



Demographic and Income Profile

Santana Row
Ring: 1 mile radius

Prepared by Esri
Latitude: 37.32092
Longitude: -121.94827

Summary	Census 2010	2016	2021
Population	22,129	23,878	25,624
Households	9,276	9,906	10,595
Families	5,255	5,630	6,030
Average Household Size	2.35	2.38	2.39
Owner Occupied Housing Units	4,336	4,435	4,668
Renter Occupied Housing Units	4,940	5,471	5,927
Median Age	37.9	38.9	39.3
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.42%	0.87%	0.84%
Households	1.35%	0.79%	0.79%
Families	1.38%	0.79%	0.72%
Owner HHs	1.03%	0.69%	0.73%
Median Household Income	2.70%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	1,020	10.3%	1,074	10.1%
\$15,000 - \$24,999	640	6.5%	612	5.8%
\$25,000 - \$34,999	672	6.8%	649	6.1%
\$35,000 - \$49,999	1,036	10.5%	974	9.2%
\$50,000 - \$74,999	1,479	14.9%	1,223	11.5%
\$75,000 - \$99,999	1,226	12.4%	1,342	12.7%
\$100,000 - \$149,999	1,622	16.4%	2,038	19.2%
\$150,000 - \$199,999	1,110	11.2%	1,377	13.0%
\$200,000+	1,101	11.1%	1,306	12.3%
Median Household Income	\$76,665		\$87,592	
Average Household Income	\$103,539		\$113,974	
Per Capita Income	\$43,499		\$47,631	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,460	6.6%	1,472	6.2%	1,570	6.1%
5 - 9	1,179	5.3%	1,426	6.0%	1,430	5.6%
10 - 14	980	4.4%	1,250	5.2%	1,376	5.4%
15 - 19	965	4.4%	1,037	4.3%	1,122	4.4%
20 - 24	1,419	6.4%	1,302	5.5%	1,306	5.1%
25 - 34	4,025	18.2%	3,886	16.3%	4,192	16.4%
35 - 44	3,444	15.6%	3,853	16.1%	4,083	15.9%
45 - 54	3,290	14.9%	3,338	14.0%	3,452	13.5%
55 - 64	2,383	10.8%	2,898	12.1%	3,093	12.1%
65 - 74	1,101	5.0%	1,618	6.8%	2,107	8.2%
75 - 84	1,046	4.7%	950	4.0%	1,095	4.3%
85+	835	3.8%	850	3.6%	798	3.1%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,398	60.5%	13,639	57.1%	13,834	54.0%
Black Alone	806	3.6%	877	3.7%	943	3.7%
American Indian Alone	213	1.0%	211	0.9%	221	0.9%
Asian Alone	4,129	18.7%	5,158	21.6%	6,230	24.3%
Pacific Islander Alone	116	0.5%	121	0.5%	129	0.5%
Some Other Race Alone	2,244	10.1%	2,448	10.3%	2,658	10.4%
Two or More Races	1,222	5.5%	1,424	6.0%	1,610	6.3%
Hispanic Origin (Any Race)	5,477	24.8%	5,954	24.9%	6,512	25.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

August 17, 2016

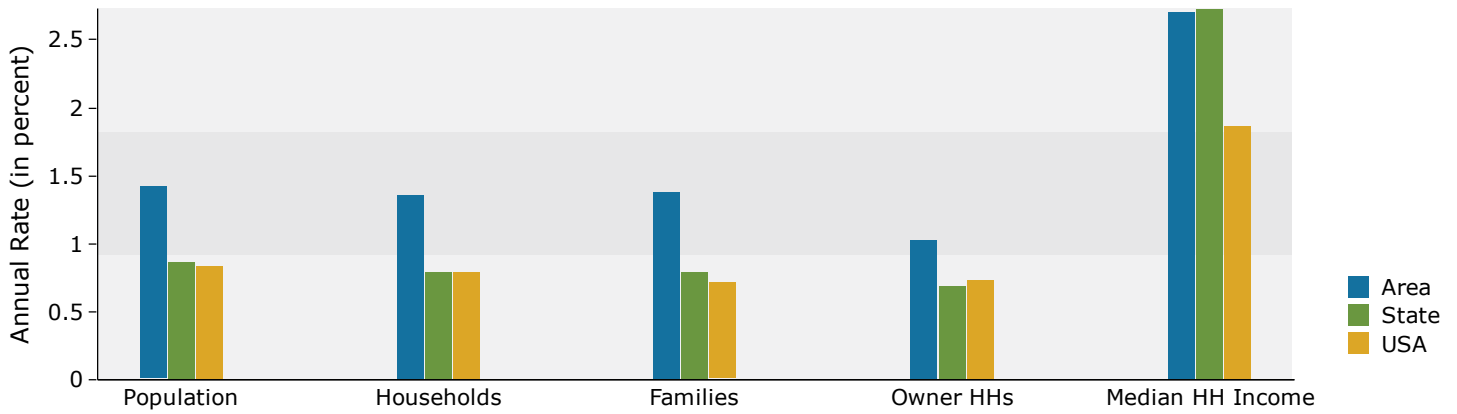


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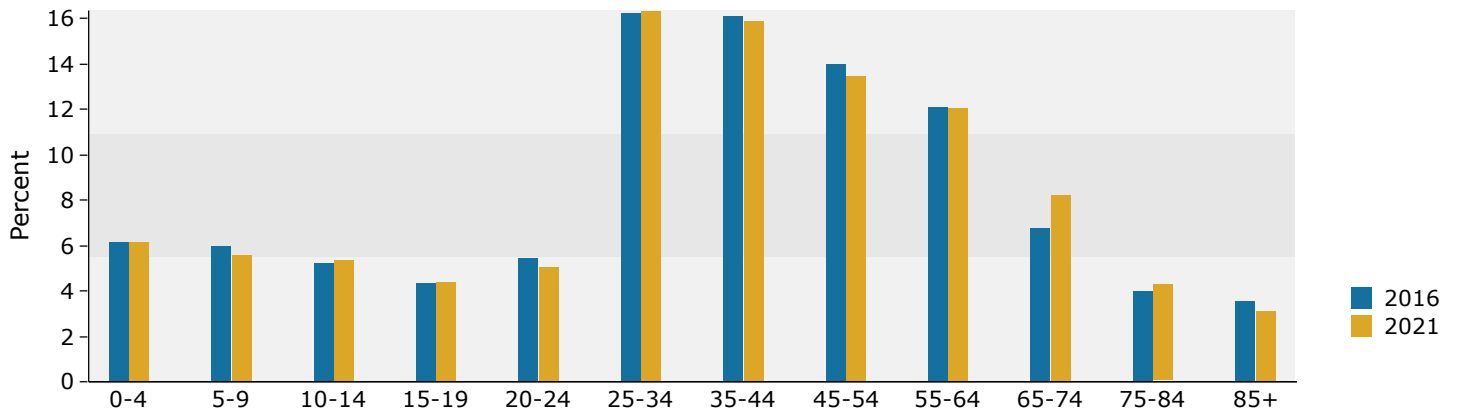
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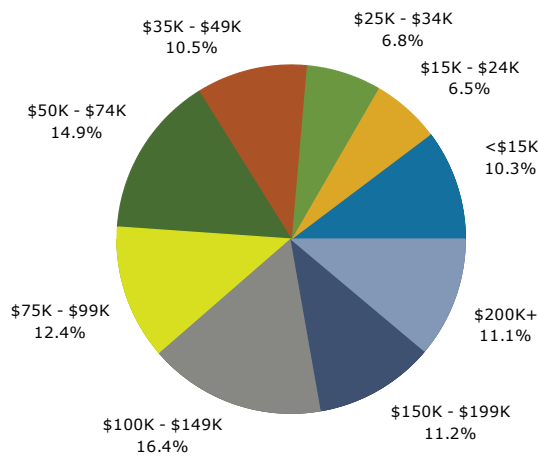
Trends 2016-2021



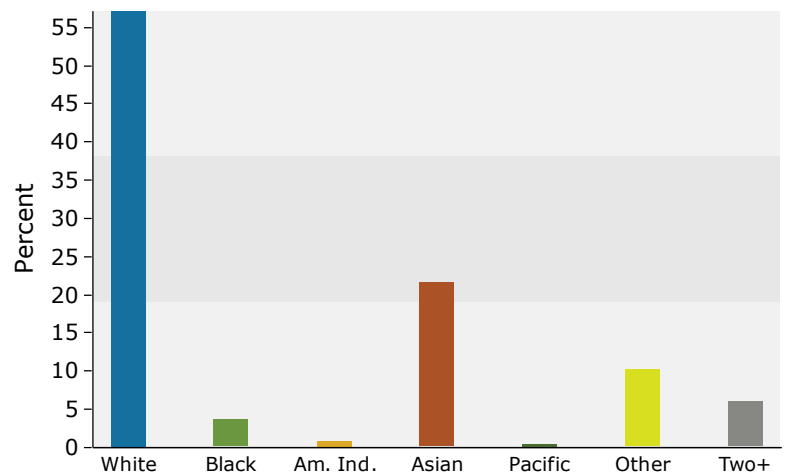
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 24.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



Demographic and Income Profile

Santana Row
Ring: 3 mile radius

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Summary	Census 2010	2016	2021
Population	236,410	252,131	268,911
Households	91,854	96,931	103,138
Families	55,682	58,816	62,609
Average Household Size	2.52	2.55	2.56
Owner Occupied Housing Units	40,037	40,482	42,549
Renter Occupied Housing Units	51,817	56,449	60,589
Median Age	35.3	36.4	36.9
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.30%	0.87%	0.84%
Households	1.25%	0.79%	0.79%
Families	1.26%	0.79%	0.72%
Owner HHs	1.00%	0.69%	0.73%
Median Household Income	2.26%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	8,974	9.3%	9,440	9.2%
\$15,000 - \$24,999	6,626	6.8%	6,394	6.2%
\$25,000 - \$34,999	6,961	7.2%	6,741	6.5%
\$35,000 - \$49,999	9,978	10.3%	9,251	9.0%
\$50,000 - \$74,999	14,265	14.7%	12,458	12.1%
\$75,000 - \$99,999	12,627	13.0%	13,559	13.1%
\$100,000 - \$149,999	16,988	17.5%	20,671	20.0%
\$150,000 - \$199,999	9,079	9.4%	11,251	10.9%
\$200,000+	11,434	11.8%	13,372	13.0%
Median Household Income	\$77,549		\$86,717	
Average Household Income	\$104,371		\$114,111	
Per Capita Income	\$40,831		\$44,421	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,028	7.2%	16,513	6.5%	17,345	6.5%
5 - 9	14,315	6.1%	16,185	6.4%	15,483	5.8%
10 - 14	11,923	5.0%	14,824	5.9%	15,350	5.7%
15 - 19	13,313	5.6%	14,301	5.7%	15,283	5.7%
20 - 24	17,571	7.4%	17,406	6.9%	17,775	6.6%
25 - 34	43,005	18.2%	41,187	16.3%	45,060	16.8%
35 - 44	37,739	16.0%	39,499	15.7%	40,866	15.2%
45 - 54	33,752	14.3%	34,692	13.8%	35,475	13.2%
55 - 64	23,116	9.8%	28,260	11.2%	31,176	11.6%
65 - 74	11,935	5.0%	16,048	6.4%	20,249	7.5%
75 - 84	8,322	3.5%	8,504	3.4%	9,993	3.7%
85+	4,393	1.9%	4,712	1.9%	4,855	1.8%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	129,540	54.8%	129,533	51.4%	130,158	48.4%
Black Alone	8,669	3.7%	9,417	3.7%	10,076	3.7%
American Indian Alone	1,902	0.8%	1,886	0.7%	1,946	0.7%
Asian Alone	54,067	22.9%	64,738	25.7%	75,979	28.3%
Pacific Islander Alone	1,156	0.5%	1,197	0.5%	1,269	0.5%
Some Other Race Alone	27,848	11.8%	30,244	12.0%	32,613	12.1%
Two or More Races	13,228	5.6%	15,116	6.0%	16,870	6.3%
Hispanic Origin (Any Race)	63,303	26.8%	68,418	27.1%	74,219	27.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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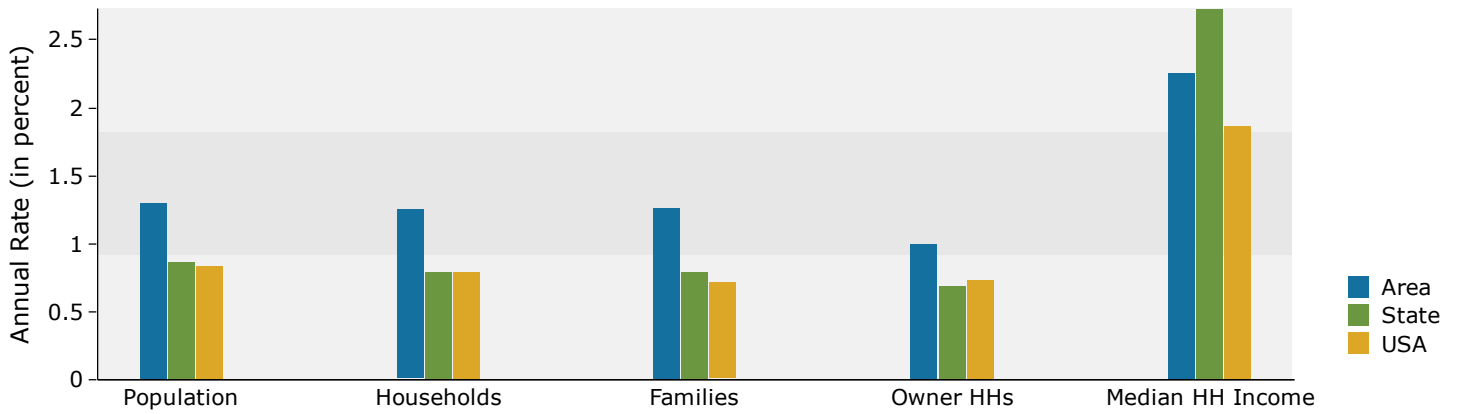


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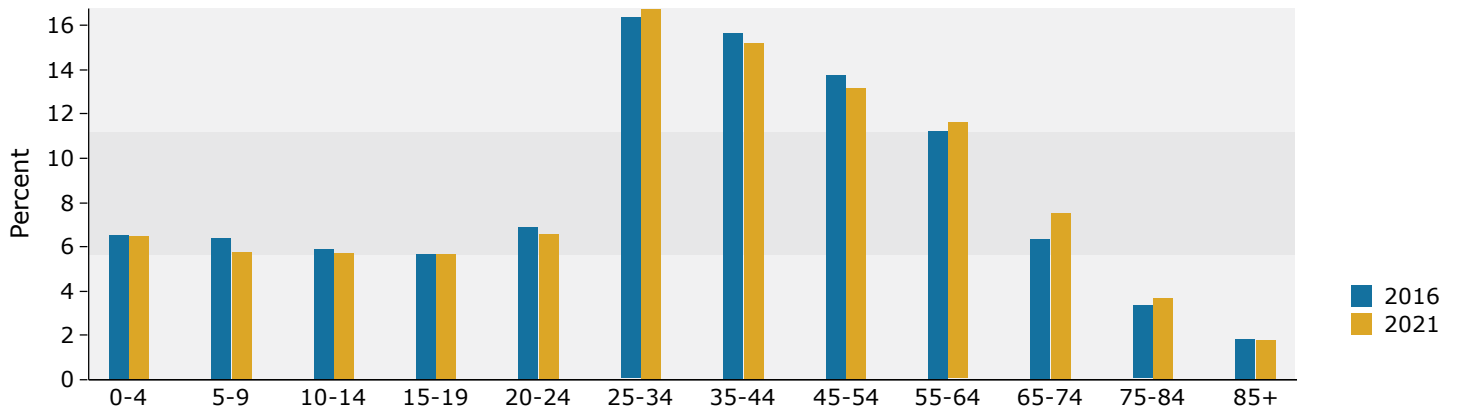
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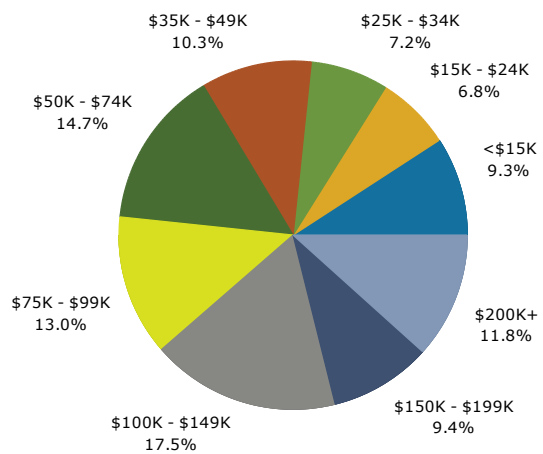
Trends 2016-2021



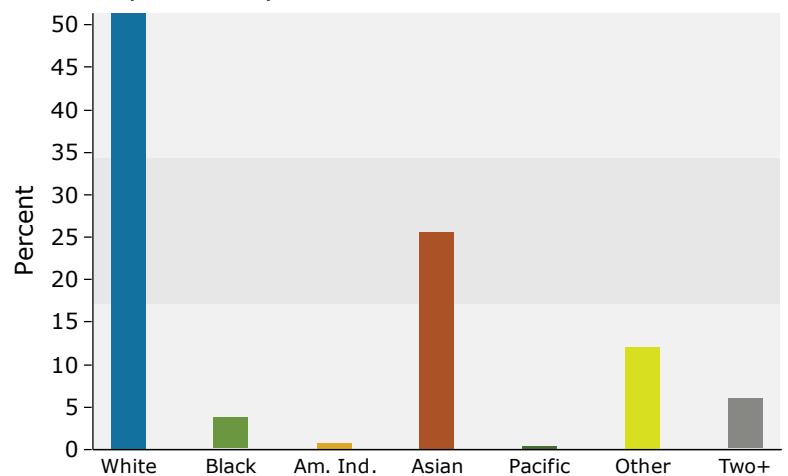
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 27.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

August 17, 2016



Demographic and Income Profile

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Summary	Census 2010	2016	2021
Population	549,357	585,573	623,399
Households	203,577	214,765	228,197
Families	131,002	138,125	146,705
Average Household Size	2.63	2.66	2.67
Owner Occupied Housing Units	102,212	103,588	108,871
Renter Occupied Housing Units	101,365	111,177	119,325
Median Age	36.0	36.9	37.5
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.26%	0.87%	0.84%
Households	1.22%	0.79%	0.79%
Families	1.21%	0.79%	0.72%
Owner HHs	1.00%	0.69%	0.73%
Median Household Income	2.51%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	18,412	8.6%	19,312	8.5%
\$15,000 - \$24,999	13,850	6.4%	13,119	5.7%
\$25,000 - \$34,999	13,885	6.5%	13,254	5.8%
\$35,000 - \$49,999	19,920	9.3%	18,400	8.1%
\$50,000 - \$74,999	28,988	13.5%	25,029	11.0%
\$75,000 - \$99,999	26,758	12.5%	28,600	12.5%
\$100,000 - \$149,999	39,625	18.5%	47,720	20.9%
\$150,000 - \$199,999	22,599	10.5%	27,657	12.1%
\$200,000+	30,729	14.3%	35,106	15.4%
Median Household Income	\$84,866		\$96,056	
Average Household Income	\$115,357		\$125,276	
Per Capita Income	\$42,973		\$46,476	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	38,597	7.0%	37,427	6.4%	39,077	6.3%
5 - 9	35,641	6.5%	38,622	6.6%	36,891	5.9%
10 - 14	30,669	5.6%	37,006	6.3%	37,775	6.1%
15 - 19	32,615	5.9%	34,874	6.0%	37,477	6.0%
20 - 24	38,538	7.0%	39,655	6.8%	40,461	6.5%
25 - 34	89,441	16.3%	88,068	15.0%	97,368	15.6%
35 - 44	88,566	16.1%	89,119	15.2%	90,425	14.5%
45 - 54	80,772	14.7%	83,171	14.2%	84,941	13.6%
55 - 64	54,541	9.9%	66,236	11.3%	73,918	11.9%
65 - 74	30,228	5.5%	39,251	6.7%	48,585	7.8%
75 - 84	20,228	3.7%	21,612	3.7%	25,211	4.0%
85+	9,521	1.7%	10,529	1.8%	11,271	1.8%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	285,382	51.9%	283,895	48.5%	283,990	45.6%
Black Alone	16,532	3.0%	17,892	3.1%	19,027	3.1%
American Indian Alone	4,241	0.8%	4,187	0.7%	4,302	0.7%
Asian Alone	150,703	27.4%	178,192	30.4%	206,245	33.1%
Pacific Islander Alone	2,223	0.4%	2,289	0.4%	2,402	0.4%
Some Other Race Alone	61,859	11.3%	66,749	11.4%	71,472	11.5%
Two or More Races	28,417	5.2%	32,370	5.5%	35,961	5.8%
Hispanic Origin (Any Race)	140,065	25.5%	150,718	25.7%	162,595	26.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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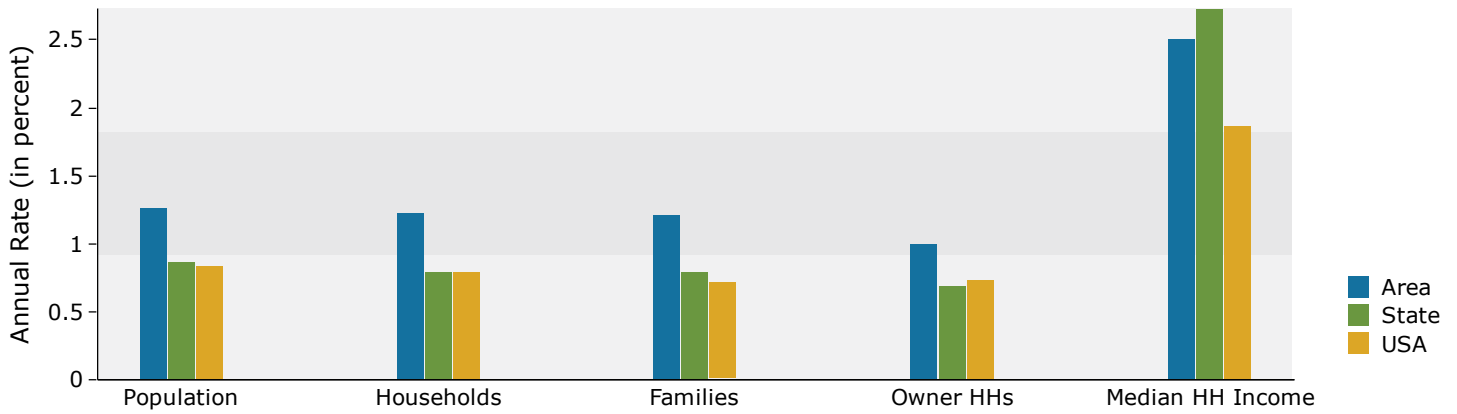


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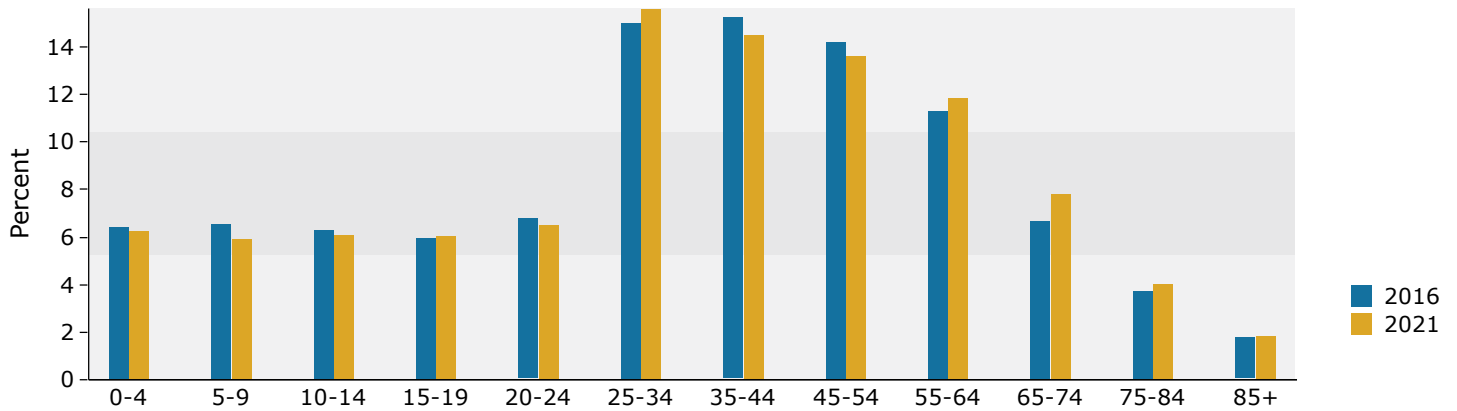
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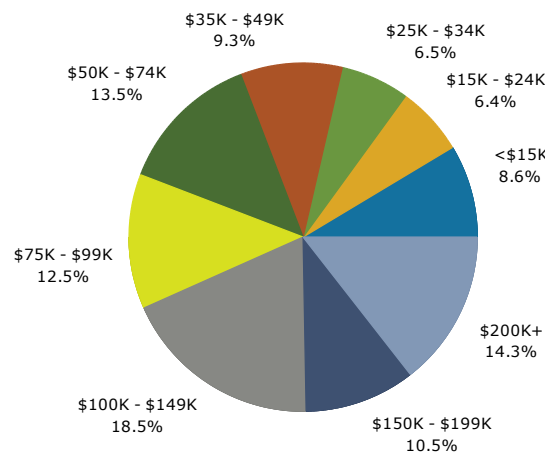
Trends 2016-2021



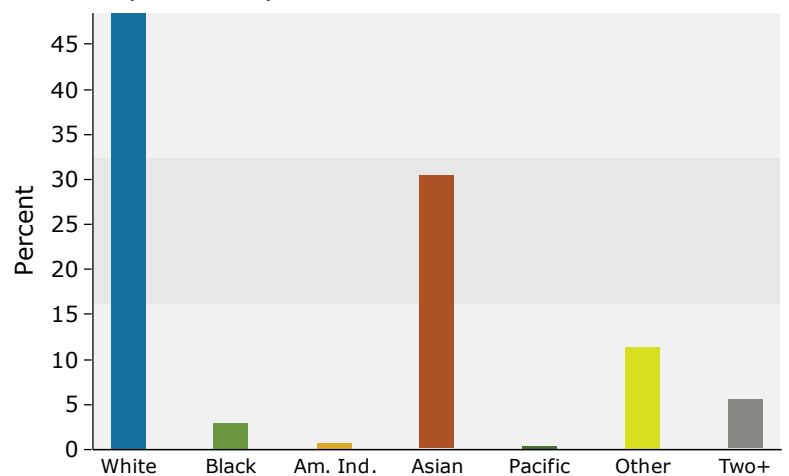
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 25.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.