

	1 MI RING		3 MI RING		5 MI RING	
Population						
2016 Projection	29,399		332,283		662,835	
2011 Estimate	28,544		321,394		639,961	
2000 Census	27,391		317,433		618,262	
1990 Census	26,093		302,691		599,776	
% Change 2011-2016	3.0%		3.4%		3.6%	
% Change 2000-2011	4.2%		1.2%		3.5%	
% Change 1990-2000	5.0%		4.9%		3.1%	
Households						
2016 Projection	12,671		145,807		291,465	
2011 Estimate	12,549		143,916		287,567	
2000 Census	12,283		145,422		284,707	
1990 Census	11,475		137,641		274,119	
% Change 2011-2016	1.0%		1.3%		1.4%	
% Change 2000-2011	2.2%		-1.0%		1.0%	
% Change 1990-2000	7.0%		5.7%		3.9%	
Population by Age						
< 5 yrs	1,688	5.9%	16,614	5.2%	33,358	5.2%
5 - 9 yrs	1,396	4.9%	15,074	4.7%	30,831	4.8%
10 - 14 yrs	1,270	4.4%	14,053	4.4%	29,381	4.6%
15 - 24 yrs	3,357	11.8%	46,990	14.6%	83,492	13.0%
25 - 34 yrs	5,426	19.0%	60,329	18.8%	112,569	17.6%
35 - 44 yrs	4,233	14.8%	47,295	14.7%	96,432	15.1%
45 - 54 yrs	3,986	14.0%	45,164	14.1%	93,459	14.6%
55 - 64 yrs	3,170	11.1%	34,000	10.6%	72,430	11.3%
65 - 74 yrs	1,926	6.7%	20,061	6.2%	42,603	6.7%
75 - 84 yrs	1,372	4.8%	13,936	4.3%	29,387	4.6%
85+ yrs	720	2.5%	7,876	2.5%	16,018	2.5%
Median Age	38.6		37.5		38.6	
Male Population by Age						
< 19 yrs	2,899	20.8%	31,912	20.3%	64,989	20.9%
20 - 34 yrs	3,794	27.2%	45,698	29.1%	80,841	26.0%
35 - 44 yrs	2,166	15.5%	23,961	15.3%	48,675	15.6%
45 - 64 yrs	3,391	24.3%	37,740	24.0%	79,478	25.5%
65 - 84 yrs	1,456	10.4%	14,861	9.5%	31,589	10.1%
85+ yrs	258	1.8%	2,820	1.8%	5,719	1.8%
Median Age, Males	37.3		36.4		37.6	
Female Population by Age						
< 19 yrs	2,747	18.8%	31,047	18.9%	63,821	19.4%
20 - 34 yrs	3,696	25.4%	44,404	27.0%	79,979	24.3%
35 - 44 yrs	2,067	14.2%	23,335	14.2%	47,756	14.5%
45 - 64 yrs	3,765	25.8%	41,424	25.2%	86,410	26.3%
65 - 84 yrs	1,842	12.6%	19,136	11.6%	40,401	12.3%
85+ yrs	462	3.2%	5,056	3.1%	10,298	3.1%
Median Age, Females	39.9		38.6		39.7	

	1 MI RING		3 MI RING		5 MI RING	
Total Aggregate Income (\$Mil)	\$1,274.1		\$15,662.3		\$33,809.5	
Per Capita Income	\$44,636		\$48,732		\$52,831	
Households By Income						
< \$10,000	552	4.4%	7,877	5.5%	15,096	5.2%
\$10,000 - \$14,999	537	4.3%	6,775	4.7%	12,855	4.5%
\$15,000 - \$19,999	478	3.8%	6,184	4.3%	11,886	4.1%
\$20,000 - \$24,999	428	3.4%	5,916	4.1%	11,298	3.9%
\$25,000 - \$29,999	515	4.1%	6,366	4.4%	11,784	4.1%
\$30,000 - \$34,999	549	4.4%	6,386	4.4%	12,197	4.2%
\$35,000 - \$39,999	636	5.1%	6,319	4.4%	11,668	4.1%
\$40,000 - \$49,999	1,033	8.2%	11,723	8.1%	22,140	7.7%
\$50,000 - \$59,999	834	6.6%	10,352	7.2%	20,295	7.1%
\$60,000 - \$74,999	1,296	10.3%	13,841	9.6%	26,699	9.3%
\$75,000 - \$99,999	1,577	12.6%	16,407	11.4%	32,862	11.4%
\$100,000 - \$124,999	1,265	10.1%	12,974	9.0%	26,305	9.1%
\$125,000 - \$149,999	1,029	8.2%	8,932	6.2%	18,430	6.4%
\$150,000 - \$199,999	944	7.5%	10,943	7.6%	23,164	8.1%
\$200,000 - \$249,999	287	2.3%	4,046	2.8%	9,103	3.2%
\$250,000+	591	4.7%	8,872	6.2%	21,784	7.6%
Aggregate Household Income (\$Mil)	\$1,257.5		\$15,110.4		\$32,938.1	
Average Household Income	\$100,203		\$104,995		\$114,540	
Median Household Income	\$70,440		\$70,040		\$76,092	
Households by Disposable Income						
< \$10,000	637	5.1%	8,896	6.2%	17,043	5.9%
\$10,000 - \$14,999	512	4.1%	6,547	4.5%	12,428	4.3%
\$15,000 - \$19,999	528	4.2%	6,932	4.8%	13,307	4.6%
\$20,000 - \$24,999	555	4.4%	7,494	5.2%	14,137	4.9%
\$25,000 - \$29,999	702	5.6%	8,130	5.6%	15,312	5.3%
\$30,000 - \$34,999	776	6.2%	7,947	5.5%	14,723	5.1%
\$35,000 - \$39,999	681	5.4%	7,951	5.5%	14,803	5.1%
\$40,000 - \$49,999	1,239	9.9%	14,477	10.1%	28,340	9.9%
\$50,000 - \$59,999	1,197	9.5%	12,825	8.9%	24,710	8.6%
\$60,000 - \$74,999	1,489	11.9%	15,495	10.8%	30,998	10.8%
\$75,000 - \$99,999	1,670	13.3%	16,462	11.4%	33,415	11.6%
\$100,000 - \$124,999	1,122	8.9%	10,718	7.4%	22,078	7.7%
\$125,000 - \$149,999	543	4.3%	6,722	4.7%	14,481	5.0%
\$150,000 - \$199,999	380	3.0%	5,411	3.8%	12,192	4.2%
\$200,000 - \$249,999	152	1.2%	2,274	1.6%	5,339	1.9%
\$250,000+	364	2.9%	5,636	3.9%	14,261	5.0%
Aggregate Disposable Income (\$Mil)	\$1,039.0		\$12,557.6		\$27,431.9	
Average Disposable Income	\$82,791		\$87,256		\$95,393	
Median Disposable Income	\$56,625		\$56,456		\$61,297	
Average Family Income	\$124,317		\$138,074		\$149,552	
Median Family Income	\$89,876		\$94,216		\$101,517	
Average Non-family Income	\$73,166		\$78,549		\$85,693	
Median Non-family Income	\$52,644		\$54,486		\$58,498	

	1 MI RING		3 MI RING		5 MI RING	
Population by Race/Ethnicity						
White	20,364	71.3%	240,175	74.7%	476,909	74.5%
Black	834	2.9%	12,934	4.0%	45,542	7.1%
Asian	5,209	18.2%	38,276	11.9%	60,335	9.4%
Pacific Islander	31	0.1%	565	0.2%	1,144	0.2%
American Indian	128	0.4%	2,076	0.6%	3,702	0.6%
Other/Multiple Races	1,979	6.9%	27,369	8.5%	52,329	8.2%
Hispanic Origin	6,428	22.5%	85,113	26.5%	160,016	25.0%
Education						
Population, Age 25+	20,834		228,662		462,898	
No High School Diploma	1,869	9.0%	24,445	10.7%	50,788	11.0%
High School Graduate	2,944	14.1%	36,641	16.0%	75,128	16.2%
College, No Degree	3,466	16.6%	36,446	15.9%	75,846	16.4%
Associate's Degree	1,342	6.4%	13,732	6.0%	28,240	6.1%
Bachelor's Degree	6,461	31.0%	69,407	30.4%	139,235	30.1%
Graduate/Professional Degree	4,752	22.8%	47,991	21.0%	93,660	20.2%
Labor Force						
Male Population, Age 16+	11,535		132,211		260,570	
Employed	8,053	69.8%	90,503	68.5%	177,887	68.3%
Unemployed	714	6.2%	9,648	7.3%	19,421	7.5%
In Armed Forces	4	0.0%	76	0.1%	166	0.1%
Not in Labor Force	2,764	24.0%	31,985	24.2%	63,096	24.2%
Female Population, Age 16+	12,300		140,745		279,671	
Employed	7,253	59.0%	81,094	57.6%	157,455	56.3%
Unemployed	515	4.2%	7,614	5.4%	16,357	5.8%
In Armed Forces	2	0.0%	8	0.0%	18	0.0%
Not in Labor Force	4,530	36.8%	52,029	37.0%	105,842	37.8%
White Collar Workers (2000)	12,100	82.1%	137,223	80.0%	261,010	80.2%
Blue Collar Workers (2000)	2,647	17.9%	34,200	20.0%	64,572	19.8%
Vehicles Available						
Total Vehicles	21,236		231,839		469,377	
Households with No Vehicles	820	6.5%	10,898	7.6%	22,302	7.8%
Households with 1 Vehicle	4,944	39.4%	62,032	43.1%	122,226	42.5%
Households with 2 Vehicles	4,764	38.0%	51,084	35.5%	100,839	35.1%
Households with 3 or More Vehicles	2,021	16.1%	19,903	13.8%	42,200	14.7%
Average Vehicle per Household	1.7		1.6		1.6	
Total Vehicles Owner Hshlds	11,080	52.2%	103,008	44.4%	225,139	48.0%
Total Vehicles Renter Hshlds	10,180	47.9%	129,129	55.7%	245,216	52.2%

	1 MI RING		3 MI RING		5 MI RING	
Households	12,549		143,916		287,567	
Average Household Size	2.26		2.16		2.15	
Families	6,634		63,938		129,903	
Average Family Size	3.13		3.18		3.20	
Non-Families	5,915		79,978		157,664	
Average Non-Family Size	1.28		1.33		1.29	
Group Quarters	179		11,218		20,635	
Household Type						
Families						
Married Couples	4,946	74.6%	45,004	70.4%	90,809	69.9%
With Children	2,046	41.4%	18,196	40.4%	36,319	40.0%
Male Hshlder, No Wife	552	8.3%	6,022	9.4%	11,793	9.1%
With Children	213	38.6%	2,329	38.7%	4,876	41.3%
Female Hshlder, No Husband	1,136	17.1%	12,911	20.2%	27,300	21.0%
With Children	559	49.2%	6,840	53.0%	15,011	55.0%
Non-Families						
Male Hshlder, 1 Person	1,904	32.2%	27,120	33.9%	55,855	35.4%
Female Hshlder, 1 Persons	2,604	44.0%	34,118	42.7%	69,385	44.0%
Male Hshlder, 2+ Person	768	13.0%	9,864	12.3%	17,605	11.2%
Female Hshlder, 2+ Persons	639	10.8%	8,877	11.1%	14,819	9.4%
Household Size						
1 Person	4,510	35.9%	61,249	42.6%	125,210	43.5%
2 Persons	3,811	30.4%	40,416	28.1%	79,133	27.5%
3-4 Persons	3,286	26.2%	31,086	21.6%	60,110	20.9%
5+ Persons	942	7.5%	11,164	7.8%	23,112	8.0%
Households by Age of Householder						
< 25 yrs	808	6.4%	11,210	7.8%	16,914	5.9%
25 - 34 yrs	2,683	21.4%	30,910	21.5%	57,852	20.1%
35 - 44 yrs	2,402	19.1%	27,757	19.3%	56,617	19.7%
45 - 54 yrs	2,355	18.8%	27,553	19.1%	56,719	19.7%
55 - 64 yrs	1,790	14.3%	20,416	14.2%	43,833	15.2%
65 - 74 yrs	1,134	9.0%	12,147	8.4%	26,201	9.1%
75-84 yrs	919	7.3%	9,131	6.3%	19,440	6.8%
85+ yrs	458	3.6%	4,792	3.3%	9,989	3.5%
Total Housing Units						
Owned	5,485	41.6%	50,681	33.2%	108,672	35.3%
Rented	7,065	53.6%	93,235	61.2%	178,895	58.0%
Vacant	624	4.7%	8,525	5.6%	20,614	6.7%
Housing Value (2000)						
Average Home Value	\$387,242		\$455,634		\$506,239	
Median Home Value	\$372,445		\$431,559		\$485,671	
Average Contract Rent	\$903		\$930		\$935	
Median Contract Rent	\$860		\$878		\$878	

	1 MI RING		3 MI RING		5 MI RING	
	<u>Estab</u>	<u>Emps</u>	<u>Estab</u>	<u>Emps</u>	<u>Estab</u>	<u>Emps</u>
TOTAL ESTABLISHMENTS/EMPLOYEES	2,794	28,648	24,042	313,539	49,382	556,313
BUSINESS BY TYPE						
Industrial	238	5,446	1,740	18,738	3,810	37,683
Mining	2	8	23	673	47	838
Construction	9	3,703	66	5,496	144	8,952
Construction, Small Firms	91	249	530	1,538	1,052	3,050
High-Tech & Research	12	377	69	1,846	137	3,506
Transportation/Communications/Utilities	19	81	155	1,705	352	3,998
Wholesale-Industrial	57	400	369	2,485	822	5,769
Warehousing	23	510	83	1,012	163	2,296
General Industrial	25	118	445	3,983	1,095	9,274
Manufacturing	91	635	553	7,594	1,165	16,141
Heavy Manufacturing	1	25	3	69	8	174
General Manufacturing	3	36	25	1,061	47	3,333
Light Manufacturing	14	314	74	4,961	153	9,335
Manufacturing, Small Module	73	260	450	1,503	957	3,299
Commercial	948	9,786	6,455	61,935	14,746	144,744
Retail Trade	409	4,860	2,492	24,023	6,203	54,366
Restaurants & Bars	174	2,618	1,092	16,393	2,339	40,176
Personal/Rent/Repair Services	149	658	1,309	6,659	2,882	14,986
Auto Repair Services	85	553	467	2,072	914	3,936
Hotels & Motels	7	46	83	3,641	206	11,869
Theaters & Retail Amusement	12	204	54	530	104	1,076
Equipment Rental	9	46	70	625	145	1,611
Wholesale-Commercial	35	206	251	1,677	605	4,246
General Commercial	70	594	639	6,316	1,347	12,478
Office	1,319	10,513	13,154	144,331	25,441	246,445
Business & Corporate Administration	8	271	56	6,627	98	9,798
Finance/Insurance/Real Estate	52	1,133	564	24,656	977	38,513
Finance/Insurance/Real Estate, Small Office	189	603	1,830	5,827	3,708	11,335
Professional Services	531	4,188	4,346	43,894	7,927	64,127
Business Services	117	1,312	1,076	13,220	2,400	25,166
General Office	164	1,351	1,441	29,550	2,964	46,411
Medical Services	259	1,656	3,841	20,556	7,368	51,096
Other	174	2,069	2,018	79,497	4,007	109,384
Schools & Colleges	22	672	220	48,235	402	56,393
Libraries	2	16	19	186	41	737
Hospitals & Related Medical Services	10	155	88	9,585	167	13,437
Museums, Art, & Gardens	1	2	23	442	55	1,494
Outdoor Recreation & Amusements	28	378	228	3,156	496	7,651
Public Administration	16	478	167	12,138	328	17,910
Churches	14	51	178	1,053	358	2,110
Other, Not Classified	83	317	1,095	4,703	2,161	9,653
Agricultural	25	199	122	1,443	213	1,915
Agricultural Production	0	0	2	2	2	2
Agriculture Services	25	199	120	1,441	211	1,913

Consumer Expenditure Report

Sample Study Area

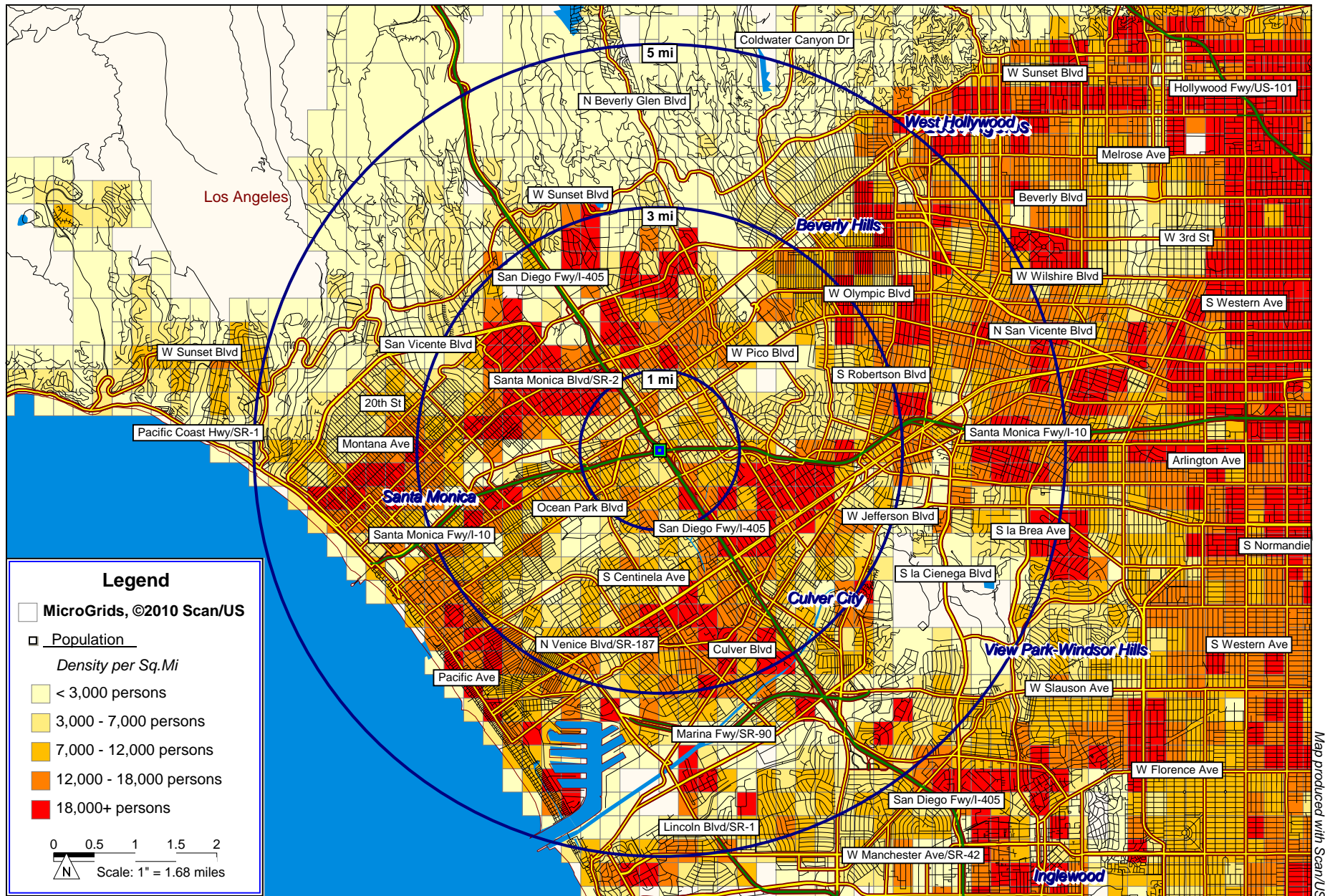
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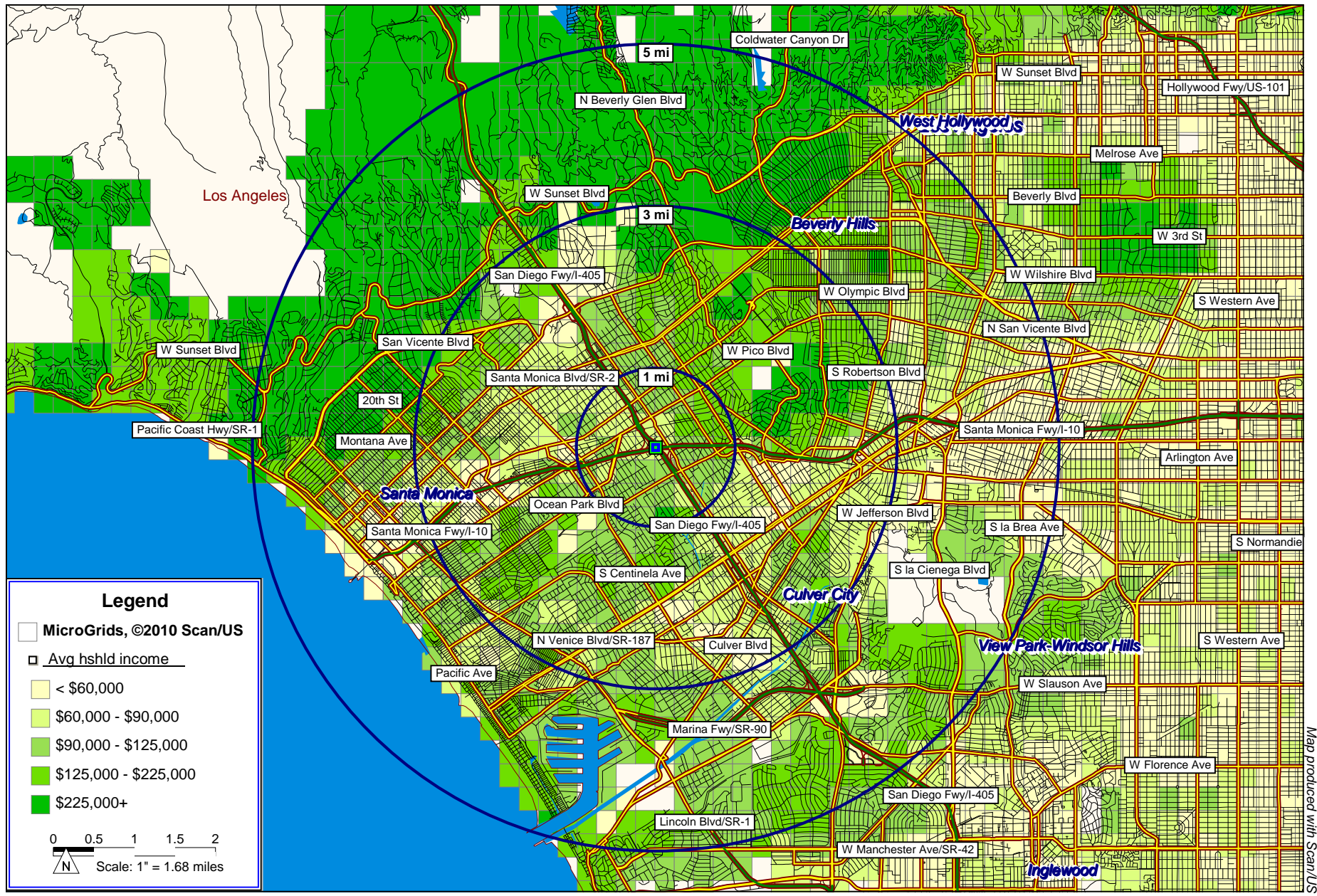
	1 MI RING	3 MI RING	5 MI RING
TOTAL HOUSEHOLDS	12,549	143,916	287,567
Owner Households	5,485	50,681	108,672
Renter Households	7,065	93,235	178,895
AVERAGE HOUSEHOLD INCOME	\$100,202	\$104,994	\$114,539
AVERAGE ANNUAL HOUSEHOLD CEX	\$70,297	\$72,913	\$78,124
ANNUAL EXPENDITURE p/hshld			
Food, Alcohol, Tobacco			
CEX, Food	\$8,699	\$8,952	\$9,495
Food Exp, At Home	\$4,854	\$4,964	\$5,206
Food Exp, Away	\$3,845	\$3,988	\$4,289
CEX, Alcoholic Beverage	\$635	\$655	\$702
CEX, Tobacco Products	\$356	\$362	\$367
Housing			
CEX, Housing	\$23,147	\$24,045	\$25,668
Shelter	\$13,827	\$14,398	\$15,409
Mortgage Interest/Charges	\$5,752	\$5,941	\$6,443
Property Tax	\$2,519	\$2,635	\$2,854
Maintenance/Repair/Ins	\$1,636	\$1,715	\$1,849
Utilities/Fuels/Services	\$4,632	\$4,759	\$4,983
Household Operations	\$1,467	\$1,545	\$1,684
Home/Garden Supplies	\$891	\$912	\$965
Furnishings & Equip.	\$2,331	\$2,432	\$2,627
Apparel			
CEX, Apparel	\$2,530	\$2,644	\$2,844
Men, 16+ yrs	\$506	\$535	\$583
Boys, 2-15 yrs	\$110	\$113	\$120
Women, 16+ yrs	\$848	\$883	\$948
Girls, 2-15 yrs	\$173	\$176	\$187
Children <2 yrs	\$123	\$125	\$130
Footwear	\$419	\$436	\$462
Transportation			
CEX, Transportation	\$11,859	\$12,159	\$12,907
Vehicle Purchases	\$3,946	\$4,042	\$4,306
Cars/Trucks, New	\$2,027	\$2,094	\$2,267
Cars/Trucks, Used	\$1,720	\$1,749	\$1,827
Other Vehicles	\$199	\$200	\$211
Gas/Motor Oil	\$3,566	\$3,636	\$3,817
Finance/Ins/Lease/License	\$2,559	\$2,611	\$2,761
Maintenance/Repair	\$1,009	\$1,039	\$1,106
Public Transport	\$779	\$831	\$918

	1 MI RING	3 MI RING	5 MI RING
ANNUAL EXPENDITURE p/hshld (Cont'd)			
Healthcare			
CEX, Healthcare	\$3,830	\$3,928	\$4,121
Insurance	\$2,086	\$2,139	\$2,236
Medical Services	\$988	\$1,013	\$1,074
Drugs	\$603	\$617	\$643
Medical Supplies	\$152	\$158	\$168
Entertainment			
CEX, Entertainment	\$4,065	\$4,189	\$4,488
Fees/Admissions	\$962	\$1,023	\$1,132
TV/Radio/Sound Equipment	\$1,398	\$1,431	\$1,510
Pets/Toys/Play Equipment	\$1,045	\$1,062	\$1,132
Other Entertainment	\$660	\$674	\$714
Personal Care Products/Services	\$853	\$883	\$945
Reading	\$162	\$168	\$180
Education	\$1,588	\$1,732	\$1,936
Cash Contributions	\$2,486	\$2,638	\$2,886
Personal Insurance/Pensions	\$8,898	\$9,321	\$10,252
Misc Services	\$1,190	\$1,238	\$1,333

Santa Monica, CA: Population Density

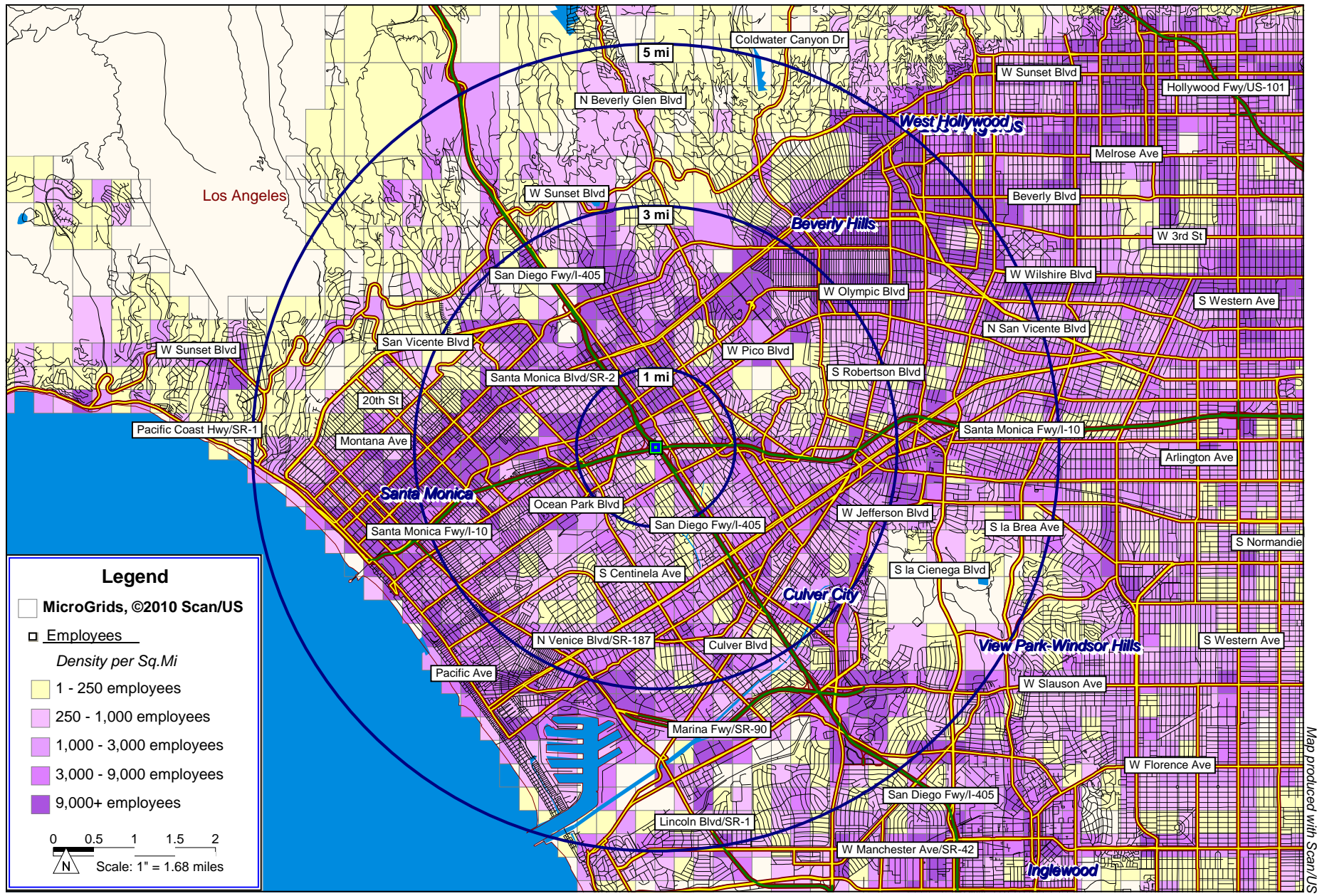


Santa Monica, CA: Average Household Income



Map produced with Scan/US

Santa Monica, CA: Employee Density



Map produced with Scan/US

Santa Monica, CA: Average Annual Household Consumer Expenditure

