

# CITY OF SANTA ANA VITALS & STATISTICS

*Santa Ana is*

**YOUNG,  
DENSELY  
POPULATED  
&  
READY TO  
SPEND!!!**

## DEMOGRAPHICS

	2014 (Estimated)	2019 (Projected)
<b>Total Population</b> .....	335,855	338,011
<b>Daytime Population</b> .....	356,651	-
<b>Population Aged 16 and Under</b> .....	88,382	-
<b>Daytime Population Age 16+</b> .....	268,269	-
<b>At Workplace</b> .....	185,124	-
<b>Median Age</b> .....	29.3	30.2
<b>Median Household Income</b> .....	\$53,547	\$59,981
<b>Housing Units</b> .....	77,044	78,004

Source: DemographicsNow 2014

## EMPLOYMENT

	July 2014 (P)	July 2013	% Change
<b>Labor Force</b> .....	159,700	161,000	0%
<b>Employment</b> .....	145,000	144,300	0%
<b>Unemployment</b> .....	14,800	17,300	-17%
<b>Unemployment Rate</b> .....	9.2%	10.7%	-17%

Source: Employment Development Department, 2014

(P) Preliminary

*Santa Ana is*

**HARD AT  
WORK**

*Santa Ana is*

**MORE  
AFFORDABLE  
THAN OTHER  
CITIES  
IN THE OC**

## COMMERCIAL REAL ESTATE

	Vacancy Rate	Average Asking Lease Rate
<b>Retail*</b>		
Central County (inc. Santa Ana)	4.54%	\$1.69
Orange County Total	4.80%	\$1.85

\*Retail stats only reported by area, not individual city  
Source: VOIT 2nd Quarter 2014 Market Reports

## RETAIL STATISTICS

<b>Average Annual Retail Demand (per household)</b>	\$19,865
<b>Total Retail Sales</b>	\$2,364,000,000
<b>Total Aggregate Annual Retail Demand</b>	\$1,514,767,068

*Santa Ana is*

**#18**

OF  
**TOP 100 CITY  
RETAIL  
MARKETS IN  
CALIFORNIA**

## HOME TO THE FASTEST GROWING COMPANIES IN ORANGE COUNTY

Eight Santa Ana companies were named to the 2014 Orange County Business Journal's list of 100 Fastest Growing Private Companies in Orange County: Nekter Juice Bar; California Waters; Tidalwave Finance Corp; Stearns Lending; C3 Lighting; Xtopoly; Orange Coast; Mark-it Smart

## CONTACT US!

City of Santa Ana Economic Development Division | [www.santa-ana.org/business](http://www.santa-ana.org/business) | 714.647.5360

# WELCOME TO SANTA ANA, THE HEART OF ORANGE COUNTY!

Founded in 1869, Santa Ana has long been the county's government powerbase. Today, this historic city serves as Orange County's downtown. Businesses, tourists and locals come to Santa Ana for its unique and unexpected experiences – from gleaming, modern office buildings and cultural events at the many museums and galleries, to luxury high-rise lofts and distinctive restaurants.

