



Community Profile

Rings: 1, 3, 5 mile radii

51 Broadway, Oakland, CA 94607, USA

Latitude: 37.7946
Longitude: -122.2771

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	17,686	207,136	421,811
2010 Total Population	22,568	206,970	422,274
2019 Total Population	25,485	221,913	450,097
2019 Group Quarters	1,506	6,122	9,720
2024 Total Population	31,651	239,504	475,061
2019-2024 Annual Rate	4.43%	1.54%	1.09%
2019 Total Daytime Population	71,268	255,919	441,471
Workers	59,470	157,253	232,667
Residents	11,798	98,666	208,804
Household Summary			
2000 Households	8,602	87,770	171,855
2000 Average Household Size	1.90	2.31	2.41
2010 Households	11,319	91,445	177,040
2010 Average Household Size	1.86	2.19	2.33
2019 Households	12,675	97,592	187,781
2019 Average Household Size	1.89	2.21	2.35
2024 Households	16,139	105,899	198,597
2024 Average Household Size	1.87	2.20	2.34
2019-2024 Annual Rate	4.95%	1.65%	1.13%
2010 Families	4,435	42,295	89,571
2010 Average Family Size	2.80	3.09	3.12
2019 Families	5,009	44,929	94,336
2019 Average Family Size	2.84	3.12	3.15
2024 Families	6,276	48,354	99,226
2024 Average Family Size	2.80	3.12	3.15
2019-2024 Annual Rate	4.61%	1.48%	1.02%
Housing Unit Summary			
2000 Housing Units	9,274	92,850	180,027
Owner Occupied Housing Units	14.0%	24.7%	36.9%
Renter Occupied Housing Units	78.8%	69.8%	58.5%
Vacant Housing Units	7.2%	5.5%	4.5%
2010 Housing Units	12,682	101,788	194,088
Owner Occupied Housing Units	18.9%	25.2%	35.4%
Renter Occupied Housing Units	70.3%	64.7%	55.8%
Vacant Housing Units	10.7%	10.2%	8.8%
2019 Housing Units	14,965	108,933	205,220
Owner Occupied Housing Units	20.0%	25.6%	35.4%
Renter Occupied Housing Units	64.7%	64.0%	56.2%
Vacant Housing Units	15.3%	10.4%	8.5%
2024 Housing Units	18,401	117,248	215,832
Owner Occupied Housing Units	16.8%	24.7%	34.7%
Renter Occupied Housing Units	70.9%	65.6%	57.3%
Vacant Housing Units	12.3%	9.7%	8.0%
Median Household Income			
2019	\$51,331	\$68,392	\$79,180
2024	\$70,408	\$83,875	\$95,468
Median Home Value			
2019	\$703,400	\$740,444	\$815,614
2024	\$778,758	\$794,451	\$855,380
Per Capita Income			
2019	\$43,958	\$44,519	\$49,618
2024	\$53,210	\$52,746	\$57,249
Median Age			
2010	40.3	37.2	37.1
2019	41.5	38.5	38.3
2024	42.5	39.2	38.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	12,675	97,587	187,776
<\$15,000	21.0%	12.1%	10.6%
\$15,000 - \$24,999	12.2%	9.0%	7.7%
\$25,000 - \$34,999	7.6%	7.3%	6.6%
\$35,000 - \$49,999	8.5%	9.6%	8.9%
\$50,000 - \$74,999	10.0%	15.1%	13.9%
\$75,000 - \$99,999	9.3%	11.8%	11.0%
\$100,000 - \$149,999	13.8%	15.7%	16.2%
\$150,000 - \$199,999	7.4%	8.2%	9.6%
\$200,000+	10.3%	11.2%	15.5%
Average Household Income	\$88,398	\$100,794	\$118,567
2024 Households by Income			
Household Income Base	16,139	105,894	198,592
<\$15,000	16.6%	9.7%	8.4%
\$15,000 - \$24,999	10.4%	7.2%	6.1%
\$25,000 - \$34,999	7.1%	6.2%	5.6%
\$35,000 - \$49,999	7.3%	8.0%	7.6%
\$50,000 - \$74,999	10.0%	13.8%	12.7%
\$75,000 - \$99,999	11.1%	12.3%	11.3%
\$100,000 - \$149,999	16.4%	18.2%	18.3%
\$150,000 - \$199,999	9.2%	10.8%	12.0%
\$200,000+	12.0%	13.9%	18.0%
Average Household Income	\$104,313	\$118,912	\$136,594
2019 Owner Occupied Housing Units by Value			
Total	2,977	27,812	72,521
<\$50,000	0.3%	0.8%	0.5%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.2%	0.2%	0.2%
\$150,000 - \$199,999	0.3%	0.4%	0.3%
\$200,000 - \$249,999	1.3%	1.3%	1.2%
\$250,000 - \$299,999	1.0%	1.4%	1.4%
\$300,000 - \$399,999	12.9%	8.0%	6.1%
\$400,000 - \$499,999	10.5%	11.9%	8.4%
\$500,000 - \$749,999	28.7%	26.9%	24.5%
\$750,000 - \$999,999	30.5%	26.1%	27.5%
\$1,000,000 - \$1,499,999	14.1%	16.0%	19.1%
\$1,500,000 - \$1,999,999	0.0%	4.5%	5.5%
\$2,000,000 +	0.0%	2.4%	5.1%
Average Home Value	\$722,179	\$818,929	\$910,953
2024 Owner Occupied Housing Units by Value			
Total	3,077	28,930	74,914
<\$50,000	0.2%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.6%	0.5%	0.4%
\$250,000 - \$299,999	0.5%	0.7%	0.7%
\$300,000 - \$399,999	8.0%	5.0%	4.2%
\$400,000 - \$499,999	9.1%	10.3%	7.3%
\$500,000 - \$749,999	28.0%	27.7%	24.6%
\$750,000 - \$999,999	31.8%	30.5%	29.7%
\$1,000,000 - \$1,499,999	21.9%	17.8%	21.8%
\$1,500,000 - \$1,999,999	0.0%	4.7%	5.8%
\$2,000,000 +	0.0%	2.4%	5.2%
Average Home Value	\$797,904	\$866,540	\$955,297

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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2010 Population by Age			
Total	22,567	206,974	422,271
0 - 4	4.6%	5.6%	5.8%
5 - 9	3.4%	4.8%	5.2%
10 - 14	2.6%	4.4%	4.8%
15 - 24	11.3%	11.8%	13.2%
25 - 34	19.6%	19.6%	17.4%
35 - 44	14.8%	16.3%	15.6%
45 - 54	13.5%	13.9%	13.9%
55 - 64	13.1%	11.8%	12.2%
65 - 74	7.3%	5.9%	6.2%
75 - 84	6.5%	3.9%	3.7%
85 +	3.2%	2.0%	1.9%
18 +	87.4%	82.3%	81.1%
2019 Population by Age			
Total	25,483	221,913	450,099
0 - 4	4.3%	5.0%	5.2%
5 - 9	3.9%	4.7%	5.1%
10 - 14	3.3%	4.6%	5.1%
15 - 24	9.7%	11.2%	12.8%
25 - 34	18.7%	18.5%	16.7%
35 - 44	14.8%	15.6%	14.3%
45 - 54	12.3%	13.1%	13.0%
55 - 64	13.0%	12.4%	12.5%
65 - 74	10.2%	8.7%	9.1%
75 - 84	6.3%	4.1%	4.1%
85 +	3.5%	2.1%	2.0%
18 +	86.7%	83.0%	81.6%
2024 Population by Age			
Total	31,649	239,504	475,064
0 - 4	4.3%	5.1%	5.2%
5 - 9	3.6%	4.4%	4.7%
10 - 14	3.2%	4.3%	4.7%
15 - 24	9.6%	10.7%	12.4%
25 - 34	18.7%	18.9%	17.3%
35 - 44	14.0%	15.4%	14.2%
45 - 54	11.9%	12.6%	12.5%
55 - 64	12.0%	11.8%	12.0%
65 - 74	11.5%	9.5%	9.7%
75 - 84	7.5%	5.1%	5.2%
85 +	3.6%	2.2%	2.0%
18 +	87.0%	83.8%	82.5%
2010 Population by Sex			
Males	11,639	101,025	204,951
Females	10,929	105,945	217,323
2019 Population by Sex			
Males	13,061	108,458	219,202
Females	12,423	113,456	230,895
2024 Population by Sex			
Males	16,016	117,120	231,807
Females	15,635	122,384	243,254

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	22,568	206,970	422,275
White Alone	25.1%	36.8%	42.4%
Black Alone	23.7%	21.7%	19.4%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	42.9%	26.6%	22.2%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	3.0%	7.7%	8.9%
Two or More Races	4.7%	6.1%	6.1%
Hispanic Origin	7.9%	15.8%	18.0%
Diversity Index	74.1	81.4	81.2
2019 Population by Race/Ethnicity			
Total	25,484	221,913	450,098
White Alone	23.1%	34.1%	39.6%
Black Alone	19.2%	18.3%	16.4%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	48.9%	32.1%	27.2%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	3.0%	7.8%	9.0%
Two or More Races	5.1%	6.7%	6.7%
Hispanic Origin	8.1%	16.0%	18.3%
Diversity Index	72.0	81.5	81.9
2024 Population by Race/Ethnicity			
Total	31,650	239,503	475,062
White Alone	21.7%	32.2%	37.6%
Black Alone	16.0%	16.5%	14.8%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	53.6%	35.6%	30.5%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	2.9%	7.8%	9.1%
Two or More Races	5.1%	7.0%	7.0%
Hispanic Origin	8.1%	16.1%	18.5%
Diversity Index	69.3	81.2	82.1
2010 Population by Relationship and Household Type			
Total	22,568	206,970	422,274
In Households	93.2%	97.0%	97.6%
In Family Households	56.5%	65.9%	69.1%
Householder	19.6%	20.4%	21.2%
Spouse	13.4%	12.7%	13.9%
Child	16.9%	23.8%	25.1%
Other relative	5.1%	6.2%	5.9%
Nonrelative	1.5%	2.7%	3.0%
In Nonfamily Households	36.7%	31.0%	28.6%
In Group Quarters	6.8%	3.0%	2.4%
Institutionalized Population	3.5%	1.2%	0.8%
Noninstitutionalized Population	3.3%	1.8%	1.6%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	20,084	165,325	323,174
Less than 9th Grade	11.7%	8.2%	7.7%
9th - 12th Grade, No Diploma	8.0%	6.1%	5.4%
High School Graduate	12.6%	12.4%	11.4%
GED/Alternative Credential	1.4%	1.3%	1.3%
Some College, No Degree	16.6%	17.6%	16.8%
Associate Degree	4.9%	6.2%	5.9%
Bachelor's Degree	26.9%	28.7%	28.9%
Graduate/Professional Degree	17.9%	19.5%	22.6%
2019 Population 15+ by Marital Status			
Total	22,557	190,084	380,801
Never Married	45.7%	46.3%	44.8%
Married	39.7%	38.7%	41.2%
Widowed	5.7%	4.8%	4.4%
Divorced	8.8%	10.2%	9.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	94.2%	94.6%
Civilian Unemployed (Unemployment Rate)	7.2%	5.8%	5.4%
2019 Employed Population 16+ by Industry			
Total	13,504	124,656	245,372
Agriculture/Mining	0.6%	0.4%	0.4%
Construction	3.2%	4.8%	5.2%
Manufacturing	4.8%	5.5%	5.6%
Wholesale Trade	1.3%	2.2%	1.9%
Retail Trade	8.7%	8.1%	7.9%
Transportation/Utilities	5.9%	5.7%	5.1%
Information	3.8%	3.5%	3.7%
Finance/Insurance/Real Estate	6.9%	5.7%	5.9%
Services	61.1%	60.1%	60.6%
Public Administration	3.7%	3.9%	3.7%
2019 Employed Population 16+ by Occupation			
Total	13,506	124,656	245,372
White Collar	68.5%	67.6%	69.5%
Management/Business/Financial	18.6%	17.8%	18.3%
Professional	31.6%	30.3%	32.2%
Sales	8.6%	8.7%	8.4%
Administrative Support	9.8%	10.8%	10.7%
Services	20.6%	19.4%	17.7%
Blue Collar	10.8%	13.0%	12.8%
Farming/Forestry/Fishing	0.8%	0.3%	0.3%
Construction/Extraction	1.3%	2.9%	3.4%
Installation/Maintenance/Repair	1.6%	1.8%	1.7%
Production	2.9%	3.0%	3.1%
Transportation/Material Moving	4.2%	5.0%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	22,568	206,970	422,274
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	11,320	91,444	177,040
Households with 1 Person	50.7%	41.0%	36.1%
Households with 2+ People	49.3%	59.0%	63.9%
Family Households	39.2%	46.3%	50.6%
Husband-wife Families	27.0%	28.8%	33.1%
With Related Children	8.6%	12.8%	15.4%
Other Family (No Spouse Present)	12.1%	17.4%	17.5%
Other Family with Male Householder	3.3%	4.7%	4.7%
With Related Children	1.2%	2.2%	2.3%
Other Family with Female Householder	8.9%	12.7%	12.8%
With Related Children	4.8%	7.8%	7.8%
Nonfamily Households	10.1%	12.7%	13.3%
All Households with Children	14.7%	23.1%	25.8%
Multigenerational Households	2.2%	3.4%	3.6%
Unmarried Partner Households	7.0%	9.3%	9.1%
Male-female	5.7%	7.3%	7.0%
Same-sex	1.4%	1.9%	2.2%
2010 Households by Size			
Total	11,320	91,446	177,039
1 Person Household	50.7%	41.0%	36.1%
2 Person Household	30.3%	29.8%	30.7%
3 Person Household	9.4%	12.8%	14.2%
4 Person Household	5.5%	8.8%	10.4%
5 Person Household	2.3%	4.0%	4.6%
6 Person Household	1.0%	1.8%	2.0%
7 + Person Household	0.8%	1.8%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	11,319	91,445	177,040
Owner Occupied	21.2%	28.0%	38.8%
Owned with a Mortgage/Loan	16.3%	21.6%	30.1%
Owned Free and Clear	4.9%	6.4%	8.7%
Renter Occupied	78.8%	72.0%	61.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,682	101,788	194,088
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Social Security Set (9F)	Trendsetters (3C)	Trendsetters (3C)
2.	Metro Renters (3B)	City Lights (8A)	City Lights (8A)
3.	Trendsetters (3C)	Metro Renters (3B)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$29,515,629	\$253,417,982	\$566,237,093
Average Spent	\$2,328.65	\$2,596.71	\$3,015.41
Spending Potential Index	109	121	141
Education: Total \$	\$20,923,407	\$192,245,004	\$446,596,521
Average Spent	\$1,650.76	\$1,969.88	\$2,378.28
Spending Potential Index	104	124	149
Entertainment/Recreation: Total \$	\$40,483,750	\$351,893,982	\$797,288,364
Average Spent	\$3,193.98	\$3,605.77	\$4,245.84
Spending Potential Index	98	110	130
Food at Home: Total \$	\$69,951,677	\$589,816,910	\$1,310,623,326
Average Spent	\$5,518.87	\$6,043.70	\$6,979.53
Spending Potential Index	107	117	135
Food Away from Home: Total \$	\$49,754,278	\$428,926,128	\$959,183,766
Average Spent	\$3,925.39	\$4,395.10	\$5,107.99
Spending Potential Index	107	120	139
Health Care: Total \$	\$70,239,369	\$587,503,993	\$1,329,724,299
Average Spent	\$5,541.57	\$6,020.00	\$7,081.25
Spending Potential Index	93	101	119
HH Furnishings & Equipment: Total \$	\$26,152,043	\$225,065,781	\$512,376,886
Average Spent	\$2,063.28	\$2,306.19	\$2,728.59
Spending Potential Index	97	108	128
Personal Care Products & Services: Total \$	\$11,414,537	\$96,868,176	\$218,298,155
Average Spent	\$900.56	\$992.58	\$1,162.51
Spending Potential Index	102	112	131
Shelter: Total \$	\$262,379,706	\$2,293,176,014	\$5,124,611,872
Average Spent	\$20,700.57	\$23,497.58	\$27,290.36
Spending Potential Index	112	127	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,081,167	\$254,363,282	\$579,550,001
Average Spent	\$2,373.27	\$2,606.39	\$3,086.31
Spending Potential Index	96	105	124
Travel: Total \$	\$26,989,402	\$247,548,258	\$569,326,770
Average Spent	\$2,129.34	\$2,536.56	\$3,031.87
Spending Potential Index	95	113	135
Vehicle Maintenance & Repairs: Total \$	\$14,822,047	\$119,195,013	\$269,844,283
Average Spent	\$1,169.39	\$1,221.36	\$1,437.02
Spending Potential Index	102	107	126

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.