

# DEMOGRAPHICS

## Downtown Santa Monica & Third Street Promenade Visitor Information Average Foot Traffic per day 40,000

### Visitors from Santa Monica & Westside

(400 Household Telephone Surveys 2006)

Quick Facts

97% Locals surveyed visit Downtown

Q: What do Santa Monica Locals like most about Downtown?

A: That it's close to home and the variety of stores

#### Demographics

Median Age	49 years
Median Income	\$85,000
Own Home	54%
Male	33%
Female	67%

#### Visitor Origin

Santa Monica Zip Codes	72%
Westside/Other Zip Codes	28%

Average Number of Visits p/yr 49.3

#### Main Purpose of Visit (Top 5)\*

Shopping	51.4%
Dining	15%
Personal Errands	10.7%
Movies	9.5%
Socializing with Friends	4.9%

Average Dollars Spent p/Visit \$43

#### Main Reason for Visit (Top 5)\*

Live Nearby	60.9%
Work Nearby	8%
Variety/Quality of Stores	36.7%
Entertaining	12.2%
Nice/Pleasant Atmosphere	11.3%

#### Types of Businesses Visited (Top 10)\*

Clothing/Shoes/Accessories	73%
Bookstores	69.6%
Eating Places Only	64%
Entertainment/Theatre	61.7%
Eating & Drinking Places	59.7
Food Stores/Deli/Specialty Food	56%
Housewares & Accessories	49.5%
Cards/Gifts, Etc.	48.9%
Personal Care/Beauty Supplies	43.6%
Farmers Market	40.5%

### General Visitors

(423 Intercept Surveys 2006)

Quick Facts

66% General Visitors say mix of stores is about right

Q: What do General Visitors like most about Downtown?

A: Beach/Location

#### Demographics

Median Age	34 years
Median Income	\$66,000
Own Home	51%
Male	45%
Female	55%

#### Visitor Origin

LA County Resident/Worker	37%
Visitor from Outside LA	25%
Foreign Visitor	16%
Santa Monica Resident	15%
Santa Monica Worker	7%

Average Number of Visits p/yr 37

#### Main Purpose of Visit (Top 5)\*

Shopping	37%
Dining	23.5%
Socializing with Friends	16.5%
Movies	8.1%
See it/Check it out/Tourist Attraction	4.9%

Average Dollars Spent p/Visit \$86

#### Main Reason for Visit (Top 5)\*

Close to Beach	35.4%
Open/Outdoors	31.7%
Nice/ Pleasant Atmosphere	26.5%
Close/Convenient/Accessible	23%
Variety/Quality of Stores	18.1%

#### Types of Businesses Visited (Top 10)\*

Clothing/Shoes/Accessories	76.1%
Eating & Drinking Places	74.2%
Eating Places Only	57.2%
Entertainment/Theatre	57.2%
Bookstores	49.1%
Food Stores/Deli/Specialty Food	44%
Gas Stations/Auto Repair & Supplies	40.9%
Farmers Market	40.9%
Personal Care/Beauty Supplies	37.7%
Jewelry	35.2%

## DEMOGRAPHICS (continued)

### Santa Monica Resident Profile

Population	90,750
Median Income	\$75,989
Average Household Size	1.83
Median Age	39.3

#### Ethnicity

White	72%
Latino	13%
Asian American	7%
African American	4%
Two or more races	3.1%

#### Educational Attainment (Age 25+)

Some College	18.2%
Bachelor's Degree	31.6%
Graduate Degree	23.2%

#### Sources:

2000 Census (SF-3)

City of Santa Monica Opportunities & Challenges July 2006

### General Visitor Profile

Visitors Annually	5.78 million
Annual Visitor Spending	\$1.2 billion
Average Daily Spending	\$152.62

International Visitor	48%
Domestic Visitor	52%

#### International Visitor Origin (Top 5)

United Kingdom	15.2%
Japan	13.8%
Australia/New Zealand	13.2%
Mexico	7.4%
Other Central America	5%

#### Domestic Visitor Origin (Top 5)

California	24.6%
New York	6.6%
Florida	6.6%
Arizona	6.3%
Colorado	4.9%

#### Source:

2006/07 Economic Impact Report, Santa Monica CVB

\* Adds up to more than 100% due to multiple responses.  
CIC Research Study 2006