

Nov-11

Lat/Lon: 37.858015/-122.125128

F3

1474 - Rheem Valley Plaza Moraga, CA		1.00 mi radius	3.00 mi radius	5.00 mi radius
POPULATION	2011 Estimated Population	5,631	42,146	110,168
	2016 Projected Population	5,873	44,091	114,943
	Census Population	5,717	42,174	108,265
	Census Population	5,574	40,771	102,666
	Historical Annual Growth to 2011	0.0%	0.2%	0.3%
	Projected Annual Growth 2011 to 2016	0.9%	0.9%	0.9%
HOUSEHOLDS	2011 Est. Households	2,195	17,259	46,742
	2016 Est. Households	2,256	17,802	48,291
	Census Households	2,202	17,401	45,897
	Census Households	2,116	16,826	43,576
	Historical Annual Growth to 2011	0.2%	0.1%	0.3%
	Projected Annual Growth 2011 to 2016	0.6%	0.6%	0.7%
AGE	2011 Population 0 to 9 Years	12.1%	13.3%	13.8%
	2011 Population 10 to 19 Years	14.3%	15.3%	14.9%
	2011 Population 20 to 24 Years	6.4%	7.6%	7.0%
	2011 Population 25 to 44 Years	25.7%	26.8%	26.3%
	2011 Population 45 to 59 Years	25.9%	20.2%	20.8%
	2011 Population 60 to 74 Years	9.7%	10.6%	11.1%
	2011 Population 75 Years Plus	5.9%	6.2%	6.1%
	2011 Est. Median Age	36.6	34.5	35.3
MARITAL STATUS & SEX	2011 Male Population	50.8%	47.1%	48.1%
	2011 Female Population	49.2%	52.9%	51.9%
	Married Base (15yrs+)	4,558	33,408	87,218
	Never Married	19.4%	18.4%	20.7%
	Now Married	65.3%	62.2%	59.0%
	Separated, Divorced or Widowed	15.3%	19.5%	20.3%
	Households with Kids	36.5%	31.0%	27.9%
	Average Household Size	2.6	2.4	2.3
INCOME	2011 Est. HH Income \$200,000 or More	27.4%	23.7%	22.3%
	2011 Est. HH Income \$150,000 to 199,999	13.6%	12.3%	11.9%
	2011 Est. HH Income \$100,000 to 149,999	17.7%	17.7%	18.8%
	2011 Est. HH Income \$75,000 to 99,999	8.4%	9.4%	11.2%
	2011 Est. HH Income \$50,000 to 74,999	10.2%	12.4%	13.0%
	2011 Est. HH Income \$35,000 to 49,999	8.7%	7.8%	7.2%
	2011 Est. HH Income \$25,000 to 34,999	2.4%	5.4%	5.4%
	2011 Est. HH Income \$15,000 to 24,999	7.5%	6.8%	5.9%
	2011 Est. HH Income \$0 to 14,999	4.0%	4.5%	4.3%
	2011 Est. Average Household Income	\$167,638	\$156,272	\$153,558
	2011 Est. Median Household Income	\$123,832	\$117,942	\$116,996
2011 Est. Per Capita Income	\$65,626	\$66,051	\$66,591	
Number of Businesses	156	2,057	6,985	
Total Number of Employees	942	15,198	55,322	

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RACE	2011 Estimated Population	5,631	42,146	110,168
	2011 Est. White Population	76.2%	81.8%	80.5%
	2011 Est. Black or African American	1.2%	1.1%	2.1%
	2011 Est. American Indian & Alaska Native	0.2%	0.2%	0.2%
	2011 Est. Asian & Pacific Islander	16.1%	11.4%	11.0%
	2011 Est. Two or more and Other Races	6.3%	5.5%	6.1%
HISPANIC	2011 Est. Hispanic Population	349	2,738	8,029
	2011 Est. Hispanic Population Percent	6.2%	6.5%	7.3%
	2016 Est. Hispanic Population Percent	7.9%	8.2%	9.0%
	Est. Hispanic Population Percent	4.4%	3.9%	4.7%
EDUCATION (Adults 25 or Older)	Adult Population (25 Years or Older)	3,786	26,890	70,841
	Elementary (0 to 8)	0.5%	1.1%	1.4%
	Some High School (9 to 11)	2.2%	2.3%	2.2%
	High School Graduate (12)	7.8%	9.5%	10.0%
	Some College (13 to 16)	14.4%	14.5%	15.4%
	Associates Degree Only	6.0%	5.5%	5.9%
	Bachelors Degree Only	37.0%	39.4%	37.2%
	Graduate Degree	32.0%	27.5%	27.8%
HOUSING	Total Housing Units	2,269	18,209	49,533
	Owner Occupied Percent	77.9%	77.4%	72.2%
	Renter Occupied Percent	18.8%	17.4%	22.2%
	Vacant Housing Percent	3.3%	5.2%	5.6%
HOMES BUILT BY YEAR	Homes March 2000 to Current	-1.9%	-4.0%	-1.3%
	Homes Built 1999 March 2000	0.2%	0.6%	0.8%
	Homes Built 1995 to 1998	0.3%	1.1%	1.8%
	Homes Built 1990 to 1994	1.0%	2.4%	3.8%
	Homes Built 1980 to 1989	8.0%	8.6%	12.4%
	Homes Built 1970 to 1979	32.4%	22.4%	21.7%
	Homes Built 1940 to 1969	56.5%	57.6%	47.4%
	Homes Built Before 1939	3.5%	11.3%	13.5%
PROPERTY VALUES	Home Value \$1,000,000 or More	3.3%	4.9%	5.8%
	Home Value \$500,000 to \$999,999	52.5%	50.0%	43.8%
	Home Value \$400,000 to \$499,999	20.4%	20.8%	21.0%
	Home Value \$300,000 to \$399,999	13.8%	13.5%	17.6%
	Home Value \$200,000 to \$299,999	6.9%	6.2%	7.9%
	Home Value \$150,000 to \$199,999	0.5%	1.5%	1.6%
	Home Value \$100,000 to \$149,999	1.1%	1.5%	1.2%
	Home Value \$50,000 to \$99,999	0.3%	1.1%	0.7%
	Home Value \$25,000 to \$49,999	0.9%	0.5%	0.3%
	Home Value \$0 to \$24,999	0.2%	0.1%	0.1%
	Median Home Value	\$534,408	\$528,539	\$521,511
	Median Rent	\$1,066	\$1,052	\$1,064

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OCCUPATION	Occupation: Population Age 16+	2,820	18,485	52,277
	Mgmt, Business, & Financial Operations	31.5%	28.3%	27.1%
	Professional and Related	31.2%	33.2%	33.7%
	Service	7.4%	8.3%	8.1%
	Sales and Office	21.4%	22.8%	23.8%
	Farming, Fishing, and Forestry	0.0%	0.1%	0.1%
	Construction, Extraction, & Maintenance	3.3%	3.0%	3.6%
	Production, Transport, & Material Moving	5.2%	4.2%	3.5%
	<i>Percent White Collar Workers</i>	84.1%	84.3%	84.7%
<i>Percent Blue Collar Workers</i>	15.9%	15.7%	15.3%	
LABOR	2011 Labor: Population Age 16+	4,478	32,738	85,417
	2011 Civilian Employed	60.9%	55.1%	58.5%
	2011 Civilian Unemployed	4.5%	4.7%	4.4%
	2011 in Armed Forces	0.0%	0.0%	0.0%
	2011 not in Labor Force	34.6%	40.2%	37.1%
	<i>Labor Force: Males</i>	52.1%	47.1%	47.8%
	<i>Labor Force: Females</i>	47.9%	52.9%	52.2%
TRANSPORTATION TO WORK	Drive to Work Alone	69.2%	68.5%	69.4%
	Drive to Work in Carpool	9.3%	7.6%	8.1%
	Travel to Work by Public Transportation	13.0%	12.7%	12.0%
	Drive to Work on Motorcycle	0.4%	0.2%	0.1%
	Bicycle or Walk to Work	1.5%	2.4%	2.5%
	Other Means	0.9%	0.6%	0.6%
	Work at Home	5.7%	8.0%	7.3%
TRAVEL TIME	Travel to Work in 14 Minutes or Less	15.9%	20.0%	20.4%
	Travel to Work in 15 to 29 Minutes	27.8%	30.7%	31.8%
	Travel to Work in 30 to 59 Minutes	39.1%	33.7%	33.0%
	Travel to Work in 60 Minutes or More	17.1%	15.6%	14.8%
	Average Travel Time to Work (min)	31.8	28.8	28.5
CONSUMER EXPENDITURE	2011 Total Household Expenditure (in Millions)	\$226.6	\$1,680.5	\$4,496.6
	2011 Apparel	\$11.1	\$82.2	\$219.6
	2011 Contributions & Gifts	\$18.8	\$137.1	\$364.0
	2011 Education & Reading	\$7.9	\$57.6	\$153.3
	2011 Entertainment	\$13.0	\$96.1	\$257.0
	2011 Food, Beverages & Tobacco	\$33.2	\$247.8	\$664.0
	2011 Furnishings And Equipment	\$10.6	\$78.6	\$210.7
	2011 Health Care & Insurance	\$15.0	\$112.1	\$300.5
	2011 Household Operations & Shelter & Utilities	\$68.5	\$507.0	\$1,355.6
	2011 Miscellaneous Expenses	\$3.5	\$25.9	\$69.7
	2011 Personal Care	\$3.2	\$23.7	\$63.6
2011 Transportation	\$41.8	\$312.2	\$838.5	

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