

# Big Time Opportunities...Small Town Feel

## **DEMOGRAPHIC PROFILE**

#### **POPULATION & GROWTH**

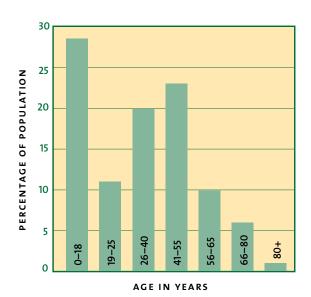
Total Population (State of CA)	38,075
2018 Projection	43,120
2023 Forecast	47,484
Households (2010 Census)	12,465

#### **POPULATION BY RACE**

White Population	48%
Hispanic Population	34%
Black Population	7%
Asian Population	6%
Other	5%

#### **POPULATION BY AGE**

Median Age	33 years
Over 80 years	1%
66 to 80 years	6%
56 to 65 years	10%
41 to 55 years	23%
26 to 40 years	20%
19 to 25 years	11%
o to 18 years	29%







#### **DAYTIME POPULATION**

Under 18	10,656	43%
Homemakers	6,321	25%
Seniors	2,259	9%
Employed in Oakley	2,437	10%
Work at Home	704	3%





## Big Time Opportunities...Small Town Feel

### **DEMOGRAPHIC PROFILE**

#### **EDUCATIONAL ATTAINMENT**

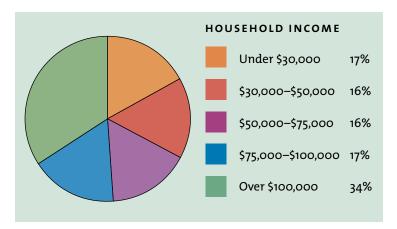
High School Graduate	29%
Some College	31%
Associate Degree	10%
Bachelor Degree	11%
Master Degree	2%
Professional/ Doctorate	1%

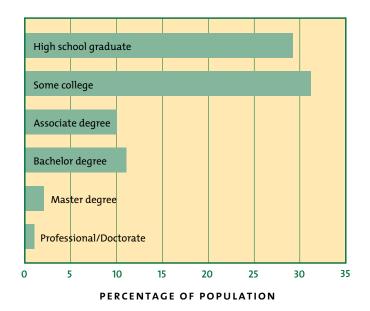
#### **HOUSEHOLDS BY INCOME**

Under \$30,000	17%
\$30,000 - \$50,000	16%
\$50,000 - \$75,000	16%
\$75,000 - \$100,000	17%
Over \$100,000	34%

Average Household Income \$89,268

Household Income over \$75,000 51%







Source: Transwestern, 2014