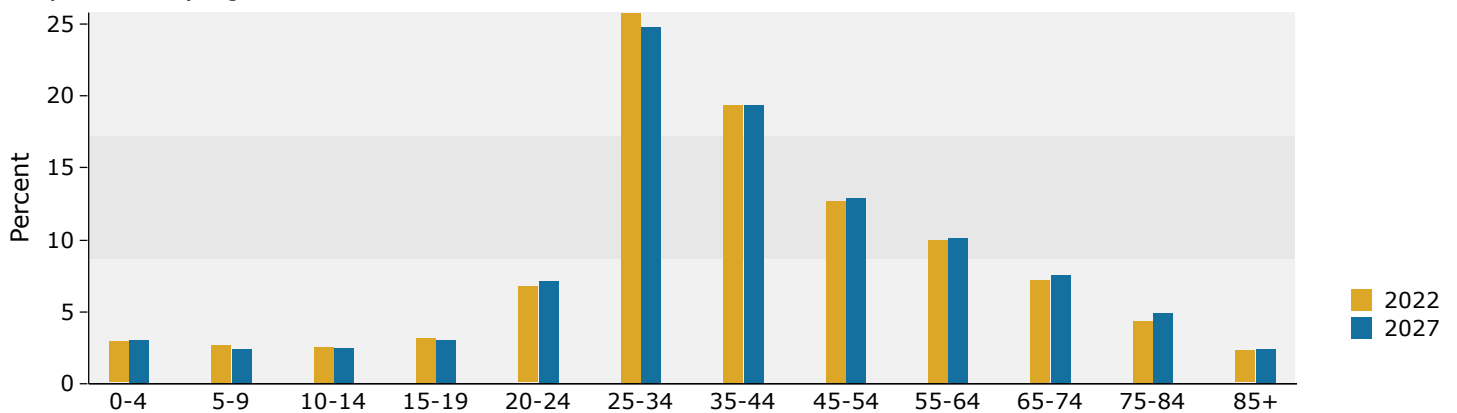
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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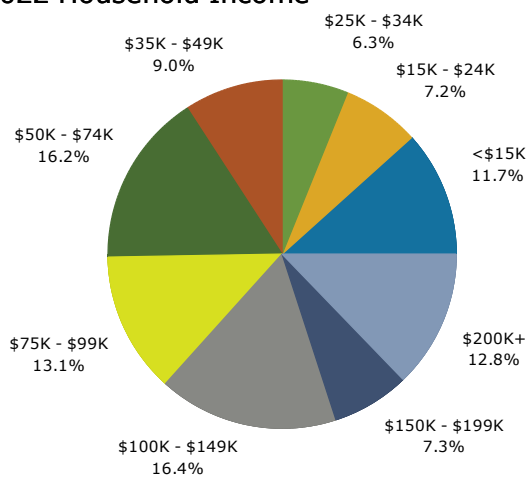
Trends 2022-2027



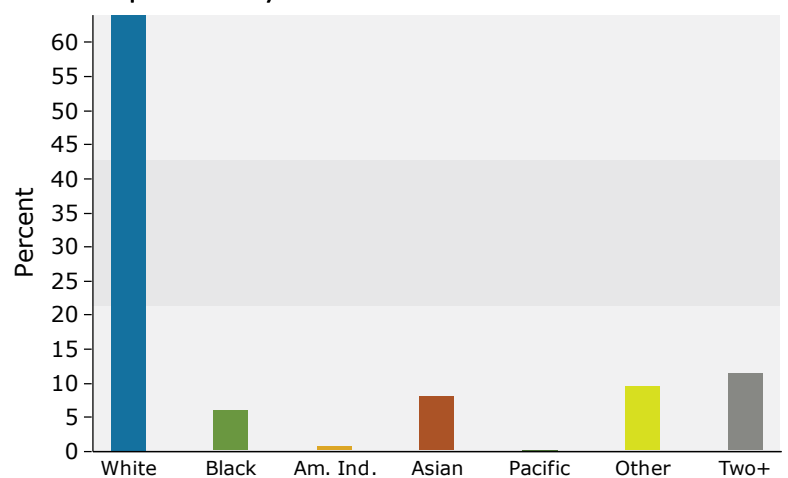
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 19.0%



Demographic and Income Profile

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

Prepared by Esri
Latitude: 34.09073
Longitude: -118.34360

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|---------|---------|
| Population | 365,128 | 368,574 | 370,691 | 370,302 |
| Households | 174,882 | 183,599 | 185,490 | 186,262 |
| Families | 69,584 | - | 73,507 | 73,917 |
| Average Household Size | 2.05 | 1.96 | 1.96 | 1.94 |
| Owner Occupied Housing Units | 37,528 | - | 39,913 | 39,682 |
| Renter Occupied Housing Units | 137,354 | - | 145,577 | 146,580 |
| Median Age | 36.9 | - | 39.1 | 40.1 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|--------|--------|----------|
| Population | -0.02% | -0.06% | 0.25% |
| Households | 0.08% | -0.01% | 0.31% |
| Families | 0.11% | -0.01% | 0.28% |
| Owner HHs | -0.12% | 0.05% | 0.53% |
| Median Household Income | 5.48% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 18,979 | 10.2% | 13,500 | 7.2% |
| \$15,000 - \$24,999 | 12,500 | 6.7% | 8,832 | 4.7% |
| \$25,000 - \$34,999 | 12,217 | 6.6% | 10,323 | 5.5% |
| \$35,000 - \$49,999 | 17,008 | 9.2% | 14,105 | 7.6% |
| \$50,000 - \$74,999 | 29,180 | 15.7% | 24,160 | 13.0% |
| \$75,000 - \$99,999 | 21,459 | 11.6% | 20,682 | 11.1% |
| \$100,000 - \$149,999 | 29,924 | 16.1% | 36,359 | 19.5% |
| \$150,000 - \$199,999 | 14,873 | 8.0% | 20,485 | 11.0% |
| \$200,000+ | 29,350 | 15.8% | 37,817 | 20.3% |

| | | |
|--------------------------|-----------|-----------|
| Median Household Income | \$77,624 | \$101,372 |
| Average Household Income | \$124,461 | \$151,995 |
| Per Capita Income | \$62,382 | \$76,559 |

| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 16,661 | 4.6% | 14,702 | 4.0% | 14,940 | 4.0% |
| 5 - 9 | 13,849 | 3.8% | 14,346 | 3.9% | 13,209 | 3.6% |
| 10 - 14 | 13,589 | 3.7% | 14,295 | 3.9% | 13,213 | 3.6% |
| 15 - 19 | 15,840 | 4.3% | 14,860 | 4.0% | 13,671 | 3.7% |
| 20 - 24 | 28,183 | 7.7% | 22,717 | 6.1% | 23,583 | 6.4% |
| 25 - 34 | 81,476 | 22.3% | 74,746 | 20.2% | 72,205 | 19.5% |
| 35 - 44 | 65,214 | 17.9% | 66,086 | 17.8% | 64,992 | 17.6% |
| 45 - 54 | 50,250 | 13.8% | 51,545 | 13.9% | 51,803 | 14.0% |
| 55 - 64 | 37,499 | 10.3% | 42,396 | 11.4% | 42,474 | 11.5% |
| 65 - 74 | 21,440 | 5.9% | 30,649 | 8.3% | 32,551 | 8.8% |
| 75 - 84 | 13,983 | 3.8% | 16,643 | 4.5% | 19,477 | 5.3% |
| 85+ | 7,144 | 2.0% | 7,706 | 2.1% | 8,186 | 2.2% |

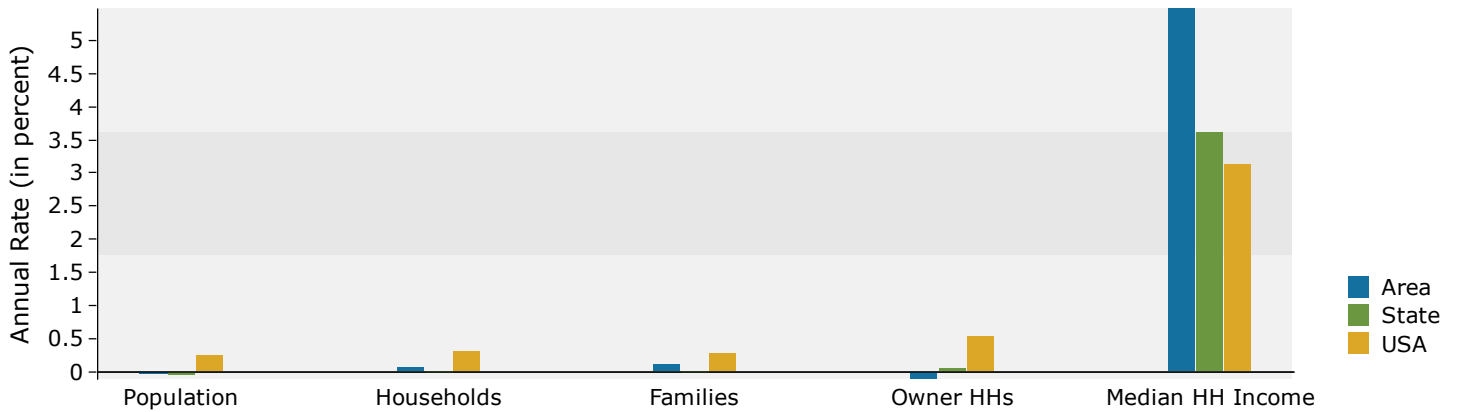
| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 219,961 | 60.2% | 188,541 | 51.2% | 186,208 | 50.2% | 178,278 | 48.1% |
| Black Alone | 19,862 | 5.4% | 20,557 | 5.6% | 20,539 | 5.5% | 20,052 | 5.4% |
| American Indian Alone | 1,759 | 0.5% | 3,783 | 1.0% | 3,922 | 1.1% | 4,486 | 1.2% |
| Asian Alone | 60,727 | 16.6% | 59,859 | 16.2% | 62,056 | 16.7% | 65,329 | 17.6% |
| Pacific Islander Alone | 344 | 0.1% | 430 | 0.1% | 432 | 0.1% | 432 | 0.1% |
| Some Other Race Alone | 46,935 | 12.9% | 55,626 | 15.1% | 56,781 | 15.3% | 58,950 | 15.9% |
| Two or More Races | 15,539 | 4.3% | 39,778 | 10.8% | 40,753 | 11.0% | 42,774 | 11.6% |
| Hispanic Origin (Any Race) | 98,539 | 27.0% | 93,807 | 25.5% | 95,039 | 25.6% | 96,513 | 26.1% |

Data Note: Income is expressed in current dollars.

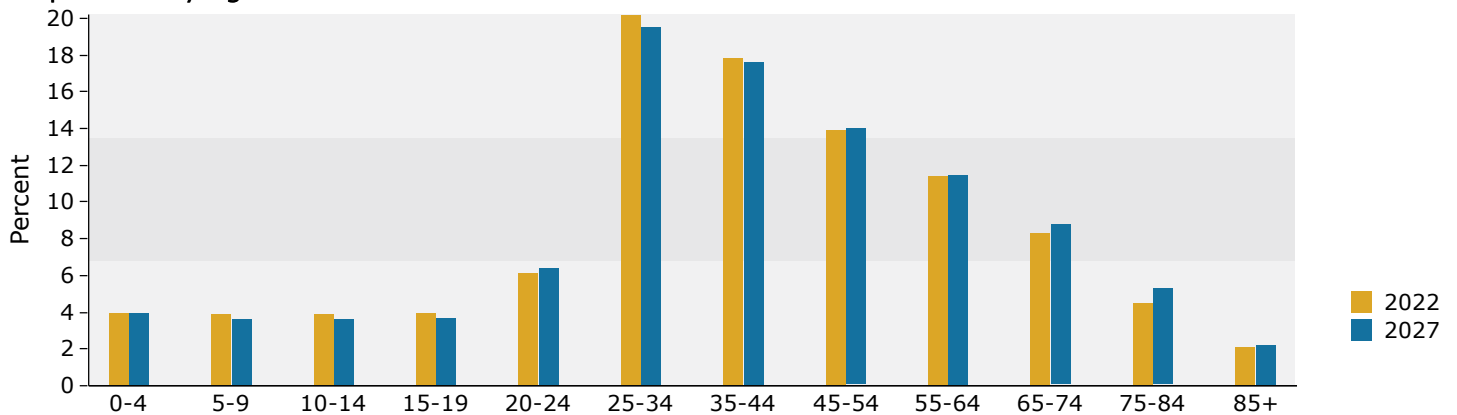
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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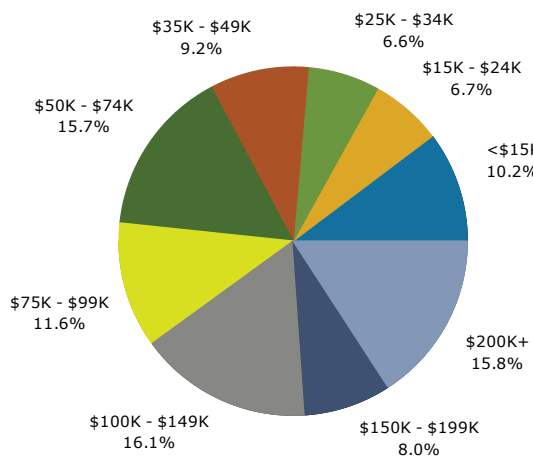
Trends 2022-2027



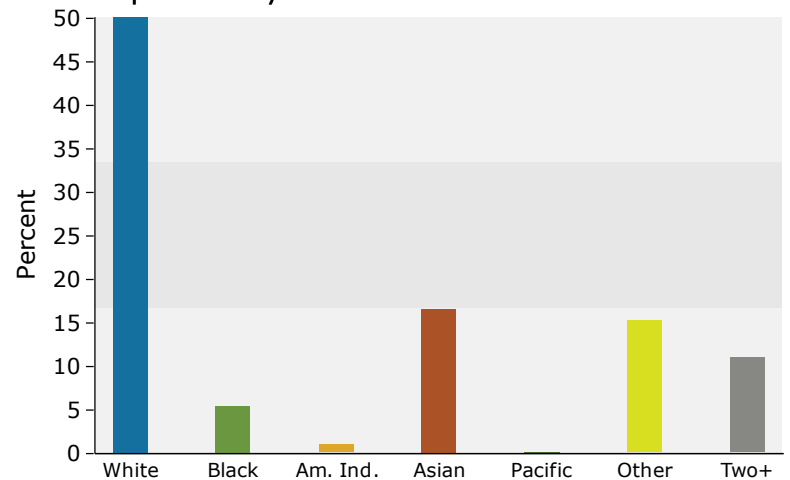
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 25.6%



Demographic and Income Profile

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

Prepared by Esri
Latitude: 34.09073
Longitude: -118.34360

| Summary | Census 2010 | Census 2020 | 2022 | 2027 |
|-------------------------------|-------------|-------------|---------|---------|
| Population | 908,976 | 908,283 | 910,753 | 910,105 |
| Households | 382,310 | 401,596 | 404,100 | 405,651 |
| Families | 185,904 | - | 195,431 | 196,672 |
| Average Household Size | 2.34 | 2.22 | 2.21 | 2.20 |
| Owner Occupied Housing Units | 90,256 | - | 95,558 | 94,994 |
| Renter Occupied Housing Units | 292,054 | - | 308,541 | 310,657 |
| Median Age | 35.8 | - | 37.9 | 38.8 |

| Trends: 2022-2027 Annual Rate | Area | State | National |
|-------------------------------|--------|--------|----------|
| Population | -0.01% | -0.06% | 0.25% |
| Households | 0.08% | -0.01% | 0.31% |
| Families | 0.13% | -0.01% | 0.28% |
| Owner HHs | -0.12% | 0.05% | 0.53% |
| Median Household Income | 5.15% | 3.60% | 3.12% |

| Households by Income | 2022 | | 2027 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 42,098 | 10.4% | 30,998 | 7.6% |
| \$15,000 - \$24,999 | 31,050 | 7.7% | 23,012 | 5.7% |
| \$25,000 - \$34,999 | 30,376 | 7.5% | 25,055 | 6.2% |
| \$35,000 - \$49,999 | 41,213 | 10.2% | 33,886 | 8.4% |
| \$50,000 - \$74,999 | 63,740 | 15.8% | 55,404 | 13.7% |
| \$75,000 - \$99,999 | 46,629 | 11.5% | 47,016 | 11.6% |
| \$100,000 - \$149,999 | 61,699 | 15.3% | 75,859 | 18.7% |
| \$150,000 - \$199,999 | 30,623 | 7.6% | 42,240 | 10.4% |
| \$200,000+ | 56,669 | 14.0% | 72,176 | 17.8% |

| | | |
|--------------------------|-----------|-----------|
| Median Household Income | \$71,594 | \$92,017 |
| Average Household Income | \$116,824 | \$141,763 |
| Per Capita Income | \$51,922 | \$63,273 |

| Population by Age | Census 2010 | | 2022 | | 2027 | |
|-------------------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 51,162 | 5.6% | 45,070 | 4.9% | 45,675 | 5.0% |
| 5 - 9 | 44,423 | 4.9% | 44,100 | 4.8% | 41,220 | 4.5% |
| 10 - 14 | 44,327 | 4.9% | 43,895 | 4.8% | 41,049 | 4.5% |
| 15 - 19 | 49,787 | 5.5% | 45,072 | 4.9% | 41,462 | 4.6% |
| 20 - 24 | 69,723 | 7.7% | 61,072 | 6.7% | 60,261 | 6.6% |
| 25 - 34 | 182,860 | 20.1% | 168,893 | 18.5% | 165,771 | 18.2% |
| 35 - 44 | 151,758 | 16.7% | 151,143 | 16.6% | 150,235 | 16.5% |
| 45 - 54 | 123,150 | 13.5% | 120,032 | 13.2% | 120,862 | 13.3% |
| 55 - 64 | 91,320 | 10.0% | 101,519 | 11.1% | 100,988 | 11.1% |
| 65 - 74 | 51,843 | 5.7% | 73,186 | 8.0% | 77,711 | 8.5% |
| 75 - 84 | 32,464 | 3.6% | 38,836 | 4.3% | 45,844 | 5.0% |
| 85+ | 16,160 | 1.8% | 17,935 | 2.0% | 19,029 | 2.1% |

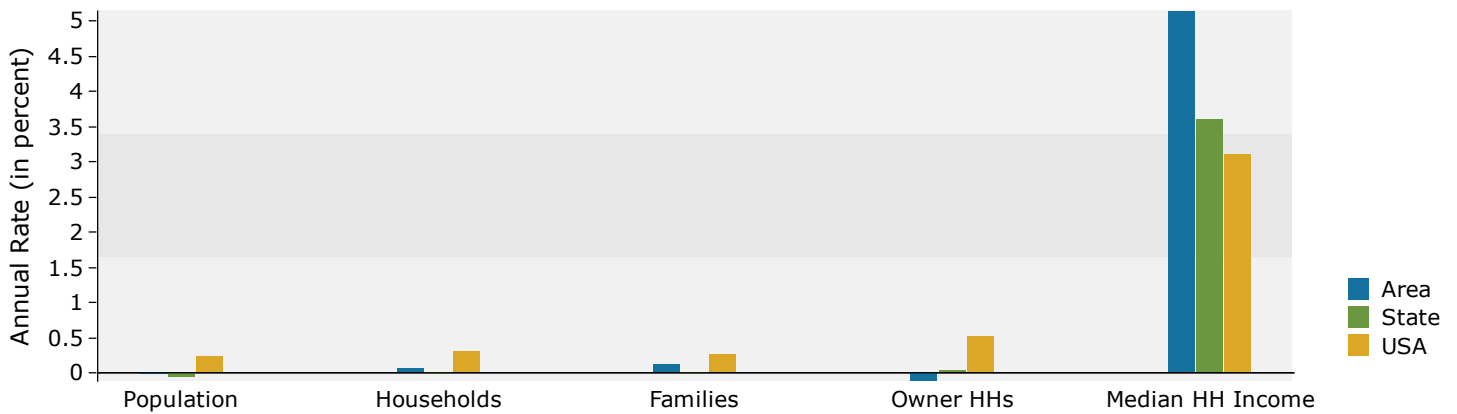
| Race and Ethnicity | Census 2010 | | Census 2020 | | 2022 | | 2027 | |
|----------------------------|-------------|---------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 460,060 | 50.6% | 365,425 | 40.2% | 359,218 | 39.4% | 340,669 | 37.4% |
| Black Alone | 79,486 | 8.7% | 69,385 | 7.6% | 68,653 | 7.5% | 66,088 | 7.3% |
| American Indian Alone | 6,690 | 0.7% | 15,531 | 1.7% | 16,080 | 1.8% | 18,511 | 2.0% |
| Asian Alone | 138,235 | 15.2% | 139,794 | 15.4% | 144,186 | 15.8% | 151,877 | 16.7% |
| Pacific Islander Alone | 990 | 0.1% | 978 | 0.1% | 982 | 0.1% | 981 | 0.1% |
| Some Other Race Alone | 182,006 | 20.0% | 212,578 | 23.4% | 215,146 | 23.6% | 221,701 | 24.4% |
| Two or More Races | 41,509 | 4.6% | 104,591 | 11.5% | 106,488 | 11.7% | 110,279 | 12.1% |
| Hispanic Origin (Any Race) | 358,029 | 39.4% | 330,750 | 36.4% | 333,006 | 36.6% | 337,678 | 37.1% |

Data Note: Income is expressed in current dollars.

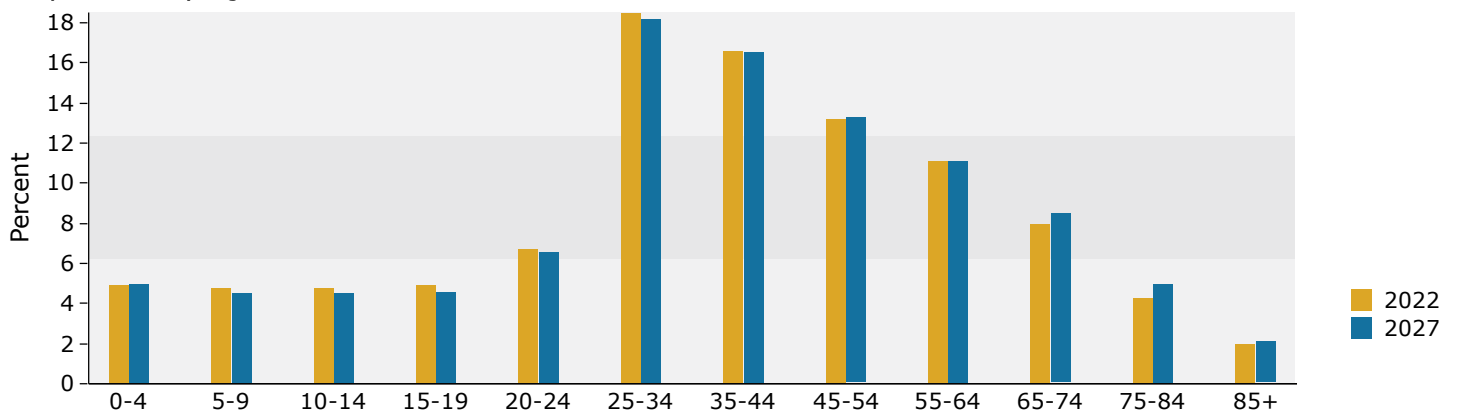
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March 06, 2023

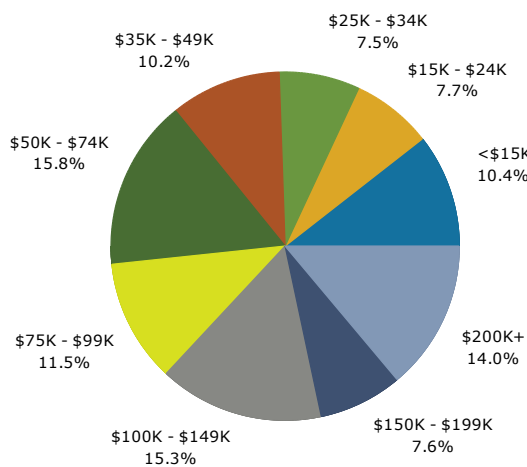
Trends 2022-2027



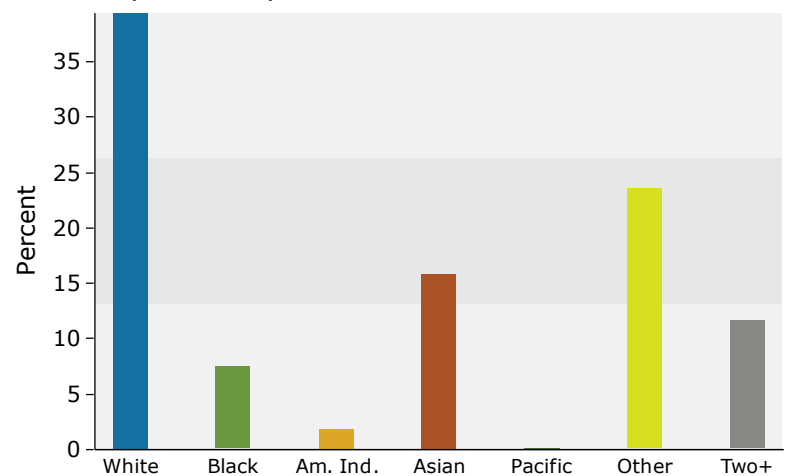
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 36.6%