

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	521,444
2010 Total Population	22,012	235,668	549,132
2019 Total Population	23,717	255,450	594,033
2019 Group Quarters	275	4,654	13,560
2024 Total Population	25,722	271,419	624,762
2017-2022 Annual Rate	1.64%	1.22%	1.01%
2019 Total Daytime Population	33,014	262,105	734,005
Workers	22,193	145,865	453,147
Residents	10,821	116,240	280,858
Household Summary			
2000 Households	8,525	88,767	193,147
2000 Average Household Size	2.35	2.48	2.64
2010 Households	9,228	91,871	203,433
2010 Average Household Size	2.36	2.51	2.63
2019 Households	9,840	98,222	217,425
2019 Average Household Size	2.38	2.55	2.67
2024 Households	10,663	103,765	227,996
2024 Average Household Size	2.39	2.57	2.68
2017-2022 Annual Rate	1.62%	1.10%	0.95%
2010 Families	5,209	55,634	130,967
2010 Average Family Size	3.02	3.13	3.20
2019 Families	5,583	59,687	139,998
2019 Average Family Size	3.05	3.17	3.25
2024 Families	6,115	63,216	146,804
2024 Average Family Size	3.05	3.19	3.26
2017-2022 Annual Rate	1.84%	1.16%	0.95%
Housing Unit Summary			
2000 Housing Units	8,668	90,749	197,694
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	213,969
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%
2019 Housing Units	10,417	103,432	228,691
Owner Occupied Housing Units	43.1%	40.2%	46.2%
Renter Occupied Housing Units	51.3%	54.7%	48.9%
Vacant Housing Units	5.5%	5.0%	4.9%
2024 Housing Units	11,233	108,890	239,200
Owner Occupied Housing Units	41.6%	39.9%	45.9%
Renter Occupied Housing Units	53.3%	55.4%	49.4%
Vacant Housing Units	5.1%	4.7%	4.7%
Median Household Income			
2019	\$108,497	\$104,437	\$112,115
2024	\$129,501	\$122,158	\$130,613
Median Home Value			
2019	\$977,880	\$1,008,178	\$1,084,328
2024	\$998,729	\$1,018,518	\$1,075,249
Per Capita Income			
2019	\$61,633	\$53,232	\$54,677
2024	\$70,938	\$61,448	\$62,271
Median Age			
2010	37.8	35.3	36.1
2019	39.4	37.1	37.5
2024	39.6	37.5	38.0

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	9,840	98,222	217,425
<\$15,000	6.4%	7.0%	6.7%
\$15,000 - \$24,999	4.6%	4.6%	4.5%
\$25,000 - \$34,999	3.8%	4.7%	4.6%
\$35,000 - \$49,999	7.7%	7.9%	7.3%
\$50,000 - \$74,999	11.1%	12.0%	10.6%
\$75,000 - \$99,999	12.4%	11.5%	10.5%
\$100,000 - \$149,999	16.7%	18.2%	17.7%
\$150,000 - \$199,999	11.3%	12.5%	13.5%
\$200,000+	25.8%	21.7%	24.4%
Average Household Income	\$148,092	\$138,261	\$149,263
2024 Households by Income			
Household Income Base	10,663	103,765	227,996
<\$15,000	4.5%	5.0%	5.0%
\$15,000 - \$24,999	3.2%	3.3%	3.3%
\$25,000 - \$34,999	2.9%	3.6%	3.6%
\$35,000 - \$49,999	5.9%	6.2%	5.9%
\$50,000 - \$74,999	9.7%	10.4%	9.3%
\$75,000 - \$99,999	12.5%	11.1%	10.0%
\$100,000 - \$149,999	16.6%	19.4%	18.4%
\$150,000 - \$199,999	13.5%	15.2%	16.0%
\$200,000+	31.1%	25.9%	28.4%
Average Household Income	\$170,786	\$160,529	\$170,555
2019 Owner Occupied Housing Units by Value			
Total	4,493	41,591	105,493
<\$50,000	0.2%	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	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.1%	0.0%	0.0%
\$300,000 - \$399,999	1.3%	1.2%	1.0%
\$400,000 - \$499,999	3.5%	3.8%	3.2%
\$500,000 - \$749,999	15.6%	14.7%	13.2%
\$750,000 - \$999,999	32.1%	29.5%	24.9%
\$1,000,000 +	40.0%	38.8%	39.2%
Average Home Value	\$1,035,539	\$1,080,770	\$1,139,951
2024 Owner Occupied Housing Units by Value			
Total	4,672	43,450	109,743
<\$50,000	0.0%	0.0%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.6%	0.6%	0.5%
\$400,000 - \$499,999	2.3%	2.5%	2.2%
\$500,000 - \$749,999	13.5%	12.6%	12.0%
\$750,000 - \$999,999	33.7%	32.7%	28.6%
\$1,000,000 +	43.0%	40.1%	38.9%
Average Home Value	\$1,058,825	\$1,096,489	\$1,146,228

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	22,012	235,670	549,133
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%
2019 Population by Age			
Total	23,719	255,452	594,034
0 - 4	5.9%	6.2%	6.1%
5 - 9	5.8%	6.1%	6.2%
10 - 14	5.7%	6.1%	6.5%
15 - 24	10.2%	12.6%	12.9%
25 - 34	15.0%	15.5%	14.6%
35 - 44	15.9%	15.3%	14.6%
45 - 54	13.7%	13.5%	14.0%
55 - 64	12.8%	11.8%	11.9%
65 - 74	7.9%	7.3%	7.5%
75 - 84	3.8%	3.6%	3.9%
85 +	3.3%	1.9%	1.9%
18 +	79.7%	78.2%	77.7%
2024 Population by Age			
Total	25,721	271,421	624,761
0 - 4	6.0%	6.2%	6.1%
5 - 9	5.4%	5.6%	5.8%
10 - 14	5.3%	5.5%	5.8%
15 - 24	10.5%	12.8%	13.0%
25 - 34	15.9%	16.1%	15.0%
35 - 44	15.0%	14.7%	14.2%
45 - 54	13.4%	13.0%	13.3%
55 - 64	12.0%	11.5%	11.8%
65 - 74	9.2%	8.3%	8.5%
75 - 84	4.5%	4.3%	4.6%
85 +	2.7%	1.8%	1.9%
18 +	80.4%	79.4%	78.9%
2010 Population by Sex			
Males	10,774	117,838	276,507
Females	11,238	117,830	272,625
2019 Population by Sex			
Males	11,621	127,831	298,920
Females	12,096	127,620	295,113
2024 Population by Sex			
Males	12,551	135,649	314,039
Females	13,171	135,770	310,723

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2010 Population by Race/Ethnicity			
Total	22,012	235,668	549,132
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%	11.2%
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
2019 Population by Race/Ethnicity			
Total	23,718	255,450	594,034
White Alone	55.0%	49.6%	46.4%
Black Alone	3.7%	3.7%	3.0%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	23.9%	28.1%	32.9%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	10.0%	11.4%	11.1%
Two or More Races	6.1%	6.1%	5.6%
Hispanic Origin	24.1%	26.0%	24.9%
Diversity Index	77.1	79.9	79.7
2024 Population by Race/Ethnicity			
Total	25,722	271,418	624,761
White Alone	51.4%	46.2%	43.2%
Black Alone	3.7%	3.6%	3.0%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	27.2%	31.1%	36.0%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	10.0%	11.5%	11.0%
Two or More Races	6.3%	6.3%	5.8%
Hispanic Origin	24.1%	26.3%	24.9%
Diversity Index	78.5	80.9	80.2
2010 Population by Relationship and Household Type			
Total	22,012	235,668	549,132
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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2019 Population 25+ by Educational Attainment			
Total	17,164	176,036	405,965
Less than 9th Grade	4.4%	4.6%	5.2%
9th - 12th Grade, No Diploma	4.6%	4.5%	4.5%
High School Graduate	12.6%	12.9%	12.8%
GED/Alternative Credential	1.5%	1.9%	1.6%
Some College, No Degree	17.2%	16.0%	15.3%
Associate Degree	8.3%	6.9%	6.5%
Bachelor's Degree	29.5%	30.3%	29.5%
Graduate/Professional Degree	21.8%	23.0%	24.6%
2019 Population 15+ by Marital Status			
Total	19,589	208,210	482,437
Never Married	34.8%	36.7%	35.5%
Married	47.6%	49.8%	51.8%
Widowed	5.8%	4.0%	4.1%
Divorced	11.7%	9.4%	8.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.1%	95.9%
Civilian Unemployed (Unemployment Rate)	3.5%	3.9%	4.1%
2019 Employed Population 16+ by Industry			
Total	13,190	142,579	319,395
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	4.9%	5.8%	5.8%
Manufacturing	12.8%	14.2%	15.4%
Wholesale Trade	1.4%	2.1%	2.0%
Retail Trade	10.3%	8.5%	8.3%
Transportation/Utilities	3.5%	3.3%	3.0%
Information	3.7%	4.4%	4.4%
Finance/Insurance/Real Estate	4.7%	4.8%	5.0%
Services	54.6%	53.9%	53.2%
Public Administration	3.9%	2.7%	2.6%
2019 Employed Population 16+ by Occupation			
Total	13,190	142,579	319,395
White Collar	71.9%	72.1%	72.4%
Management/Business/Financial	18.9%	19.3%	19.6%
Professional	30.6%	32.6%	33.3%
Sales	11.0%	9.3%	9.3%
Administrative Support	11.4%	10.9%	10.2%
Services	17.9%	16.0%	15.3%
Blue Collar	10.2%	11.9%	12.3%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	2.7%	3.5%	3.6%
Installation/Maintenance/Repair	1.8%	2.3%	2.2%
Production	1.8%	3.1%	3.3%
Transportation/Material Moving	3.9%	2.8%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	22,012	235,668	549,132
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	203,433
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%	2.5%
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	203,432
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	203,433
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	213,969
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)
2019 Consumer Spending			
Apparel & Services: Total \$	\$36,194,976	\$339,617,045	\$803,132,803
Average Spent	\$3,678.35	\$3,457.65	\$3,693.84
Spending Potential Index	172	161	172
Education: Total \$	\$28,334,095	\$272,106,002	\$658,640,258
Average Spent	\$2,879.48	\$2,770.32	\$3,029.28
Spending Potential Index	181	174	190
Entertainment/Recreation: Total \$	\$52,306,219	\$485,244,338	\$1,162,138,339
Average Spent	\$5,315.67	\$4,940.28	\$5,345.01
Spending Potential Index	163	151	163
Food at Home: Total \$	\$84,014,231	\$784,567,306	\$1,851,515,220
Average Spent	\$8,538.03	\$7,987.69	\$8,515.65
Spending Potential Index	165	154	165
Food Away from Home: Total \$	\$61,967,693	\$577,298,052	\$1,365,257,344
Average Spent	\$6,297.53	\$5,877.48	\$6,279.21
Spending Potential Index	171	160	171
Health Care: Total \$	\$88,353,036	\$805,410,923	\$1,938,594,071
Average Spent	\$8,978.97	\$8,199.90	\$8,916.15
Spending Potential Index	151	138	150
HH Furnishings & Equipment: Total \$	\$33,796,810	\$312,270,790	\$751,180,794
Average Spent	\$3,434.64	\$3,179.23	\$3,454.90
Spending Potential Index	161	149	162
Personal Care Products & Services: Total \$	\$14,400,998	\$132,189,709	\$316,135,335
Average Spent	\$1,463.52	\$1,345.83	\$1,454.00
Spending Potential Index	165	152	164
Shelter: Total \$	\$328,130,286	\$3,099,615,276	\$7,314,625,923
Average Spent	\$33,346.57	\$31,557.24	\$33,642.06
Spending Potential Index	180	171	182
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$37,990,316	\$345,500,970	\$837,128,149
Average Spent	\$3,860.80	\$3,517.55	\$3,850.19
Spending Potential Index	156	142	155
Travel: Total \$	\$38,133,726	\$355,393,377	\$858,333,992
Average Spent	\$3,875.38	\$3,618.27	\$3,947.72
Spending Potential Index	173	161	176
Vehicle Maintenance & Repairs: Total \$	\$17,598,439	\$159,962,939	\$384,958,298
Average Spent	\$1,788.46	\$1,628.59	\$1,770.53
Spending Potential Index	156	142	155

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.