

PLEASANTON CITY PROFILE

CITY POPULATION AND INCOME CHARACTERISTICS

Population

Total Population	63,654
Number of Children	
Infant/Toddler (0 to 24 months)	1,646
Preschool (2 to 5 years)	3,745
School-aged (6 to 13 years)	8,786

Source: 2000 Census

Working Families with Children*

Working families with children under 6 years (as a percentage of ALL families).....	56%
Working families with children 6 to 17 years (as a percentage of ALL families).....	73%

Source: 1990 Census

Income Levels

Median Family Income**	\$64,486
Percent of Children in Families earning less than \$30,000 each year	10%
Percent of Children in Families earning more than \$30,000 each year	90%

Source: 1990 Census.

Children Receiving Public Assistance

CalWORKS	77
Food Stamps	6
MediCal	217

Cost of Care

Average annual cost of full-time care for one infant and one preschooler***	\$15,684
Percent of Median Family Income	24%

Source: 1990 Census, Median Market Rates for Child Care in Alameda County.

*Working families are considered to be those in which both parents or the single-parent head-of-household are in the workforce.
 **1989 median family income is the most recent data currently available.
 ***This cost assumes an infant is in care with a family child care home and preschooler is in a preschool program.

CHILD CARE DEMAND, SUPPLY AND GAPS

Age Category	Demand		Supply			Gap in Supply (Excess Supply)	
	Conservative Estimate	Broad Estimate	FCCH	Center	Total	Best Case	Worst Case
Infant	498	924	204	158	362	136	562
Preschool	1,133	2,102	316	1,074	1,390	(257)	712
School-Aged	1,997	6,436	378	741	1,119	878	5,317

Source: 1990 and 2000 US Census, Child Care Links.

Child Care Supply

Number of Child Care Centers	23
Number of Family Child Care Homes	109

Supply of Full-Time and Part-Time Care

Providers Offering Full-time care	122
Providers Offering Part-time care	115

Note: Many providers offer full-time as well as part-time care.

Supply of Care During Nontraditional Hours

Providers Offering Evening Care	3
Providers Offering Overnight Care	1
Providers Offering Weekend Care	3

Number of Providers Speaking Languages Other Than English

Spanish	20	Tagalog	3
Chinese	1	Other Languages	25