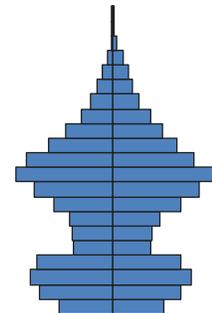


Highlights



Population Growth: The population of Pleasanton increased by about 7,000 people over the past ten years and now stands at 70,000. The Asian population increased by nearly 9,000 and the Hispanic population by 2,000; in contrast, the white, non-Hispanic population declined by about 6,000. Population growth in the working-age brackets was mixed, with a large decline in the younger working-age brackets and gains in the higher working-age brackets.



Population by Age

Diversity: The population mix has shifted significantly with the majority white, non-Hispanic population declining from 76% to 61% of total. The Asian share of total increased from 12% to 23%, while the Hispanic share increased slightly from 8% to 10%.

Age Structure: The population of Pleasanton is relatively old, with a median age of 41 compared with 35 for the state. The age structure shifted upward over the past ten years as the share of the population age 65+ increased from 8% to 11%. The upward shift in the working-age brackets also contributed to the increase in median age.

Education: Educational attainment in Pleasanton is significantly higher than in California more generally. Overall, 56% of adults have at least a Bachelor’s degree; this figure is 30% statewide. Hispanics in Pleasanton are especially well educated compared with Hispanics in California as a whole: 29% have completed a Bachelor’s degree, compared with only 10% statewide, and only 13% did not complete high school, compared with 44% statewide.

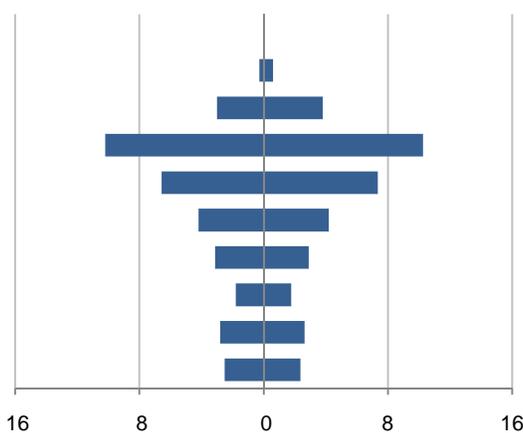
Income: Median household income in Pleasanton, \$114,000, is nearly double the statewide median of \$60,000; nearly 26% of all households have incomes of \$150,000 or higher, compared with 12% statewide.

This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.

Key Indicators			
		2000	2010
Population Growth			
	Total population	63,654	70,285
	10-year growth	25.9%	10.4%
Diversity			
	% Hispanic	7.9%	10.3%
	% Asian, non-Hispanic	11.6%	23.1%
	% White, non-Hispanic	75.8%	60.8%
	% Black, non-Hispanic	1.3%	1.6%
Aging			
	% 65+	7.6%	10.9%
	Median age	36.9	40.5
Households			
	% Married couple with children	35.2%	34.4%
	% Living alone	19.2%	19.3%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

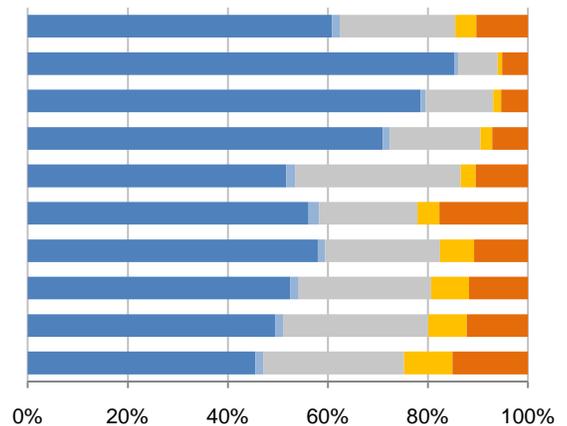


2. Race and Ethnicity by Library-Defined Age Group, 2010

White,NH Black,NH Asian,NH Other,NH Hispanic

Age group

Total
85+, Oldest
65 to 84, Older adults
46 to 64, Midlife
33 to 45, Adult
19 to 32, Young
14 to 18, Teens
11 to 13, Tweens
6 to 10, School age
0 to 5, Infants/toddlers

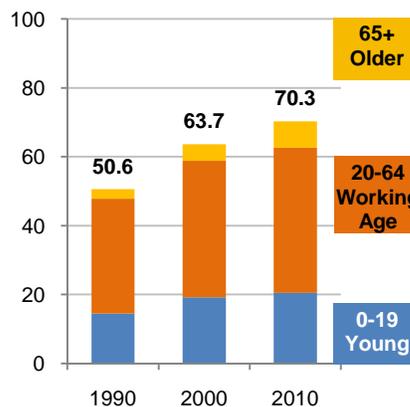


3. Population Growth by Library-Defined Age Group, 2000-10

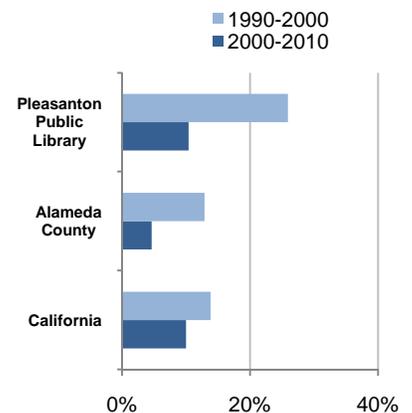
	2010	Change	% Change
Total	70,285	6,631	10.4%
85+	875	320	57.7%
65 to 84	6,786	2,503	58.4%
46 to 64	20,441	5,608	37.8%
33 to 45	13,905	-2,630	-15.9%
19 to 32	8,375	-425	-4.8%
14 to 18	6,033	1,562	34.9%
11 to 13	3,566	328	10.1%
6 to 10	5,430	-118	-2.1%
0 to 5	4,874	-517	-9.6%

4. Population Total, 1990-2010

In thousands



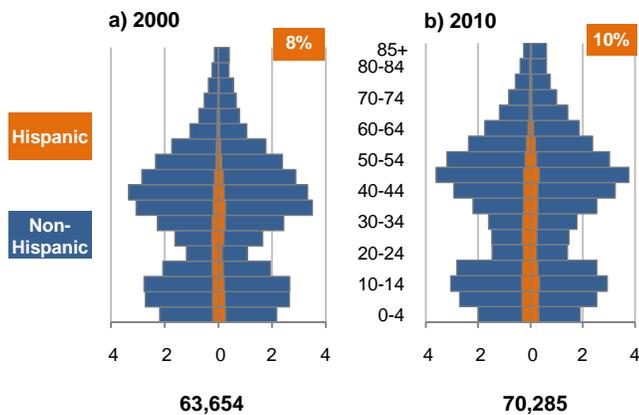
5. 10-Year Population Change



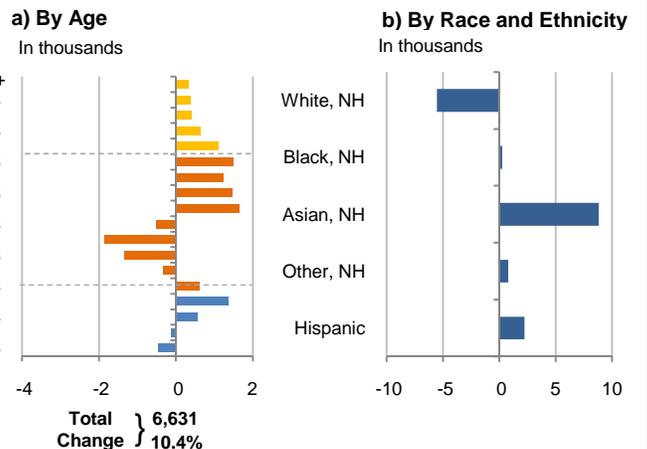
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

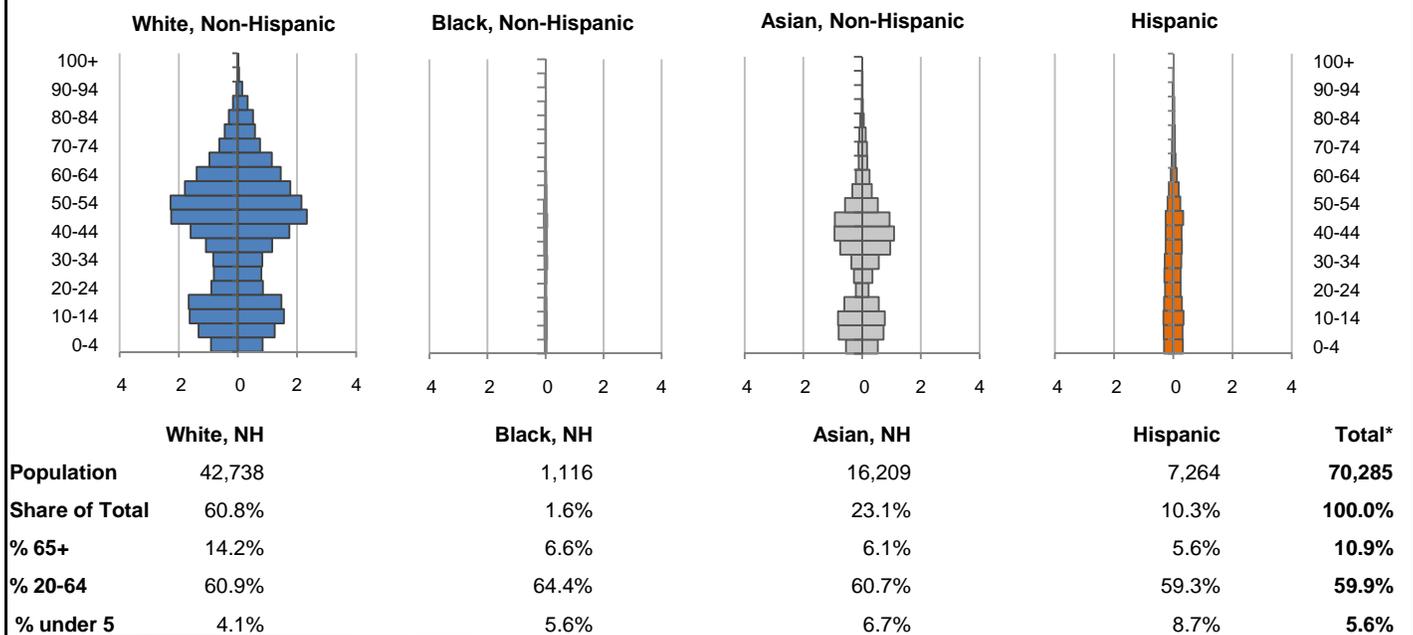


7. 10-Year Change in Population, 2000-10

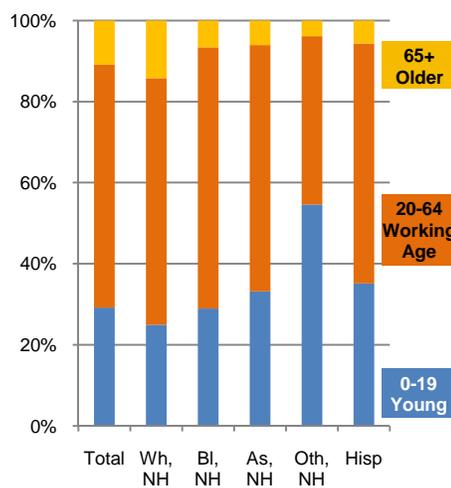


8. Population by Age, Race, and Ethnicity, 2010

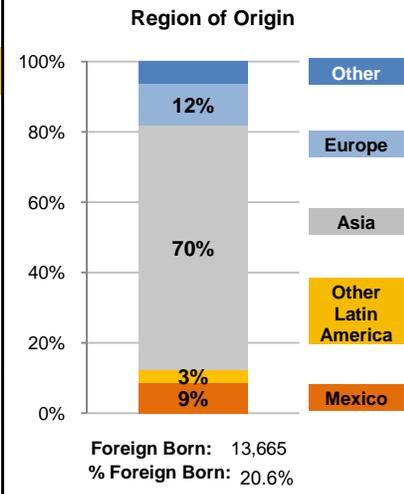
In thousands; males on left, females on right



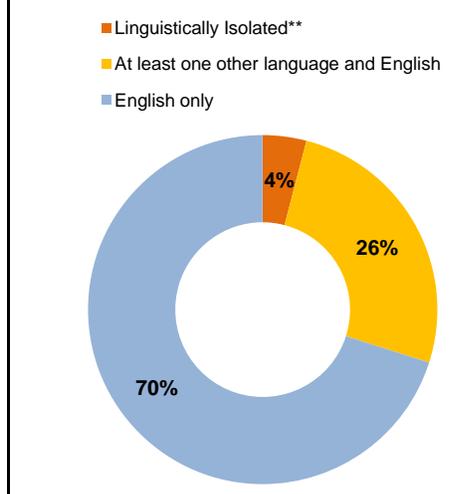
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09



Wh=White; BI=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09

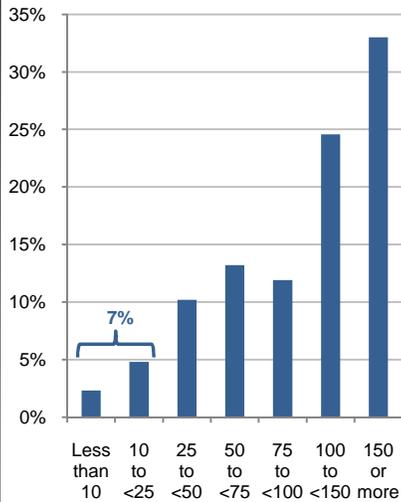
*See pages 5-6 for detail on Other, Non-Hispanic

**Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



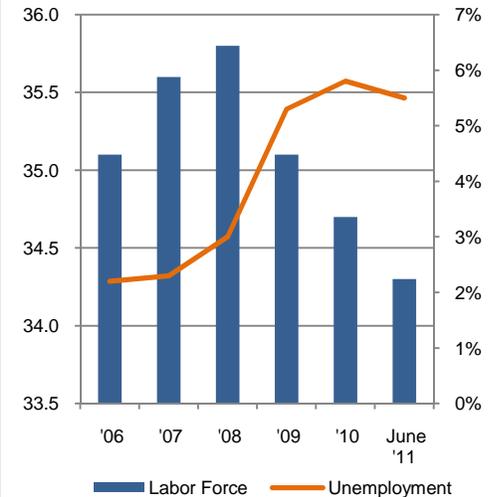
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force
In thousands

Unemployment Rate

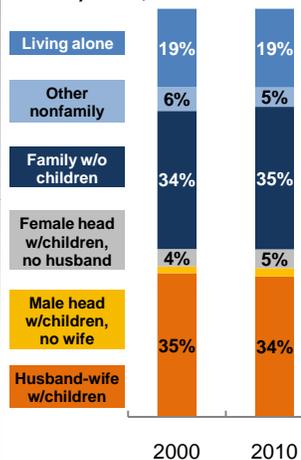


Source: CA Employment Development Department

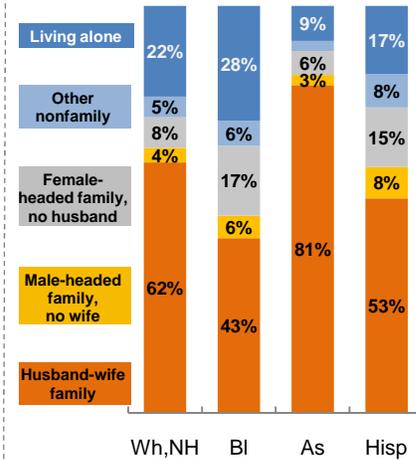
14. Household Type, 2010

% of all households

a) Total, 2000-10

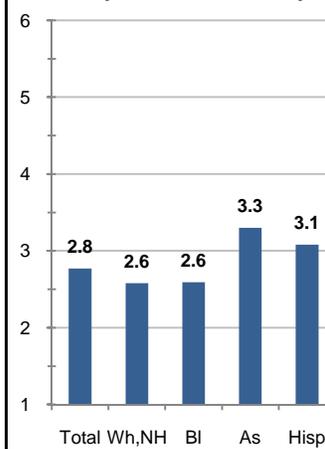


b) By Race and Ethnicity,* 2010

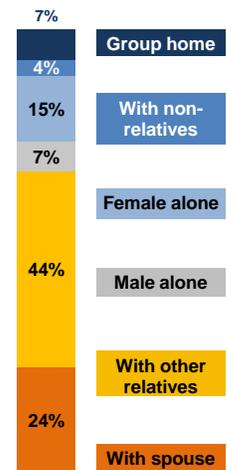


15. Average Household Size, 2010

By Race and Ethnicity*



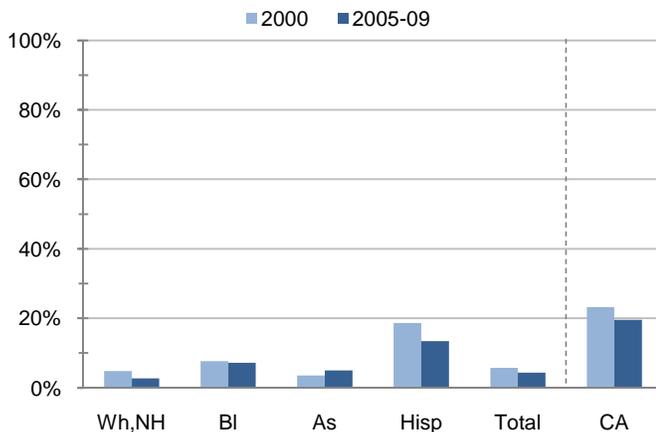
16. Living Arrangements Age 65+, 2005-09



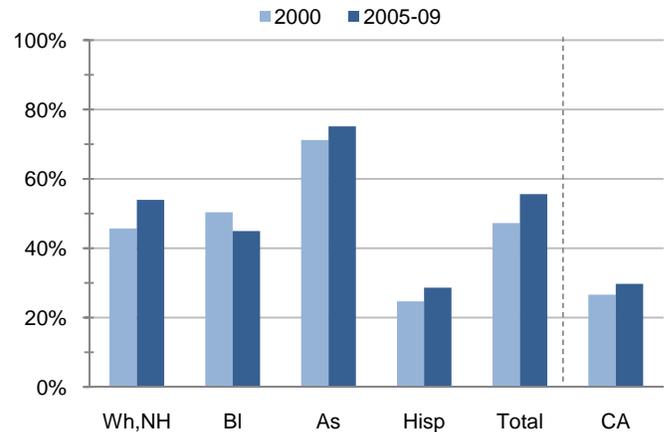
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

*Wh,NH=White,Non-Hispanic; Bl=Black,Hispanic Inclusive; As=Asian,Hispanic Inclusive; Hisp=Hispanic(Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
A. Total Population										
2000 Total	48,253	845	7,387	2,158	147	74	143	1,794	5,011	63,654
2000 % of Total	75.8%	1.3%	11.6%	3.4%	0.2%	0.1%	0.2%	2.8%	7.9%	100.0%
2010 Total	42,738	1,116	16,209	2,958	143	125	153	2,537	7,264	70,285
2010 % of Total	60.8%	1.6%	23.1%	4.2%	0.2%	0.2%	0.2%	3.6%	10.3%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	13,685	266	2,349	1,080	40	11	65	964	1,800	19,180
20-64	30,412	540	4,678	1,021	104	58	73	786	2,985	39,636
65+	4,156	39	360	57	3	5	5	44	226	4,838
85+	500	4	35	4	0	0	0	4	12	555
2010										
0-19	10,652	323	5,378	1,616	48	28	69	1,471	2,550	20,519
20-64	26,009	719	9,845	1,227	85	89	77	976	4,305	42,105
65+	6,077	74	986	115	10	8	7	90	409	7,661
85+	747	6	69	8	0	0	2	6	45	875
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	28.4%	31.5%	31.8%	50.0%	27.2%	14.9%	45.5%	53.7%	35.9%	30.1%
20-64	63.0%	63.9%	63.3%	47.3%	70.7%	78.4%	51.0%	43.8%	59.6%	62.3%
65+	8.6%	4.6%	4.9%	2.6%	2.0%	6.8%	3.5%	2.5%	4.5%	7.6%
85+	1.0%	0.5%	0.5%	0.2%	0.0%	0.0%	0.0%	0.2%	0.2%	0.9%
2010										
0-19	24.9%	28.9%	33.2%	54.6%	33.6%	22.4%	45.1%	58.0%	35.1%	29.2%
20-64	60.9%	64.4%	60.7%	41.5%	59.4%	71.2%	50.3%	38.5%	59.3%	59.9%
65+	14.2%	6.6%	6.1%	3.9%	7.0%	6.4%	4.6%	3.5%	5.6%	10.9%
85+	1.7%	0.5%	0.4%	0.3%	0.0%	0.0%	1.3%	0.2%	0.6%	1.2%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	71.4%	1.4%	12.2%	5.6%	0.2%	0.1%	0.3%	5.0%	9.4%	100.0%
20-64	76.7%	1.4%	11.8%	2.6%	0.3%	0.1%	0.2%	2.0%	7.5%	100.0%
65+	85.9%	0.8%	7.4%	1.2%	0.1%	0.1%	0.1%	0.9%	4.7%	100.0%
85+	90.1%	0.7%	6.3%	0.7%	0.0%	0.0%	0.0%	0.7%	2.2%	100.0%
2010										
0-19	51.9%	1.6%	26.2%	7.9%	0.2%	0.1%	0.3%	7.2%	12.4%	100.0%
20-64	61.8%	1.7%	23.4%	2.9%	0.2%	0.2%	0.2%	2.3%	10.2%	100.0%
65+	79.3%	1.0%	12.9%	1.5%	0.1%	0.1%	0.1%	1.2%	5.3%	100.0%
85+	85.4%	0.7%	7.9%	0.9%	0.0%	0.0%	0.2%	0.7%	5.1%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-3,033	57	3,029	536	8	17	4	507	750	1,339
20-64	-4,403	179	5,167	206	-19	31	4	190	1,320	2,469
65+	1,921	35	626	58	7	3	2	46	183	2,823
85+	247	2	34	4	0	0	2	2	33	320
Total	-5,515	271	8,822	800	-4	51	10	743	2,253	6,631
2000-10, % Change										
0-19	-22.2%	21.4%	128.9%	49.6%	20.0%	154.5%	6.2%	52.6%	41.7%	7.0%
20-64	-14.5%	33.1%	110.5%	20.2%	-18.3%	53.4%	5.5%	24.2%	44.2%	6.2%
65+	46.2%	89.7%	173.9%	101.8%	233.3%	60.0%	40.0%	104.5%	81.0%	58.4%
85+	49.4%	50.0%	97.1%	100.0%	N/A	N/A	N/A	50.0%	275.0%	57.7%
Total	-11.4%	32.1%	119.4%	37.1%	-2.7%	68.9%	7.0%	41.4%	45.0%	10.4%

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
F. Population by Library-Defined Age Groups, 2010										
0-5	2,219	79	1,367	474	10	3	15	446	735	4,874
6-10	2,685	85	1,577	419	9	10	27	373	664	5,430
11-13	1,869	61	945	270	10	6	13	241	421	3,566
14-18	3,498	86	1,388	413	18	7	12	376	648	6,033
19-32	4,698	181	1,644	370	19	29	17	305	1,482	8,375
33-45	7,186	258	4,596	414	20	29	29	336	1,451	13,905
46-64	14,506	292	3,706	483	47	33	33	370	1,454	20,441
65-84	5,330	68	917	107	10	8	5	84	364	6,786
85+	747	6	69	8	0	0	2	6	45	875
Total	42,738	1,116	16,209	2,958	143	125	153	2,537	7,264	70,285
G. Population by 5-Year Age Brackets, 2010										
0-4	1,746	62	1,087	377	10	2	11	354	632	3,904
5-9	2,580	85	1,522	438	7	9	25	397	633	5,258
10-14	3,192	93	1,597	434	14	9	20	391	682	5,998
15-19	3,134	83	1,172	367	17	8	13	329	603	5,359
20-24	1,741	54	435	130	8	7	3	112	523	2,883
25-29	1,599	62	629	122	5	12	7	98	550	2,962
30-34	1,662	91	933	134	7	14	9	104	563	3,383
35-39	2,239	91	1,702	159	5	16	9	129	545	4,736
40-44	3,346	101	2,027	158	9	6	13	130	544	6,176
45-49	4,592	119	1,871	199	17	12	12	158	598	7,379
50-54	4,422	92	1,116	153	17	14	8	114	437	6,220
55-59	3,569	64	661	117	9	7	10	91	337	4,748
60-64	2,839	45	471	55	8	1	6	40	208	3,618
65-69	2,107	32	294	46	5	2	3	36	130	2,609
70-74	1,382	20	297	31	4	2	0	25	98	1,828
75-79	1,023	9	210	21	1	2	1	17	77	1,340
80-84	818	7	116	9	0	2	1	6	59	1,009
85-89	490	4	46	4	0	0	0	4	33	577
90-94	196	1	17	3	0	0	1	2	11	228
95-99	55	1	6	1	0	0	1	0	1	64
100+	6	0	0	0	0	0	0	0	0	6
Total	42,738	1,116	16,209	2,958	143	125	153	2,537	7,264	70,285
H. Median Age, 2000-10										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
2000	38.8	34.5	33.9		34.0	36.9	29.0	17.6	28.7	36.9
2010	45.1	35.2	37.4		34.7	35.0	30.4	16.5	30.1	40.5

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)						
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California
<\$10	536	2.3%	\$114,098	\$78,333	\$127,660	\$97,984	\$113,582	188.1%	\$60,392
\$10 to <\$25	1,118	4.8%							
\$25 to <\$50	2,366	10.2%							
\$50 to <\$75	3,065	13.2%							
\$75 to <\$100	2,762	11.9%							
\$100 to <\$150	5,707	24.6%							
\$150+	7,662	33.0%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			23,280	100.0%	25,245	100.0%			
Family Households			17,457	75.0%	19,178	76.0%			
Husband-wife w/children			8,201	35.2%	8,690	34.4%			
Female head, no husband, w/children			996	4.3%	1,156	4.6%			
Male head, no wife, w/children			384	1.6%	519	2.1%			
Without children			7,876	33.8%	8,813	34.9%			
Nonfamily households			5,823	25.0%	6,067	24.0%			
Living alone			4,475	19.2%	4,860	19.3%			
Other nonfamily			1,348	5.8%	1,207	4.8%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			17,224	468	4,884	2,073	25,245		
Husband-wife family			61.6%	42.9%	80.6%	52.7%	64.2%		
Family with male head, no wife			3.5%	5.6%	2.5%	7.8%	3.8%		
Family with female head, no husband			7.5%	17.1%	5.9%	14.6%	8.0%		
Living alone			22.3%	28.2%	8.6%	16.7%	19.3%	Source: US	
Other nonfamily			5.1%	6.2%	2.5%	8.2%	4.8%	Census 2010	
M. Poverty, 2005-09									
Percentage of families and people whose income in the past 12 months is below the poverty level								California	
All families						1.9%	9.8%		
Families w/ related children under 18 years						2.7%	14.5%		
Families w/ female householder, no husband present						8.6%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						11.7%	32.2%		
All people						3.4%	13.2%		
Under 18 years						3.6%	18.3%		
18 to 64 years						3.2%	11.9%		
65 years and over						4.2%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			28,929	858	8,927	3,679	43,464		
Less than high school			2.7%	7.2%	5.0%	13.4%	4.3%		
High school graduate (includes equivalency)			15.7%	14.8%	5.5%	21.5%	14.3%		
Some college or associate's degree			27.6%	33.0%	14.3%	36.5%	25.7%		
Bachelor's degree or higher			53.9%	45.0%	75.2%	28.6%	55.7%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			34,700	34,300					
Employed			32,700	32,400					
Unemployed, % of labor force			5.8%	5.5%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					32,731	100.0%			
Management, professional, and related occupations					18,520	56.6%			
Service occupations					3,339	10.2%			
Sales and office occupations					7,747	23.7%			
Farming, fishing, and forestry occupations					66	0.2%			
Construction, extraction, maintenance, and repair occupations					1,499	4.6%			
Production, transportation, and material moving occupations					1,560	4.8%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					32,731	100.0%			
Private, for profit, wage and salary employee					23,290	71.2%			
Private, not for profit, wage and salary employee					1,883	5.8%			
Private, for profit, wage and salary self-employed in own business					1,466	4.5%			
Government workers					3,758	11.5%			
Self-employed in own not incorporated business					2,304	7.0%			
Unpaid family workers in family business					30	0.1%			

Source: American Community Survey 2005-09, unless otherwise stated

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Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.