



CACaliforniaRanchoSantaFeCity

Geography: ZIP Code

Market Profile

Prepared by George Alexander

	2000 Total Population	4,195
	2000 Group Quarters	0
	2010 Total Population	4,280
	2015 Total Population	4,592
	2010 - 2015 Annual Rate	1.42%
	2000 Households	1,503
	2000 Average Household Size	2.79
	2010 Households	1,596
	2010 Average Household Size	2.68
	2015 Households	1,711
	2015 Average Household Size	2.68
	2010 - 2015 Annual Rate	1.4%
	2000 Families	1,192
	2000 Average Family Size	3.11
	2010 Families	1,259
	2010 Average Family Size	3
	2015 Families	1,343
	2015 Average Family Size	3.01
	2010 - 2015 Annual Rate	1.3%
	2000 Housing Units	1,647
	Owner Occupied Housing Units	79.8%
	Renter Occupied Housing Units	10.5%
	Vacant Housing Units	9.7%
	2010 Housing Units	1,762
	Owner Occupied Housing Units	77.2%
	Renter Occupied Housing Units	13.4%
	Vacant Housing Units	9.4%
	2015 Housing Units	1,890
	Owner Occupied Housing Units	77.1%
	Renter Occupied Housing Units	13.4%
	Vacant Housing Units	9.5%
Median Household Income		
	2000	\$184,378
	2010	\$208,898
	2015	\$240,291
Median Home Value		
	2000	\$1,000,001
	2010	\$1,000,001
	2015	\$1,000,001
Per Capita Income		
	2000	\$102,755
	2010	\$93,604
	2015	\$109,970
Median Age		
	2000	46.6
	2010	49.0
	2015	50.6

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2000 Households by Income**

Household Income Base	1,486
< \$15,000	4.4%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	4.2%
\$50,000 - \$74,999	6.8%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	10.2%
\$200,000+	47.3%
Average Household Income	\$282,532

2010 Households by Income

Household Income Base	1,596
< \$15,000	2.9%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	1.9%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	4.1%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	10.8%
\$200,000+	53.1%
Average Household Income	\$251,018

2015 Households by Income

Household Income Base	1,711
< \$15,000	1.6%
\$15,000 - \$24,999	1.4%
\$25,000 - \$34,999	1.1%
\$35,000 - \$49,999	3.4%
\$50,000 - \$74,999	3.3%
\$75,000 - \$99,999	5.6%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	10.2%
\$200,000+	62.2%
Average Household Income	\$295,138

2000 Owner Occupied HUs by Value

Total	1,312
<\$50,000	0.0%
\$50,000 - 99,999	0.0%
\$100,000 - 149,999	0.0%
\$150,000 - 199,999	0.5%
\$200,000 - \$299,999	0.9%
\$300,000 - 499,999	5.2%
\$500,000 - 999,999	22.6%
\$1,000,000+	70.8%
Average Home Value	\$1,086,095

2000 Specified Renter Occupied HUs by Contract Rent

Total	185
With Cash Rent	90.8%
No Cash Rent	9.2%
Median Rent	\$2,000
Average Rent	\$2,285

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2000 Population by Age**

Total	4,195
Age 0 - 4	4.2%
Age 5 - 9	7.4%
Age 10 - 14	10.1%
Age 15 - 19	5.9%
Age 20 - 24	1.6%
Age 25 - 34	3.9%
Age 35 - 44	13.6%
Age 45 - 54	20.4%
Age 55 - 64	13.8%
Age 65 - 74	9.4%
Age 75 - 84	7.3%
Age 85+	2.5%
Age 18+	74.0%

2010 Population by Age

Total	4,280
Age 0 - 4	4.5%
Age 5 - 9	5.5%
Age 10 - 14	7.5%
Age 15 - 19	7.9%
Age 20 - 24	4.1%
Age 25 - 34	4.5%
Age 35 - 44	9.7%
Age 45 - 54	18.4%
Age 55 - 64	18.3%
Age 65 - 74	10.4%
Age 75 - 84	6.1%
Age 85+	3.4%
Age 18+	77.6%

2015 Population by Age

Total	4,592
Age 0 - 4	4.5%
Age 5 - 9	5.7%
Age 10 - 14	6.6%
Age 15 - 19	6.2%
Age 20 - 24	3.7%
Age 25 - 34	6.7%
Age 35 - 44	9.3%
Age 45 - 54	15.0%
Age 55 - 64	18.9%
Age 65 - 74	13.7%
Age 75 - 84	6.3%
Age 85+	3.4%
Age 18+	79.2%

2000 Population by Sex

Males	49.0%
Females	51.0%

2010 Population by Sex

Males	48.6%
Females	51.4%

2015 Population by Sex

Males	48.6%
Females	51.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2000 Population by Race/Ethnicity**

Total	4,194
White Alone	93.3%
Black Alone	0.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	3.2%
Some Other Race Alone	1.8%
Two or More Races	1.1%
Hispanic Origin	4.9%
Diversity Index	20.9

2010 Population by Race/Ethnicity

Total	4,280
White Alone	91.0%
Black Alone	0.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.3%
Some Other Race Alone	2.7%
Two or More Races	1.4%
Hispanic Origin	7.2%
Diversity Index	28.1

2015 Population by Race/Ethnicity

Total	4,592
White Alone	89.6%
Black Alone	0.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	5.0%
Some Other Race Alone	3.2%
Two or More Races	1.6%
Hispanic Origin	8.5%
Diversity Index	32.0

**2000 Population 3+ by School Enrollment**

Total	4,057
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	0.7%
Enrolled in Grade 1-8	15.2%
Enrolled in Grade 9-12	7.1%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	71.5%

2010 Population 25+ by Educational Attainment

Total	3,023
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	0.9%
High School Graduate	6.2%
Some College, No Degree	13.4%
Associate Degree	5.8%
Bachelor's Degree	39.1%
Graduate/Professional Degree	33.6%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2010 Population 15+ by Marital Status**

Total	3,534
Never Married	18.1%
Married	69.6%
Widowed	5.5%
Divorced	6.8%

**2000 Population 16+ by Employment Status**

Total	3,215
In Labor Force	49.4%
Civilian Employed	48.0%
Civilian Unemployed	1.2%
In Armed Forces	0.2%
Not in Labor Force	50.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.9%
Civilian Unemployed	8.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.3%
Civilian Unemployed	6.7%

2000 Females 16+ by Employment Status and Age of Children

Total	1,713
Own Children < 6 Only	5.5%
Employed/in Armed Forces	1.8%
Unemployed	0.0%
Not in Labor Force	3.8%
Own Children < 6 and 6-17 Only	5.0%
Employed/in Armed Forces	1.2%
Unemployed	0.0%
Not in Labor Force	3.7%
Own Children 6-17 Only	20.1%
Employed/in Armed Forces	7.8%
Unemployed	0.4%
Not in Labor Force	11.9%
No Own Children < 18	69.4%
Employed/in Armed Forces	22.2%
Unemployed	0.6%
Not in Labor Force	46.6%

**2010 Employed Population 16+ by Industry**

Total	1,690
Agriculture/Mining	2.1%
Construction	2.8%
Manufacturing	5.6%
Wholesale Trade	3.4%
Retail Trade	8.9%
Transportation/Utilities	1.4%
Information	3.7%
Finance/Insurance/Real Estate	22.9%
Services	47.5%
Public Administration	1.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2010 Employed Population 16+ by Occupation

Total	1,690
White Collar	87.2%
Management/Business/Financial	35.9%
Professional	28.6%
Sales	16.8%
Administrative Support	5.8%
Services	8.3%
Blue Collar	4.6%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	0.9%
Installation/Maintenance/Repair	0.8%
Production	0.9%
Transportation/Material Moving	1.5%



2000 Workers 16+ by Means of Transportation to Work

Total	1,522
Drove Alone - Car, Truck, or Van	72.9%
Carpooled - Car, Truck, or Van	8.9%
Public Transportation	1.4%
Walked	3.2%
Other Means	0.4%
Worked at Home	13.1%

2000 Workers 16+ by Travel Time to Work

Total	1,523
Did Not Work at Home	86.9%
Less than 5 minutes	9.7%
5 to 9 minutes	7.1%
10 to 19 minutes	19.2%
20 to 24 minutes	7.7%
25 to 34 minutes	23.2%
35 to 44 minutes	8.9%
45 to 59 minutes	6.0%
60 to 89 minutes	3.3%
90 or more minutes	1.8%
Worked at Home	13.1%
Average Travel Time to Work (in min)	25.7

2000 Households by Vehicles Available

Total	1,506
None	1.7%
1	19.1%
2	39.4%
3	26.0%
4	10.5%
5+	3.3%
Average Number of Vehicles Available	2.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**2000 Households by Type**

Total	1,503
Family Households	79.3%
Married-couple Family	72.9%
With Related Children	31.6%
Other Family (No Spouse)	6.5%
With Related Children	3.5%
Nonfamily Households	20.7%
Householder Living Alone	17.2%
Householder Not Living Alone	3.5%
Households with Related Children	35.1%
Households with Persons 65+	36.1%

2000 Households by Size

Total	1,503
1 Person Household	17.3%
2 Person Household	39.8%
3 Person Household	14.3%
4 Person Household	16.7%
5 Person Household	8.1%
6 Person Household	2.7%
7+ Person Household	1.1%

2000 Households by Year Householder Moved In

Total	1,505
Moved in 1999 to March 2000	14.0%
Moved in 1995 to 1998	32.6%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	9.2%
Median Year Householder Moved In	1994

**2000 Housing Units by Units in Structure**

Total	1,670
1, Detached	85.6%
1, Attached	11.4%
2	0.0%
3 or 4	2.6%
5 to 9	0.0%
10 to 19	0.1%
20+	0.3%
Mobile Home	0.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,655
1999 to March 2000	2.4%
1995 to 1998	4.9%
1990 to 1994	8.0%
1980 to 1989	28.5%
1970 to 1979	22.4%
1969 or Earlier	33.9%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Top 3 Tapestry Segments

1.

Top Rung



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$9,659,063
Average Spent	\$6,052.04
Spending Potential Index	253
Computers & Accessories: Total \$	\$1,189,855
Average Spent	\$745.52
Spending Potential Index	339
Education: Total \$	\$8,129,877
Average Spent	\$5,093.91
Spending Potential Index	418
Entertainment/Recreation: Total \$	\$19,291,682
Average Spent	\$12,087.52
Spending Potential Index	375
Food at Home: Total \$	\$22,328,019
Average Spent	\$13,989.99
Spending Potential Index	313
Food Away from Home: Total \$	\$17,122,701
Average Spent	\$10,728.51
Spending Potential Index	333
Health Care: Total \$	\$19,167,890
Average Spent	\$12,009.96
Spending Potential Index	322
HH Furnishings & Equipment: Total \$	\$11,060,047
Average Spent	\$6,929.85
Spending Potential Index	337
Investments: Total \$	\$14,702,126
Average Spent	\$9,211.86
Spending Potential Index	530
Retail Goods: Total \$	\$131,698,168
Average Spent	\$82,517.65
Spending Potential Index	332
Shelter: Total \$	\$96,037,360
Average Spent	\$60,173.78
Spending Potential Index	381
TV/Video/Audio: Total \$	\$6,326,666
Average Spent	\$3,964.08
Spending Potential Index	319
Travel: Total \$	\$13,017,099
Average Spent	\$8,156.08
Spending Potential Index	431
Vehicle Maintenance & Repairs: Total \$	\$5,120,388
Average Spent	\$3,208.26
Spending Potential Index	340

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.