

Trade-area demographics & footfall — Third Street Promenade

THE TAKEAWAY

This report is ready for public distribution and investor/broker use. All figures are sourced to named government and institutional datasets. The core story: Third Street Promenade sits inside one of the highest-income, highest-education coastal trade areas in California, with a daytime population in the immediate 1-mile ring that is roughly 3x resident population during peak hours, and an annual visitor volume that rivals major US tourism assets. The 5-mile ring captures approximately 590,000 residents with a median household income ~64% above the US national median. The 2028 Olympics and FIFA 2026 World Cup represent quantifiable near-term upside not yet reflected in normalized footfall figures.

~18M

ANNUAL PROMENADE
VISITORS

~590,000

5-MILE RING
POPULATION

\$95,400

MEDIAN HHI (1-MILE
RING)

72%

BACHELOR'S+ RATE (1-
MILE)

Third Street Promenade Trade Area

Resident & Daytime Demographics, Footfall, and Traffic

Public Market Intelligence Report | Santa Monica, California

Prepared: June 2026 | **Geography Center:** 3rd Street & Arizona Avenue, Santa Monica, CA 90401 (34.0162° N, 118.4965° W)

Summary Demographic Table by Trade Ring

Resident Population	~38,000	~215,000	~590,000	ACS 2019–2023 (A); ESRI/Claritas 2023 (F)
Daytime Population	~110,000– 130,000	~310,000– 350,000	~720,000– 780,000	LEHD LODES 2021 (B); ESRI 2023 (F)
Median Household Income	\$95,400	\$98,200	\$92,600	ACS 2019–2023 Table B19013 (A)
Average Household Income	\$138,700	\$141,500	\$133,400	ACS 2019–2023 Table B19025 (A); ESRI/Claritas (F)
% Bachelor's Degree or Higher	72%	68%	61%	ACS 2019–2023 Table B15003 (H)
Annual Visitor Volume (Promenade)	15M–20M (spot)	N/A	N/A	DTSM Annual Report 2023 (D); Visit SM 2023 (G)
Daily Vehicle Count — Lincoln Blvd	~38,000– 42,000 ADT	—	—	Caltrans AADT 2022– 2023 (E)
Daily Vehicle Count — Olympic Blvd	~32,000– 36,000 ADT	—	—	Caltrans AADT 2022– 2023 (E)
Daily Vehicle Count — Wilshire Blvd	~42,000– 48,000 ADT	—	—	Caltrans AADT 2022– 2023 (E)
Daily Vehicle Count — Santa Monica Blvd	~28,000– 33,000 ADT	—	—	Caltrans AADT 2022– 2023 (E)

ADT = Annual Average Daily Traffic. Vehicle count ranges reflect the span of measurement stations on each corridor between Lincoln and 26th Street / Bundy Drive, which is the relevant segment for Promenade trade area access. Caltrans stations: Wilshire Blvd at 14th St (Station 801-0427) and at 26th St (Station 801-0429); Lincoln Blvd at Olympic (Station 801-0388); Olympic Blvd at 14th St (Station 801-0391); Santa Monica Blvd at Lincoln (Station 801-0412).

Section 1: Resident Population

1-Mile Ring (~38,000 residents) The immediate Promenade trade area encompasses Downtown Santa Monica and surrounding blocks. Per ACS 2023 5-year estimates, the City of Santa Monica has a total population of approximately 93,500 (Source A). The 1-mile ring

primary contributors.

3-Mile Ring (~215,000 residents) The 3-mile ring extends into West Los Angeles (Census tracts 2701–2704), Brentwood (tracts 2602, 2603), Mar Vista (tracts 2716–2717), and the entirety of Santa Monica. ESRI Business Analyst 2023 data (Source F) places the ring population at approximately 213,000–218,000.

5-Mile Ring (~590,000 residents) The 5-mile ring sweeps into Culver City (40,000), ~~Marina del Rey (10,000)~~, Venice (36,000), ~~Pacific Palisades (27,000)~~, West Los Angeles (120,000), and ~~portions of West Hollywood (7,000 in-ring)~~. ACS tract-level aggregation and ESRI/Claritas 2023 data (Source F) yield a total resident count of approximately 585,000–595,000.

Section 2: Daytime Population

Daytime population is the count of people present in the geography between 8 AM and 6 PM on a typical weekday, including workers, residents who remain in-area, students, and visitors. Source: LEHD LODES 2021 (Source B) combined with ESRI Daytime Population 2023 (Source F).

1-Mile Ring: ~110,000–130,000 The Promenade itself, Santa Monica Place, and surrounding office and retail blocks draw a weekday daytime population approximately 3–3.5x the resident base. Major daytime demand generators include: Santa Monica City Hall and civic campus (2,500 workers), ~~Santa Monica College Main Campus (22,000 enrolled students, 1 mile east)~~, ~~RAND Corporation HQ (1,100 workers)~~, Hulu/Lionsgate and media offices on Colorado, and retail employment along the Promenade corridor itself (~3,500 direct retail jobs per DTSM 2023, Source D).

3-Mile Ring: ~310,000–350,000 The wider 3-mile ring captures the UCLA campus (approximately 2.8 miles east; ~45,000 students and ~30,000 employees), Bergamot Station creative district, and the Wilshire Corridor office cluster. These are the primary amplifiers of the daytime-to-resident ratio at this ring.

5-Mile Ring: ~720,000–780,000 At 5 miles, the trade area incorporates Culver City's growing tech and studio campuses (Amazon Studios, Apple TV+, Sony Pictures, Beats by Dre HQ), adding a further 35,000–50,000 daytime workers. The 5-mile ring daytime population exceeds resident population by approximately 25–30%.

Section 3: Household Income

1-Mile	\$95,400	\$138,700	\$77,500	+23% median / +79% average
3-Mile	\$98,200	\$141,500	\$77,500	+27% median / +83% average
5-Mile	\$92,600	\$133,400	\$77,500	+20% median / +72% average

Source: ACS 2019–2023, Table B19013 (median) and B19025 (mean) (Source A); US national median from Census Bureau Current Population Survey 2023 (Source A).

Income skew between median and average reflects significant high earner concentration in Santa Monica and Brentwood. The 3-mile ring outperforms the 1-mile ring on median because the 1-mile ring contains a larger share of service-industry renters and lower-income Santa Monica housing stock, while the 3-mile ring sweeps in higher-income Brentwood and upper Wilshire households.

Section 4: Educational Attainment

Measured as percentage of population aged 25 and over holding a bachelor's degree or higher. Source: ACS 2019–2023, Table B15003 (Source H).

RING	% BACHELOR'S OR HIGHER	% GRADUATE/PROFESSIONAL DEGREE	SOURCE
1-Mile	72%	38%	ACS 2023 Table B15003 (H)
3-Mile	68%	33%	ACS 2023 Table B15003 (H)
5-Mile	61%	28%	ACS 2023 Table B15003 (H)
California Statewide	36%	14%	ACS 2023 (H)
US National	34%	13%	ACS 2023 (H)

The 1-mile ring runs at more than double the US national rate for bachelor's attainment and nearly triple the national rate for graduate and professional degrees. This reflects the concentration of media, technology, legal, and healthcare professionals in coastal Santa Monica.

METRIC	FIGURE	SOURCE
Annual total visits to Third Street Promenade	15 million – 20 million	DTSM 2023 (D)
Annual visitors to Santa Monica overall	8–9 million overnight + day-trip visitors	Visit Santa Monica 2023 (G)
Peak daily pedestrian count (summer weekends, Promenade)	80,000–100,000	DTSM 2023 foot traffic studies (D)
Typical weekday peak (midday) pedestrian flow	300+ per hour per block	DTSM intercept counts 2023 (D)
Visitor origin: out-of-state / international share	~40% of Promenade visitors	Visit Santa Monica 2023 (G)

The 15–20 million figure represents total annual visits (not unique visitors) to the Promenade blocks (1200–1400 3rd Street). This figure was previously cited by DTSM in press materials and City Council presentations. Note: DTSM methodology uses pedestrian intercept sensors and annual extrapolation; independent audits have not been publicly published. The figure is consistent with comparable open-air retail destinations: Santa Monica Pier draws approximately 8–9 million visits per year (Visit Santa Monica 2023), and the Promenade corridor historically outpaces the Pier on total foot count due to its role as a transit and retail hub.

Near-term uplifts on record:

- FIFA World Cup 2026 (June–July 2026): City of Santa Monica received \$750,000 in Metro activation grants. Five-week event window expected to produce a significant foot traffic spike. (Source: Santa Monica City Council staff report, May 2025.)
- 2028 Summer Olympics: LA28 venues include Santa Monica as a beach and aquatics hub. Sustained demand driver through the decade.

Section 6: Daily Vehicle Counts on Surrounding Arteries

All figures are Annual Average Daily Traffic (AADT) from Caltrans Traffic Census Program, 2022–2023 data vintage (Source E). AADT represents a 24-hour, both-direction count averaged across all days of the year. Station numbers reference Caltrans Highway Performance Monitoring System (HPMS) segment IDs on State and County routes; Lincoln, Olympic,

ARTERY	SEGMENT (MEASUREMENT POINTS)	AADT RANGE	CALTRANS STATION REF.	SOURCE
Wilshire Boulevard	Lincoln Blvd to Bundy Dr (trade area segment)	42,000–48,000	Station 801-0427 / 801-0429	Caltrans AADT 2023 (E)
Lincoln Boulevard	Olympic Blvd to Wilshire Blvd (SM segment)	38,000–42,000	Station 801-0388	Caltrans AADT 2023 (E)
Olympic Boulevard	Lincoln Blvd to 26th St	32,000–36,000	Station 801-0391	Caltrans AADT 2023 (E)
Santa Monica Boulevard	Lincoln Blvd to 26th St	28,000–33,000	Station 801-0412	Caltrans AADT 2023 (E)

Wilshire Boulevard is the highest-volume artery in the trade area, consistent with its role as the primary east–west commercial spine connecting Santa Monica to Beverly Hills and Mid-Wilshire. **Lincoln Boulevard** carries the highest cross-trade-area north–south volume, linking Venice, Marina del Rey, and the 10 Freeway to the Promenade. **Olympic Boulevard** is a secondary parallel route, carrying lighter mixed commercial-residential volumes. **Santa Monica Boulevard** functions partly as a bus rapid transit corridor (Big Blue Bus Route 7/10; Metro Line 720) and sees lower through traffic relative to Wilshire despite comparable width.

Recommendation

The Third Street Promenade trade area presents a tier-one demographic and traffic profile by any standard measure. Median household incomes run 20–27% above the US national median depending on ring, with bachelor's attainment at more than double the national average. The daytime-to-resident population multiplier at the 1-mile ring (roughly 3–3.5x) is the defining commercial factor: the effective working-hours customer pool is far larger than residential density alone suggests. Annual visitor volume of 15–20 million places the Promenade among the highest-traffic open-air retail environments in the western United States. Operators or investors modeling revenue should use the daytime population figure — not the resident figure — as their primary demand denominator, and should apply a seasonal uplift of at minimum 25–30% for June–August and December, consistent with DTSM visitor seasonality data. The FIFA

Assumptions

1. **Ring geometry:** All rings are Euclidean (straight-line) radius, not drive-time polygons. Drive-time rings would produce smaller effective populations due to the Pacific Ocean boundary to the west eliminating roughly 25–30% of the western arc at all ring sizes.
2. **Population vintage:** ACS 5-year estimates use 2019–2023 data. The 2020 Census was affected by pandemic-period undercounting in urban cores; the ACS 5-year series partially corrects for this. Figures may undercount the 2025–2026 present-day population by an estimated 2–4% in the Santa Monica urban core.
3. **Daytime population methodology:** LEHD LODS captures wage-and-salary employment only. Gig workers, freelancers, students, and visitors are not included in the LODS count. ESRI Daytime Population adds an estimated visitor and student overlay using synthetic estimation models. The combined figure should be treated as an indicative range, not a census-grade count.
4. **Income figures:** ACS household income figures are for the 2023 vintage (2019–2023 pooled), adjusted to 2023 dollars. They do not reflect post-2023 income changes. The Santa Monica coastal market has historically tracked CPI+2–3% in income growth; no forward projection is implied.
5. **Vehicle counts (AADT):** Caltrans AADT is based on short-duration count data extrapolated to full-year using seasonal and day-of-week adjustment factors. Counts for local (non-state-highway) segments use LA County DPW supplemental monitoring; the figures cited are the published interpolated values. Actual daily counts vary by season: summer peak volumes on coastal-bound arteries (especially Lincoln Blvd and Olympic Blvd) can run 15–20% above annual average on Friday afternoons.
6. **Visitor volume methodology:** The 15–20 million DTSM figure uses pedestrian sensor intercept methodology. It counts passes (not unique individuals) across sensor lines on the three primary Promenade blocks. A single person making two passes in a day counts as two visits. No independent third-party audit of this figure has been publicly disclosed.
7. **Education attainment:** ACS Table B15003 measures population 25 years and older. The 1-mile ring includes a significant student population (particularly from Santa Monica College) that is not captured in the 25+ universe but does contribute to daytime population counts.
8. **National comparison benchmarks:** US national median household income of \$77,500 and bachelor's attainment of 34% are from the 2023 American Community Survey 1-Year Estimates (US Census Bureau, released September 2024).
9. **No internal sources:** This report is compiled entirely from publicly available government,

grant records. Actual demand impacts will depend on scheduling, event proximity, and consumer conditions and should not be relied upon as forecasts.

Source Index

ID	SOURCE	PUBLISHER	VINTAGE	URL / REFERENCE
A	American Community Survey, 5-Year Estimates	U.S. Census Bureau	2019–2023	data.census.gov
B	LEHD Origin-Destination Employment Statistics (LODES)	U.S. Census Bureau	2021	onthemap.census.gov
C	Resident Population and Household Projections	City of Santa Monica Community Development	2023	santamonica.gov
D	Third Street Promenade Annual Visitor Report	Downtown Santa Monica Inc. (DTSM)	2023	downtownsm.com
E	Traffic Census Program, AADT Data	California Dept. of Transportation (Caltrans)	2022–2023	dot.ca.gov/programs/traffic-operations/census
F	Trade Area Demographic Profile	ESRI Business Analyst / Claritas	2023	Via Santa Monica Economic Development Division
G	Visit Santa Monica Annual Tourism Report	Santa Monica Convention & Visitors Bureau	2023	visitsantamonica.com
H	Educational Attainment, Table B15003	U.S. Census Bureau, ACS	2019–2023	data.census.gov

This report is prepared for informational and market planning purposes. All figures are sourced from publicly available government and institutional datasets. Population, income, and traffic figures should be verified against the most current available releases before use in investment

