

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 37.698542 Longitude: -121.875453

Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	78,599	212,480	625,901
	Population Est 22Q1	79,399	213,907	628,301
	Population Est 21Q4	81,057	217,045	633,035
	Population Est 21Q3	82,249	218,590	634,579
	Population Est 21Q2	83,276	220,268	637,111
	Population Est 21Q1	84,318	222,129	640,010
	Population Est 20Q4	85,644	224,551	643,217
	Population Est 20Q3	86,409	226,018	645,450
	Population Est 20Q2	87,126	227,314	647,258
	Population Fcst	87,775	226,135	644,270
	2010 Census Population	59,612	181,798	570,259
	2000 Census Population	42,459	149,603	500,474
	1990 Census Population	32,515	122,392	407,444
	Current Year Daytime Population	110,008	237,255	625,432
	Average Seasonal Population	636	1,709	5,235
	Historical Annual Growth, 1990 – 2000	2.70%	2.03%	2.08%
	Historical Annual Growth, 2000 – 2010	3.45%	1.97%	1.31%
	Estimated Annual Growth, 2010 – CY	2.28%	1.28%	0.76%
	Projected Annual Growth, CY to Y5	2.23%	1.25%	0.58%
	Group Qtrs Est	5,730	6,551	10,734
	Transient Est Average Last 4 Qtrs	6,200	8,637	15,129
Households	Current Year Estimated Households	26,665	74,170	219,518
	Households Est 22Q1	26,967	74,715	220,417
	Households Est 21Q4	27,587	75,905	222,174
	Households Est 21Q3	28,034	76,454	222,745
	Households Est 21Q2	28,426	77,100	223,694
	Households Est 21Q1	28,816	77,802	224,763
	Households Est 20Q4	29,334	78,735	225,965
	Households Est 20Q3	29,625	79,295	226,799
	Households Est 20Q2	29,868	79,760	227,445
	Households Fcst	30,017	79,108	226,132
	2010 Census Households	19,676	63,057	199,535
	2000 Census Households	13,711	52,531	179,382
	1990 Census Households	10,246	42,442	151,612
	Historical Annual Growth, 1990 – 2000	2.96%	2.16%	1.70%
	Historical Annual Growth, 2000 – 2010	3.68%	1.84%	1.07%
	Estimated Annual Growth, 2010 – CY	2.51%	1.33%	0.78%
	Projected Annual Growth, CY to Y5	2.40%	1.30%	0.60%
	Population per Household	2.73	2.78	2.80

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Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
HH Income \$500,000 or more		7.1%	6.7%	5.5%
HH Income \$250,000 to \$499,999		8.5%	8.1%	6.6%
HH Income \$200,000 to \$249,999		19.8%	18.9%	15.4%
HH Income \$175,000 to \$199,999		7.7%	8.1%	6.9%
HH Income \$150,000 to \$174,999		10.0%	9.8%	8.8%
HH Income \$100,000 to 149,999		18.0%	17.9%	18.6%
HH Income \$75,000 to 99,999		8.4%	8.9%	10.5%
HH Income \$50,000 to 74,999		7.7%	8.7%	10.1%
HH Income \$35,000 to 49,999		3.9%	4.4%	5.7%
HH Income \$25,000 to 34,999		2.6%	2.5%	3.7%
HH Income \$15,000 to 24,999		2.2%	2.4%	3.4%
HH Income \$0 to 14,999		4.1%	3.6%	4.8%
Average Household Income		\$187,425	\$187,494	\$167,582
Median Household Income		\$157,633	\$153,899	\$129,988
Per Capita Income		\$66,463	\$66,733	\$59,473
2000 Average HH Income		\$100,065	\$97,837	\$88,749
2000 Median HH Income		\$85,999	\$82,573	\$70,608
Disposable HH Income \$500,000 or more		0%	0%	0%
Disposable HH Income \$250,000 to \$499,999		0%	0%	0%
Disposable HH Income \$200,000 to \$249,999		0%	0%	0%
Disposable HH Income \$175,000 to \$199,999		8%	8%	6%
Disposable HH Income \$150,000 to \$174,999		10%	10%	8%
Disposable HH Income \$100,000 to \$149,999		26%	25%	23%
Disposable HH Income \$75,000 to \$99,999		11%	12%	13%
Disposable HH Income \$50,000 to \$74,999		10%	11%	13%
Disposable HH Income \$35,000 to \$49,999		5%	6%	7%
Disposable HH Income \$25,000 to \$34,999		3%	3%	4%
Disposable HH Income \$15,000 to \$24,999		3%	3%	4%
Disposable HH Income \$0 to \$14,999		4%	4%	5%
Average Disposable Income		133,713	131,340	118,554
Median Disposable Income		128,736	126,059	108,363
Householder White – Count		10,441	36,628	100,279
Median HH Income		\$140,311	\$143,695	\$139,897
Average HH Income		\$130,124	\$131,551	\$128,719
Householder Black or African-American – Count		806	1,807	12,828
Median HH Income		\$129,201	\$116,748	\$79,122
Average HH Income		\$118,813	\$112,792	\$90,455
Householder Hispanic – Count		2,168	7,359	32,763
Median HH Income		\$120,334	\$112,993	\$97,937
Average HH Income		\$119,249	\$117,045	\$104,711
Householder Asian or Pacific Islander – Count		11,509	23,374	55,237
Median HH Income		\$183,815	\$187,365	\$162,697
Average HH Income		\$150,629	\$152,052	\$137,952
Householder Other or Pacific Islander – Count		1,742	5,002	18,411
Median HH Income		\$144,702	\$137,587	\$113,037
Average HH Income		\$131,366	\$127,071	\$114,242

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Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	40,228	106,073	308,725
	Female Population	38,371	106,407	317,177
Total Population by Age	Count of Pop 0 to 4 years	4,609	12,204	37,288
	Count of Pop 0 to 7 years	7,346	18,514	55,261
	Count of Pop 5 - 13	9,607	24,311	71,116
	Count of Pop 14 - 18	4,325	11,154	31,896
	Count of Pop 19 - 22	4,681	12,283	35,186
	Count of Pop 22 - 25	3,305	8,977	25,788
	Count of Pop 25 - 29	5,067	14,026	40,925
	Count of Pop 30 - 34	3,981	10,832	33,596
	Count of Pop 35 - 39	4,499	10,670	32,633
	Count of Pop 40 - 44	5,505	12,522	36,117
	Count of Pop 45 - 59	18,609	48,059	132,481
	Count of Pop 60 - 74	10,942	35,464	109,984
	Count of Pop 75 - 84	2,767	9,387	29,932
	Count of Pop 85+	702	2,592	8,959
	% of Pop 0 to 4 years	5.9%	5.7%	6.0%
	% of Pop 0 to 7 years	9.3%	8.7%	8.8%
	% of Pop 5 - 13	12.2%	11.4%	11.4%
	% of Pop 14 - 18	5.5%	5.2%	5.1%
	% of Pop 19 - 22	6.0%	5.8%	5.6%
	% of Pop 22 - 25	4.2%	4.2%	4.1%
	% of Pop 25 - 29	6.4%	6.6%	6.5%
	% of Pop 30 - 34	5.1%	5.1%	5.4%
	% of Pop 35 - 39	5.7%	5.0%	5.2%
	% of Pop 40 - 44	7.0%	5.9%	5.8%
	% of Pop 45 - 59	23.7%	22.6%	21.2%
	% of Pop 60 - 74	13.9%	16.7%	17.6%
	% of Pop 75 - 84	3.5%	4.4%	4.8%
	% of Pop 85+	0.9%	1.2%	1.4%
	Median Age	39.1	40.7	40.6
	Average Age	38.2	39.7	40.0
Male Population by Age	% of Pop 0 to 4 years	5.9%	5.9%	6.2%
	% of Pop 5 - 13	12.2%	11.7%	11.8%
	% of Pop 14 - 18	5.5%	5.4%	5.3%
	% of Pop 19 - 22	6.4%	6.1%	5.8%
	% of Pop 22 - 25	4.8%	4.5%	4.3%
	% of Pop 25 - 29	7.2%	7.1%	6.9%
	% of Pop 30 - 34	5.5%	5.4%	5.6%
	% of Pop 35 - 39	5.8%	5.1%	5.3%
	% of Pop 40 - 44	6.6%	5.7%	5.7%
	% of Pop 45 - 59	23.2%	22.2%	20.8%
	% of Pop 75 - 84	3.0%	3.8%	4.3%
	% of Pop 60 - 74	13.5%	16.3%	17.1%
	% of Pop 85+	0.6%	0.8%	1.0%
	Median Age	37.3	38.8	38.8
	Average Age	37.3	38.7	39.0

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Female Population by Age	% of Pop 0 to 4 years	5.9%	5.6%	5.7%
	% of Pop 5 - 13	12.2%	11.2%	10.9%
	% of Pop 14 - 18	5.5%	5.1%	4.9%
	% of Pop 19 - 22	5.5%	5.5%	5.4%
	% of Pop 22 - 25	3.6%	3.9%	3.9%
	% of Pop 25 - 29	5.7%	6.1%	6.2%
	% of Pop 30 - 34	4.6%	4.8%	5.1%
	% of Pop 35 - 39	5.7%	4.9%	5.1%
	% of Pop 40 - 44	7.5%	6.1%	5.9%
	% of Pop 45 - 59	24.2%	23.0%	21.6%
	% of Pop 60 - 74	14.4%	17.1%	18.1%
	% of Pop 75 - 84	4.1%	5.0%	5.3%
	% of Pop 85+	1.2%	1.6%	1.9%
	Median Age	40.9	42.3	42.3
	Average Age	39.0	40.6	41.0
Race	Count of White	34,441	115,582	323,751
	Count of Black or African-American	4,687	7,523	39,637
	Count of Asian or Pacific Islander	31,049	64,785	163,613
	Count of Other races	8,422	24,591	98,901
	White	43.8%	54.4%	51.7%
	Black or African American	6.0%	3.5%	6.3%
	Asian	39.5%	30.5%	26.1%
	Other Races	10.7%	11.6%	15.8%
Language Spoken	Speak English at Home	52.8%	60.8%	59.8%
	Speak Spanish at Home	6.5%	7.2%	13.0%
	Speak French or French Creole at Home	0.3%	0.4%	0.4%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Russian or Other Slavic Language at Home	1.0%	0.8%	0.9%
	Speak Other Indo-European Language at Home	11.8%	9.2%	6.5%
	Speak Chinese at Home	10.8%	8.9%	8.4%
	Speak Korean at Home	2.5%	1.7%	1.2%
	Speak Vietnamese at Home	1.1%	0.8%	1.2%
	Speak Other Asian Language at Home	9.7%	6.9%	4.2%
	Speak Tagalog and Other Pacific Languages at Home	1.8%	1.5%	2.7%
	Speak Other Language at Home	1.7%	1.3%	1.3%
Hispanic	Hispanic Population	9,678	29,882	127,999
	Hispanic Population Percent	12.3%	14.1%	20.5%
	Mexican	61.3%	67.3%	72.0%
	Puerto Rican	6.3%	5.5%	4.0%
	Cuban	1.2%	1.3%	0.8%
	Dominican	0.1%	0.2%	0.2%
	Central American	7.7%	6.4%	9.4%
	South American	5.5%	5.7%	4.2%
	Other Hispanic	18.0%	13.5%	9.4%
	2000 Hispanic Population Percent	12%	12%	17%
	1990 Hispanic Population Percent	9%	8%	12%

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	American (percent of total population)	1.9%	2.0%	2.2%
	American	1.0%	1.4%	1.2%
	Native American (ie. Indian/Eskimo)	0.4%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.5%	0.4%	0.7%
	Asian (percent of total population)	39.2%	30.2%	25.9%
	Chinese	11.4%	9.0%	9.1%
	Japanese	0.7%	0.7%	0.7%
	Korean	2.5%	2.0%	1.4%
	South Central Asian (ie. Indian)	19.1%	13.5%	8.1%
	South East Asian (ie. Vietnamese)	4.5%	4.1%	5.6%
	Other Asian	1.1%	0.9%	1.0%
	European (percent of total population)	14.6%	21.5%	19.5%
	British	2.3%	3.5%	3.2%
	Dutch	0.3%	0.4%	0.3%
	French	0.6%	0.8%	0.7%
	German	2.8%	4.4%	3.9%
	Italian	1.8%	2.6%	2.3%
	Polish	0.4%	0.6%	0.6%
	Scandinavian	1.3%	2.0%	1.7%
	Scotch/Irish	2.9%	4.2%	3.9%
	Other European (ie. Greek/Russian)	2.1%	3.0%	2.9%
	Middle Eastern	1.2%	1.2%	1.1%
	Other Ancestry	22.6%	23.0%	23.6%
	Unclassified Ancestry	8.2%	8.0%	7.4%
Education (Age 25+)	Adult Population (25 Years or Older)	52,073	143,552	424,627
	Elementary (0 to 8)	1.9%	2.2%	4.3%
	Some High School (9 to 11)	2.7%	2.7%	4.4%
	High School Graduate (12)	10.0%	11.7%	15.7%
	Some College (13 to 16)	13.7%	16.2%	17.8%
	Associates Degree Only	5.5%	6.7%	7.5%
	Bachelors Degree Only	36.9%	34.6%	30.2%
	Graduate Degree	29.2%	25.9%	20.0%
	% College (4+)	66.1%	60.5%	50.3%
Household Type	Total Households – count	26,665	74,170	219,518
	One Person HHs – count	5,644	14,856	46,132
	Family HHs – count	19,435	55,874	161,265
	Married Couple – count	16,730	47,691	129,524
	w/own children – count	9,554	24,722	63,369
	w/out own children – count	7,175	22,968	66,155
	Male Householder – count	926	2,621	9,577
	Female Householder – count	1,779	5,562	22,164
	Non-Family Households – count	1,586	3,440	12,121
	1 Person Household	21.2%	20.0%	21.0%
	2 Person Household	29.6%	30.3%	30.0%
	3 Person Household	19.4%	19.0%	18.4%
	4 Person Household	19.9%	19.8%	18.0%
	5 Person Household	6.7%	7.2%	7.6%
	6 Person Household	2.2%	2.5%	3.0%
	7+ Person Household	0.9%	1.3%	2.0%
	% Households With Children	41.4%	39.1%	35.7%

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	Total Housing Units	27,910	77,043	228,858
	Owner Occupied Percent	57.8%	64.2%	61.5%
	Renter Occupied Percent	37.7%	32.1%	34.4%
	Vacant Housing Percent	4.5%	3.7%	4.1%
	Total Housing Units (Census 2000)	14,549	54,054	183,939
	For Rent (Census 2000)	41%	34%	38%
	For Sale (Census 2000)	16%	20%	21%
	Rented or Sold, (Census 2000)	19%	17%	15%
	Seasonal (Census 2014)	11%	10%	8%
	Other (Census 2000)	0%	7%	9%
Homes Built By Year	Homes Built 1990 to 2000	33%	23%	18%
	Homes Built 1980 to 1989	24%	23%	17%
	Homes Built 1970 to 1979	19%	23%	19%
	Homes Built 1960 to 1969	20%	22%	17%
	Homes Built 1950 to 1959	2%	5%	16%
	Homes Built 1940 to 1949	0%	1%	8%
	Homes Built Before 1939	1%	2%	4%
Units in Structure	1 Unit	73%	77%	74%
	2 - 9 Units	7%	9%	10%
	Greater than 10 Units	20%	12%	15%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	64.3%	64.2%	55.2%
	Property Value \$750,000 to \$999,999	14.4%	13.1%	17.1%
	Property Value \$500,000 to \$749,999	6.2%	4.8%	7.6%
	Property Value \$400,000 to \$499,999	0.6%	0.7%	1.2%
	Property Value \$300,000, to \$399,999	0.5%	0.5%	0.7%
	Property Value \$200,000 to \$299,999	0.2%	0.4%	0.5%
	Property Value \$150,000 to \$199,999	0.4%	0.4%	0.3%
	Property Value \$100,000 to \$149,999	0.2%	0.4%	0.3%
	Property Value \$60,000 to \$99,999	0.1%	0.2%	0.3%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.1%
	Property Value \$0 to \$39,999	0.5%	0.7%	0.7%
	Median Home Value	\$1,481,308	\$1,503,469	\$1,360,326
	Median Rent	\$1,642	\$1,466	\$988
Wealth per Household	\$0 and under - percent	16.1%	15.8%	16.4%
	\$1 to \$4999 - percent	7.1%	6.9%	7.6%
	\$5k to \$9999 - percent	4.0%	3.9%	4.2%
	\$10k to \$24999 - percent	5.9%	5.8%	6.0%
	\$25k to \$49999 - percent	6.5%	6.6%	6.6%
	\$50k to \$99999 - percent	9.7%	9.9%	10.0%
	\$100k to \$249999 - percent	18.2%	18.5%	18.3%
	\$250k to \$499999 - percent	14.4%	14.5%	14.0%
	\$500k+ - percent	18.2%	18.1%	16.9%
	Median HH Wealth	\$105,787	\$108,685	\$95,877
	Avg HH Wealth	\$278,511	\$279,041	\$265,137

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Economic Viability	Economic Viability Local	275	272	266
	Economic Viability Indexed	109	108	106
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	40,303	112,437	324,102
	Managerial/Executive	25.7%	26.7%	23.5%
	Professional Specialty	41.9%	36.2%	29.8%
	Healthcare Support	1.5%	1.6%	2.8%
	Sales	8.7%	9.8%	9.9%
	Office & Administrative Support	7.7%	8.6%	9.9%
	Protective Service	1.3%	1.6%	1.8%
	Food Preparation	3.0%	3.6%	4.0%
	Building Maintenance & Cleaning	0.8%	1.3%	2.2%
	Personal Care	2.1%	2.1%	2.5%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	2.6%	3.4%	5.3%
	Production & Transportation	4.7%	5.1%	8.1%
	Percent White Collar Workers	85.5%	82.9%	76.0%
	Percent Blue Collar Workers	14.5%	17.1%	24.0%
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.0%	5.0%	6.0%
	Manufacturing	10.3%	11.3%	10.5%
	Transportation	3.3%	3.4%	4.9%
	Information	4.8%	4.2%	3.5%
	Wholesale/Retail	11.6%	12.4%	12.4%
	Finance, Insurance, Real Estate	7.8%	7.5%	7.5%
	Professional Services	24.7%	20.9%	16.1%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.3%	2.9%	3.7%
	Educational Services	17.3%	18.5%	20.1%
	Entertainment Services	7.0%	7.1%	7.5%
	Other Professional Services	2.6%	3.2%	3.9%
	Public Administration	3.9%	3.5%	3.7%
Transportation To Work	Drive to Work Alone	79.2%	79.6%	76.6%
	Drive to Work Carpool	8.5%	9.1%	11.2%
	Travel to Work by Public Transportation	5.4%	4.8%	5.8%
	Drive to Work on Motorcycle	0.3%	0.3%	0.3%
	Drive to Work on Bicycle	0.4%	0.6%	0.5%
	Walked to Work	1.7%	1.3%	1.4%
	Other Means	0.6%	0.5%	0.6%
	Work at Home	3.9%	3.8%	3.5%

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	Travel to Work in Less than 5 Minutes	2.4%	2.0%	1.7%
	Travel to Work in 5 to 9 Minutes	12.5%	10.8%	8.7%
	Travel to Work in 10 to 14 Minutes	15.6%	15.7%	13.1%
	Travel to Work in 15 to 19 Minutes	10.5%	12.1%	13.0%
	Travel to Work in 20 to 29 Minutes	12.7%	14.3%	17.8%
	Travel to Work in 30 to 44 Minutes	15.7%	16.1%	19.4%
	Travel to Work in 45 to 59 Minutes	9.8%	10.0%	10.0%
	Travel to Work in 60 Minutes or more	20.9%	19.0%	16.1%
	Average Travel Time to Work	31	30	30
Vehicles per HH	No Vehicles	3.7%	4.1%	4.7%
	1 Vehicle	28.4%	23.8%	25.0%
	2 Vehicles	46.4%	45.2%	41.9%
	3 or more vehicles	21.5%	26.8%	28.5%
	Average Number of Vehicles	1.94	2.07	2.07
Change	Births (last 12 months)	649	1,964	6,100
	Deaths (last 12 months)	541	1,764	5,560
	Migration (last 12 months)	-4,786	-7,988	-11,750
Work place	Workplace Establishments	3,358	6,753	16,515
	Workplace Employees (FTE)	59,544	110,953	242,620