

# Community Profile

East Bay Bridge  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 37.82862  
Longitude: -122.28338

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	24,359	213,978	437,347
2020 Total Population	29,788	246,729	486,793
2020 Group Quarters	2,577	15,991	33,451
2024 Total Population	30,967	253,626	491,577
2024 Group Quarters	2,488	15,165	31,876
2029 Total Population	32,180	265,460	509,632
2024-2029 Annual Rate	0.77%	0.92%	0.72%
2024 Total Daytime Population	31,327	314,050	559,116
Workers	18,288	205,837	334,869
Residents	13,039	108,213	224,247
<b>Household Summary</b>			
2010 Households	10,265	100,669	185,819
2010 Average Household Size	2.27	2.04	2.24
2020 Total Households	12,085	111,136	199,195
2020 Average Household Size	2.25	2.08	2.28
2024 Households	12,551	113,647	200,637
2024 Average Household Size	2.27	2.10	2.29
2029 Households	12,940	117,970	206,406
2029 Average Household Size	2.29	2.12	2.31
2024-2029 Annual Rate	0.61%	0.75%	0.57%
2010 Families	4,643	39,425	89,033
2010 Average Family Size	3.05	2.88	3.01
2024 Families	5,185	44,595	94,856
2024 Average Family Size	3.05	2.92	3.08
2029 Families	5,385	46,422	97,531
2029 Average Family Size	3.07	2.94	3.10
2024-2029 Annual Rate	0.76%	0.81%	0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,697	99,903	187,436
Owner Occupied Housing Units	26.5%	27.9%	36.4%
Renter Occupied Housing Units	64.5%	66.9%	58.9%
Vacant Housing Units	9.0%	5.3%	4.7%
2010 Housing Units	12,155	111,330	203,115
Owner Occupied Housing Units	26.7%	27.3%	35.1%
Renter Occupied Housing Units	57.8%	63.1%	56.4%
Vacant Housing Units	15.5%	9.6%	8.5%
2020 Housing Units	13,357	120,649	214,769
Owner Occupied Housing Units	26.6%	26.7%	34.3%
Renter Occupied Housing Units	63.9%	65.4%	58.5%
Vacant Housing Units	9.0%	8.0%	7.2%
2024 Housing Units	14,309	126,740	221,911
Owner Occupied Housing Units	25.4%	25.6%	33.1%
Renter Occupied Housing Units	62.3%	64.1%	57.4%
Vacant Housing Units	12.3%	10.3%	9.6%
2029 Housing Units	14,760	131,538	229,245
Owner Occupied Housing Units	24.7%	24.6%	31.8%
Renter Occupied Housing Units	63.0%	65.1%	58.2%
Vacant Housing Units	12.3%	10.3%	10.0%

**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	12,551	113,647	200,637
<\$15,000	9.9%	11.2%	9.9%
\$15,000 - \$24,999	5.3%	5.9%	5.3%
\$25,000 - \$34,999	3.4%	4.5%	4.5%
\$35,000 - \$49,999	5.3%	5.4%	5.8%
\$50,000 - \$74,999	9.2%	10.9%	11.1%
\$75,000 - \$99,999	11.0%	9.8%	9.8%
\$100,000 - \$149,999	14.9%	14.2%	13.7%
\$150,000 - \$199,999	11.5%	10.5%	10.3%
\$200,000+	29.4%	27.7%	29.6%
Average Household Income	\$170,276	\$164,133	\$171,297
<b>2029 Households by Income</b>			
Household Income Base	12,940	117,970	206,406
<\$15,000	8.0%	9.9%	8.6%
\$15,000 - \$24,999	3.6%	4.5%	3.9%
\$25,000 - \$34,999	2.3%	3.6%	3.5%
\$35,000 - \$49,999	3.8%	4.3%	4.7%
\$50,000 - \$74,999	7.7%	9.3%	9.5%
\$75,000 - \$99,999	10.7%	9.5%	9.4%
\$100,000 - \$149,999	14.9%	14.9%	14.3%
\$150,000 - \$199,999	13.5%	12.2%	12.0%
\$200,000+	35.3%	31.8%	34.0%
Average Household Income	\$200,787	\$188,312	\$196,161
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,633	32,363	73,290
<\$50,000	0.9%	1.0%	0.7%
\$50,000 - \$99,999	0.3%	0.3%	0.4%
\$100,000 - \$149,999	0.6%	0.2%	0.3%
\$150,000 - \$199,999	1.2%	0.5%	0.3%
\$200,000 - \$249,999	0.8%	0.5%	0.5%
\$250,000 - \$299,999	0.8%	0.3%	0.3%
\$300,000 - \$399,999	1.1%	0.9%	0.8%
\$400,000 - \$499,999	2.5%	2.7%	2.0%
\$500,000 - \$749,999	14.2%	9.7%	8.6%
\$750,000 - \$999,999	25.6%	13.5%	12.6%
\$1,000,000 - \$1,499,999	30.5%	28.0%	28.4%
\$1,500,000 - \$1,999,999	12.7%	22.6%	25.2%
\$2,000,000 +	8.8%	19.7%	19.9%
Average Home Value	\$1,136,169	\$1,388,098	\$1,422,878
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	3,643	32,255	72,848
<\$50,000	0.4%	0.4%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.0%	0.0%
\$150,000 - \$199,999	0.6%	0.1%	0.0%
\$200,000 - \$249,999	0.1%	0.0%	0.0%
\$250,000 - \$299,999	0.5%	0.1%	0.1%
\$300,000 - \$399,999	0.1%	0.1%	0.1%
\$400,000 - \$499,999	0.5%	0.7%	0.5%
\$500,000 - \$749,999	6.0%	5.0%	4.4%
\$750,000 - \$999,999	21.0%	10.6%	9.6%
\$1,000,000 - \$1,499,999	39.2%	30.4%	29.8%
\$1,500,000 - \$1,999,999	18.8%	28.0%	30.7%
\$2,000,000 +	12.9%	24.6%	24.4%
Average Home Value	\$1,333,795	\$1,551,735	\$1,573,079

**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	\$115,664	\$106,110	\$110,040
2029	\$144,532	\$125,791	\$132,364
<b>Median Home Value</b>			
2024	\$1,032,294	\$1,364,067	\$1,413,744
2029	\$1,265,592	\$1,547,419	\$1,582,730
<b>Per Capita Income</b>			
2024	\$68,218	\$74,078	\$70,411
2029	\$79,651	\$84,153	\$79,929
<b>Median Age</b>			
2010	34.8	36.0	36.4
2020	35.2	36.3	36.8
2024	36.0	37.0	37.5
2029	38.6	39.1	39.3
<b>2020 Population by Age</b>			
Total	29,788	246,729	486,793
0 - 4	4.5%	4.2%	4.5%
5 - 9	3.9%	3.6%	4.3%
10 - 14	3.8%	3.5%	4.4%
15 - 24	9.6%	12.1%	14.2%
25 - 34	27.8%	24.1%	19.5%
35 - 44	18.7%	16.8%	15.4%
45 - 54	12.8%	11.7%	12.2%
55 - 64	9.9%	9.7%	10.4%
65 - 74	6.1%	8.3%	9.1%
75 - 84	2.1%	4.1%	4.3%
85 +	0.9%	1.9%	1.8%
18 +	85.7%	86.7%	84.3%
<b>2024 Population by Age</b>			
Total	30,966	253,625	491,578
0 - 4	4.6%	4.2%	4.4%
5 - 9	3.7%	3.6%	4.2%
10 - 14	3.2%	3.1%	3.9%
15 - 24	9.4%	12.1%	14.2%
25 - 34	26.8%	22.9%	18.8%
35 - 44	20.7%	18.4%	16.5%
45 - 54	13.1%	11.9%	12.3%
55 - 64	9.1%	9.2%	9.9%
65 - 74	6.0%	7.9%	8.7%
75 - 84	2.6%	4.8%	5.1%
85 +	0.8%	1.9%	1.9%
18 +	86.9%	87.3%	85.1%
<b>2029 Population by Age</b>			
Total	32,178	265,459	509,632
0 - 4	4.3%	3.9%	4.1%
5 - 9	3.8%	3.5%	4.0%
10 - 14	3.6%	3.4%	4.1%
15 - 24	9.0%	12.0%	14.0%
25 - 34	19.3%	18.4%	16.0%
35 - 44	24.3%	19.7%	17.1%
45 - 54	14.9%	13.3%	13.1%
55 - 64	9.8%	9.7%	10.2%
65 - 74	6.5%	8.1%	8.9%
75 - 84	3.6%	5.8%	6.2%
85 +	1.0%	2.3%	2.2%
18 +	86.4%	87.3%	85.4%

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<b>2020 Population by Sex</b>			
Males	14,940	120,284	237,239
Females	14,848	126,445	249,554
<b>2024 Population by Sex</b>			
Males	15,738	125,538	243,026
Females	15,229	128,088	248,551
<b>2029 Population by Sex</b>			
Males	16,185	130,588	250,440
Females	15,995	134,872	259,192
<b>2010 Population by Race/Ethnicity</b>			
Total	24,358	213,979	437,349
White Alone	30.1%	45.2%	47.3%
Black Alone	43.3%	23.4%	16.6%
American Indian Alone	0.9%	0.6%	0.6%
Asian Alone	11.2%	19.2%	22.4%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	7.7%	5.2%	6.7%
Two or More Races	6.6%	6.2%	6.1%
Hispanic Origin	15.3%	11.7%	14.5%
Diversity Index	77.7	76.0	76.7
<b>2020 Population by Race/Ethnicity</b>			
Total	29,788	246,729	486,793
White Alone	36.6%	43.9%	43.2%
Black Alone	27.0%	17.0%	13.0%
American Indian Alone	1.0%	0.7%	1.0%
Asian Alone	12.7%	19.7%	22.1%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	10.0%	6.6%	8.6%
Two or More Races	12.0%	11.7%	11.8%
Hispanic Origin	18.5%	14.0%	16.7%
Diversity Index	82.7	78.9	80.3
<b>2024 Population by Race/Ethnicity</b>			
Total	30,968	253,625	491,578
White Alone	35.0%	41.3%	40.7%
Black Alone	26.0%	16.6%	12.7%
American Indian Alone	1.0%	0.7%	1.0%
Asian Alone	13.9%	21.8%	24.0%
Pacific Islander Alone	0.8%	0.5%	0.4%
Some Other Race Alone	10.6%	7.0%	8.9%
Two or More Races	12.6%	12.2%	12.3%
Hispanic Origin	19.5%	14.6%	17.2%
Diversity Index	83.7	80.1	81.2
<b>2029 Population by Race/Ethnicity</b>			
Total	32,179	265,461	509,631
White Alone	33.2%	38.8%	38.3%
Black Alone	25.5%	16.3%	12.5%
American Indian Alone	1.0%	0.7%	1.0%
Asian Alone	15.0%	23.7%	25.8%
Pacific Islander Alone	0.8%	0.5%	0.4%
Some Other Race Alone	11.2%	7.3%	9.2%
Two or More Races	13.2%	12.6%	12.7%
Hispanic Origin	20.6%	15.4%	17.9%
Diversity Index	84.7	81.1	82.1

**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.

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	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	29,788	246,729	486,793
In Households	91.3%	93.5%	93.1%
Householder	40.0%	44.9%	40.9%
Opposite-Sex Spouse	8.9%	11.8%	13.5%
Same-Sex Spouse	0.9%	0.8%	0.7%
Opposite-Sex Unmarried Partner	4.2%	4.1%	3.3%
Same-Sex Unmarried Partner	0.8%	0.6%	0.5%
Biological Child	16.4%	15.6%	18.9%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	0.4%	0.3%	0.4%
Grandchild	1.5%	1.1%	1.3%
Brother or Sister	1.8%	1.2%	1.3%
Parent	1.3%	1.0%	1.3%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.3%
Other Relatives	1.8%	1.1%	1.5%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	12.4%	10.1%	8.5%
In Group Quarters	8.7%	6.5%	6.9%
Institutionalized	0.2%	0.6%	0.5%
Noninstitutionalized	8.5%	5.9%	6.4%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	24,523	195,384	360,114
Less than 9th Grade	3.6%	3.4%	4.4%
9th - 12th Grade, No Diploma	4.3%	2.8%	3.2%
High School Graduate	10.3%	8.9%	9.8%
GED/Alternative Credential	2.4%	1.2%	1.3%
Some College, No Degree	14.6%	11.7%	11.6%
Associate Degree	6.2%	4.9%	5.0%
Bachelor's Degree	36.5%	36.3%	34.2%
Graduate/Professional Degree	22.2%	30.9%	30.7%
<b>2024 Population 15+ by Marital Status</b>			
Total	27,431	226,149	430,134
Never Married	59.8%	52.7%	47.5%
Married	29.2%	35.0%	40.3%
Widowed	2.4%	4.0%	4.1%
Divorced	8.6%	8.3%	8.1%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	19,441	155,825	286,410
Population 16+ Employed	93.3%	94.6%	94.6%
Population 16+ Unemployment rate	6.7%	5.4%	5.4%
Population 16-24 Employed	8.7%	9.3%	10.7%
Population 16-24 Unemployment rate	12.5%	11.0%	11.5%
Population 25-54 Employed	81.1%	75.4%	70.9%
Population 25-54 Unemployment rate	5.7%	4.6%	4.4%
Population 55-64 Employed	7.7%	10.0%	11.8%
Population 55-64 Unemployment rate	5.8%	4.6%	4.5%
Population 65+ Employed	2.5%	5.2%	6.6%
Population 65+ Unemployment rate	18.7%	9.1%	7.5%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	18,139	147,335	270,936
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	5.1%	3.5%	3.9%
Manufacturing	6.8%	4.9%	5.4%
Wholesale Trade	1.4%	1.2%	1.3%
Retail Trade	10.0%	6.9%	7.1%
Transportation/Utilities	4.8%	4.4%	4.6%
Information	4.8%	5.8%	4.9%
Finance/Insurance/Real Estate	5.3%	6.2%	5.9%
Services	58.7%	63.1%	62.7%
Public Administration	2.7%	3.8%	3.8%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	18,142	147,334	270,936
White Collar	71.0%	79.7%	77.5%
Management/Business/Financial	20.2%	24.6%	23.1%
Professional	37.1%	42.4%	41.0%
Sales	6.9%	6.2%	6.2%
Administrative Support	6.7%	6.6%	7.2%
Services	15.8%	11.9%	12.8%
Blue Collar	13.3%	8.4%	9.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	4.0%	1.8%	2.2%
Installation/Maintenance/Repair	1.0%	0.6%	0.8%
Production	1.8%	1.6%	2.2%
Transportation/Material Moving	6.3%	4.2%	4.3%
<b>2020 Households by Type</b>			
Total	12,085	111,136	199,195
Married Couple Households	24.7%	28.0%	34.6%
With Own Children <18	9.5%	10.3%	14.0%
Without Own Children <18	15.2%	17.7%	20.7%
Cohabiting Couple Households	12.7%	10.7%	9.3%
With Own Children <18	1.5%	1.0%	1.3%
Without Own Children <18	11.2%	9.6%	8.0%
Male Householder, No Spouse/Partner	27.7%	26.6%	23.5%
Living Alone	17.7%	18.7%	15.8%
65 Years and over	3.6%	4.5%	4.2%
With Own Children <18	1.2%	1.1%	1.3%
Without Own Children <18, With Relatives	3.0%	2.2%	2.4%
No Relatives Present	5.7%	4.6%	4.0%
Female Householder, No Spouse/Partner	34.9%	34.8%	32.6%
Living Alone	17.2%	21.7%	19.3%
65 Years and over	4.8%	7.5%	7.5%
With Own Children <18	5.0%	3.2%	3.6%
Without Own Children <18, With Relatives	7.2%	5.1%	5.5%
No Relatives Present	5.6%	4.8%	4.1%
<b>2020 Households by Size</b>			
Total	12,085	111,136	199,195
1 Person Household	34.9%	40.4%	35.1%
2 Person Household	33.8%	33.4%	32.7%
3 Person Household	15.1%	12.5%	14.3%
4 Person Household	8.6%	8.3%	10.7%
5 Person Household	4.3%	3.1%	4.1%
6 Person Household	1.8%	1.3%	1.7%
7 + Person Household	1.5%	1.0%	1.4%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	12,085	111,136	199,195
Owner Occupied	29.4%	29.0%	37.0%
Owned with a Mortgage/Loan	24.6%	21.6%	26.9%
Owned Free and Clear	4.8%	7.4%	10.1%
Renter Occupied	70.6%	71.0%	63.0%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	45	31	31
Percent of Income for Mortgage	55.9%	80.5%	80.4%
Wealth Index	104	111	132
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	13,357	120,649	214,769
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	29,788	246,729	486,793
Urban Population	100.0%	100.0%	100.0%
Rural Population	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.

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<b>Top 3 Tapestry Segments</b>			
1.	Trendsetters (3C)	Trendsetters (3C)	Trendsetters (3C)
2.	City Strivers (11A)	Metro Renters (3B)	Urban Chic (2A)
3.	Metro Fusion (11C)	Social Security Set (9F)	City Lights (8A)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$47,861,797	\$418,333,844	\$754,242,936
Average Spent	\$3,813.39	\$3,680.99	\$3,759.24
Spending Potential Index	160	155	158
Education: Total \$	\$35,780,886	\$317,331,115	\$586,376,725
Average Spent	\$2,850.84	\$2,792.25	\$2,922.58
Spending Potential Index	165	162	169
Entertainment/Recreation: Total \$	\$73,808,122	\$646,992,711	\$1,194,709,293
Average Spent	\$5,880.66	\$5,693.00	\$5,954.58
Spending Potential Index	144	139	146
Food at Home: Total \$	\$141,184,876	\$1,230,531,522	\$2,241,588,365
Average Spent	\$11,248.89	\$10,827.66	\$11,172.36
Spending Potential Index	154	148	153
Food Away from Home: Total \$	\$78,551,957	\$684,453,445	\$1,242,872,269
Average Spent	\$6,258.62	\$6,022.63	\$6,194.63
Spending Potential Index	161	155	159
Health Care: Total \$	\$121,208,850	\$1,091,865,538	\$2,022,907,554
Average Spent	\$9,657.31	\$9,607.52	\$10,082.43
Spending Potential Index	126	125	131
HH Furnishings & Equipment: Total \$	\$55,771,963	\$494,302,598	\$909,883,607
Average Spent	\$4,443.63	\$4,349.46	\$4,534.97
Spending Potential Index	140	137	143
Personal Care Products & Services: Total \$	\$20,017,002	\$174,505,183	\$317,494,007
Average Spent	\$1,594.85	\$1,535.50	\$1,582.43
Spending Potential Index	160	154	159
Shelter: Total \$	\$540,192,713	\$4,673,363,238	\$8,567,040,612
Average Spent	\$43,039.81	\$41,121.75	\$42,699.21
Spending Potential Index	161	154	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$51,279,215	\$466,694,855	\$883,010,768
Average Spent	\$4,085.67	\$4,106.53	\$4,401.04
Spending Potential Index	117	117	126
Travel: Total \$	\$58,795,027	\$505,925,665	\$934,566,836
Average Spent	\$4,684.49	\$4,451.73	\$4,658.00
Spending Potential Index	154	147	154
Vehicle Maintenance & Repairs: Total \$	\$25,181,538	\$227,158,929	\$415,997,578
Average Spent	\$2,006.34	\$1,998.81	\$2,073.38
Spending Potential Index	135	135	140

**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.

September 23, 2024