

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 37.68832, -122.13713

9-Mar-2023

## 120260-Greenhouse Marketplace

### San Leandro, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2022 Estimated Population	29,101	175,217	355,894	810,133	
	2022 Daytime Population	21,597	159,499	363,845	778,574	
	2027 Population Forecast	28,676	173,493	353,474	806,674	
	2010 Census Population	28,340	171,135	344,706	782,652	
	2000 Census Population	27,244	161,450	333,681	780,306	
	1990 Census Population	24,238	137,842	286,260	678,516	
	Historical Annual Growth, 1990 to 2000	1.18%	1.59%	1.54%	1.41%	
	Historical Annual Growth, 2000 to 2010	0.40%	0.58%	0.33%	0.03%	
	CY Estimated Annual Growth, 2010 to 2022	0.21%	0.19%	0.25%	0.27%	
	FY Projected Annual Growth, 2022 to 2027	-0.29%	-0.20%	-0.14%	-0.09%	
	<b>HOUSEHOLDS</b>	2022 Estimated Households	9,929	59,842	119,828	275,662
		2027 Households Forecast	9,782	59,224	118,973	274,433
2010 Census Households		9,672	58,442	115,976	266,334	
2000 Census Households		9,896	58,405	116,058	265,803	
1990 Census Households		9,651	54,964	108,834	247,114	
Historical Annual Growth, 1990 to 2000		0.25%	0.61%	0.64%	0.73%	
Historical Annual Growth, 2000 to 2010		-0.23%	0.01%	-0.01%	0.02%	
CY Estimated Annual Growth, 2010 to 2022		0.21%	0.19%	0.26%	0.27%	
FY Projected Annual Growth, 2022 to 2027		-0.30%	-0.21%	-0.14%	-0.09%	
2022 % Households With Children		29%	29%	30%	30%	
2022 Persons per Household		2.92	2.89	2.93	2.90	
<b>INCOME 2022</b>		HH Income \$500,000 or more	1.55%	2.19%	2.25%	3.06%
	HH Income \$250,000 to \$499,999	1.86%	2.63%	2.70%	3.67%	
	HH Income \$200,000 to \$249,999	4.37%	6.14%	6.30%	8.57%	
	HH Income \$175,000 to \$199,999	5.78%	5.97%	6.54%	7.67%	
	HH Income \$150,000 to \$174,999	8.21%	7.67%	7.90%	8.02%	
	HH Income \$100,000 to \$149,999	19.56%	19.10%	19.86%	18.40%	
	HH Income \$75,000 to \$99,999	14.68%	13.84%	12.87%	11.89%	
	HH Income \$50,000 to \$74,999	16.34%	14.89%	14.75%	13.47%	
	HH Income \$35,000 to \$49,999	5.55%	8.70%	8.68%	8.02%	
	HH Income \$25,000 to \$34,999	6.89%	6.04%	5.91%	5.56%	
	HH Income \$15,000 to \$24,999	7.58%	5.49%	5.28%	5.06%	
	HH Income \$0 to \$14,999	7.63%	7.35%	6.95%	6.60%	
	Current Year Average Household Income	\$105,626	\$108,838	\$112,765	\$128,943	
	Current Year Median Household Income	\$83,796	\$87,390	\$90,163	\$98,500	
Per Capita Income	\$36,180	\$37,621	\$38,391	\$44,347		
2000 Average Household Income	\$59,592	\$59,525	\$60,289	\$65,778		
2000 Median Household Income	\$53,335	\$49,921	\$50,053	\$52,608		
2027 Projected Average Household Income	\$137,257	\$141,474	\$146,566	\$167,393		
2027 Projected Median Household Income	\$112,386	\$114,699	\$118,149	\$129,939		
<b>WRKPLACE 2022</b>	Workplace Establishments	387	3,982	8,134	16,129	
	Workplace Employees (Full Time Employees)	5,396	65,760	141,745	278,571	

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<b>POPULATION BY AGE 2022</b>	Count of Pop 0 to 4 years	1,943	11,599	23,849	53,284
	Count of Pop 5 to 14 years	3,474	21,263	43,493	98,451
	Count of Pop 14 to 22 years	2,594	17,311	36,441	81,726
	Count of Pop 22 to 30 years	2,873	17,146	35,144	78,107
	Count of Pop 30 to 45 years	5,509	33,311	68,647	152,040
	Count of Pop 45 to 60 years	5,555	33,814	67,843	157,962
	Count of Pop 60 to 75 years	5,081	29,280	57,916	135,138
	Count of Pop 75+ years	2,071	11,494	22,561	53,425
	Population 0 to 4 Years	6.68%	6.62%	6.70%	6.58%
	Population 5 to 13 Years	11.94%	12.14%	12.22%	12.15%
	Population 14 to 21 Years	8.92%	9.88%	10.24%	10.09%
	Population 22 to 29 Years	9.87%	9.79%	9.87%	9.64%
	Population 30 to 44 Years	18.93%	19.01%	19.29%	18.77%
	Population 45 to 59 Years	19.09%	19.30%	19.06%	19.50%
Population 60 to 74 Years	17.46%	16.71%	16.27%	16.68%	
Population 74 Years Plus	7.12%	6.56%	6.34%	6.59%	
Median Age	40.2	39.4	38.7	39.4	
<b>GENDER 2022</b>	Male Population	14,155	86,061	174,809	396,511
	Female Population	14,946	89,156	181,085	413,621
<b>RACE 2022</b>	2022 Estimated Population	29,101	175,217	355,894	810,133
	White	32.33%	36.39%	34.28%	32.40%
	Black or African American	7.99%	10.89%	14.31%	14.14%
	Asian or Pacific Islander	34.01%	26.32%	22.16%	27.28%
	Other Races	25.66%	26.40%	29.25%	26.18%
<b>HISPANIC</b>	2022 Hispanic Population	8,848	61,207	128,902	244,748
	2022 Hispanic Population %	30.41%	34.93%	36.22%	30.21%
	2027 Hispanic Population Forecast	8,688	60,032	127,234	242,266
	2027 Hispanic Population % Forecast	30.30%	34.60%	36.00%	30.03%
	2000 Hispanic Population %	20.29%	26.30%	27.22%	24.58%
1990 Hispanic Population %	14.51%	17.93%	17.41%	17.24%	
<b>EDUCATION (AGE 25+) 2022</b>	Adult Population (25 Years or Older)	20,037	118,688	239,075	547,430
	Elementary	8.16%	8.53%	8.98%	8.53%
	Some High School	8.23%	8.88%	8.11%	7.37%
	High School Graduate	25.62%	24.47%	24.98%	20.75%
	Some College	22.04%	21.74%	20.56%	18.53%
	Associates Degree	8.15%	8.01%	7.82%	7.04%
	Bachelors Degree	21.04%	20.24%	20.39%	23.84%
	Graduate Degree	6.75%	8.13%	9.15%	13.93%
% College (4+)	27.79%	28.37%	29.54%	37.77%	
<b>HOUSING 2022</b>	Total Housing Units	10,301	62,696	126,535	292,030
	Owner Occupied Percent	57.41%	50.82%	50.98%	51.36%
	Renter Occupied Percent	38.97%	44.63%	43.71%	43.03%
	Vacant Housing Percent	3.62%	4.55%	5.30%	5.60%

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<b>HOMES BUILT BY YEAR 2022</b>	Homes Built 2010 or later	0.00%	0.17%	0.19%	0.17%
	Homes Built 2000 to 2009	4.05%	4.76%	5.09%	5.05%
	Homes Built 1990 to 1999	3.82%	6.43%	6.26%	7.07%
	Homes Built 1980 to 1989	10.76%	9.50%	9.61%	10.74%
	Homes Built 1970 to 1979	14.16%	13.06%	13.78%	16.17%
	Homes Built 1960 to 1979	9.24%	14.66%	13.59%	12.65%
	Homes Built 1950 to 1959	35.45%	28.49%	27.15%	17.70%
	Homes Built 1940 to 1949	19.84%	17.08%	15.94%	11.88%
	Homes Built 1939 or earlier	2.67%	5.85%	8.40%	18.56%
<b>HOME VALUE (OWNER OCCUPIED) 2022</b>	Property Value \$1,000,000 or more	49.12%	46.42%	44.58%	51.17%
	Property Value \$750,000 to \$999,999	28.39%	24.94%	23.49%	17.65%
	Property Value \$500,000 to \$749,999	11.71%	11.77%	12.65%	10.16%
	Property Value \$400,000 to \$499,999	0.39%	1.60%	1.98%	1.83%
	Property Value \$300,000 to \$399,999	0.60%	1.10%	1.17%	1.24%
	Property Value \$200,000 to \$299,999	0.63%	1.01%	0.87%	0.97%
	Property Value \$150,000 to \$199,999	0.47%	0.67%	0.53%	0.64%
	Property Value \$100,000 to \$149,999	0.35%	0.69%	0.57%	0.53%
	Property Value \$60,000 to \$99,999	1.30%	0.52%	0.39%	0.43%
	Property Value \$40,000 to \$59,999	0.09%	0.25%	0.19%	0.14%
	Property Value \$0 to \$39,999	0.91%	1.49%	1.20%	0.90%
	CY Median Home Value	\$1,065,609	\$1,038,343	\$1,026,010	\$1,244,562
CY Median Rent per Month (Census 2000)	\$933	\$858	\$864	\$830	
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022</b>	Employed Civilian Population 16+ by Occupation	14,468	88,454	178,987	411,039
	Managerial/Executive	14.18%	14.42%	14.60%	16.99%
	Professional Specialty	19.28%	19.76%	20.25%	25.19%
	Healthcare Support	6.30%	5.12%	4.65%	4.03%
	Sales	7.89%	8.81%	8.68%	8.17%
	Office & Administrative Support	12.05%	12.05%	11.60%	10.53%
	Protective Service	1.45%	1.94%	2.09%	1.77%
	Food Preparation	7.45%	6.14%	5.72%	5.38%
	Building Maintenance & Cleaning	3.29%	3.76%	4.45%	3.94%
	Personal Care	3.10%	2.75%	2.69%	2.60%
	Farming, Fishing, & Forestry	0.55%	0.38%	0.39%	0.27%
	Construction	8.56%	9.29%	9.42%	7.84%
	Production & Transportation	15.90%	15.58%	15.45%	13.29%
	Percent White Collar	59.71%	60.16%	59.79%	64.91%
	Percent Blue Collar	40.29%	39.84%	40.21%	35.09%
	CY Median Employee Salary	\$44,616	\$47,282	\$47,591	\$47,511
	CY Average Employee Salary	\$49,628	\$54,610	\$54,838	\$54,788
<b>UNEMPLOYMENT</b>	2000 Census Unemployed (Age 16 and Up)	692	4,260	9,812	23,855
	2022 Estimated Unemployed (Age 16 and Up)	483	2,842	5,590	12,835
	2022 Estimated Unemployed Rate (Age 16 and Up)	3.14%	3.04%	3.01%	3.03%

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<b>TRANSPORTATION TO WORK 2022</b>	Drive to Work Alone	71.45%	72.13%	71.12%	68.33%
	Drive to Work Carpool	12.96%	11.64%	12.27%	11.82%
	Travel to Work by Public Transportation	11.53%	9.77%	9.73%	11.49%
	Drive to Work on Motorcycle	0.04%	0.23%	0.20%	0.25%
	Drive to Work on Bicycle	0.51%	0.49%	0.40%	0.61%
	Walk to Work	0.53%	1.80%	1.94%	2.15%
	Other Means	0.71%	0.79%	0.90%	1.22%
	Work at Home	2.17%	3.08%	3.38%	4.08%
<b>TRAVEL TIME TO WORK 2022</b>	Travel Time in Less than 5 minutes	1.04%	1.54%	1.62%	1.32%
	Travel to Work in 5 to 9 minutes	5.11%	5.49%	5.15%	5.10%
	Travel to Work in 10 to 14 minutes	14.73%	13.42%	12.05%	11.54%
	Travel to Work in 15 to 19 minutes	14.60%	14.44%	14.85%	14.99%
	Travel to Work in 20 to 29 minutes	19.91%	22.77%	22.36%	21.12%
	Travel to Work in 30 to 44 minutes	23.77%	22.61%	23.69%	25.03%
	Travel to Work in 45 to 59 minutes	9.57%	9.74%	10.03%	10.21%
	Travel to Work in 60 minutes or more	11.27%	9.99%	10.24%	10.69%
Average Travel Time to Work	30.0	29.3	29.9	30.4	
<b>SPENDING PATTERNS 2022</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$75.19	\$74.95	\$74.90	\$75.32
	Apparel and Related Services	\$12.41	\$12.29	\$12.33	\$12.56
	Transportation	\$99.32	\$98.52	\$98.63	\$99.67
	Healthcare	\$63.45	\$62.72	\$62.47	\$63.06
	Entertainment	\$23.10	\$22.82	\$22.82	\$23.29
<b>SPENDING 2022</b>	Med Disposable Inc-Inc minus taxes	\$72,417	\$75,372	\$77,798	\$83,980
	Avg Disposable Inc-Inc minus taxes	\$82,357	\$87,351	\$89,085	\$96,567
	Med Discretionary-Disp less food/shelter/clothing	\$46,218	\$48,442	\$49,568	\$55,233
	Avg Discretionary-Disp less food/shelter/clothing	\$53,183	\$55,968	\$57,140	\$63,690
<b>LIFESTYLE SEGMENTATION 2022</b>	Category A - Crème de la Crème	5,595	20,697	44,330	124,458
	Category B - Urban Cliff Climbers	100	1,339	3,163	9,082
	Category C - Urban Cliff Dwellers	9,496	31,817	40,013	48,012
	Category D - Seasoned Urban Dwellers	200	1,792	1,792	1,792
	Category E - Thriving Alone	1,943	18,394	43,489	100,302
	Category F - Going it Alone	6,973	41,717	60,827	102,228
	Category G - Struggling Alone	1,396	2,468	8,236	24,013
	Category H - Single in the Suburbs	23	6,524	13,287	16,129
	Category I - Married in the Suburbs	0	982	7,778	27,600
	Category J - Retired in the Suburbs	0	4	3,419	15,322
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	0	6
	Category M - Harlem Gateway	0	0	9,036	24,546
	Category N - Espaniola	964	36,406	96,488	180,634
	Category O - Specialties	2,265	10,734	19,766	125,727

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