

# **WEST SAN CARLOS STREET**

## **DEMOGRAPHICS**

### **2006**

**PREPARED BY:**



REVISED – JANUARY 2006

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2004**

**California Demographic Comparison  
(5-mile radius)**

	<b><u>West San Carlos</u></b>	<b><u>Santa Monica</u></b>	<b><u>Old Pasadena</u></b>
<b><u>Population:</u></b>	624,606	386,693	514,605
<b><u>Households (HH):</u></b>	206,007	184,136	120,967
<b><u>Average HH Income:</u></b>	\$88,085	\$97,483	\$77,525
<b><u>Median HH Income:</u></b>	\$70,495	\$59,282	\$52,937
<b><u>Percent HH over \$50,000:</u></b>	65%	57%	52%
<b><u>Over \$75,000:</u></b>	47%	39%	33%
<b><u>Education/ College 1-4+ Years:</u></b>	58%	72%	58%
<b><u>Median Age:</u></b>	34	36	35

Center of 3.0-mile demographic ring:

West San Carlos – San Carlos Street and Meridian Avenue

Santa Monica – 3<sup>rd</sup> Street Promenade and Colorado Blvd.

Old Pasadena – Euclid Avenue and Colorado Blvd

Sources: San Jose Redevelopment Agency  
Claritas, Inc., Projections based on Census 2000, April 2004

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2004**

**Regional Demographic Comparison  
(3-mile radius)**

	<b><u>West San Carlos</u></b>	<b><u>Walnut Creek</u></b>	<b><u>Saratoga/ Prospect</u></b>
<b><u>Population:</u></b>	222,961	197,749	187,464
<b><u>Households (HH):</u></b>	80,120	81,309	69,964
<b><u>Average HH Income:</u></b>	\$81,193	\$101,418	\$118,469
<b><u>Median HH Income:</u></b>	\$62,105	\$77,006	\$88,075
<b><u>Percent HH over \$50,000:</u></b>	59%	70%	74%
<b><u>Over \$75,000:</u></b>	40%	51%	57%
<b><u>Education/ College 1-4+ Years:</u></b>	58%	75%	77%
<b><u>Median Age:</u></b>	34	41	37

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., Projections based on Census 2000, April 2004

**NATIONAL COMPARISON  
POPULATION OVER 500,000**

RANK	CITY	MED HH INC.
<b>1</b>	<b>San Jose, California</b>	<b>\$82,431</b>
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.
<b>1</b>	<b>San Jose, California</b>	<b>\$86,075</b>
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
<b>4</b>	<b>San Jose, California</b>	<b>\$30,856</b>
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: 91,936 / Pasadena population: 139,037

Source: San Jose Redevelopment Agency  
Claritas. Projections based on Census 2000, September 2005

**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 to predict differences in buying patterns and 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.

<b><u>Segment</u></b>	<b><u>% of HH 1-Mile</u></b>	<b><u>% of HH 3-Mile</u></b>
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 is 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.

**Summary**

**Total Households:**

**1-mile**  
**10,095**

**3-mile**  
**79,456**

\*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 2004

PRIZM NE Report, Claritas. Projections based on Census 2000, April 2004.

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2004**

**1-Mile Radius Summary\***

**Population: 28,812**

**Households: 10,762**

**Average HH Income: \$72,854**

**Per Capita Income: \$27,151**

**Median Age: 33**

**Education: 45% with 1-4+ Years of College**

**Housing Values: 93% of Homes worth over \$200,000**

**Earning Income Breakdown:**

**9%: \$150,000-500,000**

**13%: \$100,000-150,000**

**11%: \$75,000-100,000**

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**33%: Over \$75,000**

\* Center of 1-mile demographic ring: San Carlos Street and Meridian Avenue  
Sources: San Jose Redevelopment Agency  
Claritas, Inc., Projections based on Census 2000, April 2004

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2004**

**3-Mile Radius Summary**

**Population: 222,961**

**Households: 80,120**

**Average HH Income: \$81,193**

**Per Capita Income: \$29,587**

**Median Age: 34**

**Education: 58% with 1-4+ Years of College**

**Housing Values: 94% of Homes worth over \$200,000**

**Earning Income Breakdown:**

**11%: \$150,000-500,000**

**16%: \$100,000-150,000**

**13%: \$75,000-100,000**

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**40%: Over \$75,000**

\* Center of 3-mile demographic ring: San Carlos Street and Meridian Avenue  
Sources: San Jose Redevelopment Agency  
Claritas, Inc., Projections based on Census 2000, April 2004

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2005**

**Fast Facts**

<b><u>Residential Population:</u></b>	549,015 within 5 Mile Radius
<b><u>Average HH Income:</u></b>	\$98,578 within 5 Mile Radius
<b><u>Access:</u></b>	
<b>Highways:</b> (from West San Carlos St and Meridian Ave)	Hwy 87 – 1.2 miles Interstate 280 – 0.5 miles Interstate 880 – 1.4 miles
<b>Major Arterial:</b>	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
<b>Traffic Counts:</b>	W. San Carlos St. and Meridian Ave 52,685 Trips/Day  W. San Carlos St. and Bascom Ave 60,355 Trips/Day
<b><u>Midtown Office Population</u></b>	1,379 employees
<b><u>Local Major Employers</u></b>	O'Connor Hospital Santa Clara Valley Medical Center San Jose City College Valley Credit Union Zilog, Inc. Integrated Circuit Systems Echelon Corporation
<b><u>Retailers:</u></b>	
<b>Restaurants:</b>	Over 24 eating establishments
<b>Retailers:</b>	Over 268 retailers and services available including antiques, specialty stores, and ethnic based businesses
<b>Santana Row</b>	555,000 square feet of retail
<b>Westfield Valley Fair</b>	1.4 million square feet of retail

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

# WEST SAN CARLOS SAN JOSE, CALIFORNIA

2005

## 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
El Grullense	Time Deli & Catering
Go Jo's Ethiopian Restaurant	Vickie's El Salvadorian Restaurant
Pho Ngan	Just Laziz Lebanese Cafe
Starbucks	Quizno's
Lou's Village Restaurant	Sliders Diner
Falafel's Drive-In	Korean Palace

### Antique/Specialty Retail Businesses

Ancora, Ancora Antiques	Bruce's Antiques	Space Cat
Annette's Antiques	Burbank Antiques	Savers
Antique Market	Evelyn's Antiques	Crossroads Trading (Clothing)
Antique Memories & Collectables	Laurelwood	Briarwood Antiques
Antiques Colony	Memory Lane Antiques	Natasha's Attic
Moon Zoom	Big Al's Record Barn	
	Henson's Bridal Galleria	

### Other Retail Businesses

See's Candy	Cash 'n Carry
Supercuts	Nextel
Mel Cotton's Sporting Goods	Orchard Supply Hardware
Walgreen's	Safeway
Sam's Pet Store	

Sources: San Jose Redevelopment Agency  
West San Carlos Business Association

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2005**

**Culture, Arts & Entertainment Profile**

**Major Entertainment Venues & Performing Arts**

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

**Museums & Galleries** - All 10-15 minutes by car

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

**WEST SAN CARLOS  
SAN JOSE, CALIFORNIA**

**2005**

**Transportation Profile**

<b><u>Freeway Access:</u></b>	Access to Highways 280, 880 and 87
<b><u>VTA Bus Service:</u></b>	Average Weekday Ridership in City of San Jose 66,500
<b><u>Diridon Station</u></b>	Transit hub for Caltrain, VTA, DASH Shuttles, Altamont Commuter Express, Capitol Corridor, Amtrack's Coast Starlight
<b><u>CalTrain:</u></b>	Originates at Downtown San Jose's Diridon Station with Service to San Francisco to the North and Gilroy to the South

**San Jose International Airport\***

<b><u>Scope:</u></b>	More than 13.1 Million Passengers Annually 200 Commercial Flights Daily with 14 Major Carriers Newest Carrier is Hawaiian Airlines
<b><u>Location:</u></b>	2 Miles from Downtown San Jose
<b><u>10 Year Expansion:</u></b>	Accommodation of 17.6 Million passengers \$1.5 billion Program includes airfield, roadway, terminal and parking improvements New Centralized Terminal with Two New Concourses New Rental Car/Short Term Parking Garage New Long Term Parking Garage More Information: <a href="http://www.sjc.org">www.sjc.org</a>

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\* Sources: San Jose Redevelopment Agency, April 2004  
<http://www.sjc.org/>, San Jose International Airport Website, September 2002  
The Projected Economic Impacts of the SJIA Master Plan Update Alternatives, 1996  
San Jose International Airport Master Plan Update, 1999

# **SAN JOSE, CALIFORNIA**

**2005**

## **Visitor Profile**

<b>Annual City-wide Visitors:</b>	6,700,000
<b>Annual Downtown Visitors:</b>	2,303,000*
<b>Length of Stay:</b>	3.5 Mean Days / Nights
<b>Average Party Size:</b>	2.44 Persons
<b>Airport Passengers:</b>	13.1 Million Annually
<b>Day Trips to San Jose:</b>	4.03 Million Visitors
<b>Total Hotel Rooms:</b>	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 Daily Spending per Hotel Visitor is \$141 per Day

64% of Hotel Visitors are business generated including conventions and meetings

# **SAN JOSE, CALIFORNIA 2005**

## **Fast Facts**

Founded in 1777 & Incorporated in 1850

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

Encompasses 177 Square Miles with Population of 918,800

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 tech companies

MAE-West is the Largest Internet and Exchange Point on West Coast

7.2 Million sf of Existing Office Space in Downtown Area

860,000 Million Sq. Ft. of New Office Space Proposed Downtown

### **Visitor**

Over 6.7 Million Visitors a year

450,000 sf Convention Center with a new 80,000 sf 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 17.6 Million Passengers Annually

BART to extend to Downtown San Jose from Fremont, 2018.

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