



THIRD
STREET
PROMENADE

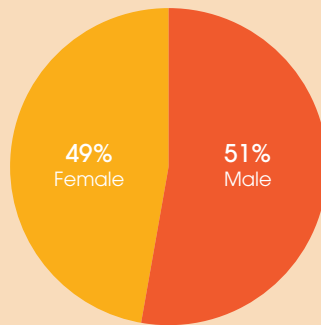
State of Downtown: Fast Facts

DOWNTOWN RESIDENTS¹

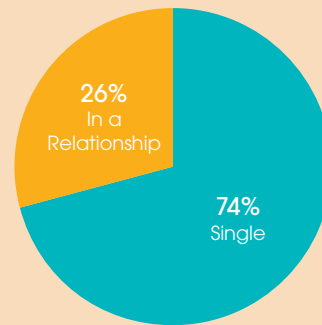
Population **7,480**

Households **4,789**

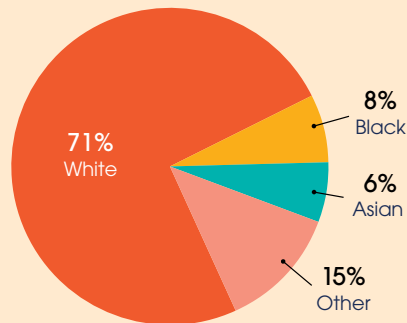
Gender



Relationship Status

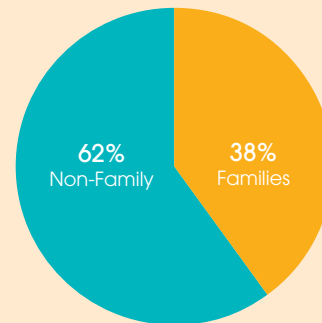


Race



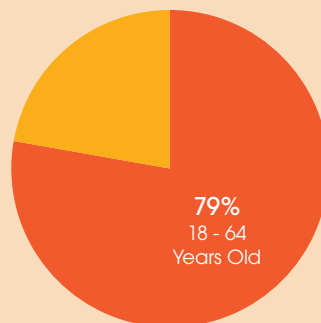
27% of the DTSM population was born outside of the US

Family Status



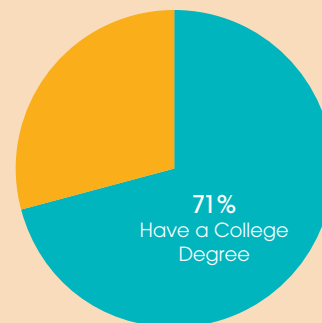
Per Capita Income: \$96,185
Median Household Income: \$89,892

Age



Median Age: 39.8 years old

Education



DOWNTOWN WORKFORCE³

Employers **2,238**

Employees **27,516**



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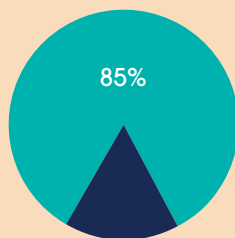
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DOWNTOWN HOUSING²

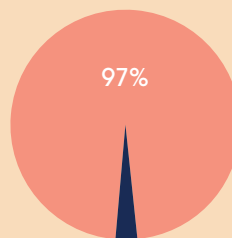
Number
of Units

5,641

Occupied
Units



Multi-Family
Units



Median Value of
Owner-Occupied Units:

\$1,743,800

DOWNTOWN SALES TAX⁴

LOCATION	2021	2022	GROWTH
1200 Block	36,197,700	34,271,000	-5.3%
1300 Block	43,065,200	48,878,700	13.5%
1400 Block	232,720,800	115,124,000	-50.5%
Third Street Promenade	311,983,700	198,273,700	-36.4%

2021 Third Street Promenade Sales Tax in City's Sales Tax: **10.2%**

2022 Third Street Promenade Sales Tax in City's Sales Tax: **5.8%**

DOWNTOWN IMPRESSIONS⁵

4,364,178
Visits in 2022

4,569,970
Visits in 2023

+4.7%
GROWTH

Average Dwell Time
(2023): **76 Minutes**

Downtown Santa Monica, Inc. is a non-profit organization that works with the City of Santa Monica to promote economic stability, growth, and community life within Downtown Santa Monica.

Visit downtownsm.com/downtown-data for more information.

¹ Census Reporter. <https://censusreporter.org/profiles/86000US90401-90401/>. ² Bureau of Labor Statistics. Quarterly Census of Employment and Wages (QCEW). Downtown Santa Monica (2022 Q2). ⁴ HdL Companies. ⁵ Placer.ai.