

## Community Profile

Rings: 3, 5, 8 mile radii

2693 Stoneridge Dr, Pleasanton, CA 94588,

Latitude: 37.6956

Longitude: -121.8505

	3 mile	5 mile	8 mile
<b>Population Summary</b>			
2010 Total Population	63,582	161,899	271,944
2020 Total Population	90,283	198,919	329,747
2020 Group Quarters	2,949	5,035	5,768
2024 Total Population	92,718	199,889	331,446
2024 Group Quarters	2,898	4,392	5,093
2029 Total Population	94,690	204,491	338,548
2024-2029 Annual Rate	0.42%	0.46%	0.42%
2024 Total Daytime Population	107,993	214,852	357,067
Workers	62,446	117,845	196,338
Residents	45,547	97,007	160,729
<b>Household Summary</b>			
2010 Households	21,929	55,863	94,577
2010 Average Household Size	2.69	2.78	2.80
2020 Total Households	30,920	68,271	112,868
2020 Average Household Size	2.82	2.84	2.87
2024 Households	31,073	67,878	112,228
2024 Average Household Size	2.89	2.88	2.91
2029 Households	31,383	68,834	113,462
2029 Average Household Size	2.92	2.91	2.94
2024-2029 Annual Rate	0.20%	0.28%	0.22%
2010 Families	15,963	41,192	70,981
2010 Average Family Size	3.17	3.24	3.23
2024 Families	23,445	50,666	85,403
2024 Average Family Size	3.33	3.34	3.34
2029 Families	23,705	51,453	86,452
2029 Average Family Size	3.36	3.36	3.37
2024-2029 Annual Rate	0.22%	0.31%	0.24%
<b>Housing Unit Summary</b>			
2000 Housing Units	16,646	46,720	77,528
Owner Occupied Housing Units	66.5%	67.5%	70.2%
Renter Occupied Housing Units	29.0%	29.4%	26.8%
Vacant Housing Units	4.5%	3.1%	2.9%
2010 Housing Units	22,886	58,255	98,289
Owner Occupied Housing Units	62.4%	65.0%	67.8%
Renter Occupied Housing Units	33.4%	30.9%	28.4%
Vacant Housing Units	4.2%	4.1%	3.8%
2020 Housing Units	32,109	70,866	116,866
Owner Occupied Housing Units	59.1%	62.0%	65.4%
Renter Occupied Housing Units	37.2%	34.4%	31.2%
Vacant Housing Units	3.9%	3.6%	3.4%
2024 Housing Units	33,016	71,931	118,078
Owner Occupied Housing Units	58.9%	61.5%	65.0%
Renter Occupied Housing Units	35.2%	32.9%	30.1%
Vacant Housing Units	5.9%	5.6%	5.0%
2029 Housing Units	33,532	73,479	120,152
Owner Occupied Housing Units	58.0%	60.1%	63.9%
Renter Occupied Housing Units	35.6%	33.6%	30.5%
Vacant Housing Units	6.4%	6.3%	5.6%

**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 the total population.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Households by Income</b>			
Household Income Base	31,073	67,878	112,227
<\$15,000	4.1%	3.9%	4.0%
\$15,000 - \$24,999	2.2%	2.0%	2.0%
\$25,000 - \$34,999	2.0%	2.0%	1.9%
\$35,000 - \$49,999	2.9%	3.1%	3.0%
\$50,000 - \$74,999	5.1%	7.2%	6.7%
\$75,000 - \$99,999	6.7%	7.4%	7.1%
\$100,000 - \$149,999	12.2%	13.4%	13.2%
\$150,000 - \$199,999	13.5%	12.9%	13.1%
\$200,000+	51.3%	48.1%	48.9%
Average Household Income	\$245,693	\$238,718	\$240,720
<b>2029 Households by Income</b>			
Household Income Base	31,383	68,834	113,461
<\$15,000	3.2%	3.2%	3.2%
\$15,000 - \$24,999	1.4%	1.3%	1.3%
\$25,000 - \$34,999	1.4%	1.5%	1.4%
\$35,000 - \$49,999	2.1%	2.3%	2.2%
\$50,000 - \$74,999	3.7%	5.6%	5.2%
\$75,000 - \$99,999	5.3%	6.1%	5.9%
\$100,000 - \$149,999	11.1%	12.5%	11.9%
\$150,000 - \$199,999	14.1%	13.7%	13.8%
\$200,000+	57.6%	53.9%	55.1%
Average Household Income	\$277,329	\$268,630	\$271,165
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	19,445	44,228	76,698
<\$50,000	0.4%	0.9%	0.7%
\$50,000 - \$99,999	0.4%	0.4%	0.3%
\$100,000 - \$149,999	0.4%	0.3%	0.3%
\$150,000 - \$199,999	0.2%	0.2%	0.2%
\$200,000 - \$249,999	0.4%	0.2%	0.2%
\$250,000 - \$299,999	0.2%	0.1%	0.1%
\$300,000 - \$399,999	0.3%	0.4%	0.3%
\$400,000 - \$499,999	0.3%	0.5%	0.4%
\$500,000 - \$749,999	4.1%	5.6%	5.3%
\$750,000 - \$999,999	13.0%	17.7%	18.6%
\$1,000,000 - \$1,499,999	38.7%	34.6%	35.2%
\$1,500,000 - \$1,999,999	27.4%	24.6%	23.5%
\$2,000,000 +	14.1%	14.5%	15.0%
Average Home Value	\$1,426,463	\$1,383,693	\$1,387,610
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	19,441	44,169	76,782
<\$50,000	0.1%	0.3%	0.2%
\$50,000 - \$99,999	0.1%	0.1%	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%	0.0%	0.0%
\$400,000 - \$499,999	0.1%	0.1%	0.1%
\$500,000 - \$749,999	1.7%	2.5%	2.2%
\$750,000 - \$999,999	8.2%	12.9%	12.3%
\$1,000,000 - \$1,499,999	38.2%	35.7%	35.9%
\$1,500,000 - \$1,999,999	33.2%	29.9%	29.6%
\$2,000,000 +	18.4%	18.5%	19.7%
Average Home Value	\$1,555,380	\$1,514,941	\$1,530,985

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$200,001	\$190,619	\$194,784
2029	\$200,001	\$200,001	\$200,001
<b>Median Home Value</b>			
2024	\$1,390,770	\$1,341,776	\$1,335,605
2029	\$1,524,353	\$1,477,479	\$1,489,813
<b>Per Capita Income</b>			
2024	\$82,221	\$81,280	\$81,535
2029	\$91,767	\$90,651	\$90,902
<b>Median Age</b>			
2010	37.0	37.6	37.9
2020	37.8	38.8	39.4
2024	38.8	39.8	40.4
2029	40.0	40.9	41.5
<b>2020 Population by Age</b>			
Total	90,283	198,919	329,747
0 - 4	5.9%	5.4%	5.3%
5 - 9	7.7%	7.0%	7.0%
10 - 14	8.1%	7.8%	8.0%
15 - 24	10.9%	11.5%	11.9%
25 - 34	12.3%	12.0%	11.0%
35 - 44	18.8%	16.8%	16.0%
45 - 54	15.0%	15.2%	15.7%
55 - 64	10.1%	11.7%	12.3%
65 - 74	6.1%	7.0%	7.3%
75 - 84	3.8%	4.1%	3.9%
85 +	1.5%	1.6%	1.5%
18 +	73.9%	75.3%	75.0%
<b>2024 Population by Age</b>			
Total	92,716	199,888	331,446
0 - 4	5.7%	5.3%	5.1%
5 - 9	7.0%	6.6%	6.5%
10 - 14	7.6%	7.3%	7.5%
15 - 24	11.8%	12.0%	12.3%
25 - 34	11.4%	11.3%	10.5%
35 - 44	18.6%	17.1%	16.3%
45 - 54	16.0%	15.7%	16.1%
55 - 64	10.0%	11.2%	11.9%
65 - 74	6.1%	7.2%	7.7%
75 - 84	4.2%	4.5%	4.5%
85 +	1.6%	1.8%	1.6%
18 +	75.5%	76.7%	76.6%
<b>2029 Population by Age</b>			
Total	94,690	204,490	338,551
0 - 4	5.4%	5.0%	4.9%
5 - 9	6.2%	5.9%	5.8%
10 - 14	7.1%	7.0%	7.0%
15 - 24	12.0%	11.7%	11.8%
25 - 34	11.7%	11.7%	11.3%
35 - 44	16.1%	15.4%	14.6%
45 - 54	16.7%	16.2%	16.3%
55 - 64	11.0%	11.6%	12.2%
65 - 74	7.0%	8.1%	8.7%
75 - 84	4.8%	5.2%	5.3%
85 +	1.9%	2.1%	2.0%
18 +	77.2%	78.1%	78.1%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Sex</b>			
Males	43,637	96,836	161,281
Females	46,646	102,083	168,466
<b>2024 Population by Sex</b>			
Males	45,598	99,159	165,060
Females	47,120	100,730	166,386
<b>2029 Population by Sex</b>			
Males	46,265	100,790	167,459
Females	48,425	103,701	171,090
<b>2020 Population by Race/Ethnicity</b>			
Total	63,582	161,898	271,944
White Alone	57.7%	62.1%	63.1%
Black Alone	5.7%	3.9%	3.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	26.9%	22.5%	22.8%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	3.8%	5.6%	4.8%
Two or More Races	5.1%	5.2%	5.2%
Hispanic Origin	12.1%	14.7%	13.6%
Diversity Index	67.5	66.8	65.1
<b>2020 Population by Race/Ethnicity</b>			
Total	90,283	198,919	329,747
White Alone	34.4%	41.4%	42.6%
Black Alone	2.6%	2.5%	2.5%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	50.7%	40.3%	39.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.4%	4.9%	4.6%
Two or More Races	8.2%	10.0%	10.3%
Hispanic Origin	10.1%	13.3%	12.9%
Diversity Index	68.6	73.3	73.0
<b>2024 Population by Race/Ethnicity</b>			
Total	92,719	199,890	331,447
White Alone	32.2%	38.7%	39.7%
Black Alone	2.6%	2.4%	2.4%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	52.7%	42.6%	41.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.5%	5.1%	4.8%
Two or More Races	8.2%	10.2%	10.6%
Hispanic Origin	10.8%	13.8%	13.4%
Diversity Index	68.5	73.7	73.4
<b>2029 Population by Race/Ethnicity</b>			
Total	94,691	204,491	338,549
White Alone	29.7%	36.0%	37.0%
Black Alone	2.5%	2.4%	2.4%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	55.0%	44.9%	43.9%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	3.7%	5.4%	5.1%
Two or More Races	8.4%	10.5%	10.9%
Hispanic Origin	11.1%	14.4%	13.9%
Diversity Index	67.9	74.0	73.8

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

	3 mile	5 mile	8 mile
<b>2020 Population by Relationship and Household Type</b>			
Total	90,283	198,919	329,747
In Households	96.7%	97.5%	98.3%
Householder	33.9%	34.4%	34.3%
Opposite-Sex Spouse	21.9%	21.6%	22.0%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.3%	1.5%	1.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	31.7%	31.0%	31.8%
Adopted Child	0.3%	0.4%	0.4%
Stepchild	0.5%	0.6%	0.6%
Grandchild	0.7%	1.0%	1.0%
Brother or Sister	0.7%	0.8%	0.8%
Parent	1.7%	1.6%	1.6%
Parent-in-law	0.6%	0.7%	0.7%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.8%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.2%	2.4%	2.2%
In Group Quarters	3.3%	2.5%	1.7%
Institutionalized	2.9%	1.8%	1.2%
Noninstitutionalized	0.4%	0.7%	0.6%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	62,934	137,678	227,205
Less than 9th Grade	2.0%	2.3%	2.0%
9th - 12th Grade, No Diploma	1.9%	1.7%	1.7%
High School Graduate	7.4%	9.4%	9.4%
GED/Alternative Credential	1.2%	1.3%	1.2%
Some College, No Degree	9.7%	11.2%	11.8%
Associate Degree	5.4%	6.8%	6.9%
Bachelor's Degree	38.3%	37.5%	37.5%
Graduate/Professional Degree	34.1%	29.7%	29.6%
<b>2024 Population 15+ by Marital Status</b>			
Total	73,920	161,600	268,102
Never Married	26.0%	26.8%	26.1%
Married	63.9%	61.8%	62.9%
Widowed	3.9%	4.2%	4.1%
Divorced	6.2%	7.3%	6.9%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	47,409	106,002	177,405
Population 16+ Employed	96.9%	96.3%	96.4%
Population 16+ Unemployment rate	3.1%	3.7%	3.6%
Population 16-24 Employed	10.1%	9.9%	10.2%
Population 16-24 Unemployment rate	6.5%	9.4%	9.1%
Population 25-54 Employed	71.7%	69.7%	67.3%
Population 25-54 Unemployment rate	2.2%	2.5%	2.6%
Population 55-64 Employed	14.1%	15.5%	16.7%
Population 55-64 Unemployment rate	4.4%	4.0%	3.6%
Population 65+ Employed	4.1%	4.9%	5.8%
Population 65+ Unemployment rate	6.8%	7.2%	5.7%

	3 mile	5 mile	8 mile
<b>2024 Employed Population 16+ by Industry</b>			
Total	45,916	102,120	170,942
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	4.1%	4.3%	4.4%
Manufacturing	11.7%	11.5%	11.0%
Wholesale Trade	1.6%	1.9%	1.9%
Retail Trade	9.2%	9.4%	9.0%
Transportation/Utilities	2.6%	3.0%	3.6%
Information	5.3%	4.8%	4.6%
Finance/Insurance/Real Estate	7.3%	7.1%	7.3%
Services	54.4%	54.1%	54.2%
Public Administration	3.6%	3.6%	3.5%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	45,916	102,120	170,938
White Collar	86.4%	83.1%	83.0%
Management/Business/Financial	28.9%	28.6%	29.1%
Professional	44.3%	40.2%	39.6%
Sales	6.9%	7.6%	7.8%
Administrative Support	6.3%	6.6%	6.5%
Services	7.9%	9.7%	9.8%
Blue Collar	5.6%	7.2%	7.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.3%	1.8%	1.8%
Installation/Maintenance/Repair	0.9%	1.2%	1.3%
Production	1.7%	2.0%	1.8%
Transportation/Material Moving	1.7%	2.1%	2.3%
<b>2020 Households by Type</b>			
Total	30,920	68,271	112,868
Married Couple Households	65.0%	63.3%	64.7%
With Own Children <18	38.2%	34.0%	34.3%
Without Own Children <18	26.7%	29.3%	30.4%
Cohabiting Couple Households	4.1%	4.7%	4.4%
With Own Children <18	0.9%	1.1%	1.1%
Without Own Children <18	3.2%	3.6%	3.4%
Male Householder, No Spouse/Partner	12.3%	12.6%	12.0%
Living Alone	7.5%	7.6%	7.3%
65 Years and over	1.8%	2.1%	2.0%
With Own Children <18	1.5%	1.4%	1.4%
Without Own Children <18, With Relatives	1.9%	2.1%	2.1%
No Relatives Present	1.4%	1.5%	1.3%
Female Householder, No Spouse/Partner	18.7%	19.5%	18.8%
Living Alone	10.6%	10.9%	10.3%
65 Years and over	5.4%	5.6%	5.1%
With Own Children <18	3.2%	3.2%	3.3%
Without Own Children <18, With Relatives	3.7%	4.3%	4.3%
No Relatives Present	1.1%	1.1%	1.0%
<b>2020 Households by Size</b>			
Total	30,920	68,271	112,868
1 Person Household	18.1%	18.5%	17.5%
2 Person Household	26.6%	28.4%	28.3%
3 Person Household	20.3%	19.5%	19.7%
4 Person Household	25.0%	22.7%	23.2%
5 Person Household	6.5%	6.9%	7.3%
6 Person Household	2.3%	2.6%	2.6%
7 + Person Household	1.2%	1.4%	1.4%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	30,920	68,271	112,868
Owner Occupied	61.4%	64.3%	67.7%
Owned with a Mortgage/Loan	50.7%	52.6%	55.8%
Owned Free and Clear	10.6%	11.7%	11.9%
Renter Occupied	38.6%	35.7%	32.3%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	57	57	58
Percent of Income for Mortgage	43.5%	44.1%	42.9%
Wealth Index	211	211	219
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	32,109	70,866	116,866
Urban Housing Units	99.7%	99.3%	98.2%
Rural Housing Units	0.3%	0.7%	1.8%
<b>2020 Population By Urban/ Rural Status</b>			
Total	90,283	198,919	329,747
Urban Population	99.7%	99.2%	98.2%
Rural Population	0.3%	0.8%	1.8%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Enterprising Professionals (2D)	Boomburbs (1C)	Boomburbs (1C)
3.	Professional Pride (1B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$153,265,305	\$324,471,485	\$539,674,702
Average Spent	\$4,932.43	\$4,780.22	\$4,808.73
Spending Potential Index	207	201	202
Education: Total \$	\$128,502,540	\$275,515,247	\$457,473,236
Average Spent	\$4,135.50	\$4,058.98	\$4,076.28
Spending Potential Index	239	235	236
Entertainment/Recreation: Total \$	\$267,861,948	\$567,324,446	\$948,318,162
Average Spent	\$8,620.41	\$8,358.00	\$8,449.92
Spending Potential Index	211	204	207
Food at Home: Total \$	\$459,329,171	\$979,069,934	\$1,625,685,045
Average Spent	\$14,782.26	\$14,423.97	\$14,485.56
Spending Potential Index	202	198	198
Food Away from Home: Total \$	\$261,729,947	\$553,108,142	\$921,366,988
Average Spent	\$8,423.07	\$8,148.56	\$8,209.78
Spending Potential Index	216	209	211
Health Care: Total \$	\$457,455,621	\$972,902,762	\$1,629,604,336
Average Spent	\$14,721.97	\$14,333.11	\$14,520.48
Spending Potential Index	191	186	189
HH Furnishings & Equipment: Total \$	\$203,107,331	\$428,712,595	\$717,237,088
Average Spent	\$6,536.46	\$6,315.93	\$6,390.89
Spending Potential Index	207	200	202
Personal Care Products & Services: Total \$	\$66,470,431	\$141,516,911	\$234,794,930
Average Spent	\$2,139.17	\$2,084.87	\$2,092.12
Spending Potential Index	215	209	210
Shelter: Total \$	\$1,818,215,449	\$3,878,155,174	\$6,436,040,769
Average Spent	\$58,514.32	\$57,134.20	\$57,347.91
Spending Potential Index	219	214	215
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$220,389,919	\$465,275,969	\$786,628,136
Average Spent	\$7,092.65	\$6,854.59	\$7,009.20
Spending Potential Index	202	196	200
Travel: Total \$	\$212,981,620	\$450,477,315	\$751,509,716
Average Spent	\$6,854.23	\$6,636.57	\$6,696.28
Spending Potential Index	226	219	221
Vehicle Maintenance & Repairs: Total \$	\$89,424,819	\$189,493,997	\$316,878,860
Average Spent	\$2,877.89	\$2,791.69	\$2,823.53
Spending Potential Index	194	188	191

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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