3963 Rivermark Plaza, Santa Clara, CA
Latitude: 37.3942
Longitude: -121.9465

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	89,779	386,572	1,370,149
2020 Total Population	117,775	449,240	1,489,565
2020 Group Quarters	2,404	9,012	23,281
2024 Total Population	122,305	459,452	1,491,643
2024 Group Quarters	2,302	8,638	22,289
2029 Total Population	132,228	477,647	1,523,705
2024-2029 Annual Rate	1.57%	0.78%	0.43%
2024 Total Daytime Population	309,088	653,816	1,668,310
Workers	261,831	460,115	984,984
Residents	47,257	193,701	683,326
Household Summary			
2010 Households	31,834	135,649	466,085
2010 Average Household Size	2.71	2.78	2.89
2020 Total Households	44,208	161,741	508,763
2020 Average Household Size	2.61	2.72	2.88
2024 Households	46,239	167,122	514,460
2024 Average Household Size	2.60	2.70	2.86
2029 Households	50,336	176,201	532,986
2029 Average Household Size	2.58	2.66	2.82
2024-2029 Annual Rate	1.71%	1.06%	0.71%
2010 Families	20,997	91,067	325,753
2010 Average Family Size	3.27	3.31	3.40
2024 Families	28,388	107,422	354,099
2024 Average Family Size	3.14	3.23	3.38
2029 Families	31,220	113,589	366,359
2029 Average Family Size	3.10	3.17	3.33
2024-2029 Annual Rate	1.92%	1.12%	0.68%
Housing Unit Summary			
2000 Housing Units	24,685	124,130	447,479
Owner Occupied Housing Units	48.4%	50.4%	55.7%
Renter Occupied Housing Units	45.9%	46.6%	42.0%
Vacant Housing Units	5.7%	3.0%	2.3%
2010 Housing Units	33,492	142,296	487,630
Owner Occupied Housing Units	43.4%	47.8%	52.5%
Renter Occupied Housing Units	51.6%	47.5%	43.1%
Vacant Housing Units	5.0%	4.7%	4.4%
2020 Housing Units	46,751	171,099	534,125
Owner Occupied Housing Units	32.5%	40.9%	48.1%
Renter Occupied Housing Units	62.1%	53.7%	47.2%
Vacant Housing Units	5.3%	5.5%	4.8%
2024 Housing Units	50,599	182,365	556,660
Owner Occupied Housing Units	30.4%	38.6%	45.9%
Renter Occupied Housing Units	61.0%	53.0%	46.6%
Vacant Housing Units	8.6%	8.4%	7.6%
2029 Housing Units	54,825	192,099	577,892
Owner Occupied Housing Units	28.8%	37.8%	45.0%
Renter Occupied Housing Units	63.1%	54.0%	47.2%
Vacant Housing Units	8.2%	8.3%	7.8%

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.

April 14, 2025

	3 mile	5 mile	10 mile
2024 Households by Income			
Household Income Base	46,237	167,120	514,458
<$15,000	4.1%	4.9%	5.1%
$15,000 - $24,999	2.5%	2.9%	3.4%
$25,000 - $34,999	2.5%	2.6%	2.9%
$35,000 - $49,999	3.0%	3.3%	4.0%
$50,000 - $74,999	5.5%	6.9%	8.0%
$75,000 - $99,999	7.5%	7.7%	8.0%
$100,000 - $149,999	16.6%	16.4%	15.5%
$150,000 - $199,999	15.2%	14.7%	13.1%
$200,000+	43.0%	40.6%	40.2%
Average Household Income	$223,654	$213,821	$211,805
2029 Households by Income			
Household Income Base	50,334	176,199	532,984
<$15,000	3.2%	3.9%	4.1%
$15,000 - $24,999	1.6%	1.9%	2.3%
$25,000 - $34,999	1.8%	1.9%	2.2%
$35,000 - $49,999	2.2%	2.5%	3.0%
$50,000 - $74,999	4.3%	5.5%	6.5%
$75,000 - $99,999	7.0%	6.9%	7.2%
$100,000 - $149,999	16.3%	15.8%	15.0%
$150,000 - $199,999	16.6%	16.0%	14.4%
$200,000+	47.1%	45.6%	45.4%
Average Household Income	$247,583	$240,430	$239,051
2024 Owner Occupied Housing Units by Value			
Total	15,349	70,344	255,191
<$50,000	2.1%	1.6%	1.4%
$50,000 - $99,999	1.8%	0.8%	0.6%
$100,000 - $149,999	3.0%	1.2%	0.8%
$150,000 - $199,999	2.3%	1.2%	0.7%
$200,000 - $249,999	2.9%	1.3%	0.8%
$250,000 - $299,999	2.4%	1.1%	0.6%
$300,000 - $399,999	3.7%	1.6%	1.3%
$400,000 - $499,999	0.8%	0.6%	1.0%
$500,000 - $749,999	3.4%	3.7%	5.2%
$750,000 - $999,999	9.7%	9.1%	9.9%
$1,000,000 - $1,499,999	34.2%	34.6%	25.8%
$1,500,000 - $1,999,999	22.0%	26.5%	23.8%
$2,000,000 +	11.7%	16.7%	28.2%
Average Home Value	$1,221,140	$1,393,362	$1,508,066
2029 Owner Occupied Housing Units by Value			
Total	15,742	72,488	259,931
<$50,000	3.2%	1.2%	0.6%
$50,000 - $99,999	1.2%	0.5%	0.3%
$100,000 - $149,999	1.4%	0.6%	0.3%
$150,000 - $199,999	1.1%	0.6%	0.3%
$200,000 - $249,999	1.7%	0.9%	0.3%
$250,000 - $299,999	1.4%	0.6%	0.2%
$300,000 - $399,999	3.3%	1.2%	0.5%
$400,000 - $499,999	1.1%	0.4%	0.3%
$500,000 - $749,999	1.9%	1.7%	2.7%
$750,000 - $999,999	6.0%	5.4%	7.6%
$1,000,000 - $1,499,999	35.1%	34.3%	26.2%
$1,500,000 - $1,999,999	26.7%	31.6%	27.3%
$2,000,000 +	15.9%	21.1%	33.5%
Average Home Value	$1,357,614	$1,525,770	$1,647,792

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.

April 14, 2025

	3 mile	5 mile	10 mile
Median Household Income			
2024	$173,478	$164,850	$159,900
2029	$188,828	$183,334	$180,633
Median Home Value			
2024	$1,261,485	$1,401,943	$1,541,955
2029	$1,394,304	$1,542,286	$1,697,913
Per Capita Income			
2024	$85,157	$77,804	$73,164
2029	$94,945	$88,731	$83,744
Median Age			
2010	33.3	34.6	35.9
2020	33.4	34.9	37.1
2024	34.6	36.1	38.0
2029	36.8	38.1	39.5
2020 Population by Age			
Total	117,775	449,240	1,489,565
0 - 4	6.6%	6.0%	5.4%
5 - 9	4.8%	5.2%	5.8%
10 - 14	4.2%	4.6%	6.0%
15 - 24	9.4%	10.9%	12.0%
25 - 34	29.7%	23.5%	17.3%
35 - 44	17.5%	16.3%	15.3%
45 - 54	10.7%	11.6%	13.3%
55 - 64	8.8%	10.6%	11.7%
65 - 74	5.1%	6.6%	7.4%
75 - 84	2.3%	3.2%	3.9%
85 +	0.9%	1.4%	1.8%
18 +	82.1%	81.5%	79.2%
2024 Population by Age			
Total	122,306	459,450	1,491,645
0 - 4	6.3%	5.8%	5.3%
5 - 9	5.4%	5.5%	5.6%
10 - 14	4.0%	4.5%	5.5%
15 - 24	9.1%	10.2%	11.7%
25 - 34	26.5%	21.8%	16.8%
35 - 44	20.3%	18.6%	16.6%
45 - 54	11.0%	11.7%	13.4%
55 - 64	8.4%	9.8%	11.2%
65 - 74	5.5%	7.1%	7.9%
75 - 84	2.5%	3.5%	4.2%
85 +	1.0%	1.4%	1.8%
18 +	82.2%	81.8%	80.3%
2029 Population by Age			
Total	132,226	477,648	1,523,703
0 - 4	5.8%	5.5%	5.1%
5 - 9	5.2%	5.2%	5.2%
10 - 14	4.9%	5.2%	5.7%
15 - 24	9.5%	10.2%	11.2%
25 - 34	19.8%	16.8%	14.8%
35 - 44	22.6%	20.4%	17.0%
45 - 54	12.6%	13.1%	14.0%
55 - 64	8.8%	9.7%	11.3%
65 - 74	6.3%	7.8%	8.7%
75 - 84	3.4%	4.4%	5.1%
85 +	1.2%	1.6%	2.0%
18 +	81.8%	81.5%	80.8%

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

April 14, 2025

	3 mile	5 mile	10 mile
2020 Population by Sex			
Males	62,062	232,044	754,614
Females	55,713	217,196	734,951
2024 Population by Sex			
Males	65,574	241,583	769,030
Females	56,731	217,869	722,613
2029 Population by Sex			
Males	69,898	248,506	779,577
Females	62,329	229,141	744,127
2010 Population by Race/Ethnicity			
Total	89,779	386,572	1,370,149
White Alone	32.9%	36.4%	42.3%
Black Alone	3.6%	2.8%	2.7%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	46.3%	44.2%	36.7%
Pacific Islander Alone	0.6%	0.5%	0.4%
Some Other Race Alone	10.7%	10.5%	12.5%
Two or More Races	5.2%	4.9%	4.8%
Hispanic Origin	22.0%	22.9%	26.5%
Diversity Index	77.8	77.9	79.7
2020 Population by Race/Ethnicity			
Total	117,775	449,240	1,489,565
White Alone	21.5%	23.9%	27.8%
Black Alone	2.8%	2.4%	2.3%
American Indian Alone	0.9%	0.9%	1.1%
Asian Alone	55.4%	52.3%	44.7%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	10.8%	11.0%	13.8%
Two or More Races	8.2%	9.1%	9.9%
Hispanic Origin	18.6%	20.0%	24.1%
Diversity Index	74.0	76.1	80.5
2024 Population by Race/Ethnicity			
Total	122,305	459,452	1,491,644
White Alone	19.4%	21.8%	25.6%
Black Alone	2.7%	2.3%	2.3%
American Indian Alone	0.8%	0.9%	1.1%
Asian Alone	58.0%	54.5%	46.9%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	10.6%	11.0%	13.9%
Two or More Races	8.0%	9.0%	9.9%
Hispanic Origin	18.3%	19.9%	24.1%
Diversity Index	72.5	75.1	80.0
2029 Population by Race/Ethnicity			
Total	132,227	477,648	1,523,704
White Alone	17.8%	20.1%	23.7%
Black Alone	2.6%	2.2%	2.2%
American Indian Alone	0.8%	0.9%	1.1%
Asian Alone	59.5%	56.2%	48.5%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	10.8%	11.1%	14.1%
Two or More Races	8.0%	9.1%	10.0%
Hispanic Origin	18.5%	20.0%	24.4%
Diversity Index	71.7	74.3	79.6

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.

April 14, 2025

	3 mile	5 mile	10 mile
2020 Population by Relationship and Household Type			
Total	117,775	449,240	1,489,565
In Households	98.0%	98.0%	98.4%
Householder	37.5%	36.0%	34.2%
Opposite-Sex Spouse	18.4%	18.2%	18.3%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.2%	2.1%	1.9%
Same-Sex Unmarried Partner	0.2%	0.2%	0.1%
Biological Child	22.1%	23.6%	26.8%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.4%	0.5%	0.6%
Grandchild	1.5%	1.6%	1.8%
Brother or Sister	1.9%	2.0%	2.0%
Parent	2.4%	2.6%	2.5%
Parent-in-law	0.6%	0.7%	0.7%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.6%
Other Relatives	1.9%	2.3%	2.4%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	7.9%	7.4%	6.1%
In Group Quarters	2.0%	2.0%	1.6%
Institutionalized	1.5%	0.6%	0.4%
Noninstitutionalized	0.6%	1.4%	1.1%
2024 Population 25+ by Educational Attainment			
Total	92,007	339,904	1,071,681
Less than 9th Grade	3.5%	4.3%	5.8%
9th - 12th Grade, No Diploma	3.3%	3.2%	3.8%
High School Graduate	10.5%	10.6%	12.1%
GED/Alternative Credential	1.2%	1.5%	1.5%
Some College, No Degree	8.8%	10.1%	10.9%
Associate Degree	5.4%	6.5%	6.5%
Bachelor's Degree	29.8%	31.7%	29.9%
Graduate/Professional Degree	37.5%	32.0%	29.5%
2024 Population 15+ by Marital Status			
Total	103,088	386,740	1,245,693
Never Married	38.3%	37.7%	35.8%
Married	53.6%	52.6%	53.5%
Widowed	2.6%	3.4%	4.2%
Divorced	5.5%	6.3%	6.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	78,402	281,446	863,186
Population 16+ Employed	95.5%	95.3%	95.1%
Population 16+ Unemployment rate	4.5%	4.7%	4.9%
Population 16-24 Employed	7.9%	8.5%	9.4%
Population 16-24 Unemployment rate	12.3%	11.9%	12.2%
Population 25-54 Employed	78.8%	74.9%	70.8%
Population 25-54 Unemployment rate	3.3%	3.6%	3.8%
Population 55-64 Employed	9.4%	12.0%	14.6%
Population 55-64 Unemployment rate	6.2%	4.6%	4.3%
Population 65+ Employed	3.9%	4.6%	5.2%
Population 65+ Unemployment rate	7.0%	7.5%	7.2%

April 14, 2025

	3 mile	5 mile	10 mile
2024 Employed Population 16+ by Industry			
Total	74,872	268,325	820,817
Agriculture/Mining	0.3%	0.2%	0.3%
Construction	2.7%	3.4%	4.6%
Manufacturing	19.7%	18.3%	16.7%
Wholesale Trade	1.5%	1.5%	1.4%
Retail Trade	7.4%	7.3%	7.6%
Transportation/Utilities	3.5%	3.5%	3.3%
Information	8.4%	7.1%	6.5%
Finance/Insurance/Real Estate	3.4%	3.6%	4.0%
Services	51.5%	52.8%	53.2%
Public Administration	1.7%	2.3%	2.4%
2024 Employed Population 16+ by Occupation			
Total	74,870	268,328	820,815
White Collar	80.8%	77.7%	74.5%
Management/Business/Financial	18.6%	19.0%	20.5%
Professional	51.0%	46.6%	41.0%
Sales	4.9%	5.4%	6.1%
Administrative Support	6.2%	6.7%	6.9%
Services	9.9%	11.5%	13.2%
Blue Collar	9.3%	10.8%	12.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	1.6%	2.1%	3.1%
Installation/Maintenance/Repair	1.2%	1.4%	1.4%
Production	3.1%	3.7%	3.8%
Transportation/Material Moving	3.2%	3.5%	3.7%
2020 Households by Type			
Total	44,208	161,741	508,763
Married Couple Households	49.7%	51.2%	54.1%
With Own Children <18	21.9%	22.9%	25.5%
Without Own Children <18	27.7%	28.2%	28.6%
Cohabiting Couple Households	6.3%	6.3%	5.8%
With Own Children <18	1.1%	1.2%	1.4%
Without Own Children <18	5.3%	5.1%	4.4%
Male Householder, No Spouse/Partner	24.2%	21.7%	18.5%
Living Alone	13.4%	12.0%	10.2%
65 Years and over	1.5%	2.1%	2.3%
With Own Children <18	1.4%	1.4%	1.4%
Without Own Children <18, With Relatives	3.1%	3.3%	3.5%
No Relatives Present	6.2%	5.0%	3.4%
Female Householder, No Spouse/Partner	19.8%	20.8%	21.6%
Living Alone	9.3%	10.0%	10.2%
65 Years and over	2.4%	3.7%	4.7%
With Own Children <18	2.5%	2.7%	3.2%
Without Own Children <18, With Relatives	5.0%	5.7%	6.1%
No Relatives Present	3.0%	2.6%	2.0%
2020 Households by Size			
Total	44,208	161,741	508,763
1 Person Household	22.7%	21.9%	20.4%
2 Person Household	35.1%	32.0%	29.3%
3 Person Household	19.7%	19.8%	19.1%
4 Person Household	13.1%	15.1%	17.8%
5 Person Household	5.0%	6.0%	7.1%
6 Person Household	2.5%	2.9%	3.4%
7 + Person Household	1.8%	2.3%	3.0%

April 14, 2025

	3 mile	5 mile	10 mile
2020 Households by Tenure and Mortgage Status			
Total	44,208	161,741	508,763
Owner Occupied	34.3%	43.2%	50.5%
Owned with a Mortgage/Loan	24.9%	31.7%	36.6%
Owned Free and Clear	9.4%	11.6%	13.8%
Renter Occupied	65.7%	56.8%	49.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	56	48	42
Percent of Income for Mortgage	45.5%	53.2%	60.4%
Wealth Index	146	155	172
2020 Housing Units By Urban/ Rural Status			
Total	46,751	171,099	534,125
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	117,775	449,240	1,489,565
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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.

April 14, 2025

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Metro Renters (3B)	Pacific Heights (2C)	Pacific Heights (2C)
3.	Laptops and Lattes (3A)	Trendsetters (3C)	Trendsetters (3C)
2024 Consumer Spending			
Apparel & Services: Total $	$223,711,042	$755,021,475	$2,260,267,903
Average Spent	$4,838.15	$4,517.79	$4,393.48
Spending Potential Index	203	190	184
Education: Total $	$169,537,671	$590,804,165	$1,815,289,541
Average Spent	$3,666.55	$3,535.17	$3,528.53
Spending Potential Index	212	205	204
Entertainment/Recreation: Total $	$358,694,796	$1,240,890,748	$3,790,160,776
Average Spent	$7,757.41	$7,425.06	$7,367.26
Spending Potential Index	190	182	180
Food at Home: Total $	$658,146,456	$2,255,824,429	$6,820,344,077
Average Spent	$14,233.58	$13,498.07	$13,257.29
Spending Potential Index	195	185	182
Food Away from Home: Total $	$372,095,953	$1,265,060,956	$3,807,381,752
Average Spent	$8,047.23	$7,569.69	$7,400.73
Spending Potential Index	207	195	190
Health Care: Total $	$603,122,929	$2,086,540,853	$6,432,066,123
Average Spent	$13,043.60	$12,485.14	$12,502.56
Spending Potential Index	170	162	163
HH Furnishings & Equipment: Total $	$274,443,223	$941,015,780	$2,870,731,576
Average Spent	$5,935.32	$5,630.71	$5,580.09
Spending Potential Index	188	178	176
Personal Care Products & Services: Total $	$94,571,420	$324,041,512	$978,528,465
Average Spent	$2,045.27	$1,938.95	$1,902.05
Spending Potential Index	205	195	191
Shelter: Total $	$2,557,873,088	$8,849,362,295	$26,845,895,809
Average Spent	$55,318.52	$52,951.51	$52,182.67
Spending Potential Index	207	199	196
Support Payments/Cash Contributions/Gifts in Kind: Total $	$265,252,342	$929,034,044	$2,909,572,256
Average Spent	$5,736.55	$5,559.02	$5,655.58
Spending Potential Index	164	159	161
Travel: Total $	$284,267,719	$987,506,616	$3,007,194,097
Average Spent	$6,147.79	$5,908.90	$5,845.34
Spending Potential Index	203	195	193
Vehicle Maintenance & Repairs: Total $	$123,675,721	$421,345,194	$1,286,727,113
Average Spent	$2,674.71	$2,521.18	$2,501.12
Spending Potential Index	181	170	169

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.

April 14, 2025