

Old Town Center
50 University Ave, Los Gatos, California, 95030
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.22344
Longitude: -121.98188

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,583	42,395	164,745
2010 Total Population	9,581	43,547	167,072
2019 Total Population	10,071	45,911	174,623
2019 Group Quarters	113	564	1,246
2024 Total Population	10,345	47,163	178,684
2017-2022 Annual Rate	0.54%	0.54%	0.46%
2019 Total Daytime Population	14,635	57,630	165,642
Workers	9,913	34,505	80,804
Residents	4,722	23,125	84,838
Household Summary			
2000 Households	4,351	17,106	62,461
2000 Average Household Size	2.14	2.42	2.61
2010 Households	4,357	17,838	63,481
2010 Average Household Size	2.17	2.41	2.61
2019 Households	4,502	18,506	65,360
2019 Average Household Size	2.21	2.45	2.65
2024 Households	4,603	18,918	66,596
2024 Average Household Size	2.22	2.46	2.66
2017-2022 Annual Rate	0.44%	0.44%	0.38%
2010 Families	2,479	11,866	44,509
2010 Average Family Size	2.86	2.97	3.11
2019 Families	2,583	12,391	45,983
2019 Average Family Size	2.91	3.01	3.15
2024 Families	2,652	12,712	46,951
2024 Average Family Size	2.92	3.02	3.16
2017-2022 Annual Rate	0.53%	0.51%	0.42%
Housing Unit Summary			
2000 Housing Units	4,560	17,626	63,681
Owner Occupied Housing Units	54.6%	68.7%	66.9%
Renter Occupied Housing Units	40.8%	28.4%	31.1%
Vacant Housing Units	4.6%	3.0%	1.9%
2010 Housing Units	4,746	18,841	66,127
Owner Occupied Housing Units	51.5%	64.0%	64.5%
Renter Occupied Housing Units	40.3%	30.6%	31.5%
Vacant Housing Units	8.2%	5.3%	4.0%
2019 Housing Units	4,920	19,470	68,143
Owner Occupied Housing Units	50.9%	63.7%	63.8%
Renter Occupied Housing Units	40.7%	31.4%	32.2%
Vacant Housing Units	8.5%	5.0%	4.1%
2024 Housing Units	5,030	19,855	69,343
Owner Occupied Housing Units	51.6%	64.4%	64.4%
Renter Occupied Housing Units	39.9%	30.9%	31.6%
Vacant Housing Units	8.5%	4.7%	4.0%
Median Household Income			
2019	\$181,398	\$174,998	\$151,394
2024	\$195,205	\$188,088	\$165,245
Median Home Value			
2019	\$1,912,565	\$1,655,701	\$1,328,850
2024	\$1,906,250	\$1,650,355	\$1,322,713
Per Capita Income			
2019	\$103,585	\$91,610	\$73,428
2024	\$112,791	\$99,474	\$81,354
Median Age			
2010	45.1	45.4	41.9
2019	47.8	48.2	44.1
2024	47.6	48.6	44.2

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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2019 Households by Income			
Household Income Base	4,502	18,506	65,360
<\$15,000	4.2%	4.1%	4.0%
\$15,000 - \$24,999	1.4%	2.4%	2.8%
\$25,000 - \$34,999	2.7%	2.8%	3.0%
\$35,000 - \$49,999	3.9%	3.9%	5.1%
\$50,000 - \$74,999	7.9%	7.9%	8.4%
\$75,000 - \$99,999	9.3%	8.3%	9.5%
\$100,000 - \$149,999	10.8%	12.8%	16.6%
\$150,000 - \$199,999	14.4%	13.8%	15.1%
\$200,000+	45.6%	44.0%	35.5%
Average Household Income	\$233,754	\$228,241	\$196,116
2024 Households by Income			
Household Income Base	4,603	18,918	66,596
<\$15,000	3.2%	3.2%	3.0%
\$15,000 - \$24,999	1.0%	1.7%	1.9%
\$25,000 - \$34,999	2.0%	2.2%	2.2%
\$35,000 - \$49,999	2.9%	3.1%	3.9%
\$50,000 - \$74,999	6.6%	7.0%	7.2%
\$75,000 - \$99,999	8.6%	8.0%	8.8%
\$100,000 - \$149,999	10.6%	12.6%	16.6%
\$150,000 - \$199,999	16.2%	15.1%	17.1%
\$200,000+	48.8%	47.1%	39.4%
Average Household Income	\$255,739	\$249,074	\$218,217
2019 Owner Occupied Housing Units by Value			
Total	2,502	12,393	43,443
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.0%	0.2%
\$400,000 - \$499,999	0.1%	0.3%	1.2%
\$500,000 - \$749,999	0.3%	1.1%	4.7%
\$750,000 - \$999,999	3.7%	8.3%	17.1%
\$1,000,000 +	20.4%	32.9%	40.6%
Average Home Value	\$1,833,313	\$1,664,656	\$1,417,043
2024 Owner Occupied Housing Units by Value			
Total	2,594	12,785	44,669
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.0%	0.1%
\$400,000 - \$499,999	0.1%	0.2%	0.8%
\$500,000 - \$749,999	0.3%	0.9%	3.8%
\$750,000 - \$999,999	4.7%	9.8%	19.6%
\$1,000,000 +	20.2%	32.1%	40.0%
Average Home Value	\$1,825,279	\$1,659,595	\$1,417,790

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.

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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2010 Population by Age			
Total	9,579	43,548	167,072
0 - 4	4.2%	4.8%	5.8%
5 - 9	6.0%	6.6%	6.8%
10 - 14	6.0%	6.9%	6.8%
15 - 24	9.2%	9.2%	10.5%
25 - 34	9.8%	7.6%	10.2%
35 - 44	14.5%	14.0%	15.1%
45 - 54	19.5%	18.5%	18.2%
55 - 64	14.4%	13.6%	12.2%
65 - 74	9.0%	9.2%	7.5%
75 - 84	4.9%	6.1%	4.8%
85 +	2.5%	3.3%	2.1%
18 +	79.4%	77.3%	76.4%
2019 Population by Age			
Total	10,070	45,910	174,622
0 - 4	3.7%	4.2%	5.0%
5 - 9	4.6%	5.2%	5.7%
10 - 14	5.6%	6.4%	6.8%
15 - 24	10.4%	10.9%	11.3%
25 - 34	9.9%	8.4%	10.5%
35 - 44	11.7%	10.2%	11.8%
45 - 54	15.7%	15.5%	15.6%
55 - 64	17.5%	16.6%	15.3%
65 - 74	12.2%	11.9%	10.0%
75 - 84	5.9%	7.0%	5.5%
85 +	2.7%	3.6%	2.5%
18 +	82.1%	80.0%	78.4%
2024 Population by Age			
Total	10,347	47,163	178,684
0 - 4	3.9%	4.4%	5.1%
5 - 9	4.6%	5.2%	5.5%
10 - 14	4.8%	5.6%	5.9%
15 - 24	9.1%	9.7%	10.8%
25 - 34	12.4%	10.6%	11.8%
35 - 44	11.9%	10.4%	11.9%
45 - 54	13.2%	13.1%	13.6%
55 - 64	16.8%	16.3%	15.1%
65 - 74	13.2%	12.9%	11.3%
75 - 84	7.2%	8.2%	6.5%
85 +	2.7%	3.7%	2.6%
18 +	83.4%	81.2%	79.8%
2010 Population by Sex			
Males	4,559	20,943	82,035
Females	5,022	22,604	85,037
2019 Population by Sex			
Males	4,820	22,182	85,786
Females	5,251	23,728	88,838
2024 Population by Sex			
Males	4,979	22,838	87,883
Females	5,367	24,325	90,801

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2010 Population by Race/Ethnicity			
Total	9,581	43,548	167,072
White Alone	86.9%	80.5%	69.5%
Black Alone	0.6%	0.8%	1.7%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	7.3%	12.4%	18.9%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.2%	1.5%	4.1%
Two or More Races	3.6%	4.2%	5.1%
Hispanic Origin	6.1%	7.1%	12.6%
Diversity Index	32.6	42.4	59.5
2019 Population by Race/Ethnicity			
Total	10,071	45,911	174,623
White Alone	83.2%	75.5%	63.7%
Black Alone	0.7%	0.8%	1.7%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	10.1%	16.6%	23.9%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.2%	1.6%	4.1%
Two or More Races	4.3%	5.0%	5.8%
Hispanic Origin	6.4%	7.3%	12.7%
Diversity Index	38.1	48.3	63.9
2024 Population by Race/Ethnicity			
Total	10,345	47,163	178,684
White Alone	80.7%	72.3%	60.2%
Black Alone	0.7%	0.8%	1.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	12.1%	19.4%	27.1%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.3%	1.6%	4.1%
Two or More Races	4.8%	5.5%	6.1%
Hispanic Origin	6.7%	7.5%	12.8%
Diversity Index	41.7	51.7	66.1
2010 Population by Relationship and Household Type			
Total	9,581	43,547	167,072
In Households	98.8%	98.7%	99.3%
In Family Households	75.3%	82.1%	84.6%
Householder	25.7%	27.1%	26.6%
Spouse	21.2%	22.7%	21.5%
Child	25.7%	28.7%	30.7%
Other relative	1.5%	2.3%	3.9%
Nonrelative	1.3%	1.3%	1.9%
In Nonfamily Households	23.5%	16.6%	14.6%
In Group Quarters	1.2%	1.3%	0.7%
Institutionalized Population	0.4%	0.9%	0.5%
Noninstitutionalized Population	0.8%	0.4%	0.3%

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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2019 Population 25+ by Educational Attainment			
Total	7,614	33,636	124,234
Less than 9th Grade	0.5%	1.0%	2.0%
9th - 12th Grade, No Diploma	1.2%	1.8%	2.5%
High School Graduate	6.7%	7.7%	10.1%
GED/Alternative Credential	0.5%	0.7%	1.2%
Some College, No Degree	12.3%	13.4%	15.8%
Associate Degree	6.1%	6.2%	6.8%
Bachelor's Degree	40.6%	36.0%	33.3%
Graduate/Professional Degree	32.1%	33.2%	28.4%
2019 Population 15+ by Marital Status			
Total	8,661	38,631	144,013
Never Married	27.1%	25.3%	27.1%
Married	56.4%	59.3%	59.1%
Widowed	3.2%	5.2%	4.7%
Divorced	13.3%	10.3%	9.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.2%	96.5%
Civilian Unemployed (Unemployment Rate)	4.1%	3.8%	3.5%
2019 Employed Population 16+ by Industry			
Total	5,457	23,233	91,793
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	6.8%	5.5%	5.4%
Manufacturing	13.2%	14.6%	16.5%
Wholesale Trade	2.5%	3.3%	2.4%
Retail Trade	6.1%	6.6%	8.0%
Transportation/Utilities	1.9%	1.3%	2.5%
Information	3.5%	5.3%	4.6%
Finance/Insurance/Real Estate	7.0%	8.1%	6.7%
Services	56.4%	52.7%	51.3%
Public Administration	2.2%	2.3%	2.3%
2019 Employed Population 16+ by Occupation			
Total	5,456	23,232	91,792
White Collar	90.2%	86.7%	79.9%
Management/Business/Financial	36.2%	32.1%	26.0%
Professional	33.4%	33.5%	32.9%
Sales	9.5%	11.7%	10.4%
Administrative Support	11.1%	9.3%	10.6%
Services	5.1%	7.2%	10.9%
Blue Collar	4.6%	6.1%	9.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	0.8%	1.9%	2.6%
Installation/Maintenance/Repair	1.4%	1.5%	2.3%
Production	0.6%	1.0%	2.4%
Transportation/Material Moving	1.9%	1.4%	1.8%
2010 Population By Urban/ Rural Status			
Total Population	9,581	43,547	167,072
Population Inside Urbanized Area	98.3%	98.0%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.7%	2.0%	1.7%

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2010 Households by Type			
Total	4,357	17,839	63,481
Households with 1 Person	35.2%	27.5%	23.1%
Households with 2+ People	64.8%	72.5%	76.9%
Family Households	56.9%	66.5%	70.1%
Husband-wife Families	47.0%	55.7%	56.6%
With Related Children	20.6%	25.3%	27.9%
Other Family (No Spouse Present)	9.9%	10.8%	13.5%
Other Family with Male Householder	3.1%	3.3%	4.3%
With Related Children	1.9%	1.9%	2.2%
Other Family with Female Householder	6.8%	7.5%	9.2%
With Related Children	4.2%	4.2%	5.0%
Nonfamily Households	7.9%	6.0%	6.7%
All Households with Children	26.8%	31.7%	35.4%
Multigenerational Households	1.2%	2.1%	3.4%
Unmarried Partner Households	5.5%	4.6%	5.2%
Male-female	4.8%	3.9%	4.6%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	4,358	17,838	63,481
1 Person Household	35.2%	27.5%	23.1%
2 Person Household	33.7%	34.3%	32.6%
3 Person Household	14.0%	16.2%	17.9%
4 Person Household	12.3%	15.1%	17.3%
5 Person Household	3.7%	5.1%	6.2%
6 Person Household	0.8%	1.3%	1.9%
7 + Person Household	0.3%	0.5%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,357	17,838	63,481
Owner Occupied	56.1%	67.6%	67.2%
Owned with a Mortgage/Loan	42.8%	51.2%	52.1%
Owned Free and Clear	13.3%	16.5%	15.1%
Renter Occupied	43.9%	32.4%	32.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,746	18,841	66,127
Housing Units Inside Urbanized Area	98.6%	97.9%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.4%	2.1%	1.9%

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.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Urban Chic (2A)	City Lights (8A)
3.	Trendsetters (3C)	Trendsetters (3C)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$24,742,587	\$98,265,430	\$302,773,526
Average Spent	\$5,495.91	\$5,309.92	\$4,632.40
Spending Potential Index	257	248	216
Education: Total \$	\$22,287,781	\$89,255,775	\$271,505,161
Average Spent	\$4,950.64	\$4,823.07	\$4,154.00
Spending Potential Index	311	303	261
Entertainment/Recreation: Total \$	\$37,607,792	\$152,025,735	\$462,303,594
Average Spent	\$8,353.57	\$8,214.94	\$7,073.19
Spending Potential Index	256	251	216
Food at Home: Total \$	\$56,057,648	\$224,374,872	\$695,848,374
Average Spent	\$12,451.72	\$12,124.44	\$10,646.39
Spending Potential Index	241	234	206
Food Away from Home: Total \$	\$42,360,657	\$167,763,235	\$513,642,580
Average Spent	\$9,409.30	\$9,065.34	\$7,858.67
Spending Potential Index	256	247	214
Health Care: Total \$	\$62,794,166	\$258,453,815	\$781,946,301
Average Spent	\$13,948.06	\$13,965.95	\$11,963.68
Spending Potential Index	235	235	202
HH Furnishings & Equipment: Total \$	\$24,247,390	\$98,208,665	\$296,659,181
Average Spent	\$5,385.92	\$5,306.86	\$4,538.85
Spending Potential Index	253	249	213
Personal Care Products & Services: Total \$	\$10,152,720	\$40,909,123	\$123,164,602
Average Spent	\$2,255.16	\$2,210.59	\$1,884.40
Spending Potential Index	254	249	213
Shelter: Total \$	\$227,082,648	\$899,323,542	\$2,779,997,038
Average Spent	\$50,440.39	\$48,596.32	\$42,533.61
Spending Potential Index	273	263	230
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,182,887	\$119,516,994	\$350,784,964
Average Spent	\$6,482.21	\$6,458.28	\$5,366.97
Spending Potential Index	261	260	216
Travel: Total \$	\$28,965,156	\$116,737,370	\$349,020,886
Average Spent	\$6,433.84	\$6,308.08	\$5,339.98
Spending Potential Index	287	281	238
Vehicle Maintenance & Repairs: Total \$	\$12,423,897	\$50,772,033	\$151,909,737
Average Spent	\$2,759.64	\$2,743.54	\$2,324.20
Spending Potential Index	241	240	203

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.