



# Market Profile

Park Street Alameda  
Place

Alameda city, N/...

Population Summary	
2000 Total Population	72,259
2010 Total Population	73,812
2016 Total Population	76,943
2016 Group Quarters	1,491
2020 Total Population	81,008
2016-2021 Annual Rate	1.03%
Household Summary	
2000 Households	30,226
2000 Average Household Size	2.35
2010 Households	30,123
2010 Average Household Size	2.40
2016 Households	31,134
2016 Average Household Size	2.42
2021 Households	32,633
2021 Average Household Size	2.44
2016-2021 Annual Rate	0.94%
2010 Families	18,291
2010 Average Family Size	3.06
2016 Families	18,919
2016 Average Family Size	3.08
2021 Families	19,846
2021 Average Family Size	3.10
2016-2021 Annual Rate	0.96%
Housing Unit Summary	
2000 Housing Units	31,644
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	49.7%
Vacant Housing Units	4.5%
2010 Housing Units	32,351
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	6.9%
2016 Housing Units	33,323
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	50.5%
Vacant Housing Units	6.6%
2021 Housing Units	34,796
Owner Occupied Housing Units	42.8%
Renter Occupied Housing Units	51.0%
Vacant Housing Units	6.2%
Median Household Income	
2016	\$77,935
2021	\$87,989
Median Home Value	
2016	\$670,094
2021	\$692,598
Per Capita Income	
2016	\$43,433
2021	\$47,287
Median Age	
2010	40.8
2016	42.0
2021	42.1

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2016 Households by Income

Household Income Base	31,134
<\$15,000	8.7%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	9.4%
\$200,000+	11.0%

Average Household Income \$105,771

## 2021 Households by Income

Household Income Base	32,633
<\$15,000	8.5%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	11.0%
\$200,000+	12.2%

Average Household Income \$115,888

## 2016 Owner Occupied Housing Units by Value

Total	14,291
<\$50,000	1.1%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.0%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	46.4%
\$750,000 - \$999,999	26.9%
\$1,000,000 +	8.3%

Average Home Value \$693,592

## 2021 Owner Occupied Housing Units by Value

Total	14,881
<\$50,000	0.6%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	2.5%
\$400,000 - \$499,999	9.8%
\$500,000 - \$749,999	46.1%
\$750,000 - \$999,999	30.1%
\$1,000,000 +	9.3%

Average Home Value \$724,274

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	73,812
0 - 4	5.7%
5 - 9	5.8%
10 - 14	5.6%
15 - 24	11.1%
25 - 34	12.9%
35 - 44	15.6%
45 - 54	16.1%
55 - 64	13.8%
65 - 74	6.9%
75 - 84	4.4%
85 +	2.3%
18 +	79.3%

## 2016 Population by Age

Total	76,943
0 - 4	5.2%
5 - 9	5.4%
10 - 14	5.7%
15 - 24	12.1%
25 - 34	12.5%
35 - 44	13.4%
45 - 54	15.2%
55 - 64	14.4%
65 - 74	9.3%
75 - 84	4.4%
85 +	2.4%
18 +	80.2%

## 2021 Population by Age

Total	81,008
0 - 4	5.1%
5 - 9	5.0%
10 - 14	5.2%
15 - 24	11.1%
25 - 34	14.7%
35 - 44	12.5%
45 - 54	13.8%
55 - 64	14.1%
65 - 74	10.9%
75 - 84	5.2%
85 +	2.4%
18 +	81.6%

## 2010 Population by Sex

Males	35,315
Females	38,497

## 2016 Population by Sex

Males	36,970
Females	39,973

## 2021 Population by Sex

Males	39,121
Females	41,887

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Market Profile

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## 2010 Population by Race/Ethnicity

Total	73,812
White Alone	50.8%
Black Alone	6.4%
American Indian Alone	0.6%
Asian Alone	31.2%
Pacific Islander Alone	0.5%
Some Other Race Alone	3.3%
Two or More Races	7.1%
Hispanic Origin	11.0%
Diversity Index	71.1

## 2016 Population by Race/Ethnicity

Total	76,943
White Alone	47.4%
Black Alone	5.5%
American Indian Alone	0.5%
Asian Alone	35.0%
Pacific Islander Alone	0.5%
Some Other Race Alone	3.4%
Two or More Races	7.6%
Hispanic Origin	11.2%
Diversity Index	71.9

## 2021 Population by Race/Ethnicity

Total	81,008
White Alone	44.4%
Black Alone	4.9%
American Indian Alone	0.5%
Asian Alone	38.4%
Pacific Islander Alone	0.5%
Some Other Race Alone	3.5%
Two or More Races	7.8%
Hispanic Origin	11.5%
Diversity Index	72.4

## 2010 Population by Relationship and Household Type

Total	73,812
In Households	98.0%
In Family Households	77.8%
Householder	24.8%
Spouse	18.2%
Child	27.9%
Other relative	4.8%
Nonrelative	2.0%
In Nonfamily Households	20.2%
In Group Quarters	2.0%
Institutionalized Population	0.9%
Noninstitutionalized Population	1.2%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

## 2016 Population 25+ by Educational Attainment

Total	55,100
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	12.3%
GED/Alternative Credential	1.6%
Some College, No Degree	19.3%
Associate Degree	8.1%
Bachelor's Degree	31.1%
Graduate/Professional Degree	19.4%

## 2016 Population 15+ by Marital Status

Total	64,392
Never Married	33.2%
Married	51.0%
Widowed	4.9%
Divorced	10.9%

## 2016 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed	5.6%

## 2016 Employed Population 16+ by Industry

Total	39,217
Agriculture/Mining	0.3%
Construction	3.6%
Manufacturing	6.6%
Wholesale Trade	2.2%
Retail Trade	8.7%
Transportation/Utilities	6.6%
Information	4.0%
Finance/Insurance/Real Estate	8.4%
Services	55.4%
Public Administration	4.2%

## 2016 Employed Population 16+ by Occupation

Total	39,217
White Collar	71.7%
Management/Business/Financial	20.9%
Professional	28.1%
Sales	8.7%
Administrative Support	14.1%
Services	15.9%
Blue Collar	12.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	2.1%
Production	3.0%
Transportation/Material Moving	4.7%

## 2010 Population By Urban/ Rural Status

Total Population	73,812
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

**2010 Households by Type**

Total	30,123
Households with 1 Person	31.0%
Households with 2+ People	69.0%
Family Households	60.7%
Husband-wife Families	44.6%
With Related Children	21.0%
Other Family (No Spouse Present)	16.1%
Other Family with Male Householder	4.1%
With Related Children	2.0%
Other Family with Female Householder	12.0%
With Related Children	7.1%
Nonfamily Households	8.2%
All Households with Children	30.4%

**2010 Households by Size**

Multigenerational Households	3.5%
Unmarried Partner Households	7.1%
Male-female	5.6%
Same-sex	1.5%

**2010 Households by Size**

Total	30,123
1 Person Household	31.0%
2 Person Household	31.8%
3 Person Household	16.2%
4 Person Household	13.3%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	1.2%

**2010 Households by Tenure and Mortgage Status**

Total	30,123
Owner Occupied	48.1%
Owned with a Mortgage/Loan	36.1%
Owned Free and Clear	12.0%
Renter Occupied	51.9%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	32,351
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. City Lights (8A)
2. Trendsetters (3C)
3. Urban Chic (2A)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$87,961,630
Average Spent	\$2,825.26
Spending Potential Index	140
Education: Total \$	\$69,789,653
Average Spent	\$2,241.59
Spending Potential Index	158
Entertainment/Recreation: Total \$	\$121,947,650
Average Spent	\$3,916.86
Spending Potential Index	134
Food at Home: Total \$	\$203,276,783
Average Spent	\$6,529.09
Spending Potential Index	131
Food Away from Home: Total \$	\$130,115,177
Average Spent	\$4,179.20
Spending Potential Index	135
Health Care: Total \$	\$208,241,495
Average Spent	\$6,688.56
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$74,143,197
Average Spent	\$2,381.42
Spending Potential Index	135
Personal Care Products & Services: Total \$	\$31,495,526
Average Spent	\$1,011.61
Spending Potential Index	138
Shelter: Total \$	\$709,486,378
Average Spent	\$22,788.15
Spending Potential Index	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$92,060,303
Average Spent	\$2,956.91
Spending Potential Index	127
Travel: Total \$	\$83,674,586
Average Spent	\$2,687.56
Spending Potential Index	144
Vehicle Maintenance & Repairs: Total \$	\$41,735,109
Average Spent	\$1,340.50
Spending Potential Index	129

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

July 13, 2016