



WEST SAN CARLOS STREET DEMOGRAPHICS

PREPARED BY:



Redevelopment Agency

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WEST SAN CARLOS
SAN JOSE, CALIFORNIA

2007

California Demographic Comparison
(5-mile radius)

	<u>West San Carlos</u>	<u>Santa Monica</u>	<u>Pasadena</u>
<u>Population:</u>	623,210	385,201	539,111
<u>Households (HH):</u>	205,192	184,255	188,543
<u>Average HH Income:</u>	\$87,299	\$98,327	\$80,830
<u>Median HH Income:</u>	\$69,303	\$62,825	\$55,078
<u>Percent HH over \$50,000:</u>	65%	59%	54%
<u>Over \$75,000:</u>	46%	42%	36%
<u>Education/ College 1-4+ Years:</u>	55%	68%	55%
<u>Median Age:</u>	35	39	37

Center of 3.0-mile demographic ring:

West San Carlos – San Carlos Street and Meridian Avenue

Santa Monica – 3rd Street Promenade and Santa Monica Blvd.

Old Pasadena – Euclid Avenue and Colorado Blvd

Sources: San Jose Redevelopment Agency
Claritas, Inc., October 2007

WEST SAN CARLOS

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Regional Demographic Comparison (3-mile radius)

	<u>West San Carlos</u>	<u>Walnut Creek</u>	<u>West San Jose</u>
<u>Population:</u>	221,805	94,520	210,519
<u>Households (HH):</u>	79,592	43,097	76,948
<u>Average HH Income:</u>	\$80,971	\$101,404	\$115,577
<u>Median HH Income:</u>	\$61,403	\$75,062	\$90,185
<u>Percent HH over \$50,000:</u>	58%	83%	75%
<u>Over \$75,000:</u>	40%	68%	59%
<u>Education/ College 1-4+ Years:</u>	55%	75%	72%
<u>Median Age:</u>	35	45	38

Center of 3.0-mile demographic ring:

West San Carlos – San Carlos Street and Meridian Avenue

West San Jose – Saratoga and Prospect Roads

Walnut Creek – Mt. Diablo Boulevard and South Broadway

Sources: San Jose Redevelopment Agency
Claritas, Inc., October 2007

SAN JOSE, CALIFORNIA

NATIONAL COMPARISON
POPULATION OVER 500,000

RANK	CITY	MED HH INC.
1	San Jose, California	\$82,431
2	San Francisco, California	\$59,437
3	Boston, Massachusetts	\$54,166
4	Seattle, Washington	\$54,059
5	Nashville, Tennessee	\$49,676
*Comparison	Santa Monica, California	\$49,299
*Comparison	Pasadena, California	\$47,790

RANK	CITY	AVG HH INC.
1	San Jose, California	\$86,075
2	San Francisco, California	\$82,331
3	Seattle, Washington	\$71,867
4	Washington, D.C.	\$68,925
5	Dallas, Texas	\$66,250
*Comparison	Santa Monica, California	\$77,796
*Comparison	Pasadena, California	\$71,601

RANK	CITY	PER CAPITA INC.
1	Seattle, Washington	\$35,119
2	San Francisco, California	\$35,068
3	Washington, D.C.	\$31,868
4	San Jose, California	\$30,856
5	Denver, Colorado	\$30,542
*Comparison	Santa Monica, California	\$39,960
*Comparison	Pasadena, California	\$26,952

Based on the cities in the country with a minimum population of 500,000
*Santa Monica population: 89,650 / Pasadena population: 147,495

Source: San Jose Redevelopment Agency
Claritas. Projections based on Census 2000, January 2008

WEST SAN CARLOS

SAN JOSE, CALIFORNIA

2004

Psychographic Profile (1- & -3 mile radii)

Introduction

Psychographics are a way to measure consumers' beliefs, opinions, and buying habits. Rather than demographics, which use age, income, gender and other quantitative data, psychographics provide a way to understand more qualitative data. Psychographics can be extremely helpful in predicting differences in buying patterns and in stimulating ideas for communicating with the target group.

Summary

There are 67 categories or segments of the "buying public" as defined by PRIZM NE. Of those 67 segments, several will be highlighted below.

<u>Segment</u>	<u>% of HH 1-Mile</u>	<u>% of HH 3-Mile</u>
A. "Young Digerati"	12%	18%

Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars - -from juice to coffee to microbrew.

B. "Money & Brains"	14%	21%
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The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots.

C. "Bohemian Mix"	33%	22%
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A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

D. "American Dreams" 9% 11%

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods (one in ten speaks a language other than English), middle-aged immigrants and their children live in middle-class comfort.

D. "Urban Achievers" 14% 9%

Concentrated in the nation's port cities, Urban Achievers are often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

*67 Categories total, most categories not listed above account for less than 5% of the population.

Sources: San Jose Redevelopment Agency PRIZM NE Segment Descriptions, April 2004PRIZM NE Report, Claritas. Projections based on Census 2000, April 2004.

WEST SAN CARLOS

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2007

1-Mile Radius Summary*

Population: 28,583

Households: 10,647

Average HH Income: \$74,504

Per Capita Income: \$27,905

Median Age: 35

Education: 51% with 1-4+ Years of College

Housing Values: 97% of Homes worth over \$200,000

Earning Income Breakdown:

9%: \$150,000-499,999

13%: \$100,000-149,999

11%: \$75,000-99,999

33%: Over \$75,000

*Center of 1-mile demographic ring: San Carlos Street and Meridian Avenue

Sources: San Jose Redevelopment Agency Claritas, Inc., October 2007

WEST SAN CARLOS

SAN JOSE, CALIFORNIA

2007

3-Mile Radius Summary*

Population: 221,805

Households: 79,592

Average HH Income: \$80,971

Per Capita Income: \$29,524

Median Age: 35

Education: 55% with 1-4+ Years of College

Housing Values: 96% of Homes worth over \$200,000

Earning Income Breakdown:

12%: \$150,000-499,999

15%: \$100,000-149,999

13%: \$75,000-99,999

40%: Over \$75,000

*Center of 3-mile demographic ring: San Carlos Street and Meridian Avenue

Sources: San Jose Redevelopment Agency, Claritas, Inc., October 2007

WEST SAN CARLOS
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2007

Fast Facts

<u>Residential Population:</u>	623,210 within 5-mile radius
<u>Average HH Income:</u>	\$87,299 within 5-mile radius
<u>Access:</u>	
Highways: (from West San Carlos St and Meridian Ave)	Hwy 87 – 1.2 miles Interstate 280 – 0.5 miles Interstate 880 – 1.4 miles
Major Arterial:	West San Carlos Street is the main thoroughfare between Downtown and Westfield Valley Fair and Santana Row. Also serves as the midpoint between two prominent San Jose neighborhoods – Willow Glen and Shasta Hanchett/Rose Garden.
Traffic Counts:	W. San Carlos St. and Meridian Ave 52,685 trips/day W. San Carlos St. and Bascom Ave 60,355 trips/day
<u>Midtown Office Population</u>	1,379 employees
<u>Local Major Employers</u>	O'Connor Hospital Santa Clara Valley Medical Center San Jose City College Valley Credit Union Zilog, Inc. Integrated Circuit Systems Echelon Corporation
<u>Retailers:</u>	
Restaurants:	Over 24 eating establishments
Retailers:	Over 268 retailers and services available, including antiques, specialty stores, and ethnic-based businesses
Santana Row	555,000 sq. ft. of retail
Westfield Valley Fair	1.4 million sq. ft. of retail

Source: San Jose Redevelopment Agency, San Jose Department of Transportation

WEST SAN CARLOS
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2008

Retail Profile

- Over 70 retailers
- 79 retail services
- 76 auto retail services
- 45 building and home repair retail services
- San Jose's Antique Row

Restaurants

Anise – California Vietnamese Cuisine	McDonald's
China Garden	Time Deli & Catering
Go Jo's Ethiopian Restaurant	Vickie's El Salvadorian Restaurant
Pho Ngan	Jack in the Box
Gulzaar Halaal Restaurant	Quizno's
Gentle Bistro & Deli	Starbucks
Falafel's Drive-In	Sliders Diner
Korean Palace	Subway
Go to Go Pizza	

Antique/Specialty Retail Businesses

Annette's Antiques	Laurelwood	Briarwood Antiques
Antique Market	Memory Lane Antiques	Victoria's Dance & Costume
Antiques Colony	Henson's Bridal Galleria	Western Appliance
Bruce's Antiques	Space Cat	
Moon Zoom	Savers	
Burkbank Antiques	Crossroads Trading (Clothing)	

Antique Memories & Collectables

Other Retail Businesses

See's Candies	Cash 'n Carry
Supercuts	Orchard Supply Hardware
Mel Cotton's Sporting Goods	Safeway
Walgreen's	V-Market
Sam's Downtown Feed & Pet Supply	Venice Nail Salon
Shampoo Dolls	Winchester Western Wear
Payless Shoe Source	Moda Italia
Sossy International Foods	

Sources: San Jose Redevelopment Agency, West San Carlos Business Association

WEST SAN CARLOS
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2007

Culture, Arts & Entertainment Profile

Major Entertainment Venues & Performing Arts

Winchester Mystery House	Summer: 60-70 tours/day Winter: 20-30 tours/day	160-room Victorian Mansion	5-minute drive from West San Carlos
Century Theatres	Approx. 45 screenings/day	7-screen movie theater	5-minute drive from West San Carlos
HP Pavilion (San Jose Arena)	20,000 seats & 24 luxury boxes	San Jose Sharks NHL Hockey, Major Concerts, Arena Football	10-minutes drive from West San Carlos
Jose Theatre	450 seats	Improv Comedy Club	15-minute drive from West San Carlos
Center for the Performing Arts	2,071 seats	American Musical Theatre of San Jose & Ballet Silicon Valley	15-minute drive from West San Carlos
Repertory Theatre	525 seats	San Jose Repertory Theatre & San Jose Taiko	15-minute drive from West San Carlos
Montgomery Theatre	536 seats	San Jose Children's Musical Theater	15-minute drive from West San Carlos
California Theatre	1,146 seats	Opera San Jose & Symphony Silicon Valley	15-minute drive from West San Carlos

Museums & Galleries - All 10-15 minute drive from West San Carlos

San Jose Museum of Art	San Jose Municipal Rose Garden
Tech Museum of Innovation	Rosicrucian Egyptian Museum
MACLA	Peralta Adobe & Fallon House
Institute of Contemporary Art	Museum of Quilts & Textiles
Children's Discovery Museum	WORKS Gallery

Source: San Jose Redevelopment Agency

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2005

Transportation Profile

- Freeway Access:** Access to Highways 280, 880 and 87
- VTA Bus Service:** Average weekday ridership in city of San Jose 64,540
- Diridon Station** Transit hub for Caltrain, VTA, DASH Shuttles, Altamont Commuter Express, Capitol Corridor, Amtrak's Coast Starlight
- CalTrain:** Originates at Downtown San Jose's Diridon Station with service to San Francisco to the north and Gilroy to the south

Mineta San José International Airport

- Scope:** More than 10.6 million passengers annually
- 378 commercial flights daily and 174 general aviation departures and landings daily (2005)
 - 13 Major carriers
 - Newest carrier is Hawaiian Airlines

Location: 5-miles from West San Carlos

- 10 - Year Expansion:**
- \$1.5-billion program includes airfield, roadway, terminal and parking improvements
 - Accommodation of 17.6 million passengers
 - Project will be done in two phases with Phase 1 to be completed by 2010
 - New Terminal B to replace existing Terminal C
 - Remodeling of Terminal A
 - New rental car/short-term parking Garage
 - New long-term parking garage

SAN JOSE, CALIFORNIA

2005

Visitor Profile

Annual Citywide Visitors:	6,700,000
Annual Downtown Visitors:	2,303,000*
Length of Stay:	3.5 mean days / nights
Average Party Size:	2.44 persons
Airport Passengers:	13.1 million annually
Day Trips to San Jose:	4.03 million visitors
Total Hotel Rooms:	8,913

San Jose Visitor Profile

50% of all San Jose visits included restaurant and dining experiences

35% of all San Jose visitors visit Downtown

Hotel/Motel Visitor Profile

Average age of "Head of Household" hotel / motel visitor is 36*

38% of hotel visitors stay 4-6 nights*

32% of hotel visitors stay 2-3 nights*

Average spending per hotel visitor is \$141/day

64% of hotel visitors are business generated, including conventions and meetings

SAN JOSE, CALIFORNIA

2007

Fast Facts

Founded in 1777 & Incorporated in 1850

10th Largest City in the U.S./ 3rd Largest City in CA

Encompasses 177 Square Miles with Population of 940,552

Best Place in the U.S. for Business and Careers*

Average Household Income is \$86,075

Average Temperature of 70° Fahrenheit

300 Days of Sunshine per Year

Office

Downtown is home to 100 software companies

MAE-West is the largest internet and exchange point on West Coast

7.2 Million sq. ft. of existing office space in Downtown Trade Area

860,000 million sq. ft. of new office space proposed Downtown

65,131 Downtown office employees within the Downtown Trade Area

Visitor

Over 6.7 million visitors a year

450,000 sq. ft. convention center with a new 80,000 sq. ft. South Hall venue

Approximately 9,000 hotel rooms in the city

Transportation

One-hour drive from San Francisco

Light rail system and Caltrain connect to Bay Area

San Jose International Airport services 10.6 million passengers annually

BART to extend to Downtown San Jose from Fremont, 2016

Source: San Jose Redevelopment Agency, September 2002
Convention & Visitors' Bureau and SJC Airport, April 2002
**Forbes Magazine*, 5/4/01
Office of Economic Development, 2002