

Santana Row
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.31990
Longitude: -121.94834

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	22,256	233,776	546,905
2020 Total Population	23,221	255,035	592,706
2020 Group Quarters	419	6,565	15,227
2024 Total Population	25,031	253,739	595,822
2024 Group Quarters	398	6,283	14,589
2029 Total Population	26,089	261,519	613,312
2024-2029 Annual Rate	0.83%	0.61%	0.58%
2024 Total Daytime Population	34,822	259,912	740,226
Workers	24,152	148,436	471,237
Residents	10,670	111,476	268,989
Household Summary			
2010 Households	9,294	91,139	202,731
2010 Average Household Size	2.36	2.52	2.63
2020 Total Households	9,575	97,406	217,460
2020 Average Household Size	2.38	2.55	2.66
2024 Households	10,242	97,643	220,889
2024 Average Household Size	2.41	2.53	2.63
2029 Households	10,766	101,881	230,811
2029 Average Household Size	2.39	2.51	2.59
2024-2029 Annual Rate	1.00%	0.85%	0.88%
2010 Families	5,242	55,363	130,436
2010 Average Family Size	3.03	3.12	3.20
2024 Families	6,008	60,269	142,439
2024 Average Family Size	3.06	3.15	3.20
2029 Families	6,336	63,022	148,566
2029 Average Family Size	3.03	3.10	3.15
2024-2029 Annual Rate	1.07%	0.90%	0.85%
Housing Unit Summary			
2000 Housing Units	8,796	89,984	197,019
Owner Occupied Housing Units	43.8%	42.8%	49.6%
Renter Occupied Housing Units	53.8%	55.1%	48.0%
Vacant Housing Units	2.3%	2.2%	2.3%
2010 Housing Units	9,903	95,787	213,366
Owner Occupied Housing Units	42.8%	42.3%	47.8%
Renter Occupied Housing Units	51.1%	52.9%	47.2%
Vacant Housing Units	6.1%	4.9%	5.0%
2020 Housing Units	10,678	103,132	230,206
Owner Occupied Housing Units	38.4%	38.4%	43.7%
Renter Occupied Housing Units	51.3%	56.1%	50.8%
Vacant Housing Units	9.9%	5.6%	5.4%
2024 Housing Units	11,987	106,537	241,210
Owner Occupied Housing Units	34.9%	36.6%	41.4%
Renter Occupied Housing Units	50.6%	55.0%	50.2%
Vacant Housing Units	14.6%	8.3%	8.4%
2029 Housing Units	12,557	111,156	252,233
Owner Occupied Housing Units	34.3%	35.9%	40.4%
Renter Occupied Housing Units	51.5%	55.7%	51.1%
Vacant Housing Units	14.3%	8.3%	8.5%

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.

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2024 Households by Income			
Household Income Base	10,242	97,643	220,889
<\$15,000	5.4%	5.8%	5.6%
\$15,000 - \$24,999	3.4%	3.5%	3.7%
\$25,000 - \$34,999	3.0%	3.4%	3.4%
\$35,000 - \$49,999	3.9%	4.3%	4.3%
\$50,000 - \$74,999	10.6%	9.0%	8.4%
\$75,000 - \$99,999	8.8%	9.5%	8.5%
\$100,000 - \$149,999	17.3%	16.2%	15.1%
\$150,000 - \$199,999	14.9%	13.6%	12.6%
\$200,000+	32.6%	34.6%	38.6%
Average Household Income	\$182,968	\$192,426	\$206,868
2029 Households by Income			
Household Income Base	10,766	101,881	230,811
<\$15,000	4.3%	4.7%	4.6%
\$15,000 - \$24,999	2.4%	2.5%	2.6%
\$25,000 - \$34,999	2.0%	2.5%	2.6%
\$35,000 - \$49,999	2.9%	3.2%	3.3%
\$50,000 - \$74,999	8.6%	7.4%	6.9%
\$75,000 - \$99,999	8.2%	8.7%	7.7%
\$100,000 - \$149,999	17.4%	16.1%	14.8%
\$150,000 - \$199,999	17.2%	15.2%	13.9%
\$200,000+	37.1%	39.7%	43.5%
Average Household Income	\$207,641	\$219,199	\$233,546
2024 Owner Occupied Housing Units by Value			
Total	4,178	39,028	99,691
<\$50,000	1.3%	0.9%	1.0%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.7%	0.3%	0.5%
\$150,000 - \$199,999	1.1%	0.2%	0.4%
\$200,000 - \$249,999	0.5%	0.1%	0.3%
\$250,000 - \$299,999	0.0%	0.1%	0.3%
\$300,000 - \$399,999	0.5%	0.5%	0.4%
\$400,000 - \$499,999	0.2%	0.7%	0.7%
\$500,000 - \$749,999	2.5%	3.4%	3.1%
\$750,000 - \$999,999	6.3%	7.5%	7.0%
\$1,000,000 - \$1,499,999	35.2%	27.0%	25.5%
\$1,500,000 - \$1,999,999	35.5%	33.9%	30.7%
\$2,000,000 +	16.1%	25.2%	29.8%
Average Home Value	\$1,501,328	\$1,591,321	\$1,615,745
2029 Owner Occupied Housing Units by Value			
Total	4,304	39,901	101,912
<\$50,000	0.1%	0.1%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$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	0.0%	0.1%	0.1%
\$500,000 - \$749,999	0.7%	1.1%	1.3%
\$750,000 - \$999,999	3.5%	5.0%	4.5%
\$1,000,000 - \$1,499,999	33.4%	25.2%	23.7%
\$1,500,000 - \$1,999,999	41.7%	37.8%	34.2%
\$2,000,000 +	20.6%	30.8%	35.5%
Average Home Value	\$1,645,254	\$1,719,636	\$1,742,676

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.

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Median Household Income			
2024	\$140,444	\$142,612	\$153,470
2029	\$159,593	\$162,989	\$173,168
Median Home Value			
2024	\$1,522,436	\$1,634,013	\$1,671,664
2029	\$1,646,878	\$1,745,538	\$1,787,817
Per Capita Income			
2024	\$75,310	\$74,135	\$76,777
2029	\$86,147	\$85,545	\$87,966
Median Age			
2010	37.3	35.4	36.1
2020	39.2	36.6	37.2
2024	39.6	37.4	37.9
2029	41.4	39.1	39.4
2020 Population by Age			
Total	23,221	255,035	592,706
0 - 4	5.5%	5.7%	5.4%
5 - 9	4.7%	5.4%	5.7%
10 - 14	4.3%	5.4%	5.8%
15 - 24	9.4%	11.9%	12.5%
25 - 34	18.9%	18.7%	17.0%
35 - 44	15.9%	16.1%	15.7%
45 - 54	13.4%	12.9%	13.4%
55 - 64	12.9%	11.5%	11.6%
65 - 74	8.4%	7.0%	7.2%
75 - 84	4.1%	3.6%	3.9%
85 +	2.5%	1.9%	1.9%
18 +	82.9%	80.5%	79.6%
2024 Population by Age			
Total	25,030	253,739	595,822
0 - 4	5.3%	5.6%	5.3%
5 - 9	5.2%	5.4%	5.6%
10 - 14	4.0%	4.9%	5.4%
15 - 24	9.2%	11.9%	12.1%
25 - 34	17.7%	17.7%	16.7%
35 - 44	17.3%	17.4%	16.9%
45 - 54	12.9%	12.9%	13.5%
55 - 64	12.1%	10.9%	11.1%
65 - 74	9.1%	7.5%	7.6%
75 - 84	4.7%	3.9%	4.1%
85 +	2.4%	1.9%	1.9%
18 +	83.1%	81.2%	80.7%
2029 Population by Age			
Total	26,088	261,519	613,312
0 - 4	5.0%	5.2%	5.0%
5 - 9	4.9%	5.1%	5.2%
10 - 14	4.8%	5.4%	5.6%
15 - 24	9.0%	11.9%	11.9%
25 - 34	14.9%	14.8%	14.5%
35 - 44	17.5%	17.7%	17.0%
45 - 54	13.6%	13.9%	14.2%
55 - 64	11.5%	10.9%	11.2%
65 - 74	10.1%	8.4%	8.5%
75 - 84	6.0%	4.8%	4.9%
85 +	2.7%	2.0%	2.0%
18 +	82.7%	81.4%	81.1%

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

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2020 Population by Sex			
Males	11,575	128,415	299,441
Females	11,646	126,620	293,265
2024 Population by Sex			
Males	12,694	130,031	306,455
Females	12,337	123,708	289,367
2029 Population by Sex			
Males	13,141	132,966	313,214
Females	12,947	128,553	300,098
2010 Population by Race/Ethnicity			
Total	22,256	233,777	546,905
White Alone	59.8%	55.1%	52.2%
Black Alone	3.8%	3.6%	3.0%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	18.9%	22.9%	27.3%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	10.5%	11.5%	11.1%
Two or More Races	5.5%	5.6%	5.2%
Hispanic Origin	25.2%	26.4%	25.3%
Diversity Index	74.5	77.1	77.4
2020 Population by Race/Ethnicity			
Total	23,221	255,035	592,706
White Alone	40.7%	38.3%	36.5%
Black Alone	3.3%	3.3%	2.8%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	29.0%	31.5%	34.9%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	12.5%	13.1%	13.1%
Two or More Races	12.9%	12.3%	11.3%
Hispanic Origin	24.6%	25.2%	24.3%
Diversity Index	82.2	82.6	81.9
2024 Population by Race/Ethnicity			
Total	25,031	253,739	595,821
White Alone	37.6%	35.6%	33.8%
Black Alone	3.4%	3.4%	2.9%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	31.1%	33.4%	37.1%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	13.3%	13.6%	13.4%
Two or More Races	13.0%	12.5%	11.4%
Hispanic Origin	25.5%	25.8%	24.8%
Diversity Index	83.0	83.1	82.2
2029 Population by Race/Ethnicity			
Total	26,089	261,518	613,310
White Alone	35.3%	33.1%	31.3%
Black Alone	3.3%	3.3%	2.8%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	32.9%	35.2%	38.8%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	13.5%	14.1%	14.0%
Two or More Races	13.4%	12.7%	11.7%
Hispanic Origin	26.1%	26.7%	25.6%
Diversity Index	83.4	83.5	82.5

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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2020 Population by Relationship and Household Type			
Total	23,221	255,035	592,706
In Households	98.2%	97.4%	97.4%
Householder	40.9%	38.2%	36.7%
Opposite-Sex Spouse	17.9%	17.8%	18.2%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.8%	2.6%	2.2%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	22.3%	24.6%	25.8%
Adopted Child	0.3%	0.3%	0.4%
Stepchild	0.6%	0.6%	0.6%
Grandchild	1.0%	1.2%	1.3%
Brother or Sister	1.6%	1.6%	1.5%
Parent	2.2%	1.9%	1.9%
Parent-in-law	0.4%	0.4%	0.5%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.4%	1.5%	1.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	5.8%	5.7%	5.8%
In Group Quarters	1.8%	2.6%	2.6%
Institutionalized	1.0%	0.5%	0.5%
Noninstitutionalized	0.8%	2.0%	2.0%
2024 Population 25+ by Educational Attainment			
Total	19,079	183,172	426,586
Less than 9th Grade	3.4%	3.7%	4.1%
9th - 12th Grade, No Diploma	2.2%	3.1%	3.2%
High School Graduate	13.3%	12.1%	11.3%
GED/Alternative Credential	2.1%	1.4%	1.4%
Some College, No Degree	13.2%	11.8%	11.3%
Associate Degree	7.3%	7.4%	6.8%
Bachelor's Degree	33.9%	33.1%	32.2%
Graduate/Professional Degree	24.6%	27.4%	29.9%
2024 Population 15+ by Marital Status			
Total	21,390	213,390	498,938
Never Married	34.1%	37.7%	36.9%
Married	51.8%	50.4%	51.7%
Widowed	5.1%	4.1%	4.0%
Divorced	9.0%	7.9%	7.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	15,149	151,666	347,751
Population 16+ Employed	96.3%	95.5%	95.5%
Population 16+ Unemployment rate	3.7%	4.5%	4.5%
Population 16-24 Employed	9.1%	10.1%	9.9%
Population 16-24 Unemployment rate	3.8%	7.2%	10.0%
Population 25-54 Employed	70.1%	70.6%	70.6%
Population 25-54 Unemployment rate	3.4%	3.8%	3.6%
Population 55-64 Employed	15.2%	13.9%	14.2%
Population 55-64 Unemployment rate	3.5%	5.1%	4.1%
Population 65+ Employed	5.6%	5.4%	5.3%
Population 65+ Unemployment rate	7.4%	7.5%	7.7%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	14,596	144,805	331,930
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	5.3%	4.7%	4.8%
Manufacturing	12.8%	14.2%	15.4%
Wholesale Trade	0.7%	1.4%	1.5%
Retail Trade	7.8%	8.2%	7.8%
Transportation/Utilities	3.5%	3.3%	3.1%
Information	5.0%	5.2%	5.7%
Finance/Insurance/Real Estate	6.0%	4.0%	4.4%
Services	55.9%	55.9%	54.4%
Public Administration	2.9%	2.8%	2.8%
2024 Employed Population 16+ by Occupation			
Total	14,595	144,806	331,927
White Collar	76.6%	75.8%	76.7%
Management/Business/Financial	23.0%	22.1%	22.6%
Professional	39.1%	39.2%	40.4%
Sales	7.1%	6.6%	6.6%
Administrative Support	7.4%	7.9%	7.2%
Services	13.2%	13.6%	12.7%
Blue Collar	10.2%	10.5%	10.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.4%	3.3%	3.1%
Installation/Maintenance/Repair	1.7%	1.5%	1.3%
Production	2.0%	2.0%	2.4%
Transportation/Material Moving	2.9%	3.5%	3.6%
2020 Households by Type			
Total	9,575	97,406	217,460
Married Couple Households	44.2%	47.2%	50.4%
With Own Children <18	17.8%	21.7%	24.0%
Without Own Children <18	26.4%	25.6%	26.4%
Cohabiting Couple Households	7.3%	7.4%	6.6%
With Own Children <18	1.4%	1.6%	1.5%
Without Own Children <18	5.9%	5.8%	5.1%
Male Householder, No Spouse/Partner	22.6%	20.8%	19.8%
Living Alone	14.1%	12.6%	11.7%
65 Years and over	3.4%	2.9%	2.7%
With Own Children <18	1.3%	1.5%	1.5%
Without Own Children <18, With Relatives	3.6%	3.2%	3.2%
No Relatives Present	3.6%	3.5%	3.3%
Female Householder, No Spouse/Partner	25.9%	24.5%	23.2%
Living Alone	15.1%	13.3%	12.1%
65 Years and over	6.5%	5.7%	5.4%
With Own Children <18	2.8%	3.4%	3.3%
Without Own Children <18, With Relatives	6.0%	5.7%	5.7%
No Relatives Present	2.0%	2.2%	2.1%
2020 Households by Size			
Total	9,575	97,406	217,460
1 Person Household	29.2%	25.8%	23.8%
2 Person Household	33.2%	31.8%	30.5%
3 Person Household	16.2%	17.9%	18.5%
4 Person Household	12.4%	14.9%	16.8%
5 Person Household	5.4%	5.7%	6.1%
6 Person Household	2.1%	2.4%	2.6%
7 + Person Household	1.6%	1.6%	1.8%

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2020 Households by Tenure and Mortgage Status			
Total	9,575	97,406	217,460
Owner Occupied	42.8%	40.6%	46.2%
Owned with a Mortgage/Loan	31.9%	30.1%	33.8%
Owned Free and Clear	10.9%	10.5%	12.4%
Renter Occupied	57.2%	59.4%	53.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	37	35	37
Percent of Income for Mortgage	67.9%	71.7%	68.2%
Wealth Index	140	147	165
2020 Housing Units By Urban/ Rural Status			
Total	10,678	103,132	230,206
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	23,221	255,035	592,706
Urban Population	100.0%	100.0%	100.0%
Rural Population	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 (2D)	Trendsetters (3C)	Enterprising Professionals (2D)
2.	Trendsetters (3C)	City Lights (8A)	Trendsetters (3C)
3.	Urban Chic (2A)	Enterprising Professionals	City Lights (8A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$39,391,507	\$395,611,109	\$952,174,086
Average Spent	\$3,846.08	\$4,051.61	\$4,310.65
Spending Potential Index	161	170	181
Education: Total \$	\$30,749,048	\$310,366,692	\$766,367,317
Average Spent	\$3,002.25	\$3,178.59	\$3,469.47
Spending Potential Index	174	184	201
Entertainment/Recreation: Total \$	\$64,919,708	\$653,054,708	\$1,590,370,048
Average Spent	\$6,338.58	\$6,688.19	\$7,199.86
Spending Potential Index	155	164	176
Food at Home: Total \$	\$119,588,614	\$1,193,845,408	\$2,875,221,041
Average Spent	\$11,676.30	\$12,226.64	\$13,016.59
Spending Potential Index	160	167	178
Food Away from Home: Total \$	\$66,471,155	\$665,949,654	\$1,603,399,842
Average Spent	\$6,490.06	\$6,820.25	\$7,258.85
Spending Potential Index	167	175	187
Health Care: Total \$	\$108,244,346	\$1,102,117,491	\$2,700,580,990
Average Spent	\$10,568.67	\$11,287.21	\$12,225.96
Spending Potential Index	137	147	159
HH Furnishings & Equipment: Total \$	\$48,958,813	\$495,177,418	\$1,204,176,379
Average Spent	\$4,780.20	\$5,071.30	\$5,451.50
Spending Potential Index	151	160	172
Personal Care Products & Services: Total \$	\$17,187,560	\$171,183,325	\$412,036,371
Average Spent	\$1,678.14	\$1,753.16	\$1,865.35
Spending Potential Index	169	176	187
Shelter: Total \$	\$472,231,785	\$4,667,078,193	\$11,246,888,111
Average Spent	\$46,107.38	\$47,797.37	\$50,916.47
Spending Potential Index	173	179	191
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,860,052	\$487,857,887	\$1,218,866,731
Average Spent	\$4,575.28	\$4,996.34	\$5,518.01
Spending Potential Index	131	143	157
Travel: Total \$	\$51,915,043	\$516,871,584	\$1,257,050,288
Average Spent	\$5,068.84	\$5,293.48	\$5,690.87
Spending Potential Index	167	175	188
Vehicle Maintenance & Repairs: Total \$	\$21,992,999	\$223,428,276	\$541,610,618
Average Spent	\$2,147.33	\$2,288.22	\$2,451.96
Spending Potential Index	145	154	166

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.