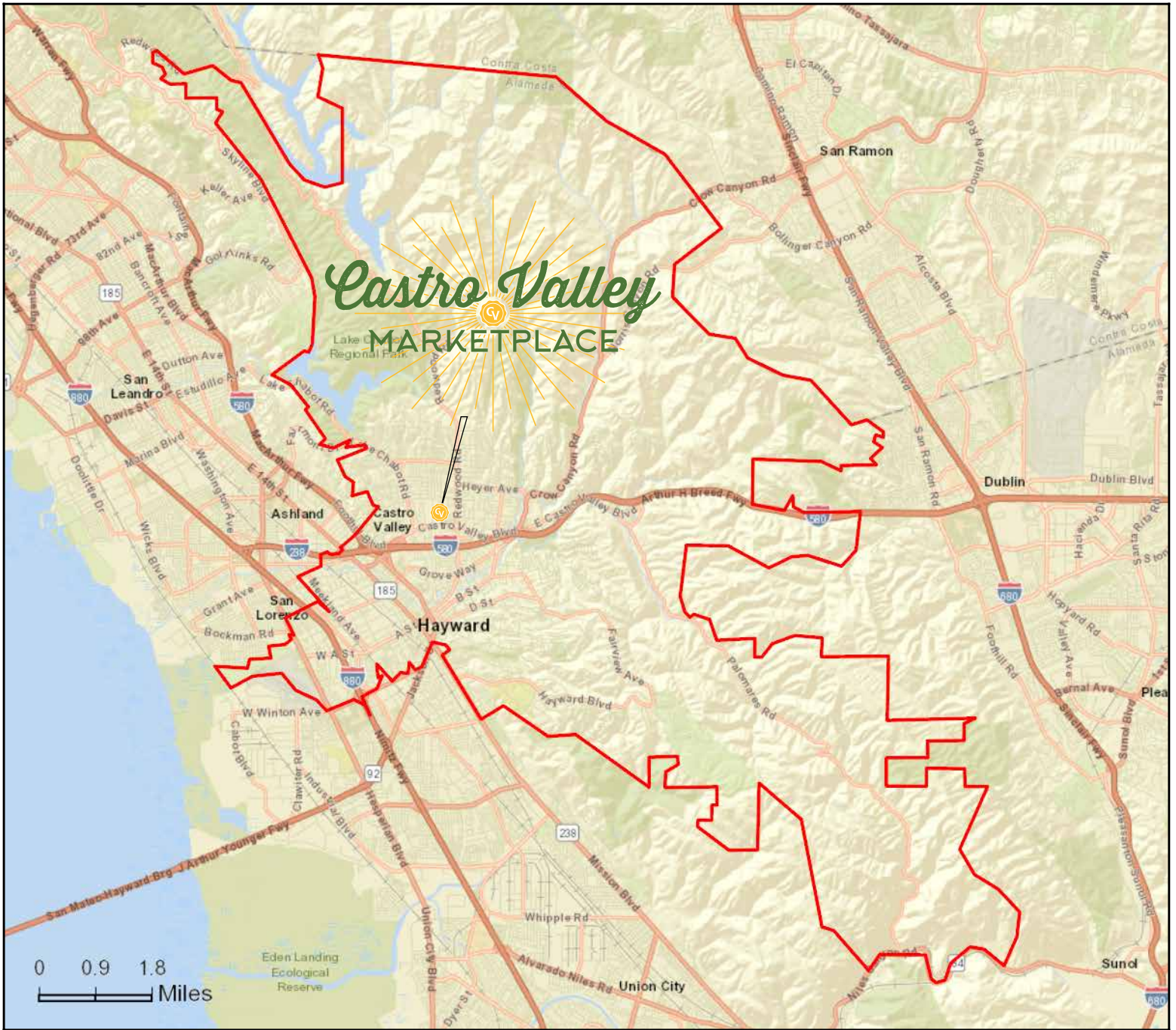


Castro Valley Marketplace  
94546 (Castro Valley) et al.  
Geography: ZIP Code

Prepared by Esri





# Business Summary

Castro Valley Marketplace  
 3295 Castro Valley Boulevard Castro Valley CA 94546  
 Rings: 1, 3, 5 mile radii

Latitude: 37.6955  
 Longitude: -122.0788

Data for all businesses in area	1 mile		3 mile		5 mile							
Total Businesses:	1,149		5,084		10,353							
Total Employees:	8,960		41,942		100,758							
Total Residential Population:	27,266		173,637		344,684							
Employee/Residential Population Ratio:	0.33:1		0.24:1		0.29:1							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	19	1.7%	109	1.2%	82	1.6%	493	1.2%	138	1.3%	1,090	1.1%
Construction	69	6.0%	300	3.3%	358	7.0%	1,881	4.5%	762	7.4%	6,231	6.2%
Manufacturing	11	1.0%	177	2.0%	72	1.4%	664	1.6%	373	3.6%	8,260	8.2%
Transportation	20	1.7%	239	2.7%	96	1.9%	844	2.0%	340	3.3%	3,862	3.8%
Communication	8	0.7%	46	0.5%	56	1.1%	236	0.6%	114	1.1%	776	0.8%
Utility	2	0.2%	34	0.4%	5	0.1%	105	0.3%	18	0.2%	272	0.3%
Wholesale Trade	16	1.4%	99	1.1%	123	2.4%	1,035	2.5%	524	5.1%	7,393	7.3%
<b>Retail Trade Summary</b>	<b>243</b>	<b>21.1%</b>	<b>2,143</b>	<b>23.9%</b>	<b>1,083</b>	<b>21.3%</b>	<b>8,891</b>	<b>21.2%</b>	<b>2,250</b>	<b>21.7%</b>	<b>20,865</b>	<b>20.7%</b>
Home Improvement	20	1.7%	123	1.4%	77	1.5%	348	0.8%	173	1.7%	1,265	1.3%
General Merchandise Stores	5	0.4%	94	1.0%	23	0.5%	932	2.2%	69	0.7%	2,479	2.5%
Food Stores	21	1.8%	540	6.0%	100	2.0%	1,196	2.9%	224	2.2%	3,432	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	19	1.7%	131	1.5%	171	3.4%	1,100	2.6%	308	3.0%	2,033	2.0%
Apparel & Accessory Stores	13	1.1%	48	0.5%	60	1.2%	269	0.6%	156	1.5%	867	0.9%
Furniture & Home Furnishings	19	1.7%	82	0.9%	85	1.7%	411	1.0%	204	2.0%	1,098	1.1%
Eating & Drinking Places	72	6.3%	722	8.1%	302	5.9%	2,945	7.0%	602	5.8%	5,945	5.9%
Miscellaneous Retail	73	6.4%	403	4.5%	265	5.2%	1,689	4.0%	514	5.0%	3,746	3.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>201</b>	<b>17.5%</b>	<b>767</b>	<b>8.6%</b>	<b>723</b>	<b>14.2%</b>	<b>2,626</b>	<b>6.3%</b>	<b>1,276</b>	<b>12.3%</b>	<b>4,771</b>	<b>4.7%</b>
Banks, Savings & Lending Institutions	52	4.5%	160	1.8%	207	4.1%	624	1.5%	373	3.6%	1,165	1.2%
Securities Brokers	21	1.8%	70	0.8%	49	1.0%	194	0.5%	73	0.7%	388	0.4%
Insurance Carriers & Agents	35	3.0%	104	1.2%	124	2.4%	371	0.9%	206	2.0%	722	0.7%
Real Estate, Holding, Other Investment Offices	93	8.1%	433	4.8%	342	6.7%	1,437	3.4%	624	6.0%	2,496	2.5%
<b>Services Summary</b>	<b>506</b>	<b>44.0%</b>	<b>4,971</b>	<b>55.5%</b>	<b>2,173</b>	<b>42.7%</b>	<b>19,850</b>	<b>47.3%</b>	<b>4,030</b>	<b>38.9%</b>	<b>40,751</b>	<b>40.4%</b>
Hotels & Lodging	3	0.3%	41	0.5%	25	0.5%	195	0.5%	35	0.3%	757	0.8%
Automotive Services	29	2.5%	112	1.2%	245	4.8%	961	2.3%	453	4.4%	1,989	2.0%
Motion Pictures & Amusements	35	3.0%	229	2.6%	138	2.7%	1,090	2.6%	250	2.4%	1,996	2.0%
Health Services	107	9.3%	2,474	27.6%	284	5.6%	5,491	13.1%	530	5.1%	9,952	9.9%
Legal Services	20	1.7%	72	0.8%	87	1.7%	336	0.8%	148	1.4%	586	0.6%
Education Institutions & Libraries	30	2.6%	680	7.6%	109	2.1%	4,667	11.1%	212	2.0%	9,137	9.1%
Other Services	282	24.5%	1,364	15.2%	1,284	25.3%	7,110	17.0%	2,403	23.2%	16,335	16.2%
Government	5	0.4%	74	0.8%	127	2.5%	5,232	12.5%	166	1.6%	6,183	6.1%
Unclassified Establishments	51	4.4%	1	0.0%	186	3.7%	86	0.2%	361	3.5%	304	0.3%
<b>Totals</b>	<b>1,149</b>	<b>100.0%</b>	<b>8,960</b>	<b>100.0%</b>	<b>5,084</b>	<b>100.0%</b>	<b>41,942</b>	<b>100.0%</b>	<b>10,353</b>	<b>100.0%</b>	<b>100,758</b>	<b>100.0%</b>

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Business Summary

Castro Valley Marketplace  
 3295 Castro Valley Boulevard Castro Valley CA 94546  
 Rings: 1, 3, 5 mile radii

Latitude: 37.6955  
 Longitude: -122.0788

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	7	0.1%	19	0.0%	13	0.1%	62	0.1%
Mining	0	0.0%	0	0.0%	2	0.0%	8	0.0%	5	0.0%	25	0.0%
Utilities	0	0.0%	0	0.0%	2	0.0%	61	0.1%	7	0.1%	146	0.1%
Construction	75	6.5%	314	3.5%	391	7.7%	2,016	4.8%	824	8.0%	6,528	6.5%
Manufacturing	11	1.0%	174	1.9%	75	1.5%	652	1.6%	408	3.9%	8,409	8.3%
Wholesale Trade	15	1.3%	89	1.0%	116	2.3%	992	2.4%	507	4.9%	7,210	7.2%
Retail Trade	165	14.4%	1,405	15.7%	759	14.9%	5,879	14.0%	1,597	15.4%	14,694	14.6%
Motor Vehicle & Parts Dealers	5	0.4%	60	0.7%	110	2.2%	891	2.1%	200	1.9%	1,647	1.6%
Furniture & Home Furnishings Stores	8	0.7%	50	0.6%	31	0.6%	136	0.3%	88	0.8%	471	0.5%
Electronics & Appliance Stores	10	0.9%	39	0.4%	50	1.0%	279	0.7%	101	1.0%	698	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	20	1.7%	123	1.4%	77	1.5%	348	0.8%	174	1.7%	1,269	1.3%
Food & Beverage Stores	19	1.7%	513	5.7%	103	2.0%	1,166	2.8%	215	2.1%	3,126	3.1%
Health & Personal Care Stores	14	1.2%	233	2.6%	60	1.2%	545	1.3%	127	1.2%	1,375	1.4%
Gasoline Stations	14	1.2%	72	0.8%	61	1.2%	209	0.5%	108	1.0%	386	0.4%
Clothing & Clothing Accessories Stores	18	1.6%	59	0.7%	78	1.5%	317	0.8%	197	1.9%	990	1.0%
Sport Goods, Hobby, Book, & Music Stores	15	1.3%	51	0.6%	44	0.9%	239	0.6%	74	0.7%	573	0.6%
General Merchandise Stores	5	0.4%	94	1.0%	23	0.5%	932	2.2%	69	0.7%	2,479	2.5%
Miscellaneous Store Retailers	33	2.9%	107	1.2%	107	2.1%	483	1.2%	208	2.0%	1,250	1.2%
Nonstore Retailers	2	0.2%	5	0.1%	16	0.3%	335	0.8%	36	0.3%	430	0.4%
Transportation & Warehousing	10	0.9%	127	1.4%	62	1.2%	676	1.6%	271	2.6%	3,423	3.4%
Information	18	1.6%	99	1.1%	102	2.0%	560	1.3%	199	1.9%	1,465	1.5%
Finance & Insurance	108	9.4%	334	3.7%	383	7.5%	1,201	2.9%	658	6.4%	2,295	2.3%
Central Bank/Credit Intermediation & Related Activities	51	4.4%	157	1.8%	207	4.1%	630	1.5%	371	3.6%	1,162	1.2%
Securities, Commodity Contracts & Other Financial	22	1.9%	73	0.8%	52	1.0%	200	0.5%	81	0.8%	411	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	35	3.0%	104	1.2%	124	2.4%	371	0.9%	206	2.0%	722	0.7%
Real Estate, Rental & Leasing	103	9.0%	436	4.9%	407	8.0%	1,768	4.2%	759	7.3%	3,348	3.3%
Professional, Scientific & Tech Services	104	9.1%	419	4.7%	420	8.3%	1,902	4.5%	799	7.7%	5,958	5.9%
Legal Services	29	2.5%	113	1.3%	109	2.1%	410	1.0%	175	1.7%	674	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation	37	3.2%	191	2.1%	224	4.4%	1,234	2.9%	410	4.0%	2,882	2.9%
Educational Services	38	3.3%	718	8.0%	134	2.6%	4,712	11.2%	258	2.5%	9,140	9.1%
Health Care & Social Assistance	141	12.3%	2,953	33.0%	433	8.5%	7,337	17.5%	791	7.6%	13,445	13.3%
Arts, Entertainment & Recreation	19	1.7%	173	1.9%	89	1.8%	920	2.2%	166	1.6%	1,822	1.8%
Accommodation & Food Services	79	6.9%	779	8.7%	343	6.7%	3,194	7.6%	664	6.4%	6,860	6.8%
Accommodation	3	0.3%	41	0.5%	25	0.5%	195	0.5%	35	0.3%	757	0.8%
Food Services & Drinking Places	76	6.6%	737	8.2%	318	6.3%	2,999	7.2%	629	6.1%	6,104	6.1%
Other Services (except Public Administration)	171	14.9%	676	7.5%	821	16.1%	3,484	8.3%	1,489	14.4%	6,550	6.5%
Automotive Repair & Maintenance	26	2.3%	105	1.2%	216	4.2%	855	2.0%	391	3.8%	1,558	1.5%
Public Administration	5	0.4%	74	0.8%	128	2.5%	5,240	12.5%	167	1.6%	6,191	6.1%
Unclassified Establishments	51	4.4%	1	0.0%	186	3.7%	86	0.2%	361	3.5%	304	0.3%
<b>Total</b>	<b>1,149</b>	<b>100.0%</b>	<b>8,960</b>	<b>100.0%</b>	<b>5,084</b>	<b>100.0%</b>	<b>41,942</b>	<b>100.0%</b>	<b>10,353</b>	<b>100.0%</b>	<b>100,758</b>	<b>100.0%</b>

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Market Profile

Castro Valley Marketplace  
 94546 (Castro Valley) et al.  
 Geography: ZIP Code

Prepared by Esri

CA(94541),CA(...

<b>Population Summary</b>	
2000 Total Population	126,411
2010 Total Population	130,711
2018 Total Population	142,185
2018 Group Quarters	3,101
2023 Total Population	149,092
2018-2023 Annual Rate	0.95%
2018 Total Daytime Population	104,550
Workers	30,372
Residents	74,178
<b>Household Summary</b>	
2000 Households	45,327
2000 Average Household Size	2.72
2010 Households	45,882
2010 Average Household Size	2.78
2018 Households	49,494
2018 Average Household Size	2.81
2023 Households	51,656
2023 Average Household Size	2.83
2018-2023 Annual Rate	0.86%
2010 Families	31,563
2010 Average Family Size	3.28
2018 Families	34,030
2018 Average Family Size	3.34
2023 Families	35,591
2023 Average Family Size	3.36
2018-2023 Annual Rate	0.90%
<b>Housing Unit Summary</b>	
2000 Housing Units	46,432
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	41.0%
Vacant Housing Units	2.4%
2010 Housing Units	48,496
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	5.4%
2018 Housing Units	51,187
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	3.3%
2023 Housing Units	53,177
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	2.9%
<b>Median Household Income</b>	
2018	\$80,437
2023	\$96,205
<b>Median Home Value</b>	
2018	\$617,205
2023	\$664,853
<b>Per Capita Income</b>	
2018	\$39,019
2023	\$45,820
<b>Median Age</b>	
2010	37.3
2018	38.4
2023	39.4

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Castro Valley Marketplace  
 94546 (Castro Valley) et al.  
 Geography: ZIP Code

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## 2018 Households by Income

Household Income Base	49,494
<\$15,000	7.5%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	10.6%
\$200,000+	12.6%
Average Household Income	\$109,399

## 2023 Households by Income

Household Income Base	51,656
<\$15,000	5.7%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	12.4%
\$200,000+	16.6%
Average Household Income	\$129,666

## 2018 Owner Occupied Housing Units by Value

Total	28,237
<\$50,000	1.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.6%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	34.5%
\$750,000 - \$999,999	21.5%
\$1,000,000 - \$1,499,999	7.2%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	1.9%
Average Home Value	\$675,153

## 2023 Owner Occupied Housing Units by Value

Total	31,104
<\$50,000	0.8%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	9.9%
\$400,000 - \$499,999	12.4%
\$500,000 - \$749,999	36.5%
\$750,000 - \$999,999	26.4%
\$1,000,000 - \$1,499,999	8.0%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	2.2%
Average Home Value	\$723,801

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Castro Valley Marketplace  
 94546 (Castro Valley) et al.  
 Geography: ZIP Code

Prepared by Esri

	CA(94541),CA(...)
<b>2010 Population by Age</b>	
Total	130,709
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	13.6%
25 - 34	13.9%
35 - 44	14.0%
45 - 54	15.5%
55 - 64	12.1%
65 - 74	5.8%
75 - 84	3.7%
85 +	2.1%
18 +	76.7%
<b>2018 Population by Age</b>	
Total	142,185
0 - 4	5.9%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	12.9%
25 - 34	14.0%
35 - 44	13.3%
45 - 54	13.3%
55 - 64	13.4%
65 - 74	8.8%
75 - 84	3.9%
85 +	2.1%
18 +	77.9%
<b>2023 Population by Age</b>	
Total	149,092
0 - 4	5.9%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	12.2%
25 - 34	14.0%
35 - 44	13.9%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	10.1%
75 - 84	4.9%
85 +	2.0%
18 +	78.9%
<b>2010 Population by Sex</b>	
Males	63,882
Females	66,829
<b>2018 Population by Sex</b>	
Males	69,637
Females	72,548
<b>2023 Population by Sex</b>	
Males	73,269
Females	75,823

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Castro Valley Marketplace  
 94546 (Castro Valley) et al.  
 Geography: ZIP Code

Prepared by Esri

CA(94541),CA(...

## 2010 Population by Race/Ethnicity

Total	130,712
White Alone	49.0%
Black Alone	10.7%
American Indian Alone	0.8%
Asian Alone	17.9%
Pacific Islander Alone	1.3%
Some Other Race Alone	13.6%
Two or More Races	6.8%
Hispanic Origin	30.0%
Diversity Index	83.6

## 2018 Population by Race/Ethnicity

Total	142,185
White Alone	46.3%
Black Alone	8.9%
American Indian Alone	0.8%
Asian Alone	21.4%
Pacific Islander Alone	1.3%
Some Other Race Alone	14.0%
Two or More Races	7.3%
Hispanic Origin	31.0%
Diversity Index	84.7

## 2023 Population by Race/Ethnicity

Total	149,092
White Alone	44.0%
Black Alone	7.8%
American Indian Alone	0.7%
Asian Alone	24.2%
Pacific Islander Alone	1.3%
Some Other Race Alone	14.4%
Two or More Races	7.6%
Hispanic Origin	31.7%
Diversity Index	85.4

## 2010 Population by Relationship and Household Type

Total	130,710
In Households	97.6%
In Family Households	82.6%
Householder	24.2%
Spouse	17.0%
Child	31.3%
Other relative	6.8%
Nonrelative	3.4%
In Nonfamily Households	14.9%
In Group Quarters	2.4%
Institutionalized Population	0.8%
Noninstitutionalized Population	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 20, 2018



# Market Profile

Castro Valley Marketplace  
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 Geography: ZIP Code

Prepared by Esri

	CA(94541),CA(...
<b>2018 Population 25+ by Educational Attainment</b>	
Total	97,719
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	20.2%
GED/Alternative Credential	1.8%
Some College, No Degree	21.9%
Associate Degree	7.7%
Bachelor's Degree	23.6%
Graduate/Professional Degree	12.3%
<b>2018 Population 15+ by Marital Status</b>	
Total	116,032
Never Married	34.6%
Married	50.6%
Widowed	5.9%
Divorced	8.9%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.0%
Civilian Unemployed (Unemployment Rate)	5.0%
<b>2018 Employed Population 16+ by Industry</b>	
Total	69,550
Agriculture/Mining	0.4%
Construction	7.3%
Manufacturing	8.7%
Wholesale Trade	3.4%
Retail Trade	10.4%
Transportation/Utilities	6.5%
Information	1.9%
Finance/Insurance/Real Estate	5.8%
Services	51.2%
Public Administration	4.3%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	69,550
White Collar	63.6%
Management/Business/Financial	17.7%
Professional	21.1%
Sales	10.2%
Administrative Support	14.6%
Services	16.7%
Blue Collar	19.7%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.1%
Production	4.1%
Transportation/Material Moving	7.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	130,711
Population Inside Urbanized Area	99.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Castro Valley Marketplace  
 94546 (Castro Valley) et al.  
 Geography: ZIP Code

Prepared by Esri

	CA(94541),CA(...)
<b>2010 Households by Type</b>	
Total	45,883
Households with 1 Person	23.4%
Households with 2+ People	76.6%
Family Households	68.8%
Husband-wife Families	48.6%
With Related Children	24.2%
Other Family (No Spouse Present)	20.2%
Other Family with Male Householder	6.1%
With Related Children	3.3%
Other Family with Female Householder	14.1%
With Related Children	8.3%
Nonfamily Households	7.8%
All Households with Children	36.3%
Multigenerational Households	5.8%
Unmarried Partner Households	7.3%
Male-female	6.3%
Same-sex	1.1%
<b>2010 Households by Size</b>	
Total	45,883
1 Person Household	23.4%
2 Person Household	29.9%
3 Person Household	17.8%
4 Person Household	15.2%
5 Person Household	7.5%
6 Person Household	3.4%
7 + Person Household	2.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	45,882
Owner Occupied	56.9%
Owned with a Mortgage/Loan	45.0%
Owned Free and Clear	11.9%
Renter Occupied	43.1%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	48,496
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

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## Top 3 Tapestry Segments

1. City Lights (8A)
2. International Marketplace
3. Pleasantville (2B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$141,472,203
Average Spent	\$2,858.37
Spending Potential Index	131
Education: Total \$	\$101,402,188
Average Spent	\$2,048.78
Spending Potential Index	142
Entertainment/Recreation: Total \$	\$201,451,860
Average Spent	\$4,070.23
Spending Potential Index	126
Food at Home: Total \$	\$316,512,127
Average Spent	\$6,394.96
Spending Potential Index	127
Food Away from Home: Total \$	\$223,306,323
Average Spent	\$4,511.79
Spending Potential Index	128
Health Care: Total \$	\$344,787,810
Average Spent	\$6,966.25
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$130,674,654
Average Spent	\$2,640.21
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$52,569,603
Average Spent	\$1,062.14
Spending Potential Index	128
Shelter: Total \$	\$1,135,787,885
Average Spent	\$22,947.99
Spending Potential Index	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$159,667,649
Average Spent	\$3,226.00
Spending Potential Index	130
Travel: Total \$	\$143,748,991
Average Spent	\$2,904.37
Spending Potential Index	135
Vehicle Maintenance & Repairs: Total \$	\$66,873,461
Average Spent	\$1,351.14
Spending Potential Index	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.