

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,243	64,402	139,213
2020 Total Population	12,450	72,524	159,001
2020 Group Quarters	19	111	582
2024 Total Population	12,612	74,364	160,955
2024 Group Quarters	18	110	563
2029 Total Population	12,813	76,586	164,107
2024-2029 Annual Rate	0.32%	0.59%	0.39%
2024 Total Daytime Population	30,118	99,667	170,217
Workers	23,963	63,565	89,321
Residents	6,155	36,102	80,896
Household Summary			
2010 Households	4,768	24,059	49,413
2010 Average Household Size	2.35	2.67	2.81
2020 Total Households	4,961	25,831	54,472
2020 Average Household Size	2.51	2.80	2.91
2024 Households	4,968	26,189	54,723
2024 Average Household Size	2.54	2.84	2.93
2029 Households	4,983	26,630	55,234
2029 Average Household Size	2.57	2.87	2.96
2024-2029 Annual Rate	0.06%	0.33%	0.19%
2010 Families	3,082	17,877	38,203
2010 Average Family Size	2.92	3.12	3.21
2024 Families	3,403	20,005	42,889
2024 Average Family Size	3.09	3.27	3.34
2029 Families	3,426	20,352	43,300
2029 Average Family Size	3.12	3.31	3.37
2024-2029 Annual Rate	0.13%	0.34%	0.19%
Housing Unit Summary			
2000 Housing Units	4,673	21,741	40,935
Owner Occupied Housing Units	69.2%	74.5%	77.3%
Renter Occupied Housing Units	27.3%	22.3%	20.2%
Vacant Housing Units	3.5%	3.2%	2.6%
2010 Housing Units	5,072	24,938	51,147
Owner Occupied Housing Units	62.5%	72.5%	74.3%
Renter Occupied Housing Units	31.5%	24.0%	22.3%
Vacant Housing Units	6.0%	3.5%	3.4%
2020 Housing Units	5,102	26,534	56,071
Owner Occupied Housing Units	64.0%	71.4%	72.1%
Renter Occupied Housing Units	33.2%	26.0%	25.0%
Vacant Housing Units	2.8%	2.6%	2.9%
2024 Housing Units	5,128	26,979	56,583
Owner Occupied Housing Units	64.8%	71.9%	72.2%
Renter Occupied Housing Units	32.0%	25.2%	24.5%
Vacant Housing Units	3.1%	2.9%	3.3%
2029 Housing Units	5,183	27,494	57,274
Owner Occupied Housing Units	64.8%	71.2%	71.9%
Renter Occupied Housing Units	31.4%	25.7%	24.5%
Vacant Housing Units	3.9%	3.1%	3.6%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,968	26,189	54,723
<\$15,000	3.0%	3.9%	4.5%
\$15,000 - \$24,999	0.9%	1.5%	1.7%
\$25,000 - \$34,999	2.2%	2.2%	1.6%
\$35,000 - \$49,999	4.3%	3.2%	3.0%
\$50,000 - \$74,999	6.5%	4.2%	4.5%
\$75,000 - \$99,999	7.9%	6.7%	6.4%
\$100,000 - \$149,999	20.2%	15.1%	13.1%
\$150,000 - \$199,999	18.9%	14.1%	12.3%
\$200,000+	36.2%	49.1%	52.9%
Average Household Income	\$209,523	\$250,359	\$256,743
2029 Households by Income			
Household Income Base	4,983	26,630	55,234
<\$15,000	2.5%	3.2%	3.7%
\$15,000 - \$24,999	0.6%	1.0%	1.1%
\$25,000 - \$34,999	1.6%	1.6%	1.2%
\$35,000 - \$49,999	3.0%	2.2%	2.1%
\$50,000 - \$74,999	4.9%	3.2%	3.4%
\$75,000 - \$99,999	6.8%	5.6%	5.2%
\$100,000 - \$149,999	19.1%	13.6%	11.8%
\$150,000 - \$199,999	20.3%	14.6%	12.8%
\$200,000+	41.2%	54.9%	58.7%
Average Household Income	\$235,860	\$280,946	\$286,792
2024 Owner Occupied Housing Units by Value			
Total	3,325	19,392	40,860
<\$50,000	0.0%	0.3%	0.3%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.1%	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%	0.0%
\$400,000 - \$499,999	0.3%	0.2%	0.1%
\$500,000 - \$749,999	4.7%	2.7%	2.3%
\$750,000 - \$999,999	24.2%	18.1%	15.8%
\$1,000,000 - \$1,499,999	43.2%	37.9%	34.2%
\$1,500,000 - \$1,999,999	22.9%	24.7%	26.8%
\$2,000,000 +	4.2%	15.7%	20.2%
Average Home Value	\$1,279,811	\$1,437,536	\$1,505,608
2029 Owner Occupied Housing Units by Value			
Total	3,358	19,570	41,197
<\$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%	0.0%
\$400,000 - \$499,999	0.0%	0.0%	0.0%
\$500,000 - \$749,999	0.8%	0.4%	0.4%
\$750,000 - \$999,999	11.2%	7.7%	7.2%
\$1,000,000 - \$1,499,999	45.7%	35.5%	31.1%
\$1,500,000 - \$1,999,999	34.0%	33.6%	34.1%
\$2,000,000 +	8.2%	22.8%	27.2%
Average Home Value	\$1,455,204	\$1,614,058	\$1,662,149

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Crow Canyon Commons
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.77762
Longitude: -121.96947

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$160,271	\$195,711	\$200,001
2029	\$174,071	\$200,001	\$200,001
Median Home Value			
2024	\$1,235,724	\$1,374,201	\$1,456,863
2029	\$1,415,309	\$1,594,906	\$1,664,982
Per Capita Income			
2024	\$80,881	\$88,489	\$87,528
2029	\$89,799	\$98,063	\$96,823
Median Age			
2010	40.9	40.5	39.7
2020	41.7	41.9	41.7
2024	42.8	42.7	42.4
2029	44.4	44.1	43.6
2020 Population by Age			
Total	12,450	72,524	159,001
0 - 4	5.0%	4.7%	4.6%
5 - 9	6.0%	7.0%	6.9%
10 - 14	7.7%	8.5%	8.9%
15 - 24	10.5%	12.0%	12.8%
25 - 34	10.9%	8.3%	7.8%
35 - 44	15.0%	14.4%	14.2%
45 - 54	14.7%	16.3%	17.2%
55 - 64	13.3%	13.6%	13.1%
65 - 74	10.0%	9.4%	8.7%
75 - 84	5.3%	4.6%	4.3%
85 +	1.8%	1.3%	1.4%
18 +	77.4%	74.8%	74.1%
2024 Population by Age			
Total	12,613	74,364	160,955
0 - 4	4.9%	4.7%	4.5%
5 - 9	5.9%	6.4%	6.3%
10 - 14	6.1%	7.5%	8.0%
15 - 24	12.0%	12.7%	13.5%
25 - 34	9.8%	8.3%	8.0%
35 - 44	14.7%	14.3%	14.0%
45 - 54	15.5%	16.5%	17.3%
55 - 64	12.7%	13.1%	12.8%
65 - 74	10.1%	9.5%	8.8%
75 - 84	6.4%	5.6%	5.2%
85 +	2.0%	1.5%	1.6%
18 +	79.0%	76.9%	76.2%
2029 Population by Age			
Total	12,812	76,585	164,107
0 - 4	4.6%	4.5%	4.4%
5 - 9	5.4%	5.6%	5.6%
10 - 14	6.1%	6.9%	7.3%
15 - 24	11.7%	12.0%	12.6%
25 - 34	10.4%	9.9%	9.8%
35 - 44	12.6%	12.2%	12.3%
45 - 54	15.2%	16.1%	16.8%
55 - 64	13.4%	13.7%	13.3%
65 - 74	10.9%	10.4%	9.8%
75 - 84	7.3%	6.7%	6.2%
85 +	2.3%	2.0%	2.0%
18 +	80.4%	78.7%	78.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	6,013	35,466	77,802
Females	6,437	37,058	81,199
2024 Population by Sex			
Males	6,209	37,005	80,069
Females	6,403	37,359	80,886
2029 Population by Sex			
Males	6,285	37,900	81,085
Females	6,528	38,686	83,022
2010 Population by Race/Ethnicity			
Total	11,243	64,402	139,212
White Alone	73.2%	69.7%	65.1%
Black Alone	2.2%	2.1%	2.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	16.7%	21.2%	25.2%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	2.3%	1.8%	2.1%
Two or More Races	5.1%	4.6%	4.9%
Hispanic Origin	9.0%	8.3%	8.4%
Diversity Index	52.6	54.7	58.4
2020 Population by Race/Ethnicity			
Total	12,450	72,524	159,001
White Alone	55.9%	50.6%	46.7%
Black Alone	2.0%	1.9%	2.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	27.2%	34.4%	38.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.7%	2.4%	2.6%
Two or More Races	11.6%	10.2%	9.9%
Hispanic Origin	10.5%	9.2%	9.1%
Diversity Index	67.4	67.9	68.7
2024 Population by Race/Ethnicity			
Total	12,611	74,365	160,955
White Alone	52.4%	47.5%	43.6%
Black Alone	2.0%	1.9%	2.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	30.1%	37.1%	40.9%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.8%	2.5%	2.7%
Two or More Races	12.1%	10.6%	10.2%
Hispanic Origin	11.1%	9.6%	9.4%
Diversity Index	69.4	69.0	69.4
2029 Population by Race/Ethnicity			
Total	12,811	76,585	164,107
White Alone	49.4%	44.5%	40.9%
Black Alone	2.0%	1.9%	2.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	32.4%	39.4%	43.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.0%	2.7%	2.9%
Two or More Races	12.7%	11.0%	10.5%
Hispanic Origin	11.8%	10.1%	9.9%
Diversity Index	71.0	70.0	70.0

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	12,450	72,524	159,001
In Households	99.8%	99.8%	99.6%
Householder	39.0%	35.7%	34.4%
Opposite-Sex Spouse	22.2%	23.3%	23.2%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.1%	1.4%	1.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.5%	32.7%	33.6%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.6%	0.5%	0.5%
Grandchild	0.7%	0.8%	0.8%
Brother or Sister	0.7%	0.6%	0.5%
Parent	1.1%	1.2%	1.4%
Parent-in-law	0.5%	0.6%	0.7%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.3%
Other Relatives	0.5%	0.5%	0.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.1%	1.6%	1.6%
In Group Quarters	0.2%	0.2%	0.4%
Institutionalized	0.1%	0.0%	0.1%
Noninstitutionalized	0.1%	0.1%	0.2%
2024 Population 25+ by Educational Attainment			
Total	8,961	51,124	108,943
Less than 9th Grade	0.8%	1.0%	1.1%
9th - 12th Grade, No Diploma	1.4%	1.2%	1.2%
High School Graduate	7.3%	7.1%	7.8%
GED/Alternative Credential	0.5%	0.5%	0.7%
Some College, No Degree	12.9%	10.7%	10.0%
Associate Degree	9.3%	6.3%	6.1%
Bachelor's Degree	42.9%	42.3%	41.7%
Graduate/Professional Degree	25.0%	30.9%	31.4%
2024 Population 15+ by Marital Status			
Total	10,481	60,580	130,715
Never Married	24.0%	24.2%	25.1%
Married	62.8%	64.2%	63.9%
Widowed	3.1%	3.9%	4.2%
Divorced	10.1%	7.6%	6.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,843	40,255	84,728
Population 16+ Employed	95.8%	96.4%	95.7%
Population 16+ Unemployment rate	4.2%	3.6%	4.3%
Population 16-24 Employed	10.3%	10.9%	10.5%
Population 16-24 Unemployment rate	9.9%	8.9%	10.8%
Population 25-54 Employed	64.3%	62.3%	63.8%
Population 25-54 Unemployment rate	2.9%	2.6%	3.2%
Population 55-64 Employed	17.5%	18.4%	18.1%
Population 55-64 Unemployment rate	3.9%	3.3%	4.0%
Population 65+ Employed	7.8%	8.4%	7.6%
Population 65+ Unemployment rate	7.2%	5.1%	4.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	6,558	38,793	81,094
Agriculture/Mining	0.3%	0.5%	0.4%
Construction	4.8%	4.4%	4.4%
Manufacturing	10.9%	10.7%	10.3%
Wholesale Trade	2.0%	1.7%	1.8%
Retail Trade	8.7%	8.0%	8.4%
Transportation/Utilities	5.7%	4.5%	4.0%
Information	5.0%	4.3%	4.8%
Finance/Insurance/Real Estate	7.6%	8.1%	8.8%
Services	52.3%	55.0%	54.4%
Public Administration	2.6%	2.8%	2.6%
2024 Employed Population 16+ by Occupation			
Total	6,560	38,793	81,093
White Collar	85.0%	86.0%	86.1%
Management/Business/Financial	27.4%	33.1%	33.7%
Professional	40.3%	37.6%	37.4%
Sales	10.5%	9.2%	9.0%
Administrative Support	6.8%	6.1%	6.1%
Services	9.7%	8.0%	8.3%
Blue Collar	5.4%	6.0%	5.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.6%	1.4%	1.4%
Installation/Maintenance/Repair	1.2%	1.1%	1.1%
Production	1.0%	1.2%	1.1%
Transportation/Material Moving	1.6%	2.2%	1.9%
2020 Households by Type			
Total	4,961	25,831	54,472
Married Couple Households	57.4%	65.8%	67.9%
With Own Children <18	27.8%	33.6%	35.7%
Without Own Children <18	29.6%	32.3%	32.2%
Cohabiting Couple Households	5.6%	4.1%	3.7%
With Own Children <18	0.7%	0.8%	0.9%
Without Own Children <18	4.9%	3.3%	2.9%
Male Householder, No Spouse/Partner	13.3%	10.9%	10.1%
Living Alone	8.8%	6.9%	6.1%
65 Years and over	2.6%	2.1%	1.9%
With Own Children <18	1.3%	1.5%	1.4%
Without Own Children <18, With Relatives	2.2%	1.8%	1.9%
No Relatives Present	1.1%	0.8%	0.8%
Female Householder, No Spouse/Partner	23.6%	19.2%	18.2%
Living Alone	14.6%	10.8%	10.1%
65 Years and over	7.8%	5.4%	5.3%
With Own Children <18	3.6%	3.3%	3.3%
Without Own Children <18, With Relatives	4.4%	4.1%	3.9%
No Relatives Present	1.0%	0.9%	0.8%
2020 Households by Size			
Total	4,961	25,831	54,472
1 Person Household	23.4%	17.7%	16.2%
2 Person Household	32.7%	30.3%	28.9%
3 Person Household	17.4%	19.0%	19.2%
4 Person Household	17.8%	22.5%	24.1%
5 Person Household	6.0%	7.3%	7.9%
6 Person Household	1.8%	2.3%	2.6%
7 + Person Household	1.0%	0.9%	1.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Crow Canyon Commons
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.77762
Longitude: -121.96947

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,961	25,831	54,472
Owner Occupied	65.9%	73.3%	74.2%
Owned with a Mortgage/Loan	52.0%	59.9%	61.3%
Owned Free and Clear	13.8%	13.5%	12.9%
Renter Occupied	34.1%	26.7%	25.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	52	57	55
Percent of Income for Mortgage	48.3%	43.9%	45.6%
Wealth Index	200	245	249
2020 Housing Units By Urban/ Rural Status			
Total	5,102	26,534	56,071
Urban Housing Units	100.0%	98.5%	98.8%
Rural Housing Units	0.0%	1.5%	1.2%
2020 Population By Urban/ Rural Status			
Total	12,450	72,524	159,001
Urban Population	100.0%	98.1%	98.6%
Rural Population	0.0%	1.9%	1.4%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Crow Canyon Commons
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.77762
Longitude: -121.96947

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Enterprising Professionals (2D)
2.	Enterprising Professionals (2D)	Enterprising Professionals	Savvy Suburbanites (1D)
3.	Urban Chic (2A)	Professional Pride (1B)	Top Tier (1A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$20,875,271	\$128,975,481	\$277,293,573
Average Spent	\$4,201.95	\$4,924.80	\$5,067.22
Spending Potential Index	176	207	213
Education: Total \$	\$16,731,241	\$113,040,437	\$241,135,535
Average Spent	\$3,367.80	\$4,316.33	\$4,406.48
Spending Potential Index	195	250	255
Entertainment/Recreation: Total \$	\$36,837,928	\$230,545,614	\$494,810,297
Average Spent	\$7,415.04	\$8,803.15	\$9,042.09
Spending Potential Index	181	215	221
Food at Home: Total \$	\$63,667,436	\$390,425,332	\$834,396,751
Average Spent	\$12,815.51	\$14,907.99	\$15,247.64
Spending Potential Index	176	204	209
Food Away from Home: Total \$	\$35,661,663	\$220,539,795	\$473,688,706
Average Spent	\$7,178.27	\$8,421.08	\$8,656.12
Spending Potential Index	184	216	222
Health Care: Total \$	\$65,145,463	\$400,534,304	\$857,958,755
Average Spent	\$13,113.02	\$15,293.99	\$15,678.21
Spending Potential Index	171	199	204
HH Furnishings & Equipment: Total \$	\$28,116,183	\$173,987,117	\$373,651,512
Average Spent	\$5,659.46	\$6,643.52	\$6,828.05
Spending Potential Index	179	210	216
Personal Care Products & Services: Total \$	\$9,203,256	\$56,461,749	\$120,514,135
Average Spent	\$1,852.51	\$2,155.93	\$2,202.26
Spending Potential Index	186	217	221
Shelter: Total \$	\$248,804,073	\$1,543,558,662	\$3,299,897,599
Average Spent	\$50,081.34	\$58,939.20	\$60,301.84
Spending Potential Index	188	221	226
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,644,977	\$197,823,448	\$426,158,089
Average Spent	\$6,369.76	\$7,553.68	\$7,787.55
Spending Potential Index	182	216	222
Travel: Total \$	\$28,777,901	\$182,261,921	\$390,917,037
Average Spent	\$5,792.65	\$6,959.48	\$7,143.56
Spending Potential Index	191	229	235
Vehicle Maintenance & Repairs: Total \$	\$12,713,607	\$76,785,203	\$164,634,920
Average Spent	\$2,559.10	\$2,931.96	\$3,008.51
Spending Potential Index	173	198	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.