



ZIP 90404, Santa Monica, California.

Current market data.

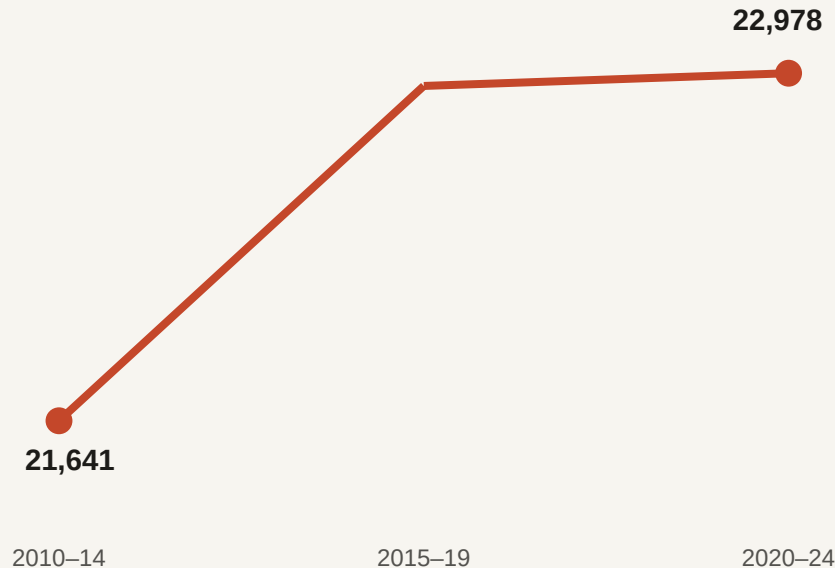
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

22,978 people call ZIP
90404 home.

22,978

people.

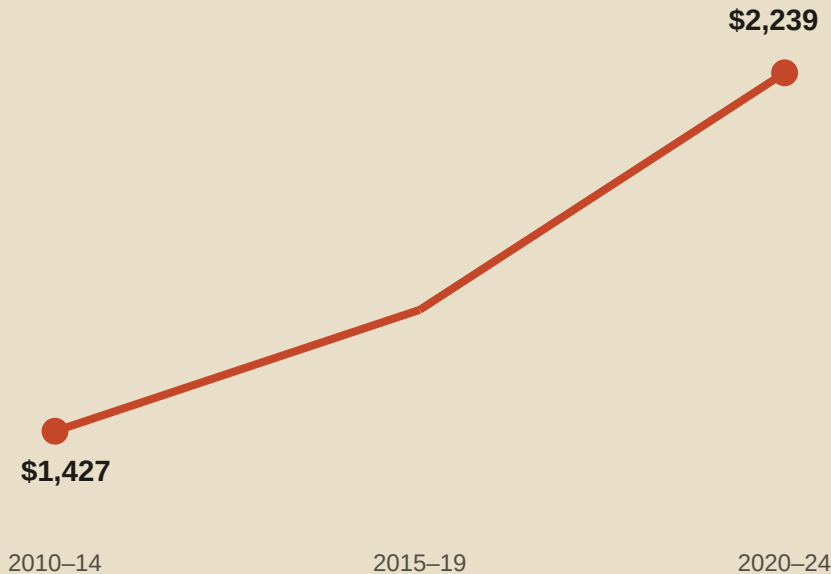


RENT

Median rent is up 57%
since the 2010–2014
survey, before inflation.

\$2,239

a month. California's median is \$2,036.

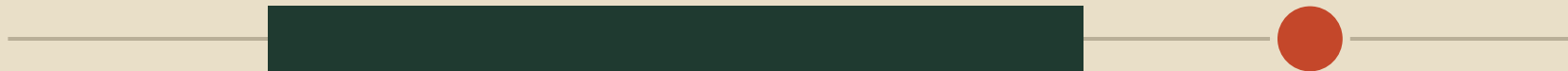




ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,366–\$2,049



\$2,239 median

is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

85%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 1–3% to the 11,801 homes here.

75–338

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 69% more than California's.

\$1,244,400

median home value in ZIP 90404.

ZIP 90404



\$1,244,400

California



\$734,700

U.S.



\$332,700

THAT WAS ZIP 90404'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/zip/90404/

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