

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 37.699786 Longitude: -121.886367

Metro 580				
Pleasanton, CA				
		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	18,078	110,598	184,935
	Population Est 22Q1	18,377	111,668	186,209
	Population Est 21Q4	19,032	113,853	188,799
	Population Est 21Q3	19,545	115,481	190,228
	Population Est 21Q2	19,965	116,841	191,828
	Population Est 21Q1	20,377	118,241	193,562
	Population Est 20Q4	20,952	120,053	195,639
	Population Est 20Q3	21,264	121,101	196,852
	Population Est 20Q2	21,670	122,077	198,198
	Population Fcst	20,609	120,684	199,694
	2010 Census Population	12,654	89,796	152,076
	2000 Census Population	11,814	72,734	114,711
	1990 Census Population	7,793	58,565	93,443
	Current Year Daytime Population	25,794	145,797	204,365
	Average Seasonal Population	333	931	1,614
	Historical Annual Growth, 1990 – 2000	4.25%	2.19%	2.07%
	Historical Annual Growth, 2000 – 2010	0.69%	2.13%	2.86%
	Estimated Annual Growth, 2010 – CY	2.95%	1.72%	1.61%
	Projected Annual Growth, CY to Y5	2.65%	1.76%	1.55%
	Group Qtrs Est	226	6,080	6,231
Transient Est Average Last 4 Qtrs	2,932	6,814	8,262	
Households	Current Year Estimated Households	7,066	38,686	63,921
	Households Est 22Q1	7,186	39,092	64,405
	Households Est 21Q4	7,450	39,919	65,378
	Households Est 21Q3	7,657	40,537	65,964
	Households Est 21Q2	7,826	41,062	66,579
	Households Est 21Q1	7,992	41,592	67,228
	Households Est 20Q4	8,225	42,300	68,026
	Households Est 20Q3	8,352	42,706	68,492
	Households Est 20Q2	8,517	43,049	68,970
	Households Fcst	8,088	42,400	69,244
	2010 Census Households	4,848	31,006	52,087
	2000 Census Households	3,339	25,234	40,108
	1990 Census Households	1,900	19,885	32,011
	Historical Annual Growth, 1990 – 2000	5.80%	2.41%	2.28%
	Historical Annual Growth, 2000 – 2010	3.80%	2.08%	2.65%
	Estimated Annual Growth, 2010 – CY	3.12%	1.82%	1.69%
Projected Annual Growth, CY to Y5	2.74%	1.85%	1.61%	
Population per Household	2.53	2.70	2.80	

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval



Nov 15, 2022

Latitude: 37.699786 Longitude: -121.886367

Metro 580				
Pleasanton, CA				
	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
HH Income \$500,000 or more	6.1%	6.9%	7.3%	
HH Income \$250,000 to \$499,999	7.3%	8.3%	8.8%	
HH Income \$200,000 to \$249,999	17.0%	19.3%	20.5%	
HH Income \$175,000 to \$199,999	9.7%	7.5%	8.6%	
HH Income \$150,000 to \$174,999	11.1%	10.1%	10.0%	
HH Income \$100,000 to 149,999	19.4%	18.5%	17.0%	
HH Income \$75,000 to 99,999	10.7%	8.8%	8.3%	
HH Income \$50,000 to 74,999	7.7%	7.5%	7.3%	
HH Income \$35,000 to 49,999	3.6%	4.1%	4.0%	
HH Income \$25,000 to 34,999	2.4%	2.4%	2.1%	
HH Income \$15,000 to 24,999	1.8%	2.6%	2.4%	
HH Income \$0 to 14,999	3.2%	4.0%	3.8%	
Average Household Income	\$177,918	\$186,268	\$199,216	
Median Household Income	\$152,756	\$155,000	\$163,029	
Per Capita Income	\$70,035	\$67,386	\$70,246	
2000 Average HH Income	\$93,369	\$97,632	\$103,263	
2000 Median HH Income	\$83,155	\$82,829	\$86,905	
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	7%	8%	9%	
Disposable HH Income \$150,000 to \$174,999	10%	10%	12%	
Disposable HH Income \$100,000 to \$149,999	29%	26%	25%	
Disposable HH Income \$75,000 to \$99,999	14%	11%	11%	
Disposable HH Income \$50,000 to \$74,999	10%	10%	10%	
Disposable HH Income \$35,000 to \$49,999	5%	5%	5%	
Disposable HH Income \$25,000 to \$34,999	3%	3%	2%	
Disposable HH Income \$15,000 to \$24,999	2%	3%	3%	
Disposable HH Income \$0 to \$14,999	3%	4%	4%	
Average Disposable Income	130,360	132,449	136,415	
Median Disposable Income	125,039	126,760	132,797	
Householder White – Count	2,326	17,342	29,367	
Median HH Income	\$144,695	\$142,147	\$150,690	
Average HH Income	\$132,112	\$131,408	\$134,479	
Householder Black or African-American – Count	252	1,073	1,839	
Median HH Income	\$169,385	\$126,356	\$130,308	
Average HH Income	\$134,563	\$118,213	\$119,016	
Householder Hispanic – Count	460	3,139	4,939	
Median HH Income	\$137,729	\$118,200	\$124,804	
Average HH Income	\$128,671	\$118,152	\$123,629	
Householder Asian or Pacific Islander – Count	3,547	14,640	23,754	
Median HH Income	\$156,969	\$182,313	\$191,195	
Average HH Income	\$139,411	\$150,027	\$153,925	
Householder Other or Pacific Islander – Count	481	2,492	4,023	
Median HH Income	\$168,842	\$139,180	\$150,439	
Average HH Income	\$145,324	\$128,701	\$130,968	

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval



Nov 15, 2022

Latitude: 37.699786 Longitude: -121.886367

Metro 580 Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	8,952	55,693	92,170
	Female Population	9,126	54,905	92,765
Total Population by Age	Count of Pop 0 to 4 years	1,329	6,431	10,523
	Count of Pop 0 to 7 years	2,156	9,947	16,138
	Count of Pop 5 - 13	2,700	12,978	21,425
	Count of Pop 14 - 18	1,059	5,755	10,086
	Count of Pop 19 - 22	899	6,310	11,301
	Count of Pop 22 - 25	526	4,679	7,980
	Count of Pop 25 - 29	864	7,280	12,235
	Count of Pop 30 - 34	813	5,695	9,052
	Count of Pop 35 - 39	1,289	6,009	8,861
	Count of Pop 40 - 44	1,659	7,147	10,754
	Count of Pop 45 - 59	4,366	25,365	42,918
	Count of Pop 60 - 74	2,026	17,184	29,814
	Count of Pop 75 - 84	446	4,517	7,878
	Count of Pop 85+	102	1,249	2,108
	% of Pop 0 to 4 years	7.4%	5.8%	5.7%
	% of Pop 0 to 7 years	11.9%	9.0%	8.7%
	% of Pop 5 - 13	14.9%	11.7%	11.6%
	% of Pop 14 - 18	5.9%	5.2%	5.5%
	% of Pop 19 - 22	5.0%	5.7%	6.1%
	% of Pop 22 - 25	2.9%	4.2%	4.3%
	% of Pop 25 - 29	4.8%	6.6%	6.6%
	% of Pop 30 - 34	4.5%	5.1%	4.9%
	% of Pop 35 - 39	7.1%	5.4%	4.8%
	% of Pop 40 - 44	9.2%	6.5%	5.8%
	% of Pop 45 - 59	24.2%	22.9%	23.2%
	% of Pop 60 - 74	11.2%	15.5%	16.1%
	% of Pop 75 - 84	2.5%	4.1%	4.3%
% of Pop 85+	0.6%	1.1%	1.1%	
Median Age	38.3	40.1	40.5	
Average Age	36.0	39.1	39.4	
Male Population by Age	% of Pop 0 to 4 years	7.6%	5.9%	5.8%
	% of Pop 5 - 13	15.4%	11.9%	11.9%
	% of Pop 14 - 18	6.1%	5.3%	5.6%
	% of Pop 19 - 22	5.3%	6.1%	6.5%
	% of Pop 22 - 25	3.0%	4.7%	4.7%
	% of Pop 25 - 29	4.9%	7.2%	7.1%
	% of Pop 30 - 34	4.5%	5.5%	5.2%
	% of Pop 35 - 39	6.6%	5.5%	4.8%
	% of Pop 40 - 44	8.7%	6.1%	5.5%
	% of Pop 45 - 59	24.3%	22.5%	22.7%
	% of Pop 75 - 84	2.1%	3.4%	3.7%
	% of Pop 60 - 74	11.1%	15.0%	15.8%
	% of Pop 85+	0.4%	0.8%	0.8%
	Median Age	37.5	38.1	38.3
Average Age	35.4	38.1	38.4	

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval



Nov 15, 2022

Latitude: 37.699786 Longitude: -121.886367

Metro 580 Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	7.1%	5.7%	5.5%
	% of Pop 5 - 13	14.5%	11.6%	11.3%
	% of Pop 14 - 18	5.6%	5.1%	5.3%
	% of Pop 19 - 22	4.7%	5.3%	5.8%
	% of Pop 22 - 25	2.8%	3.8%	4.0%
	% of Pop 25 - 29	4.6%	6.0%	6.1%
	% of Pop 30 - 34	4.5%	4.8%	4.6%
	% of Pop 35 - 39	7.6%	5.4%	4.8%
	% of Pop 40 - 44	9.7%	6.8%	6.2%
	% of Pop 45 - 59	24.0%	23.3%	23.7%
	% of Pop 60 - 74	11.4%	16.0%	16.5%
	% of Pop 75 - 84	2.8%	4.7%	4.8%
	% of Pop 85+	0.7%	1.5%	1.5%
	Median Age	39.0	41.8	42.2
Average Age	36.6	40.1	40.3	
Race	Count of White	6,778	54,692	92,013
	Count of Black or African-American	782	5,334	7,265
	Count of Asian or Pacific Islander	8,290	38,808	67,097
	Count of Other races	2,228	11,766	18,560
	White	37.5%	49.5%	49.8%
	Black or African American	4.3%	4.8%	3.9%
	Asian	45.9%	35.1%	36.3%
	Other Races	12.3%	10.6%	10.0%
Language Spoken	Speak English at Home	49.9%	55.9%	56.6%
	Speak Spanish at Home	5.5%	6.5%	5.6%
	Speak French or French Creole at Home	0.7%	0.3%	0.3%
	Speak German at Home	0.1%	0.3%	0.3%
	Speak Russian or Other Slavic Language at Home	1.2%	1.1%	1.0%
	Speak Other Indo-European Language at Home	14.3%	10.7%	11.0%
	Speak Chinese at Home	10.6%	10.2%	10.8%
	Speak Korean at Home	2.3%	2.4%	2.2%
	Speak Vietnamese at Home	0.4%	0.8%	0.9%
	Speak Other Asian Language at Home	11.7%	8.6%	8.3%
	Speak Tagalog and Other Pacific Languages at Home	1.5%	1.5%	1.6%
Speak Other Language at Home	1.8%	1.5%	1.5%	
Hispanic	Hispanic Population	2,049	13,575	20,624
	Hispanic Population Percent	11.3%	12.3%	11.2%
	Mexican	64.3%	61.7%	60.3%
	Puerto Rican	7.1%	5.9%	6.3%
	Cuban	1.0%	1.3%	1.5%
	Dominican	0.0%	0.1%	0.1%
	Central American	7.3%	7.6%	8.3%
	South American	5.5%	6.4%	7.5%
	Other Hispanic	14.8%	17.0%	16.0%
	2000 Hispanic Population Percent	15%	11%	10%
1990 Hispanic Population Percent	10%	8%	8%	

sing data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 37.699786 Longitude: -121.886367

Metro 580				
Pleasanton, CA				
		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	American (percent of total population)	1.5%	2.0%	1.9%
	American	0.7%	1.2%	1.3%
	Native American (ie. Indian/Eskimo)	0.4%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.4%	0.4%	0.3%
	Asian (percent of total population)	45.7%	34.8%	36.0%
	Chinese	12.0%	10.3%	10.8%
	Japanese	0.9%	0.8%	0.8%
	Korean	1.9%	2.4%	2.4%
	South Central Asian (ie. Indian)	25.2%	16.4%	16.6%
	South East Asian (ie. Vietnamese)	4.4%	4.0%	4.2%
	Other Asian	1.3%	0.9%	1.2%
	European (percent of total population)	10.8%	18.4%	19.0%
	British	1.6%	2.9%	3.0%
	Dutch	0.4%	0.4%	0.4%
	French	0.5%	0.7%	0.8%
	German	1.8%	3.7%	3.9%
	Italian	1.5%	2.2%	2.3%
	Polish	0.4%	0.6%	0.6%
	Scandinavian	0.8%	1.7%	1.7%
	Scotch/Irish	1.7%	3.7%	3.6%
Other European (ie. Greek/Russian)	2.1%	2.5%	2.7%	
Middle Eastern	1.4%	1.2%	1.4%	
Other Ancestry	21.8%	23.0%	22.9%	
Unclassified Ancestry	7.5%	8.3%	7.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	11,564	74,446	123,620
	Elementary (0 to 8)	1.9%	2.0%	1.9%
	Some High School (9 to 11)	1.8%	2.5%	2.3%
	High School Graduate (12)	9.1%	10.8%	10.3%
	Some College (13 to 16)	11.3%	14.2%	13.9%
	Associates Degree Only	3.3%	6.2%	6.3%
	Bachelors Degree Only	40.1%	35.9%	36.1%
	Graduate Degree	32.5%	28.4%	29.1%
% College (4+)	72.5%	64.4%	65.2%	
Household Type	Total Households – count	7,066	38,686	63,921
	One Person HHs – count	1,829	8,375	12,345
	Family HHs – count	4,634	28,245	48,696
	Married Couple – count	3,925	23,961	41,870
	w/own children – count	2,443	13,066	22,758
	w/out own children – count	1,481	10,895	19,112
	Male Householder – count	298	1,435	2,190
	Female Householder – count	411	2,849	4,636
	Non-Family Households – count	603	2,066	2,880
	1 Person Household	25.9%	21.6%	19.3%
	2 Person Household	30.7%	30.3%	29.8%
	3 Person Household	19.4%	19.1%	19.3%
	4 Person Household	16.7%	19.2%	20.8%
	5 Person Household	5.1%	6.7%	7.4%
	6 Person Household	1.7%	2.2%	2.5%
	7+ Person Household	0.6%	0.9%	1.0%
% Households With Children	41.3%	40.1%	41.1%	

This report was produced us

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval



Nov 15, 2022

Latitude: 37.699786 Longitude: -121.886367

Metro 580				
Pleasanton, CA				
	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
	Total Housing Units	7,426	40,346	66,422
	Owner Occupied Percent	44.4%	59.2%	64.5%
	Renter Occupied Percent	50.7%	36.6%	31.8%
	Vacant Housing Percent	4.8%	4.1%	3.8%
	Total Housing Units (Census 2000)	3,782	26,332	41,469
	For Rent (Census 2000)	50%	39%	34%
	For Sale (Census 2000)	5%	20%	22%
	Rented or Sold, (Census 2000)	17%	17%	16%
	Seasonal (Census 2014)	26%	11%	12%
	Other (Census 2000)	0%	1%	3%
Homes Built By Year	Homes Built 1990 to 2000	61%	27%	25%
	Homes Built 1980 to 1989	21%	25%	24%
	Homes Built 1970 to 1979	13%	21%	24%
	Homes Built 1960 to 1969	3%	21%	21%
	Homes Built 1950 to 1959	1%	3%	3%
	Homes Built 1940 to 1949	0%	1%	1%
	Homes Built Before 1939	1%	2%	2%
Units in Structure	1 Unit	51%	72%	77%
	2 - 9 Units	9%	11%	9%
	Greater than 10 Units	40%	16%	13%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	61.6%	68.1%	68.3%
	Property Value \$750,000 to \$999,999	20.4%	12.8%	10.4%
	Property Value \$500,000 to \$749,999	8.4%	5.1%	4.1%
	Property Value \$400,000 to \$499,999	0.5%	0.5%	0.5%
	Property Value \$300,000, to \$399,999	0.1%	0.5%	0.5%
	Property Value \$200,000 to \$299,999	0.5%	0.2%	0.2%
	Property Value \$150,000 to \$199,999	0.5%	0.3%	0.3%
	Property Value \$100,000 to \$149,999	0.0%	0.2%	0.3%
	Property Value \$60,000 to \$99,999	0.0%	0.1%	0.2%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.0%
	Property Value \$0 to \$39,999	0.0%	0.7%	0.6%
	Median Home Value	\$1,378,964	\$1,525,102	\$1,562,619
	Median Rent	\$1,687	\$1,556	\$1,544
Wealth per Household	\$0 and under - percent	17.0%	16.0%	15.6%
	\$1 to \$4999 - percent	7.6%	7.1%	6.7%
	\$5k to \$9999 - percent	4.3%	4.0%	3.9%
	\$10k to \$24999 - percent	6.1%	5.9%	5.8%
	\$25k to \$49999 - percent	6.6%	6.5%	6.5%
	\$50k to \$99999 - percent	9.5%	9.8%	9.8%
	\$100k to \$249999 - percent	17.5%	18.2%	18.5%
	\$250k to \$499999 - percent	13.8%	14.4%	14.7%
	\$500k+ - percent	17.6%	18.1%	18.5%
	Median HH Wealth	\$94,018	\$106,386	\$113,696
	Avg HH Wealth	\$269,242	\$278,502	\$284,026

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 37.699786 Longitude: -121.886367

Metro 580				
Pleasanton, CA				
		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Economic Viability	Economic Viability Local	282	274	272
	Economic Viability Indexed	112	109	108
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	9,307	57,251	96,296
	Managerial/Executive	24.0%	26.3%	27.7%
	Professional Specialty	46.2%	39.6%	38.8%
	Healthcare Support	0.9%	1.6%	1.5%
	Sales	8.2%	9.3%	9.5%
	Office & Administrative Support	5.7%	8.1%	8.0%
	Protective Service	2.0%	1.3%	1.4%
	Food Preparation	3.5%	3.5%	3.3%
	Building Maintenance & Cleaning	0.2%	1.1%	0.9%
	Personal Care	2.2%	2.0%	1.9%
	Farming, Fishing, & Forestry	0.2%	0.0%	0.0%
	Construction	2.6%	2.6%	2.8%
	Production & Transportation	4.4%	4.7%	4.2%
	Percent White Collar Workers	85.0%	84.9%	85.5%
Percent Blue Collar Workers	15.0%	15.1%	14.5%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.6%	4.0%	4.1%
	Manufacturing	10.2%	11.0%	11.5%
	Transportation	3.9%	3.3%	3.4%
	Information	5.4%	4.6%	4.7%
	Wholesale/Retail	12.0%	12.3%	11.4%
	Finance, Insurance, Real Estate	6.4%	7.5%	8.1%
	Professional Services	26.4%	23.2%	22.4%
	Management Services	0.1%	0.3%	0.3%
	Administrative/Waste Services	2.8%	2.5%	2.5%
	Educational Services	16.3%	18.1%	18.6%
	Entertainment Services	6.5%	7.1%	6.8%
	Other Professional Services	2.1%	2.8%	2.8%
	Public Administration	3.1%	3.4%	3.4%
Transportation To Work	Drive to Work Alone	73.9%	79.5%	79.8%
	Drive to Work Carpool	9.2%	8.6%	8.6%
	Travel to Work by Public Transportation	8.6%	5.4%	5.0%
	Drive to Work on Motorcycle	0.6%	0.2%	0.2%
	Drive to Work on Bicycle	0.4%	0.4%	0.5%
	Walked to Work	3.1%	1.4%	1.3%
	Other Means	0.6%	0.6%	0.6%
	Work at Home	3.5%	3.8%	4.1%

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 37.699786 Longitude: -121.886367

Metro 580 Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Travel to Work in Less than 5 Minutes	2.8%	2.2%	2.0%
	Travel to Work in 5 to 9 Minutes	15.9%	12.3%	11.0%
	Travel to Work in 10 to 14 Minutes	18.7%	15.4%	15.8%
	Travel to Work in 15 to 19 Minutes	10.0%	10.6%	11.3%
	Travel to Work in 20 to 29 Minutes	12.5%	13.0%	13.9%
	Travel to Work in 30 to 44 Minutes	16.4%	16.5%	16.5%
	Travel to Work in 45 to 59 Minutes	13.0%	9.8%	9.9%
	Travel to Work in 60 Minutes or more	26.7%	20.2%	19.6%
	Average Travel Time to Work	33	31	31
Vehicles per HH	No Vehicles	3.5%	4.0%	3.8%
	1 Vehicle	38.6%	27.6%	24.2%
	2 Vehicles	43.2%	46.0%	45.6%
	3 or more vehicles	14.7%	22.3%	26.4%
		Average Number of Vehicles	1.74	1.95
Change	Births (last 12 months)	150	963	1,701
	Deaths (last 12 months)	102	859	1,490
	Migration (last 12 months)	-1,935	-6,346	-7,105
Work place	Workplace Establishments	793	4,496	5,545
	Workplace Employees (FTE)	15,878	73,384	88,453