Perform Properties

**NORTH PARK PLAZA**
1702-1712 Oakland Road, San Jose, CA 95131
Generated on November 1, 2026

| FULL YEAR 2026 | 1-MILE RADIUS | 3-MILE RADIUS | 5-MILE RADIUS | 10-MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 16,919 | 192,302 | 538,439 | 876,117 | 1,265,049 |
| Total Daytime Population | 32,063 | 248,133 | 702,581 | 1,050,922 | 1,449,685 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 5,529 | 64,467 | 175,488 | 287,423 | 422,874 |
| Median Household Income | $178,853 | $159,676 | $149,335 | $151,429 | $158,354 |
| Average Household Income | $222,174 | $207,479 | $198,230 | $206,584 | $221,283 |
| Under $15,000 | 3.7% | 4.2% | 4.8% | 4.9% | 4.3% |
| $15,000 - $34,999 | 4.5% | 5.1% | 6.3% | 6.4% | 5.9% |
| $35,000 - $49,999 | 2.1% | 3.4% | 4.2% | 4.4% | 4.1% |
| $50,000 - $74,999 | 6.2% | 6.3% | 7.7% | 7.8% | 7.3% |
| $75,000 - $99,999 | 7.5% | 8.0% | 8.6% | 8.7% | 8.2% |
| $100,000 - $124,999 | 6.9% | 7.3% | 8.3% | 8.3% | 8.1% |
| $125,000 - $149,999 | 7.9% | 6.6% | 7.2% | 7.2% | 7.1% |
| $150,000+ | 61.1% | 59.2% | 52.9% | 52.4% | 54.9% |
| **BUSINESSES** | | | | | |
| Total Businesses | 1,515 | 9,833 | 24,565 | 37,663 | 51,871 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 10.9% | 12.7% | 16.7% | 18.9% | 21.3% |
| Black/African American | 2.8% | 2.5% | 2.6% | 2.6% | 2.4% |
| Asian/Pacific Islander | 71.0% | 57.4% | 43.7% | 43.1% | 44.4% |
| Hispanic/Latino | 11.6% | 23.4% | 32.8% | 31.1% | 27.3% |
| Other | 3.8% | 4.0% | 4.2% | 4.4% | 4.6% |

Source: Advan, 2025.