



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966  
Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	7,096	64,556	162,979
2020 Total Population	11,324	91,596	200,077
2020 Group Quarters	123	2,948	5,041
2022 Total Population	11,822	94,172	204,468
2022 Group Quarters	123	2,926	5,040
2027 Total Population	11,998	93,984	203,427
2022-2027 Annual Rate	0.30%	-0.04%	-0.10%
2022 Total Daytime Population	11,106	102,665	213,342
Workers	5,076	53,802	108,499
Residents	6,030	48,863	104,843
<b>Household Summary</b>			
2010 Households	2,596	22,251	56,333
2010 Average Household Size	2.73	2.70	2.78
2020 Total Households	4,229	31,375	68,760
2020 Average Household Size	2.65	2.83	2.84
2022 Total Households	4,389	32,062	69,869
2022 Average Household Size	2.67	2.85	2.85
2027 Total Households	4,443	31,814	69,041
2027 Average Household Size	2.67	2.86	2.87
2022-2027 Annual Rate	0.24%	-0.16%	-0.24%
2010 Families	1,863	16,234	41,502
2010 Average Family Size	3.26	3.17	3.23
2022 Total Families	3,199	23,512	51,346
2022 Average Family Size	3.08	3.33	3.33
2027 Total Families	3,257	23,364	50,829
2027 Average Family Size	3.08	3.35	3.35
2022-2027 Annual Rate	0.36%	-0.13%	-0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,285	16,931	47,120
Owner Occupied Housing Units	81.1%	67.1%	67.5%
Renter Occupied Housing Units	14.8%	28.3%	29.4%
Vacant Housing Units	4.1%	4.5%	3.1%
2010 Housing Units	2,788	23,242	58,734
Owner Occupied Housing Units	61.6%	62.8%	65.0%
Renter Occupied Housing Units	31.5%	32.9%	30.9%
Vacant Housing Units	6.9%	4.3%	4.1%
2020 Housing Units	4,361	32,589	71,359
Vacant Housing Units	3.0%	3.7%	3.6%
2022 Housing Units	4,522	33,306	72,464
Owner Occupied Housing Units	56.7%	63.0%	65.3%
Renter Occupied Housing Units	40.4%	33.3%	31.1%
Vacant Housing Units	2.9%	3.7%	3.6%
2027 Housing Units	4,646	33,930	73,687
Owner Occupied Housing Units	56.4%	61.4%	63.5%
Renter Occupied Housing Units	39.3%	32.4%	30.2%
Vacant Housing Units	4.4%	6.2%	6.3%
<b>Median Household Income</b>			
2022	\$180,557	\$182,107	\$172,600
2027	\$200,001	\$200,001	\$192,175
<b>Median Home Value</b>			
2022	\$1,039,929	\$1,090,698	\$1,029,565
2027	\$1,088,398	\$1,130,187	\$1,072,329
<b>Per Capita Income</b>			
2022	\$81,801	\$75,157	\$73,482
2027	\$94,398	\$85,055	\$83,419
<b>Median Age</b>			
2010	35.9	37.0	37.6
2022	38.2	37.9	38.8
2027	39.4	37.9	39.2

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966  
Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>2022 Households by Income</b>			
Household Income Base	4,389	32,062	69,869
<\$15,000	3.5%	2.3%	2.4%
\$15,000 - \$24,999	1.0%	1.8%	2.0%
\$25,000 - \$34,999	1.7%	1.6%	1.9%
\$35,000 - \$49,999	3.4%	2.7%	3.2%
\$50,000 - \$74,999	5.3%	4.6%	5.9%
\$75,000 - \$99,999	6.8%	6.6%	7.3%
\$100,000 - \$149,999	16.6%	16.4%	17.5%
\$150,000 - \$199,999	17.1%	19.6%	18.4%
\$200,000+	44.5%	44.4%	41.4%
Average Household Income	\$218,884	\$222,527	\$214,513
<b>2027 Households by Income</b>			
Household Income Base	4,443	31,814	69,041
<\$15,000	2.0%	1.3%	1.4%
\$15,000 - \$24,999	0.5%	0.8%	1.0%
\$25,000 - \$34,999	0.9%	0.8%	1.0%
\$35,000 - \$49,999	1.5%	1.3%	1.8%
\$50,000 - \$74,999	2.5%	2.3%	4.0%
\$75,000 - \$99,999	4.1%	4.1%	5.3%
\$100,000 - \$149,999	15.8%	15.6%	16.5%
\$150,000 - \$199,999	21.0%	23.5%	21.6%
\$200,000+	51.6%	50.2%	47.5%
Average Household Income	\$253,404	\$253,239	\$245,175
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,563	20,967	47,309
<\$50,000	0.1%	0.5%	0.3%
\$50,000 - \$99,999	0.1%	0.6%	0.3%
\$100,000 - \$149,999	0.0%	0.3%	0.2%
\$150,000 - \$199,999	0.0%	0.3%	0.2%
\$200,000 - \$249,999	0.3%	0.3%	0.2%
\$250,000 - \$299,999	0.1%	0.2%	0.2%
\$300,000 - \$399,999	0.2%	0.4%	0.4%
\$400,000 - \$499,999	1.4%	0.7%	1.0%
\$500,000 - \$749,999	12.9%	7.9%	12.8%
\$750,000 - \$999,999	31.1%	30.1%	32.3%
\$1,000,000 - \$1,499,999	49.6%	47.8%	38.6%
\$1,500,000 - \$1,999,999	3.7%	8.1%	8.9%
\$2,000,000 +	0.7%	2.8%	4.8%
Average Home Value	\$1,060,174	\$1,121,624	\$1,116,003
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,619	20,824	46,795
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.1%	0.1%
\$400,000 - \$499,999	0.5%	0.2%	0.3%
\$500,000 - \$749,999	8.5%	5.5%	9.2%
\$750,000 - \$999,999	31.2%	31.0%	34.5%
\$1,000,000 - \$1,499,999	55.3%	50.5%	40.7%
\$1,500,000 - \$1,999,999	3.9%	9.4%	10.1%
\$2,000,000 +	0.6%	3.3%	5.2%
Average Home Value	\$1,101,040	\$1,175,904	\$1,161,365

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966

Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	7,094	64,557	162,977
0 - 4	7.6%	6.8%	6.7%
5 - 9	7.7%	7.5%	7.4%
10 - 14	7.7%	7.0%	7.3%
15 - 24	9.9%	10.9%	11.3%
25 - 34	15.3%	14.2%	12.9%
35 - 44	18.6%	18.3%	17.2%
45 - 54	15.9%	16.4%	16.8%
55 - 64	10.2%	10.0%	10.4%
65 - 74	4.2%	5.3%	5.7%
75 - 84	2.2%	2.8%	3.0%
85 +	0.7%	0.9%	1.2%
18 +	72.9%	74.6%	74.1%
<b>2022 Population by Age</b>			
Total	11,822	94,173	204,468
0 - 4	6.2%	6.4%	6.0%
5 - 9	7.2%	7.2%	6.9%
10 - 14	7.9%	7.9%	7.4%
15 - 24	11.3%	11.8%	11.5%
25 - 34	12.2%	12.3%	12.4%
35 - 44	16.5%	15.7%	15.1%
45 - 54	15.1%	15.0%	14.5%
55 - 64	12.1%	11.9%	12.7%
65 - 74	7.5%	7.3%	8.1%
75 - 84	2.9%	3.4%	3.9%
85 +	1.1%	1.1%	1.4%
18 +	74.5%	74.4%	75.6%
<b>2027 Population by Age</b>			
Total	11,999	93,986	203,428
0 - 4	6.1%	6.5%	6.1%
5 - 9	6.5%	7.0%	6.6%
10 - 14	7.0%	7.1%	6.6%
15 - 24	11.2%	11.4%	10.9%
25 - 34	12.5%	13.8%	13.2%
35 - 44	15.3%	15.0%	15.1%
45 - 54	15.5%	14.0%	13.4%
55 - 64	12.1%	11.7%	12.4%
65 - 74	8.5%	7.9%	9.0%
75 - 84	4.1%	4.3%	4.9%
85 +	1.2%	1.3%	1.6%
18 +	76.2%	75.5%	76.8%
<b>2010 Population by Sex</b>			
Males	3,439	32,687	81,552
Females	3,658	31,869	81,426
<b>2022 Population by Sex</b>			
Males	5,708	47,187	102,065
Females	6,114	46,985	102,403
<b>2027 Population by Sex</b>			
Males	5,789	47,002	101,509
Females	6,209	46,982	101,918

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966

Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	7,096	64,557	162,978
White Alone	50.2%	57.8%	62.1%
Black Alone	4.1%	5.7%	3.9%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	36.6%	26.8%	22.5%
Pacific Islander Alone	0.2%	0.3%	0.4%
Some Other Race Alone	2.8%	3.9%	5.6%
Two or More Races	5.9%	5.1%	5.2%
Hispanic Origin	9.4%	12.2%	14.7%
Diversity Index	67.5	67.5	66.8
<b>2020 Population by Race/Ethnicity</b>			
Total	11,324	91,596	200,077
White Alone	29.6%	34.5%	41.4%
Black Alone	2.8%	2.6%	2.5%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	56.8%	50.5%	40.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.9%	3.5%	4.9%
Two or More Races	7.3%	8.2%	10.0%
Hispanic Origin	7.0%	10.2%	13.3%
Diversity Index	63.7	68.8	73.3
<b>2022 Population by Race/Ethnicity</b>			
Total	11,821	94,172	204,468
White Alone	29.0%	33.5%	40.2%
Black Alone	2.7%	2.5%	2.5%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	57.7%	51.6%	41.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.9%	3.5%	5.0%
Two or More Races	7.3%	8.2%	10.0%
Hispanic Origin	6.9%	10.1%	13.2%
Diversity Index	63.1	68.4	73.2
<b>2027 Population by Race/Ethnicity</b>			
Total	11,999	93,985	203,427
White Alone	26.7%	30.6%	37.3%
Black Alone	2.3%	2.3%	2.3%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	60.5%	54.7%	44.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.9%	3.6%	5.1%
Two or More Races	7.1%	8.0%	9.9%
Hispanic Origin	6.5%	9.6%	12.8%
Diversity Index	61.0	66.8	72.8
<b>2010 Population by Relationship and Household Type</b>			
Total	7,096	64,556	162,979
In Households	99.8%	93.1%	95.9%
In Family Households	87.0%	81.2%	84.2%
Householder	26.9%	25.0%	25.5%
Spouse	22.4%	20.7%	21.0%
Child	32.8%	30.6%	31.9%
Other relative	3.5%	3.5%	4.0%
Nonrelative	1.4%	1.5%	1.9%
In Nonfamily Households	12.8%	11.8%	11.7%
In Group Quarters	0.2%	6.9%	4.1%
Institutionalized Population	0.0%	6.7%	3.6%
Noninstitutionalized Population	0.2%	0.2%	0.4%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966  
Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,961	62,863	139,320
Less than 9th Grade	1.8%	1.7%	1.9%
9th - 12th Grade, No Diploma	2.1%	1.9%	2.1%
High School Graduate	8.0%	7.4%	9.5%
GED/Alternative Credential	0.9%	1.3%	1.3%
Some College, No Degree	9.7%	11.1%	12.9%
Associate Degree	4.6%	5.5%	7.2%
Bachelor's Degree	38.4%	39.1%	37.3%
Graduate/Professional Degree	34.6%	32.1%	27.8%
<b>2022 Population 15+ by Marital Status</b>			
Total	9,295	73,991	162,906
Never Married	22.3%	25.0%	24.7%
Married	64.6%	63.6%	63.3%
Widowed	5.0%	3.8%	4.2%
Divorced	8.1%	7.6%	7.7%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,004	45,698	101,602
Population 16+ Employed	97.8%	97.3%	97.0%
Population 16+ Unemployment rate	2.2%	2.7%	3.0%
Population 16-24 Employed	11.1%	9.7%	9.6%
Population 16-24 Unemployment rate	4.2%	5.7%	7.3%
Population 25-54 Employed	69.7%	69.6%	68.1%
Population 25-54 Unemployment rate	1.7%	2.0%	2.3%
Population 55-64 Employed	16.6%	17.2%	17.8%
Population 55-64 Unemployment rate	3.0%	2.6%	2.4%
Population 65+ Employed	2.6%	3.5%	4.6%
Population 65+ Unemployment rate	0.0%	7.8%	6.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,872	44,472	98,518
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	4.2%	4.3%	5.1%
Manufacturing	9.6%	11.2%	10.6%
Wholesale Trade	2.7%	2.5%	2.8%
Retail Trade	7.2%	8.0%	8.7%
Transportation/Utilities	4.6%	3.8%	4.2%
Information	4.5%	4.4%	3.9%
Finance/Insurance/Real Estate	8.0%	8.5%	7.6%
Services	55.4%	53.5%	53.1%
Public Administration	3.4%	3.5%	3.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,874	44,473	98,519
White Collar	86.5%	85.5%	82.0%
Management/Business/Financial	30.6%	29.6%	28.7%
Professional	39.3%	40.7%	36.6%
Sales	9.4%	7.5%	8.5%
Administrative Support	7.2%	7.6%	8.2%
Services	7.5%	7.4%	8.7%
Blue Collar	6.1%	7.1%	9.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.4%	1.9%	2.6%
Installation/Maintenance/Repair	0.9%	1.2%	1.5%
Production	1.0%	1.5%	1.9%
Transportation/Material Moving	1.9%	2.5%	3.2%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966

Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>2010 Households by Type</b>			
Total	2,596	22,252	56,332
Households with 1 Person	22.4%	21.0%	20.4%
Households with 2+ People	77.6%	79.0%	79.6%
Family Households	71.8%	73.0%	73.7%
Husband-wife Families	59.6%	60.5%	60.8%
With Related Children	34.7%	34.5%	33.6%
Other Family (No Spouse Present)	12.2%	12.4%	12.9%
Other Family with Male Householder	3.4%	3.9%	4.2%
With Related Children	2.3%	2.4%	2.5%
Other Family with Female Householder	8.9%	8.5%	8.7%
With Related Children	5.4%	5.4%	5.3%
Nonfamily Households	5.8%	6.1%	5.9%
All Households with Children	42.5%	42.5%	41.7%
Multigenerational Households	3.2%	3.6%	3.9%
Unmarried Partner Households	5.0%	5.1%	5.2%
Male-female	4.2%	4.4%	4.5%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,597	22,249	56,331
1 Person Household	22.4%	21.0%	20.4%
2 Person Household	29.0%	30.2%	30.3%
3 Person Household	20.5%	18.9%	18.6%
4 Person Household	19.6%	20.2%	19.7%
5 Person Household	6.0%	6.7%	7.2%
6 Person Household	1.8%	2.2%	2.5%
7 + Person Household	0.6%	0.8%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,596	22,252	56,333
Owner Occupied	66.2%	65.6%	67.7%
Owned with a Mortgage/Loan	61.1%	57.0%	58.3%
Owned Free and Clear	5.1%	8.6%	9.5%
Renter Occupied	33.8%	34.4%	32.3%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	79	77	78
Percent of Income for Mortgage	30.4%	31.6%	31.4%
Wealth Index	212	229	229
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,788	23,242	58,734
Housing Units Inside Urbanized Area	99.9%	99.4%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.6%	0.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,096	64,556	162,979
Population Inside Urbanized Area	99.9%	99.4%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.6%	0.8%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6966

Longitude: -121.8497

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Boomburbs (1C)	Enterprising Professionals (2D)
2.	Professional Pride (1B)	Enterprising Professionals (2D)	Boomburbs (1C)
3.	Boomburbs (1C)	Professional Pride (1B)	Savvy Suburbanites (1D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$21,661,095	\$159,574,373	\$336,457,290
Average Spent	\$4,935.31	\$4,977.06	\$4,815.54
Spending Potential Index	205	207	200
Education: Total \$	\$19,414,921	\$141,302,767	\$307,436,231
Average Spent	\$4,423.54	\$4,407.17	\$4,400.18
Spending Potential Index	226	225	224
Entertainment/Recreation: Total \$	\$32,138,037	\$239,561,193	\$502,906,009
Average Spent	\$7,322.41	\$7,471.81	\$7,197.84
Spending Potential Index	199	204	196
Food at Home: Total \$	\$52,879,956	\$392,092,722	\$831,037,185
Average Spent	\$12,048.29	\$12,229.20	\$11,894.22
Spending Potential Index	195	198	192
Food Away from Home: Total \$	\$38,855,448	\$287,231,263	\$600,934,056
Average Spent	\$8,852.92	\$8,958.62	\$8,600.87
Spending Potential Index	205	208	199
Health Care: Total \$	\$58,136,416	\$437,346,545	\$918,021,671
Average Spent	\$13,245.94	\$13,640.65	\$13,139.18
Spending Potential Index	187	192	185
HH Furnishings & Equipment: Total \$	\$23,024,480	\$171,470,922	\$358,822,900
Average Spent	\$5,245.95	\$5,348.10	\$5,135.65
Spending Potential Index	205	209	200
Personal Care Products & Services: Total \$	\$9,072,781	\$67,539,430	\$141,973,550
Average Spent	\$2,067.16	\$2,106.53	\$2,032.00
Spending Potential Index	203	207	199
Shelter: Total \$	\$208,771,016	\$1,555,854,553	\$3,302,365,192
Average Spent	\$47,566.88	\$48,526.43	\$47,265.10
Spending Potential Index	208	212	206
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,582,686	\$180,927,325	\$369,030,473
Average Spent	\$5,373.13	\$5,643.05	\$5,281.75
Spending Potential Index	198	208	194
Travel: Total \$	\$27,389,067	\$203,863,940	\$425,459,269
Average Spent	\$6,240.39	\$6,358.43	\$6,089.39
Spending Potential Index	217	221	212
Vehicle Maintenance & Repairs: Total \$	\$10,481,248	\$78,493,141	\$163,165,551
Average Spent	\$2,388.07	\$2,448.17	\$2,335.31
Spending Potential Index	190	194	185

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.