



Community Profile

Rings: 1, 3, 5 mile radii

555 San Antonio Rd, Mountain View, CA

Latitude: 37.40
Longitude: -122.11

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	26,647	127,935	257,978
2010 Total Population	28,764	134,871	270,591
2017 Total Population	32,541	148,863	295,042
2017 Group Quarters	65	1,478	7,999
2022 Total Population	34,986	158,387	311,762
2017-2022 Annual Rate	1.46%	1.25%	1.11%
2017 Total Daytime Population	26,141	180,954	356,077
Workers	10,635	107,740	206,241
Residents	15,506	73,214	149,836
Household Summary			
2000 Households	11,458	53,711	102,180
2000 Average Household Size	2.31	2.36	2.44
2010 Households	12,058	55,352	105,402
2010 Average Household Size	2.38	2.41	2.49
2017 Households	13,417	60,305	113,551
2017 Average Household Size	2.42	2.44	2.53
2022 Households	14,372	64,001	119,788
2022 Average Household Size	2.43	2.45	2.54
2017-2022 Annual Rate	1.38%	1.20%	1.08%
2010 Families	6,956	33,486	65,439
2010 Average Family Size	3.07	3.05	3.12
2017 Families	7,770	36,459	70,517
2017 Average Family Size	3.11	3.09	3.16
2022 Families	8,338	38,667	74,372
2022 Average Family Size	3.12	3.10	3.17
2017-2022 Annual Rate	1.42%	1.18%	1.07%
Housing Unit Summary			
2000 Housing Units	11,696	55,704	105,516
Owner Occupied Housing Units	43.4%	50.5%	51.2%
Renter Occupied Housing Units	54.6%	45.9%	45.7%
Vacant Housing Units	2.0%	3.6%	3.2%
2010 Housing Units	12,671	58,418	111,693
Owner Occupied Housing Units	41.6%	48.9%	48.9%
Renter Occupied Housing Units	53.6%	45.8%	45.4%
Vacant Housing Units	4.8%	5.2%	5.6%
2017 Housing Units	13,903	63,012	118,853
Owner Occupied Housing Units	40.5%	47.6%	48.0%
Renter Occupied Housing Units	56.0%	48.1%	47.5%
Vacant Housing Units	3.5%	4.3%	4.5%
2022 Housing Units	14,935	67,066	125,703
Owner Occupied Housing Units	40.1%	47.1%	47.6%
Renter Occupied Housing Units	56.2%	48.4%	47.7%
Vacant Housing Units	3.8%	4.6%	4.7%
Median Household Income			
2017	\$103,624	\$114,559	\$115,861
2022	\$115,213	\$127,246	\$127,413
Median Home Value			
2017	\$1,000,001	\$1,000,001	\$1,000,001
2022	\$1,000,001	\$1,000,001	\$1,000,001
Per Capita Income			
2017	\$60,453	\$68,510	\$66,720
2022	\$68,331	\$76,124	\$73,697
Median Age			
2010	37.1	38.2	37.0
2017	37.9	38.9	37.9
2022	38.0	39.0	38.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	13,417	60,305	113,551
<\$15,000	8.4%	6.4%	6.5%
\$15,000 - \$24,999	5.9%	4.6%	4.5%
\$25,000 - \$34,999	6.4%	5.0%	4.9%
\$35,000 - \$49,999	7.4%	6.8%	6.5%
\$50,000 - \$74,999	10.7%	11.1%	10.8%
\$75,000 - \$99,999	9.3%	9.9%	10.1%
\$100,000 - \$149,999	18.2%	16.2%	16.7%
\$150,000 - \$199,999	12.0%	12.0%	11.8%
\$200,000+	21.8%	27.9%	28.3%
Average Household Income	\$146,484	\$168,999	\$171,692
2022 Households by Income			
Household Income Base	14,372	64,001	119,788
<\$15,000	7.8%	6.1%	6.2%
\$15,000 - \$24,999	5.0%	4.1%	4.0%
\$25,000 - \$34,999	5.3%	4.4%	4.3%
\$35,000 - \$49,999	5.7%	5.5%	5.2%
\$50,000 - \$74,999	9.0%	9.2%	9.0%
\$75,000 - \$99,999	9.2%	9.7%	9.9%
\$100,000 - \$149,999	20.3%	17.3%	17.8%
\$150,000 - \$199,999	13.5%	13.2%	12.9%
\$200,000+	24.4%	30.5%	30.7%
Average Household Income	\$166,232	\$188,339	\$190,275
2017 Owner Occupied Housing Units by Value			
Total	5,624	30,005	57,066
<\$50,000	0.2%	0.6%	0.7%
\$50,000 - \$99,999	0.1%	0.5%	0.5%
\$100,000 - \$149,999	0.1%	0.3%	0.3%
\$150,000 - \$199,999	0.1%	0.2%	0.2%
\$200,000 - \$249,999	0.2%	0.2%	0.3%
\$250,000 - \$299,999	0.8%	0.4%	0.4%
\$300,000 - \$399,999	2.7%	1.5%	2.0%
\$400,000 - \$499,999	6.0%	3.1%	3.1%
\$500,000 - \$749,999	16.2%	11.7%	12.1%
\$750,000 - \$999,999	21.1%	17.0%	16.9%
\$1,000,000 +	52.6%	64.4%	63.5%
Average Home Value	\$982,570	\$1,048,957	\$1,040,856
2022 Owner Occupied Housing Units by Value			
Total	5,978	31,564	59,825
<\$50,000	0.0%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.3%	0.3%
\$100,000 - \$149,999	0.0%	0.2%	0.2%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.3%	0.2%	0.2%
\$300,000 - \$399,999	1.5%	0.8%	1.1%
\$400,000 - \$499,999	4.7%	2.0%	2.1%
\$500,000 - \$749,999	13.2%	8.7%	9.8%
\$750,000 - \$999,999	19.9%	15.8%	15.3%
\$1,000,000 +	60.4%	71.5%	70.3%
Average Home Value	\$1,038,514	\$1,098,707	\$1,088,456

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 07, 2017



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2010 Population by Age			
Total	28,765	134,869	270,592
0 - 4	6.6%	6.3%	6.6%
5 - 9	6.5%	6.3%	6.5%
10 - 14	5.4%	5.8%	5.8%
15 - 24	10.8%	10.7%	12.4%
25 - 34	17.3%	16.0%	15.7%
35 - 44	16.2%	15.6%	15.1%
45 - 54	14.1%	15.1%	14.4%
55 - 64	10.1%	10.9%	10.5%
65 - 74	6.2%	6.7%	6.5%
75 - 84	4.6%	4.4%	4.3%
85 +	2.4%	2.3%	2.3%
18 +	78.2%	78.0%	77.6%
2017 Population by Age			
Total	32,542	148,862	295,041
0 - 4	5.7%	5.5%	5.8%
5 - 9	5.9%	5.8%	6.1%
10 - 14	6.1%	6.1%	6.4%
15 - 24	11.8%	12.2%	13.4%
25 - 34	16.1%	15.1%	14.4%
35 - 44	14.1%	13.4%	13.3%
45 - 54	13.8%	14.1%	13.6%
55 - 64	12.0%	12.7%	12.1%
65 - 74	7.6%	8.3%	8.1%
75 - 84	4.3%	4.4%	4.5%
85 +	2.5%	2.4%	2.5%
18 +	79.0%	79.2%	78.3%
2022 Population by Age			
Total	34,985	158,389	311,760
0 - 4	5.8%	5.5%	5.8%
5 - 9	5.5%	5.5%	5.8%
10 - 14	5.5%	5.6%	5.9%
15 - 24	11.0%	11.3%	12.7%
25 - 34	18.0%	16.9%	15.3%
35 - 44	13.5%	13.0%	13.2%
45 - 54	12.8%	12.9%	12.7%
55 - 64	12.3%	12.9%	12.2%
65 - 74	8.6%	9.2%	8.9%
75 - 84	4.6%	4.9%	5.0%
85 +	2.3%	2.3%	2.4%
18 +	80.1%	80.2%	79.2%
2010 Population by Sex			
Males	14,410	67,433	135,495
Females	14,354	67,438	135,096
2017 Population by Sex			
Males	16,354	74,573	148,008
Females	16,187	74,290	147,033
2022 Population by Sex			
Males	17,621	79,424	156,483
Females	17,365	78,962	155,278

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 07, 2017



Community Profile

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2010 Population by Race/Ethnicity			
Total	28,763	134,871	270,591
White Alone	53.9%	59.7%	58.0%
Black Alone	2.0%	2.0%	3.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	28.6%	26.6%	25.3%
Pacific Islander Alone	0.4%	0.4%	0.8%
Some Other Race Alone	10.5%	6.2%	7.7%
Two or More Races	4.1%	4.7%	4.8%
Hispanic Origin	21.0%	14.5%	16.9%
Diversity Index	75.1	67.8	71.1
2017 Population by Race/Ethnicity			
Total	32,540	148,863	295,041
White Alone	49.3%	54.8%	53.5%
Black Alone	1.9%	2.0%	2.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	33.2%	31.2%	29.6%
Pacific Islander Alone	0.4%	0.4%	0.8%
Some Other Race Alone	10.2%	6.1%	7.6%
Two or More Races	4.5%	5.2%	5.3%
Hispanic Origin	20.5%	14.4%	16.7%
Diversity Index	76.1	70.0	73.0
2022 Population by Race/Ethnicity			
Total	34,986	158,387	311,762
White Alone	45.9%	51.0%	50.1%
Black Alone	1.9%	2.0%	2.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	36.8%	34.7%	32.9%
Pacific Islander Alone	0.4%	0.4%	0.8%
Some Other Race Alone	10.0%	6.0%	7.5%
Two or More Races	4.7%	5.5%	5.6%
Hispanic Origin	20.2%	14.5%	16.7%
Diversity Index	76.6	71.3	74.0
2010 Population by Relationship and Household Type			
Total	28,764	134,871	270,591
In Households	99.8%	98.9%	97.1%
In Family Households	76.9%	77.7%	77.6%
Householder	24.2%	24.8%	24.2%
Spouse	19.5%	20.4%	19.9%
Child	25.6%	26.6%	27.0%
Other relative	4.9%	3.9%	4.3%
Nonrelative	2.6%	2.0%	2.2%
In Nonfamily Households	22.9%	21.2%	19.5%
In Group Quarters	0.2%	1.1%	2.9%
Institutionalized Population	0.1%	0.2%	0.4%
Noninstitutionalized Population	0.1%	0.9%	2.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	22,920	104,875	201,784
Less than 9th Grade	3.3%	2.4%	3.9%
9th - 12th Grade, No Diploma	2.5%	2.4%	2.7%
High School Graduate	8.8%	7.2%	7.8%
GED/Alternative Credential	1.4%	0.7%	0.9%
Some College, No Degree	9.1%	9.6%	10.1%
Associate Degree	4.9%	4.5%	4.5%
Bachelor's Degree	27.8%	29.4%	28.8%
Graduate/Professional Degree	42.3%	43.7%	41.4%
2017 Population 15+ by Marital Status			
Total	26,769	122,976	241,233
Never Married	32.1%	32.5%	33.8%
Married	54.5%	55.2%	54.9%
Widowed	4.3%	4.1%	4.1%
Divorced	9.1%	8.2%	7.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	96.7%	96.6%
Civilian Unemployed (Unemployment Rate)	3.0%	3.3%	3.4%
2017 Employed Population 16+ by Industry			
Total	17,380	77,199	148,256
Agriculture/Mining	0.2%	0.4%	0.4%
Construction	2.5%	2.4%	3.1%
Manufacturing	14.5%	14.9%	14.7%
Wholesale Trade	1.6%	1.5%	1.4%
Retail Trade	6.2%	6.1%	6.2%
Transportation/Utilities	1.0%	1.5%	1.5%
Information	6.2%	7.3%	6.5%
Finance/Insurance/Real Estate	3.6%	4.4%	4.7%
Services	62.4%	59.8%	59.8%
Public Administration	1.6%	1.8%	1.8%
2017 Employed Population 16+ by Occupation			
Total	17,382	77,198	148,257
White Collar	81.5%	84.0%	81.4%
Management/Business/Financial	19.6%	22.9%	22.5%
Professional	48.7%	47.9%	45.1%
Sales	7.4%	7.2%	7.3%
Administrative Support	5.8%	6.0%	6.5%
Services	11.5%	9.9%	11.6%
Blue Collar	7.0%	6.1%	7.0%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	1.7%	1.7%	2.2%
Installation/Maintenance/Repair	0.8%	1.0%	1.1%
Production	2.2%	1.7%	1.9%
Transportation/Material Moving	2.1%	1.4%	1.5%
2010 Population By Urban/ Rural Status			
Total Population	28,764	134,871	270,591
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	12,058	55,353	105,402
Households with 1 Person	33.3%	30.2%	28.9%
Households with 2+ People	66.7%	69.8%	71.1%
Family Households	57.7%	60.5%	62.1%
Husband-wife Families	46.6%	49.9%	51.2%
With Related Children	23.5%	24.8%	25.8%
Other Family (No Spouse Present)	11.1%	10.6%	10.9%
Other Family with Male Householder	3.5%	3.3%	3.4%
With Related Children	1.9%	1.7%	1.8%
Other Family with Female Householder	7.5%	7.3%	7.5%
With Related Children	4.5%	4.1%	4.3%
Nonfamily Households	9.0%	9.3%	9.0%
All Households with Children	30.2%	30.9%	32.2%
Multigenerational Households	2.6%	2.7%	3.1%
Unmarried Partner Households	5.4%	5.4%	5.3%
Male-female	4.8%	4.7%	4.6%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	12,057	55,353	105,401
1 Person Household	33.3%	30.2%	28.9%
2 Person Household	30.6%	32.2%	32.0%
3 Person Household	14.7%	15.6%	15.7%
4 Person Household	13.3%	14.4%	14.5%
5 Person Household	4.8%	5.0%	5.3%
6 Person Household	2.0%	1.7%	2.0%
7 + Person Household	1.3%	0.9%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	12,058	55,352	105,402
Owner Occupied	43.7%	51.7%	51.8%
Owned with a Mortgage/Loan	32.2%	37.0%	37.0%
Owned Free and Clear	11.5%	14.7%	14.9%
Renter Occupied	56.3%	48.3%	48.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,671	58,418	111,693
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Urban Chic (2A)	Top Tier (1A)
2.	Top Tier (1A)	Top Tier (1A)	Urban Chic (2A)
3.	Trendsetters (3C)	Enterprising Professionals	Laptops and Lattes (3A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$53,655,673	\$276,192,875	\$528,747,093
Average Spent	\$3,999.08	\$4,579.93	\$4,656.47
Spending Potential Index	185	212	216
Education: Total \$	\$40,404,382	\$217,824,346	\$415,727,092
Average Spent	\$3,011.43	\$3,612.04	\$3,661.15
Spending Potential Index	207	248	252
Entertainment/Recreation: Total \$	\$73,585,384	\$380,577,320	\$727,339,028
Average Spent	\$5,484.49	\$6,310.88	\$6,405.40
Spending Potential Index	176	202	205
Food at Home: Total \$	\$115,897,868	\$589,986,146	\$1,131,922,043
Average Spent	\$8,638.14	\$9,783.37	\$9,968.40
Spending Potential Index	172	194	198
Food Away from Home: Total \$	\$81,014,612	\$414,560,061	\$791,997,032
Average Spent	\$6,038.21	\$6,874.39	\$6,974.81
Spending Potential Index	181	206	209
Health Care: Total \$	\$121,573,964	\$630,151,469	\$1,207,112,171
Average Spent	\$9,061.19	\$10,449.41	\$10,630.57
Spending Potential Index	162	187	190
HH Furnishings & Equipment: Total \$	\$45,583,241	\$235,990,324	\$450,882,119
Average Spent	\$3,397.42	\$3,913.28	\$3,970.75
Spending Potential Index	175	201	204
Personal Care Products & Services: Total \$	\$19,448,345	\$99,743,017	\$190,606,218
Average Spent	\$1,449.53	\$1,653.98	\$1,678.60
Spending Potential Index	182	208	211
Shelter: Total \$	\$413,649,614	\$2,121,415,052	\$4,059,578,427
Average Spent	\$30,830.26	\$35,178.10	\$35,751.15
Spending Potential Index	190	217	220
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$54,366,816	\$283,888,584	\$542,693,985
Average Spent	\$4,052.08	\$4,707.55	\$4,779.30
Spending Potential Index	173	201	204
Travel: Total \$	\$52,810,980	\$276,823,309	\$528,659,919
Average Spent	\$3,936.12	\$4,590.39	\$4,655.70
Spending Potential Index	190	222	225
Vehicle Maintenance & Repairs: Total \$	\$24,205,281	\$124,918,069	\$239,193,360
Average Spent	\$1,804.08	\$2,071.44	\$2,106.48
Spending Potential Index	168	193	196

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.