

Santana Row
377 Santana Row, San Jose, California, 95128
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.31984
Longitude: -121.94802

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	20,398	225,065	521,826
2010 Total Population	22,012	235,668	549,531
2018 Total Population	24,247	257,142	599,364
2018 Group Quarters	276	4,657	13,573
2023 Total Population	25,527	270,984	631,257
2017-2022 Annual Rate	1.03%	1.05%	1.04%
2018 Total Daytime Population	33,065	268,524	739,247
Workers	21,766	146,936	446,138
Residents	11,299	121,588	293,109
Household Summary			
2000 Households	8,525	88,767	193,265
2000 Average Household Size	2.35	2.48	2.64
2010 Households	9,228	91,871	203,563
2010 Average Household Size	2.36	2.51	2.63
2018 Households	10,065	98,871	219,292
2018 Average Household Size	2.38	2.55	2.67
2023 Households	10,550	103,671	229,926
2023 Average Household Size	2.39	2.57	2.69
2017-2022 Annual Rate	0.95%	0.95%	0.95%
2010 Families	5,209	55,634	131,059
2010 Average Family Size	3.02	3.13	3.20
2018 Families	5,717	60,200	141,420
2018 Average Family Size	3.08	3.19	3.27
2023 Families	6,008	63,199	148,320
2023 Average Family Size	3.10	3.22	3.29
2017-2022 Annual Rate	1.00%	0.98%	0.96%
Housing Unit Summary			
2000 Housing Units	8,668	90,749	197,816
Owner Occupied Housing Units	45.4%	42.2%	49.6%
Renter Occupied Housing Units	53.0%	55.6%	48.1%
Vacant Housing Units	1.6%	2.2%	2.3%
2010 Housing Units	9,786	96,615	214,108
Owner Occupied Housing Units	44.0%	41.7%	47.9%
Renter Occupied Housing Units	50.3%	53.4%	47.2%
Vacant Housing Units	5.7%	4.9%	4.9%
2018 Housing Units	10,602	102,815	229,624
Owner Occupied Housing Units	43.5%	41.1%	46.8%
Renter Occupied Housing Units	51.4%	55.0%	48.7%
Vacant Housing Units	5.1%	3.8%	4.5%
2023 Housing Units	11,032	107,423	240,030
Owner Occupied Housing Units	46.9%	43.9%	49.3%
Renter Occupied Housing Units	48.8%	52.6%	46.5%
Vacant Housing Units	4.4%	3.5%	4.2%
Median Household Income			
2018	\$86,425	\$85,772	\$94,167
2023	\$103,284	\$102,905	\$109,306
Median Home Value			
2018	\$768,382	\$782,428	\$829,494
2023	\$810,310	\$817,396	\$852,594
Per Capita Income			
2018	\$49,768	\$46,122	\$47,770
2023	\$60,120	\$55,105	\$55,957
Median Age			
2010	37.8	35.3	36.0
2018	39.2	36.9	37.4
2023	39.6	37.4	37.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	10,065	98,871	219,292
<\$15,000	9.0%	7.6%	7.2%
\$15,000 - \$24,999	5.5%	6.0%	5.8%
\$25,000 - \$34,999	6.3%	5.9%	5.4%
\$35,000 - \$49,999	9.6%	9.0%	8.3%
\$50,000 - \$74,999	13.4%	15.2%	13.5%
\$75,000 - \$99,999	11.8%	12.6%	12.1%
\$100,000 - \$149,999	16.7%	17.5%	18.0%
\$150,000 - \$199,999	12.0%	10.4%	11.3%
\$200,000+	15.7%	15.8%	18.4%
Average Household Income	\$118,368	\$118,138	\$128,813
2023 Households by Income			
Household Income Base	10,550	103,671	229,926
<\$15,000	6.8%	5.7%	5.6%
\$15,000 - \$24,999	4.1%	4.5%	4.4%
\$25,000 - \$34,999	4.5%	4.5%	4.2%
\$35,000 - \$49,999	7.9%	7.4%	6.9%
\$50,000 - \$74,999	12.8%	13.5%	12.2%
\$75,000 - \$99,999	12.3%	12.9%	11.9%
\$100,000 - \$149,999	16.4%	18.5%	18.7%
\$150,000 - \$199,999	13.4%	11.7%	12.5%
\$200,000+	21.8%	21.3%	23.6%
Average Household Income	\$143,975	\$142,317	\$151,996
2018 Owner Occupied Housing Units by Value			
Total	4,617	42,292	107,316
<\$50,000	0.1%	0.2%	0.7%
\$50,000 - \$99,999	0.2%	0.2%	0.5%
\$100,000 - \$149,999	0.2%	0.1%	0.2%
\$150,000 - \$199,999	0.4%	0.3%	0.2%
\$200,000 - \$249,999	0.4%	0.5%	0.5%
\$250,000 - \$299,999	0.6%	0.6%	0.6%
\$300,000 - \$399,999	2.5%	3.2%	3.5%
\$400,000 - \$499,999	7.1%	8.0%	6.8%
\$500,000 - \$749,999	35.7%	32.6%	27.3%
\$750,000 - \$999,999	37.6%	32.6%	30.5%
\$1,000,000 +	11.7%	16.3%	19.7%
Average Home Value	\$807,868	\$845,361	\$910,311
2023 Owner Occupied Housing Units by Value			
Total	5,170	47,178	118,165
<\$50,000	0.0%	0.1%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.2%	0.2%
\$250,000 - \$299,999	0.2%	0.3%	0.3%
\$300,000 - \$399,999	1.4%	2.1%	2.4%
\$400,000 - \$499,999	5.3%	6.6%	5.8%
\$500,000 - \$749,999	32.2%	30.6%	26.2%
\$750,000 - \$999,999	43.6%	37.2%	34.5%
\$1,000,000 +	13.0%	17.3%	20.2%
Average Home Value	\$848,341	\$876,318	\$933,673

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age			
Total	22,012	235,670	549,532
0 - 4	6.6%	7.2%	7.0%
5 - 9	5.3%	6.1%	6.5%
10 - 14	4.4%	5.1%	5.6%
15 - 24	10.8%	13.0%	13.0%
25 - 34	18.2%	18.1%	16.2%
35 - 44	15.5%	15.9%	16.1%
45 - 54	15.0%	14.3%	14.7%
55 - 64	10.8%	9.8%	9.9%
65 - 74	4.9%	5.1%	5.5%
75 - 84	4.7%	3.5%	3.7%
85 +	3.6%	1.9%	1.7%
18 +	81.0%	78.6%	77.6%
2018 Population by Age			
Total	24,249	257,141	599,364
0 - 4	5.9%	6.2%	6.1%
5 - 9	5.9%	6.2%	6.4%
10 - 14	5.5%	6.0%	6.4%
15 - 24	10.2%	12.6%	12.8%
25 - 34	15.5%	15.8%	14.8%
35 - 44	15.8%	15.3%	14.8%
45 - 54	13.8%	13.6%	14.1%
55 - 64	12.7%	11.7%	11.8%
65 - 74	7.6%	7.1%	7.3%
75 - 84	3.7%	3.5%	3.8%
85 +	3.3%	1.9%	1.9%
18 +	79.9%	78.3%	77.7%
2023 Population by Age			
Total	25,527	270,984	631,258
0 - 4	6.0%	6.2%	6.1%
5 - 9	5.3%	5.5%	5.8%
10 - 14	5.2%	5.5%	5.9%
15 - 24	10.1%	12.6%	12.7%
25 - 34	16.3%	16.5%	15.4%
35 - 44	15.2%	14.9%	14.3%
45 - 54	13.4%	13.1%	13.4%
55 - 64	12.2%	11.6%	11.9%
65 - 74	9.1%	8.2%	8.4%
75 - 84	4.4%	4.1%	4.4%
85 +	2.9%	1.8%	1.9%
18 +	80.6%	79.5%	78.9%
2010 Population by Sex			
Males	10,774	117,838	276,713
Females	11,238	117,830	272,818
2018 Population by Sex			
Males	11,877	128,634	301,472
Females	12,370	128,508	297,892
2023 Population by Sex			
Males	12,479	135,621	317,618
Females	13,048	135,363	313,638

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2010 Population by Race/Ethnicity			
Total	22,012	235,668	549,530
White Alone	60.4%	55.2%	52.1%
Black Alone	3.7%	3.6%	3.0%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	18.4%	22.6%	27.3%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	10.4%	11.6%	11.3%
Two or More Races	5.5%	5.6%	5.2%
Hispanic Origin	25.1%	26.7%	25.5%
Diversity Index	75.0	78.2	78.5
2018 Population by Race/Ethnicity			
Total	24,248	257,143	599,363
White Alone	55.9%	50.5%	47.3%
Black Alone	3.7%	3.6%	3.0%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	22.9%	27.1%	31.8%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	10.2%	11.6%	11.2%
Two or More Races	6.0%	6.1%	5.6%
Hispanic Origin	24.4%	26.4%	25.3%
Diversity Index	76.9	79.9	79.7
2023 Population by Race/Ethnicity			
Total	25,527	270,983	631,256
White Alone	52.4%	47.1%	44.0%
Black Alone	3.6%	3.6%	2.9%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	26.3%	30.3%	35.1%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	10.1%	11.6%	11.2%
Two or More Races	6.3%	6.3%	5.8%
Hispanic Origin	24.4%	26.4%	25.2%
Diversity Index	78.2	80.7	80.2
2010 Population by Relationship and Household Type			
Total	22,012	235,668	549,531
In Households	98.8%	98.0%	97.5%
In Family Households	74.6%	76.8%	79.2%
Householder	23.7%	23.6%	23.8%
Spouse	16.9%	17.1%	18.0%
Child	25.2%	27.2%	28.6%
Other relative	5.7%	5.9%	5.9%
Nonrelative	3.1%	3.0%	2.9%
In Nonfamily Households	24.2%	21.2%	18.4%
In Group Quarters	1.2%	2.0%	2.5%
Institutionalized Population	0.9%	0.6%	0.7%
Noninstitutionalized Population	0.4%	1.4%	1.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2018 Population 25+ by Educational Attainment			
Total	17,586	177,318	409,629
Less than 9th Grade	4.9%	4.8%	5.6%
9th - 12th Grade, No Diploma	4.4%	5.1%	5.0%
High School Graduate	13.0%	13.1%	12.5%
GED/Alternative Credential	1.6%	1.9%	1.7%
Some College, No Degree	18.1%	15.9%	15.6%
Associate Degree	7.9%	7.2%	6.7%
Bachelor's Degree	29.8%	30.1%	29.3%
Graduate/Professional Degree	20.2%	21.8%	23.7%
2018 Population 15+ by Marital Status			
Total	20,057	209,630	486,285
Never Married	35.4%	36.8%	35.2%
Married	47.1%	49.5%	51.9%
Widowed	6.0%	4.1%	4.2%
Divorced	11.5%	9.6%	8.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	96.5%	96.3%
Civilian Unemployed (Unemployment Rate)	3.4%	3.5%	3.7%
2018 Employed Population 16+ by Industry			
Total	13,245	138,812	312,127
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	4.8%	5.3%	5.4%
Manufacturing	12.8%	14.3%	16.1%
Wholesale Trade	1.7%	2.3%	2.2%
Retail Trade	11.8%	9.6%	9.2%
Transportation/Utilities	2.8%	2.6%	2.7%
Information	4.0%	3.6%	3.6%
Finance/Insurance/Real Estate	4.9%	5.0%	5.0%
Services	53.7%	54.6%	53.2%
Public Administration	3.4%	2.3%	2.3%
2018 Employed Population 16+ by Occupation			
Total	13,242	138,815	312,127
White Collar	71.7%	70.2%	72.1%
Management/Business/Financial	20.9%	19.0%	19.7%
Professional	29.8%	31.1%	32.7%
Sales	10.9%	9.6%	9.5%
Administrative Support	10.1%	10.5%	10.2%
Services	15.0%	17.4%	15.3%
Blue Collar	13.2%	12.5%	12.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.2%	3.5%	3.7%
Installation/Maintenance/Repair	3.0%	2.4%	2.1%
Production	2.7%	3.2%	3.4%
Transportation/Material Moving	4.3%	3.1%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	22,012	235,668	549,531
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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2010 Households by Type			
Total	9,228	91,872	203,563
Households with 1 Person	32.6%	28.7%	25.9%
Households with 2+ People	67.4%	71.3%	74.1%
Family Households	56.4%	60.6%	64.4%
Husband-wife Families	40.3%	43.9%	48.5%
With Related Children	18.0%	22.2%	25.5%
Other Family (No Spouse Present)	16.1%	16.6%	15.8%
Other Family with Male Householder	5.5%	5.6%	5.2%
With Related Children	2.7%	2.8%	2.6%
Other Family with Female Householder	10.6%	11.0%	10.6%
With Related Children	5.5%	6.2%	5.9%
Nonfamily Households	10.9%	10.7%	9.7%
All Households with Children	26.5%	31.5%	34.3%
Multigenerational Households	3.2%	3.6%	4.2%
Unmarried Partner Households	7.8%	7.7%	6.7%
Male-female	6.8%	6.7%	5.8%
Same-sex	0.9%	1.0%	1.0%
2010 Households by Size			
Total	9,226	91,871	203,561
1 Person Household	32.6%	28.7%	25.9%
2 Person Household	32.7%	31.2%	30.4%
3 Person Household	15.2%	17.0%	17.6%
4 Person Household	11.4%	13.5%	15.5%
5 Person Household	4.8%	5.6%	6.1%
6 Person Household	1.9%	2.3%	2.5%
7 + Person Household	1.4%	1.7%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	9,228	91,871	203,563
Owner Occupied	46.7%	43.8%	50.4%
Owned with a Mortgage/Loan	36.0%	33.8%	38.6%
Owned Free and Clear	10.7%	10.0%	11.7%
Renter Occupied	53.3%	56.2%	49.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,786	96,615	214,108
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Enterprising Professionals	Trendsetters (3C)	Enterprising Professionals
	2. Trendsetters (3C)	City Lights (8A)	Trendsetters (3C)
	3. Urban Chic (2A)	Enterprising Professionals	City Lights (8A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$31,602,062	\$311,535,386	\$745,128,310
Average Spent	\$3,139.80	\$3,150.93	\$3,397.88
Spending Potential Index	144	145	156
Education: Total \$	\$21,630,837	\$215,846,337	\$526,043,986
Average Spent	\$2,149.11	\$2,183.11	\$2,398.83
Spending Potential Index	148	151	166
Entertainment/Recreation: Total \$	\$44,379,406	\$432,621,701	\$1,047,535,341
Average Spent	\$4,409.28	\$4,375.62	\$4,776.90
Spending Potential Index	137	136	148
Food at Home: Total \$	\$69,885,137	\$686,625,293	\$1,636,705,444
Average Spent	\$6,943.38	\$6,944.66	\$7,463.59
Spending Potential Index	138	138	149
Food Away from Home: Total \$	\$50,533,521	\$494,700,430	\$1,182,861,983
Average Spent	\$5,020.72	\$5,003.49	\$5,394.00
Spending Potential Index	143	142	154
Health Care: Total \$	\$74,354,115	\$716,674,574	\$1,746,222,248
Average Spent	\$7,387.39	\$7,248.58	\$7,963.00
Spending Potential Index	129	127	139
HH Furnishings & Equipment: Total \$	\$28,846,834	\$280,844,700	\$682,685,743
Average Spent	\$2,866.05	\$2,840.52	\$3,113.14
Spending Potential Index	137	136	149
Personal Care Products & Services: Total \$	\$11,829,558	\$115,088,688	\$277,519,378
Average Spent	\$1,175.32	\$1,164.03	\$1,265.52
Spending Potential Index	142	141	153
Shelter: Total \$	\$251,407,671	\$2,498,092,250	\$5,954,686,307
Average Spent	\$24,978.41	\$25,266.18	\$27,154.14
Spending Potential Index	149	151	162
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,793,784	\$338,208,357	\$828,435,764
Average Spent	\$3,456.91	\$3,420.70	\$3,777.77
Spending Potential Index	139	138	152
Travel: Total \$	\$31,419,957	\$308,905,640	\$757,031,720
Average Spent	\$3,121.70	\$3,124.33	\$3,452.16
Spending Potential Index	145	145	160
Vehicle Maintenance & Repairs: Total \$	\$14,623,869	\$142,764,978	\$345,038,256
Average Spent	\$1,452.94	\$1,443.95	\$1,573.42
Spending Potential Index	135	134	146

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.