

# 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		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	88,787	215,459	672,334
	Population Est 22Q1	89,737	216,863	674,860
	Population Est 21Q4	91,674	219,898	679,665
	Population Est 21Q3	93,110	221,553	681,483
	Population Est 21Q2	94,320	223,219	684,084
	Population Est 21Q1	95,547	225,072	687,099
	Population Est 20Q4	97,141	227,410	690,419
	Population Est 20Q3	98,051	228,820	692,804
	Population Est 20Q2	98,908	230,164	694,603
	Population Fcst	98,479	229,760	690,711
	2010 Census Population	69,367	183,263	614,855
	2000 Census Population	53,841	148,138	543,774
	1990 Census Population	42,692	121,968	444,371
	Current Year Daytime Population	118,011	234,767	682,500
	Average Seasonal Population	722	1,718	5,598
	Historical Annual Growth, 1990 – 2000	2.35%	1.96%	2.04%
	Historical Annual Growth, 2000 – 2010	2.57%	2.15%	1.24%
	Estimated Annual Growth, 2010 – CY	2.04%	1.33%	0.73%
	Projected Annual Growth, CY to Y5	2.09%	1.29%	0.54%
	Group Qtrs Est	5,833	6,514	11,621
Transient Est Average Last 4 Qtrs	6,714	9,716	15,480	
<b>Households</b>	Current Year Estimated Households	30,539	74,968	234,446
	Households Est 22Q1	30,898	75,503	235,386
	Households Est 21Q4	31,623	76,647	237,166
	Households Est 21Q3	32,163	77,252	237,830
	Households Est 21Q2	32,626	77,893	238,800
	Households Est 21Q1	33,086	78,591	239,905
	Households Est 20Q4	33,705	79,488	241,145
	Households Est 20Q3	34,053	80,025	242,031
	Households Est 20Q2	34,351	80,507	242,671
	Households Fcst	34,119	80,141	241,065
	2010 Census Households	23,317	63,316	213,833
	2000 Census Households	17,851	51,893	193,648
	1990 Census Households	13,745	42,143	164,884
	Historical Annual Growth, 1990 – 2000	2.65%	2.10%	1.62%
	Historical Annual Growth, 2000 – 2010	2.71%	2.01%	1.00%
	Estimated Annual Growth, 2010 – CY	2.23%	1.39%	0.75%
	Projected Annual Growth, CY to Y5	2.24%	1.34%	0.56%
Population per Household	2.72	2.79	2.82	

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Metro 580 Pleasanton, CA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
HH Income \$500,000 or more	6.8%	6.9%	5.4%
HH Income \$250,000 to \$499,999	8.2%	8.3%	6.5%
HH Income \$200,000 to \$249,999	19.1%	19.3%	15.2%
HH Income \$175,000 to \$199,999	7.8%	8.1%	6.8%
HH Income \$150,000 to \$174,999	10.2%	9.8%	8.7%
HH Income \$100,000 to 149,999	18.8%	17.6%	18.6%
HH Income \$75,000 to 99,999	8.9%	8.8%	10.6%
HH Income \$50,000 to 74,999	7.9%	8.3%	10.3%
HH Income \$35,000 to 49,999	4.1%	4.3%	5.8%
HH Income \$25,000 to 34,999	2.4%	2.5%	3.8%
HH Income \$15,000 to 24,999	1.9%	2.4%	3.5%
HH Income \$0 to 14,999	3.9%	3.7%	4.8%
Average Household Income	\$185,201	\$189,123	\$166,252
Median Household Income	\$155,206	\$155,957	\$128,356
Per Capita Income	\$66,297	\$67,065	\$58,671
2000 Average HH Income	\$99,447	\$98,948	\$87,997
2000 Median HH Income	\$85,033	\$83,654	\$69,747
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%	11%	8%
Disposable HH Income \$100,000 to \$149,999	26%	25%	23%
Disposable HH Income \$75,000 to \$99,999	12%	12%	13%
Disposable HH Income \$50,000 to \$74,999	10%	10%	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	2%	3%	4%
Disposable HH Income \$0 to \$14,999	4%	4%	5%
Average Disposable Income	132,752	132,466	117,704
Median Disposable Income	126,913	127,627	107,160
Householder White – Count	12,778	36,212	104,767
Median HH Income	\$141,325	\$145,443	\$138,835
Average HH Income	\$131,520	\$132,178	\$128,139
Householder Black or African-American – Count	882	1,985	14,364
Median HH Income	\$130,556	\$118,248	\$79,416
Average HH Income	\$120,098	\$113,674	\$90,587
Householder Hispanic – Count	2,511	7,184	35,777
Median HH Income	\$120,404	\$115,419	\$97,651
Average HH Income	\$119,579	\$118,596	\$104,506
Householder Asian or Pacific Islander – Count	12,347	24,610	59,251
Median HH Income	\$180,881	\$188,145	\$161,394
Average HH Income	\$149,507	\$152,364	\$137,208
Householder Other or Pacific Islander – Count	2,020	4,978	20,287
Median HH Income	\$139,825	\$140,227	\$111,346
Average HH Income	\$129,809	\$127,908	\$113,236

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<b>Gender</b>	Male Population	45,171	107,506	331,416
	Female Population	43,616	107,953	340,919
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	5,239	12,407	40,128
	Count of Pop 0 to 7 years	8,252	18,893	59,300
	Count of Pop 5 - 13	10,722	24,822	76,187
	Count of Pop 14 - 18	4,715	11,458	34,069
	Count of Pop 19 - 22	5,046	12,612	37,699
	Count of Pop 22 - 25	3,679	9,099	27,770
	Count of Pop 25 - 29	5,744	14,169	44,130
	Count of Pop 30 - 34	4,584	10,875	36,447
	Count of Pop 35 - 39	5,064	10,759	35,250
	Count of Pop 40 - 44	6,118	12,736	38,706
	Count of Pop 45 - 59	20,610	48,969	141,517
	Count of Pop 60 - 74	13,047	35,611	118,230
	Count of Pop 75 - 84	3,371	9,408	32,374
	Count of Pop 85+	848	2,535	9,828
	% of Pop 0 to 4 years	5.9%	5.8%	6.0%
	% of Pop 0 to 7 years	9.3%	8.8%	8.8%
	% of Pop 5 - 13	12.1%	11.5%	11.3%
	% of Pop 14 - 18	5.3%	5.3%	5.1%
	% of Pop 19 - 22	5.7%	5.9%	5.6%
	% of Pop 22 - 25	4.1%	4.2%	4.1%
	% of Pop 25 - 29	6.5%	6.6%	6.6%
	% of Pop 30 - 34	5.2%	5.0%	5.4%
	% of Pop 35 - 39	5.7%	5.0%	5.2%
	% of Pop 40 - 44	6.9%	5.9%	5.8%
	% of Pop 45 - 59	23.2%	22.7%	21.0%
	% of Pop 60 - 74	14.7%	16.5%	17.6%
	% of Pop 75 - 84	3.8%	4.4%	4.8%
% of Pop 85+	1.0%	1.2%	1.5%	
Median Age	39.6	40.6	40.6	
Average Age	38.6	39.6	40.1	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.9%	5.9%	6.2%
	% of Pop 5 - 13	12.1%	11.8%	11.8%
	% of Pop 14 - 18	5.3%	5.5%	5.3%
	% of Pop 19 - 22	6.1%	6.1%	5.8%
	% of Pop 22 - 25	4.7%	4.5%	4.3%
	% of Pop 25 - 29	7.2%	7.0%	6.9%
	% of Pop 30 - 34	5.6%	5.4%	5.7%
	% of Pop 35 - 39	5.7%	5.1%	5.3%
	% of Pop 40 - 44	6.5%	5.7%	5.6%
	% of Pop 45 - 59	22.8%	22.3%	20.6%
	% of Pop 75 - 84	3.2%	3.8%	4.3%
	% of Pop 60 - 74	14.2%	16.1%	17.1%
	% of Pop 85+	0.7%	0.8%	1.0%
	Median Age	37.7	38.7	38.7
	Average Age	37.7	38.6	39.0

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Metro 580 Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Female Population by Age	% of Pop 0 to 4 years	5.9%	5.6%	5.8%
	% of Pop 5 - 13	12.0%	11.2%	10.9%
	% of Pop 14 - 18	5.3%	5.2%	4.9%
	% of Pop 19 - 22	5.2%	5.6%	5.4%
	% of Pop 22 - 25	3.6%	3.9%	3.9%
	% of Pop 25 - 29	5.8%	6.1%	6.2%
	% of Pop 30 - 34	4.8%	4.7%	5.1%
	% of Pop 35 - 39	5.7%	4.9%	5.1%
	% of Pop 40 - 44	7.3%	6.2%	5.9%
	% of Pop 45 - 59	23.7%	23.2%	21.4%
	% of Pop 60 - 74	15.2%	16.9%	18.1%
	% of Pop 75 - 84	4.4%	4.9%	5.3%
	% of Pop 85+	1.2%	1.5%	1.9%
	Median Age	41.2	42.2	42.2
Average Age	39.5	40.5	41.1	
Race	Count of White	41,290	114,402	340,662
	Count of Black or African-American	4,923	7,807	44,674
	Count of Asian or Pacific Islander	32,888	68,753	177,749
	Count of Other races	9,686	24,496	109,249
	White	46.5%	53.1%	50.7%
	Black or African American	5.5%	3.6%	6.6%
	Asian	37.0%	31.9%	26.4%
	Other Races	10.9%	11.4%	16.2%
Language Spoken	Speak English at Home	54.8%	59.8%	58.9%
	Speak Spanish at Home	6.3%	7.0%	13.6%
	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%	0.9%	0.9%
	Speak Other Indo-European Language at Home	10.9%	9.6%	6.5%
	Speak Chinese at Home	10.4%	9.3%	8.5%
	Speak Korean at Home	2.5%	1.8%	1.2%
	Speak Vietnamese at Home	1.0%	0.8%	1.3%
	Speak Other Asian Language at Home	9.1%	7.3%	4.1%
	Speak Tagalog and Other Pacific Languages at Home	1.8%	1.6%	3.0%
Speak Other Language at Home	1.7%	1.3%	1.3%	
Hispanic	Hispanic Population	10,904	29,362	141,180
	Hispanic Population Percent	12.3%	13.6%	21.0%
	Mexican	60.1%	66.4%	72.3%
	Puerto Rican	6.7%	5.6%	3.9%
	Cuban	1.1%	1.2%	0.8%
	Dominican	0.1%	0.2%	0.2%
	Central American	8.3%	6.9%	9.6%
	South American	5.8%	6.0%	4.1%
	Other Hispanic	17.9%	13.7%	9.1%
	2000 Hispanic Population Percent	11%	11%	17%
1990 Hispanic Population Percent	9%	8%	12%	

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	American (percent of total population)	2.0%	2.0%	2.2%
	American	1.1%	1.3%	1.2%
	Native American (ie. Indian/Eskimo)	0.4%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.5%	0.4%	0.8%
	Asian (percent of total population)	36.7%	31.6%	26.2%
	Chinese	10.6%	9.4%	9.3%
	Japanese	0.7%	0.7%	0.7%
	Korean	2.4%	2.0%	1.3%
	South Central Asian (ie. Indian)	17.4%	14.3%	8.0%
	South East Asian (ie. Vietnamese)	4.5%	4.2%	5.9%
	Other Asian	1.0%	1.0%	1.0%
	European (percent of total population)	16.6%	20.7%	18.8%
	British	2.6%	3.3%	3.0%
	Dutch	0.3%	0.4%	0.3%
	French	0.7%	0.8%	0.7%
	German	3.2%	4.3%	3.8%
	Italian	2.1%	2.5%	2.2%
	Polish	0.5%	0.6%	0.5%
	Scandinavian	1.5%	1.9%	1.6%
	Scotch/Irish	3.3%	4.0%	3.8%
Other European (ie. Greek/Russian)	2.3%	2.9%	2.8%	
Middle Eastern	1.3%	1.2%	1.0%	
Other Ancestry	22.9%	23.0%	23.6%	
Unclassified Ancestry	8.3%	7.9%	7.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	59,386	145,062	456,482
	Elementary (0 to 8)	1.8%	2.1%	4.5%
	Some High School (9 to 11)	2.5%	2.6%	4.6%
	High School Graduate (12)	10.7%	11.3%	16.1%
	Some College (13 to 16)	14.2%	15.6%	17.8%
	Associates Degree Only	6.0%	6.6%	7.5%
	Bachelors Degree Only	36.6%	35.1%	29.8%
	Graduate Degree	28.1%	26.6%	19.7%
% College (4+)	64.8%	61.7%	49.5%	
Household Type	Total Households – count	30,539	74,968	234,446
	One Person HHs – count	6,435	14,790	48,988
	Family HHs – count	22,325	56,708	172,584
	Married Couple – count	19,077	48,423	138,060
	w/own children – count	10,516	25,384	67,116
	w/out own children – count	8,561	23,039	70,944
	Male Householder – count	1,158	2,620	10,351
	Female Householder – count	2,090	5,664	24,173
	Non-Family Households – count	1,779	3,471	12,875
	1 Person Household	21.1%	19.7%	20.9%
	2 Person Household	30.4%	30.2%	29.9%
	3 Person Household	19.5%	19.1%	18.3%
	4 Person Household	19.3%	20.0%	18.0%
	5 Person Household	6.6%	7.2%	7.7%
	6 Person Household	2.2%	2.5%	3.1%
7+ Person Household	0.9%	1.3%	2.2%	
% Households With Children	40.3%	39.5%	35.4%	

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Metro 580 Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Total Housing Units	31,904	77,832	244,421
	Owner Occupied Percent	59.3%	64.3%	61.5%
	Renter Occupied Percent	36.4%	32.1%	34.4%
	Vacant Housing Percent	4.3%	3.7%	4.1%
	Total Housing Units (Census 2000)	18,801	53,447	198,454
	For Rent (Census 2000)	41%	35%	37%
	For Sale (Census 2000)	16%	19%	22%
	Rented or Sold, (Census 2000)	18%	16%	14%
	Seasonal (Census 2014)	11%	10%	8%
	Other (Census 2000)	0%	6%	10%
Homes Built By Year	Homes Built 1990 to 2000	29%	23%	17%
	Homes Built 1980 to 1989	24%	24%	17%
	Homes Built 1970 to 1979	21%	24%	19%
	Homes Built 1960 to 1969	23%	21%	17%
	Homes Built 1950 to 1959	2%	5%	17%
	Homes Built 1940 to 1949	0%	1%	9%
	Homes Built Before 1939	1%	2%	4%
Units in Structure	1 Unit	74%	77%	74%
	2 - 9 Units	8%	9%	10%
	Greater than 10 Units	17%	12%	15%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	64.5%	65.7%	53.7%
	Property Value \$750,000 to \$999,999	14.7%	12.5%	17.6%
	Property Value \$500,000 to \$749,999	6.0%	4.6%	7.9%
	Property Value \$400,000 to \$499,999	0.5%	0.6%	1.3%
	Property Value \$300,000, to \$399,999	0.5%	0.5%	0.7%
	Property Value \$200,000 to \$299,999	0.1%	0.4%	0.5%
	Property Value \$150,000 to \$199,999	0.3%	0.4%	0.4%
	Property Value \$100,000 to \$149,999	0.1%	0.4%	0.4%
	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	0.6%	0.7%	0.6%
	Median Home Value	\$1,483,164	\$1,519,911	\$1,333,842
	Median Rent	\$1,640	\$1,489	\$980
Wealth per Household	\$0 and under - percent	16.0%	15.8%	16.5%
	\$1 to \$4999 - percent	7.0%	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	6.6%	6.6%	6.6%
	\$50k to \$99999 - percent	9.8%	9.9%	10.0%
	\$100k to \$249999 - percent	18.2%	18.5%	18.2%
	\$250k to \$499999 - percent	14.4%	14.6%	14.0%
	\$500k+ - percent	18.1%	18.2%	16.8%
	Median HH Wealth	\$106,369	\$109,634	\$95,378
	Avg HH Wealth	\$278,505	\$280,032	\$264,351

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<b>Economic Viability</b>	Economic Viability Local	275	272	266
	Economic Viability Indexed	109	108	105
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	45,728	113,757	347,517
	Managerial/Executive	25.5%	27.0%	23.1%
	Professional Specialty	41.0%	36.8%	29.5%
	Healthcare Support	1.6%	1.6%	2.9%
	Sales	9.2%	9.7%	9.8%
	Office & Administrative Support	7.9%	8.4%	10.1%
	Protective Service	1.4%	1.5%	1.8%
	Food Preparation	2.9%	3.5%	4.1%
	Building Maintenance & Cleaning	0.9%	1.2%	2.3%
	Personal Care	2.1%	2.1%	2.5%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	2.7%	3.3%	5.5%
	Production & Transportation	4.7%	4.9%	8.5%
	Percent White Collar Workers	85.2%	83.5%	75.3%
Percent Blue Collar Workers	14.8%	16.5%	24.7%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	4.2%	4.9%	6.1%
	Manufacturing	10.4%	11.3%	10.6%
	Transportation	3.6%	3.4%	5.0%
	Information	4.9%	4.3%	3.4%
	Wholesale/Retail	12.0%	12.1%	12.4%
	Finance, Insurance, Real Estate	7.6%	7.6%	7.4%
	Professional Services	23.7%	21.1%	15.7%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.4%	2.7%	3.7%
	Educational Services	17.7%	18.6%	20.1%
	Entertainment Services	6.8%	7.0%	7.5%
	Other Professional Services	2.7%	3.1%	3.9%
	Public Administration	3.8%	3.4%	3.7%
<b>Transportation To Work</b>	Drive to Work Alone	79.4%	79.6%	76.2%
	Drive to Work Carpool	8.8%	9.0%	11.5%
	Travel to Work by Public Transportation	5.1%	4.9%	5.9%
	Drive to Work on Motorcycle	0.2%	0.3%	0.3%
	Drive to Work on Bicycle	0.4%	0.6%	0.5%
	Walked to Work	1.6%	1.3%	1.5%
	Other Means	0.7%	0.5%	0.7%
	Work at Home	3.8%	3.9%	3.4%

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	Travel to Work in Less than 5 Minutes	2.3%	2.0%	1.7%
	Travel to Work in 5 to 9 Minutes	12.4%	10.9%	8.6%
	Travel to Work in 10 to 14 Minutes	15.7%	15.7%	13.0%
	Travel to Work in 15 to 19 Minutes	10.6%	12.1%	13.1%
	Travel to Work in 20 to 29 Minutes	13.0%	14.2%	17.9%
	Travel to Work in 30 to 44 Minutes	16.4%	16.1%	19.7%
	Travel to Work in 45 to 59 Minutes	9.7%	9.9%	10.1%
	Travel to Work in 60 Minutes or more	19.8%	19.1%	16.0%
	Average Travel Time to Work	30	30	30
Vehicles per HH	No Vehicles	3.6%	3.9%	4.7%
	1 Vehicle	27.9%	23.7%	25.0%
	2 Vehicles	46.3%	45.6%	41.6%
	3 or more vehicles	22.2%	26.8%	28.7%
	Average Number of Vehicles	1.96	2.07	2.07
Change	Births (last 12 months)	743	1,994	6,571
	Deaths (last 12 months)	644	1,769	6,002
	Migration (last 12 months)	-5,632	-7,985	-12,320
Work place	Workplace Establishments	3,454	6,608	17,618
	Workplace Employees (FTE)	62,901	107,538	261,181