



# Executive Summary

201 Willow Street, San Jose, CA 95110  
201 Willow St, San Jose, CA, 95110,  
Rings: 1, 3, 5 mile radii

Prepared by Dixie Divine  
Latitude: 37.318760937  
Longitude: -121.8825099

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	30,987	241,164	640,836
2010 Population	31,406	255,869	664,422
2012 Population	32,575	263,421	678,619
2017 Population	35,128	279,629	711,823
2000-2010 Annual Rate	0.13%	0.59%	0.36%
2010-2012 Annual Rate	1.64%	1.30%	0.94%
2012-2017 Annual Rate	1.52%	1.20%	0.96%
2012 Male Population	53.0%	51.6%	50.7%
2012 Female Population	47.0%	48.4%	49.3%
2012 Median Age	30.6	32.9	33.9

In the identified area, the current year population is 678,619. In 2010, the Census count in the area was 664,422. The rate of change since 2010 was 0.94% annually. The five-year projection for the population in the area is 711,823 representing a change of 0.96% annually from 2012 to 2017. Currently, the population is 50.7% male and 49.3% female.

### Median Age

The median age in this area is 33.9, compared to U.S. median age of 37.3.

### Race and Ethnicity

2012 White Alone	46.5%	46.0%	43.3%
2012 Black Alone	3.9%	3.8%	3.5%
2012 American Indian/Alaska Native Alone	1.4%	1.2%	1.0%
2012 Asian Alone	12.2%	20.5%	26.9%
2012 Pacific Islander Alone	0.3%	0.4%	0.5%
2012 Other Race	30.2%	23.0%	19.7%
2012 Two or More Races	5.5%	5.1%	5.1%
2012 Hispanic Origin (Any Race)	59.9%	47.1%	40.4%

Persons of Hispanic origin represent 40.4% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 86.5 in the identified area, compared to 61.4 for the U.S. as a whole.

### Households

2000 Households	9,281	74,699	197,333
2010 Households	10,664	84,350	212,407
2012 Total Households	11,055	86,942	216,871
2017 Total Households	12,070	93,088	228,975
2000-2010 Annual Rate	1.40%	1.22%	0.74%
2010-2012 Annual Rate	1.61%	1.35%	0.93%
2012-2017 Annual Rate	1.77%	1.38%	1.09%
2012 Average Household Size	2.87	2.93	3.06

The household count in this area has changed from 212,407 in 2010 to 216,871 in the current year, a change of 0.93% annually. The five-year projection of households is 228,975, a change of 1.09% annually from the current year total. Average household size is currently 3.06, compared to 3.06 in the year 2010. The number of families in the current year is 146,791 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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<b>Median Household Income</b>			
2012 Median Household Income	\$47,450	\$54,119	\$64,629
2017 Median Household Income	\$55,026	\$63,400	\$77,403
2012-2017 Annual Rate	3.01%	3.22%	3.67%
<b>Average Household Income</b>			
2012 Average Household Income	\$66,763	\$78,261	\$87,140
2017 Average Household Income	\$76,550	\$90,671	\$100,363
2012-2017 Annual Rate	2.77%	2.99%	2.87%
<b>Per Capita Income</b>			
2012 Per Capita Income	\$23,403	\$27,016	\$28,598
2017 Per Capita Income	\$27,016	\$31,344	\$33,026
2012-2017 Annual Rate	2.91%	3.02%	2.92%

Current median household income is \$64,629 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$77,403 in five years, compared to \$56,895 for all U.S. households

Current average household income is \$87,140 in this area, compared to \$68,162 for all U.S. households. Average household income is projected to be \$100,363 in five years, compared to \$77,137 for all U.S. households

Current per capita income is \$28,598 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$33,026 in five years, compared to \$29,882 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	9,553	76,609	201,399
2000 Owner Occupied Housing Units	3,248	34,125	105,039
2000 Owner Occupied Housing Units	6,033	40,574	92,294
2000 Vacant Housing Units	272	1,910	4,066
2010 Total Housing Units	11,449	89,437	222,716
2010 Owner Occupied Housing Units	3,572	37,092	107,321
2010 Renter Occupied Housing Units	7,092	47,258	105,086
2010 Vacant Housing Units	785	5,087	10,309
2012 Total Housing Units	11,789	91,504	226,530
2012 Owner Occupied Housing Units	3,497	36,517	105,556
2012 Renter Occupied Housing Units	7,558	50,426	111,316
2012 Vacant Housing Units	734	4,562	9,659
2017 Total Housing Units	12,768	97,473	238,587
2017 Owner Occupied Housing Units	3,926	39,772	113,624
2017 Renter Occupied Housing Units	8,144	53,316	115,351
2017 Vacant Housing Units	698	4,385	9,612

Currently, 46.6% of the 226,530 housing units in the area are owner occupied; 49.1%, renter occupied; and 4.3% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 222,716 housing units in the area - 48.2% owner occupied, 47.2% renter occupied, and 4.6% vacant. The annual rate of change in housing units since 2010 is 0.76%. Median home value in the area is \$427,953, compared to a median home value of \$167,749 for the U.S. In five years, median value is projected to change by 2.81% annually to \$491,515.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.