

Westgate Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.29234
Longitude: -121.98839

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	23,901	195,828	477,469
2020 Total Population	25,130	207,176	508,950
2020 Group Quarters	258	1,280	6,825
2024 Total Population	24,558	203,746	503,498
2024 Group Quarters	247	1,227	6,529
2029 Total Population	24,498	205,553	510,258
2024-2029 Annual Rate	-0.05%	0.18%	0.27%
2024 Total Daytime Population	21,616	196,053	480,068
Workers	9,939	99,889	245,622
Residents	11,677	96,164	234,446
Household Summary			
2010 Households	8,882	73,201	180,022
2010 Average Household Size	2.66	2.66	2.62
2020 Total Households	9,017	75,192	186,491
2020 Average Household Size	2.76	2.74	2.69
2024 Households	8,812	74,342	185,290
2024 Average Household Size	2.76	2.72	2.68
2029 Households	8,879	75,873	190,111
2029 Average Household Size	2.73	2.69	2.65
2024-2029 Annual Rate	0.15%	0.41%	0.52%
2010 Families	6,377	50,681	122,051
2010 Average Family Size	3.12	3.17	3.15
2024 Families	6,452	52,735	127,905
2024 Average Family Size	3.20	3.23	3.20
2029 Families	6,517	53,878	131,417
2029 Average Family Size	3.16	3.19	3.16
2024-2029 Annual Rate	0.20%	0.43%	0.54%
Housing Unit Summary			
2000 Housing Units	8,936	73,229	179,835
Owner Occupied Housing Units	56.9%	54.7%	54.5%
Renter Occupied Housing Units	42.0%	43.3%	43.5%
Vacant Housing Units	1.1%	2.0%	2.0%
2010 Housing Units	9,253	76,079	188,395
Owner Occupied Housing Units	55.1%	53.3%	53.0%
Renter Occupied Housing Units	40.8%	42.9%	42.6%
Vacant Housing Units	4.0%	3.8%	4.4%
2020 Housing Units	9,292	78,681	196,339
Owner Occupied Housing Units	53.5%	50.2%	49.6%
Renter Occupied Housing Units	43.5%	45.3%	45.4%
Vacant Housing Units	3.0%	4.5%	4.9%
2024 Housing Units	9,324	80,224	200,702
Owner Occupied Housing Units	52.0%	48.2%	47.7%
Renter Occupied Housing Units	42.5%	44.5%	44.6%
Vacant Housing Units	5.5%	7.3%	7.7%
2029 Housing Units	9,459	82,227	206,719
Owner Occupied Housing Units	51.9%	47.7%	47.2%
Renter Occupied Housing Units	42.0%	44.6%	44.8%
Vacant Housing Units	6.1%	7.7%	8.0%

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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2024 Households by Income			
Household Income Base	8,812	74,342	185,290
<\$15,000	4.1%	5.0%	4.8%
\$15,000 - \$24,999	2.3%	3.0%	3.1%
\$25,000 - \$34,999	3.4%	2.9%	2.9%
\$35,000 - \$49,999	4.2%	3.6%	3.5%
\$50,000 - \$74,999	9.1%	8.2%	7.4%
\$75,000 - \$99,999	8.0%	7.6%	7.8%
\$100,000 - \$149,999	10.9%	14.7%	14.0%
\$150,000 - \$199,999	12.6%	12.0%	12.5%
\$200,000+	45.4%	43.0%	44.1%
Average Household Income	\$228,834	\$223,888	\$228,786
2029 Households by Income			
Household Income Base	8,879	75,873	190,111
<\$15,000	3.2%	4.0%	3.9%
\$15,000 - \$24,999	1.5%	2.1%	2.1%
\$25,000 - \$34,999	2.4%	2.1%	2.1%
\$35,000 - \$49,999	3.1%	2.7%	2.6%
\$50,000 - \$74,999	8.0%	6.5%	5.9%
\$75,000 - \$99,999	6.9%	6.8%	6.8%
\$100,000 - \$149,999	9.8%	14.2%	13.5%
\$150,000 - \$199,999	13.4%	13.2%	13.5%
\$200,000+	51.7%	48.3%	49.5%
Average Household Income	\$259,229	\$252,363	\$257,710
2024 Owner Occupied Housing Units by Value			
Total	4,847	38,677	95,740
<\$50,000	0.6%	0.6%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.4%	0.3%
\$150,000 - \$199,999	0.2%	0.3%	0.2%
\$200,000 - \$249,999	0.1%	0.3%	0.2%
\$250,000 - \$299,999	0.0%	0.1%	0.1%
\$300,000 - \$399,999	0.2%	0.5%	0.3%
\$400,000 - \$499,999	0.0%	0.5%	0.4%
\$500,000 - \$749,999	0.4%	2.0%	2.1%
\$750,000 - \$999,999	1.7%	3.5%	4.6%
\$1,000,000 - \$1,499,999	19.6%	18.1%	20.5%
\$1,500,000 - \$1,999,999	44.7%	32.9%	30.8%
\$2,000,000 +	32.3%	40.8%	39.5%
Average Home Value	\$1,772,437	\$1,768,911	\$1,741,836
2029 Owner Occupied Housing Units by Value			
Total	4,907	39,241	97,561
<\$50,000	0.1%	0.1%	0.1%
\$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%	0.0%	0.0%
\$400,000 - \$499,999	0.0%	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.6%	0.6%
\$750,000 - \$999,999	0.8%	2.1%	2.7%
\$1,000,000 - \$1,499,999	15.4%	15.2%	17.8%
\$1,500,000 - \$1,999,999	46.8%	35.2%	33.5%
\$2,000,000 +	36.9%	46.7%	45.2%
Average Home Value	\$1,849,037	\$1,880,877	\$1,854,029

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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Median Household Income			
2024	\$178,642	\$167,687	\$172,883
2029	\$200,001	\$192,111	\$197,718
Median Home Value			
2024	\$1,801,593	\$1,859,937	\$1,829,245
2029	\$1,860,240	\$1,953,681	\$1,928,520
Per Capita Income			
2024	\$81,010	\$81,668	\$84,280
2029	\$92,693	\$93,125	\$96,111
Median Age			
2010	39.8	38.7	38.3
2020	41.0	39.8	39.1
2024	41.8	40.9	39.9
2029	43.2	42.4	41.4
2020 Population by Age			
Total	25,130	207,176	508,950
0 - 4	5.1%	4.9%	5.2%
5 - 9	6.6%	6.1%	6.0%
10 - 14	6.9%	6.8%	6.4%
15 - 24	10.6%	11.6%	11.6%
25 - 34	11.8%	13.2%	14.4%
35 - 44	15.2%	15.1%	15.2%
45 - 54	14.8%	15.0%	14.2%
55 - 64	13.4%	12.7%	12.4%
65 - 74	8.1%	7.7%	7.8%
75 - 84	4.9%	4.6%	4.5%
85 +	2.7%	2.3%	2.3%
18 +	77.5%	78.0%	78.5%
2024 Population by Age			
Total	24,556	203,746	503,497
0 - 4	5.0%	4.8%	5.1%
5 - 9	6.3%	5.6%	5.7%
10 - 14	6.8%	6.1%	5.9%
15 - 24	11.0%	11.7%	11.7%
25 - 34	10.7%	12.8%	13.8%
35 - 44	16.0%	15.8%	16.2%
45 - 54	15.2%	15.1%	14.4%
55 - 64	13.0%	12.5%	12.0%
65 - 74	8.7%	8.4%	8.2%
75 - 84	4.7%	4.7%	4.7%
85 +	2.7%	2.3%	2.3%
18 +	78.2%	79.7%	79.8%
2029 Population by Age			
Total	24,497	205,552	510,257
0 - 4	4.6%	4.6%	4.8%
5 - 9	5.6%	5.1%	5.2%
10 - 14	6.8%	5.9%	5.9%
15 - 24	11.0%	11.2%	11.3%
25 - 34	10.2%	12.3%	12.7%
35 - 44	14.5%	14.9%	15.6%
45 - 54	16.2%	15.4%	14.8%
55 - 64	13.0%	13.0%	12.3%
65 - 74	10.0%	9.6%	9.2%
75 - 84	5.5%	5.6%	5.6%
85 +	2.7%	2.5%	2.5%
18 +	79.1%	80.9%	80.6%

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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2020 Population by Sex			
Males	12,452	103,078	254,023
Females	12,678	104,098	254,927
2024 Population by Sex			
Males	12,404	103,191	255,862
Females	12,154	100,555	247,636
2029 Population by Sex			
Males	12,341	103,607	257,786
Females	12,156	101,946	252,472
2010 Population by Race/Ethnicity			
Total	23,902	195,827	477,468
White Alone	55.3%	49.4%	53.4%
Black Alone	3.1%	2.5%	2.3%
American Indian Alone	0.6%	0.5%	0.6%
Asian Alone	29.9%	36.2%	31.7%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	5.2%	6.3%	6.9%
Two or More Races	5.4%	4.7%	4.8%
Hispanic Origin	14.4%	15.2%	16.8%
Diversity Index	69.7	71.6	71.7
2020 Population by Race/Ethnicity			
Total	25,130	207,176	508,950
White Alone	38.5%	34.0%	38.4%
Black Alone	2.8%	2.3%	2.1%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	41.0%	45.8%	40.5%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	7.0%	7.7%	8.1%
Two or More Races	9.7%	9.3%	10.1%
Hispanic Origin	14.6%	15.2%	16.6%
Diversity Index	75.1	74.7	76.3
2024 Population by Race/Ethnicity			
Total	24,558	203,745	503,498
White Alone	35.4%	31.4%	35.6%
Black Alone	2.8%	2.3%	2.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	43.7%	47.9%	42.7%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	7.3%	8.0%	8.4%
Two or More Races	9.8%	9.4%	10.3%
Hispanic Origin	14.9%	15.7%	17.1%
Diversity Index	75.2	74.7	76.6
2029 Population by Race/Ethnicity			
Total	24,498	205,554	510,258
White Alone	32.7%	29.0%	33.1%
Black Alone	2.7%	2.3%	2.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	46.2%	49.9%	44.6%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	7.4%	8.2%	8.7%
Two or More Races	10.0%	9.6%	10.5%
Hispanic Origin	15.2%	16.1%	17.7%
Diversity Index	75.0	74.5	76.7

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.

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2020 Population by Relationship and Household Type			
Total	25,130	207,176	508,950
In Households	99.0%	99.4%	98.7%
Householder	35.3%	36.2%	36.6%
Opposite-Sex Spouse	20.9%	20.7%	20.4%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.6%	1.7%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.4%	29.2%	27.9%
Adopted Child	0.4%	0.3%	0.4%
Stepchild	0.5%	0.5%	0.5%
Grandchild	1.2%	1.0%	1.1%
Brother or Sister	1.3%	1.2%	1.2%
Parent	2.0%	2.0%	1.8%
Parent-in-law	0.7%	0.7%	0.6%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.2%	1.2%	1.2%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.7%	3.8%	4.3%
In Group Quarters	1.0%	0.6%	1.3%
Institutionalized	0.8%	0.4%	0.6%
Noninstitutionalized	0.2%	0.2%	0.8%
2024 Population 25+ by Educational Attainment			
Total	17,445	146,019	360,301
Less than 9th Grade	2.9%	2.4%	2.5%
9th - 12th Grade, No Diploma	1.9%	2.3%	2.2%
High School Graduate	10.7%	9.6%	9.1%
GED/Alternative Credential	1.3%	1.0%	1.0%
Some College, No Degree	12.5%	9.7%	9.9%
Associate Degree	7.9%	6.9%	6.5%
Bachelor's Degree	34.0%	33.6%	34.0%
Graduate/Professional Degree	28.8%	34.5%	34.9%
2024 Population 15+ by Marital Status			
Total	20,136	169,927	419,249
Never Married	28.8%	30.4%	31.3%
Married	59.2%	58.7%	57.8%
Widowed	5.1%	4.5%	4.4%
Divorced	6.9%	6.4%	6.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,700	114,010	285,841
Population 16+ Employed	95.9%	96.0%	95.6%
Population 16+ Unemployment rate	4.1%	4.0%	4.4%
Population 16-24 Employed	9.2%	9.4%	9.4%
Population 16-24 Unemployment rate	9.2%	7.7%	8.9%
Population 25-54 Employed	65.4%	68.1%	68.5%
Population 25-54 Unemployment rate	3.3%	3.2%	3.6%
Population 55-64 Employed	17.7%	16.7%	16.0%
Population 55-64 Unemployment rate	4.5%	4.3%	4.0%
Population 65+ Employed	7.7%	5.8%	6.0%
Population 65+ Unemployment rate	2.6%	7.0%	7.1%

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2024 Employed Population 16+ by Industry			
Total	13,142	109,428	273,300
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.5%	3.9%	3.9%
Manufacturing	17.1%	18.1%	17.0%
Wholesale Trade	0.8%	1.4%	1.5%
Retail Trade	9.9%	7.8%	7.6%
Transportation/Utilities	3.5%	2.9%	2.7%
Information	5.4%	5.9%	6.3%
Finance/Insurance/Real Estate	5.0%	4.8%	4.6%
Services	52.5%	52.4%	53.8%
Public Administration	1.3%	2.5%	2.4%
2024 Employed Population 16+ by Occupation			
Total	13,143	109,429	273,301
White Collar	74.3%	80.5%	81.1%
Management/Business/Financial	23.7%	24.0%	24.6%
Professional	35.9%	43.4%	43.5%
Sales	7.5%	6.5%	6.5%
Administrative Support	7.1%	6.6%	6.5%
Services	15.0%	10.6%	10.6%
Blue Collar	10.6%	8.9%	8.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	2.8%	2.4%
Installation/Maintenance/Repair	1.5%	1.1%	1.1%
Production	2.5%	2.0%	1.8%
Transportation/Material Moving	3.6%	2.9%	2.7%
2020 Households by Type			
Total	9,017	75,192	186,491
Married Couple Households	59.5%	57.6%	56.3%
With Own Children <18	29.5%	28.6%	27.3%
Without Own Children <18	30.0%	29.0%	28.9%
Cohabiting Couple Households	4.9%	5.1%	5.4%
With Own Children <18	1.3%	1.3%	1.2%
Without Own Children <18	3.6%	3.9%	4.2%
Male Householder, No Spouse/Partner	14.9%	16.1%	16.8%
Living Alone	8.6%	9.4%	9.9%
65 Years and over	3.0%	2.6%	2.7%
With Own Children <18	1.5%	1.5%	1.4%
Without Own Children <18, With Relatives	3.2%	2.9%	2.8%
No Relatives Present	1.7%	2.3%	2.6%
Female Householder, No Spouse/Partner	20.7%	21.2%	21.6%
Living Alone	10.8%	11.1%	11.6%
65 Years and over	6.1%	5.8%	5.9%
With Own Children <18	3.1%	3.2%	3.0%
Without Own Children <18, With Relatives	5.4%	5.4%	5.2%
No Relatives Present	1.3%	1.6%	1.7%
2020 Households by Size			
Total	9,017	75,192	186,491
1 Person Household	19.4%	20.5%	21.5%
2 Person Household	29.1%	29.4%	30.3%
3 Person Household	19.9%	19.8%	19.2%
4 Person Household	20.4%	20.1%	18.9%
5 Person Household	7.1%	6.4%	6.1%
6 Person Household	2.6%	2.5%	2.4%
7 + Person Household	1.5%	1.4%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	9,017	75,192	186,491
Owner Occupied	55.1%	52.6%	52.2%
Owned with a Mortgage/Loan	39.0%	37.2%	37.3%
Owned Free and Clear	16.2%	15.4%	15.0%
Renter Occupied	44.9%	47.4%	47.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	40	37	38
Percent of Income for Mortgage	63.1%	69.4%	66.2%
Wealth Index	202	195	197
2020 Housing Units By Urban/ Rural Status			
Total	9,292	78,681	196,339
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	25,130	207,176	508,950
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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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Top 3 Tapestry Segments			
1.	Pacific Heights (2C)	Pacific Heights (2C)	Enterprising Professionals (2D)
2.	City Lights (8A)	Enterprising Professionals	Top Tier (1A)
3.	Pleasantville (2B)	City Lights (8A)	City Lights (8A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$40,353,534	\$337,752,319	\$861,888,292
Average Spent	\$4,579.38	\$4,543.22	\$4,651.56
Spending Potential Index	192	191	195
Education: Total \$	\$34,568,709	\$283,413,157	\$724,546,719
Average Spent	\$3,922.91	\$3,812.29	\$3,910.34
Spending Potential Index	227	221	226
Entertainment/Recreation: Total \$	\$70,221,937	\$580,640,946	\$1,478,013,845
Average Spent	\$7,968.90	\$7,810.40	\$7,976.76
Spending Potential Index	195	191	195
Food at Home: Total \$	\$124,022,157	\$1,027,013,654	\$2,612,057,443
Average Spent	\$14,074.23	\$13,814.72	\$14,097.13
Spending Potential Index	193	189	193
Food Away from Home: Total \$	\$68,689,669	\$573,201,456	\$1,460,494,971
Average Spent	\$7,795.01	\$7,710.33	\$7,882.21
Spending Potential Index	200	198	203
Health Care: Total \$	\$119,948,519	\$995,721,031	\$2,522,824,392
Average Spent	\$13,611.95	\$13,393.79	\$13,615.55
Spending Potential Index	177	174	177
HH Furnishings & Equipment: Total \$	\$52,566,399	\$438,092,788	\$1,114,205,014
Average Spent	\$5,965.32	\$5,892.94	\$6,013.30
Spending Potential Index	189	186	190
Personal Care Products & Services: Total \$	\$17,805,764	\$147,808,182	\$376,053,887
Average Spent	\$2,020.63	\$1,988.22	\$2,029.54
Spending Potential Index	203	200	204
Shelter: Total \$	\$493,016,480	\$4,043,622,767	\$10,288,850,373
Average Spent	\$55,948.31	\$54,392.17	\$55,528.36
Spending Potential Index	210	204	208
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,476,146	\$462,514,775	\$1,174,513,106
Average Spent	\$6,295.52	\$6,221.45	\$6,338.78
Spending Potential Index	180	178	181
Travel: Total \$	\$55,741,725	\$458,714,414	\$1,171,283,367
Average Spent	\$6,325.66	\$6,170.33	\$6,321.35
Spending Potential Index	209	203	208
Vehicle Maintenance & Repairs: Total \$	\$23,400,932	\$196,083,746	\$496,602,976
Average Spent	\$2,655.58	\$2,637.59	\$2,680.14
Spending Potential Index	179	178	181

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.