

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 37.699786 Longitude: -121.886367

Metro 580 Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	95,116	225,204	697,667
	Population Est 23Q1	95,107	225,440	698,399
	Population Est 22Q4	95,166	225,546	699,817
	Population Est 22Q3	95,118	225,556	699,959
	Population Est 22Q2	94,927	225,488	700,169
	Population Est 22Q1	94,834	225,525	700,530
	Population Est 21Q4	94,873	226,050	701,759
	Population Est 21Q3	94,776	225,937	703,798
	Population Est 21Q2	94,844	225,818	703,459
	Population Fcst	93,930	226,178	698,100
	2010 Census Population	60,263	163,688	525,453
	2000 Census Population	46,364	137,690	481,338
	1990 Census Population	37,619	113,864	400,305
	Current Year Daytime Population	121,945	240,009	673,481
	Average Seasonal Population	523	1,622	5,253
	Historical Annual Growth, 1990 – 2000	2.11%	1.92%	1.86%
	Historical Annual Growth, 2000 – 2010	2.66%	1.74%	0.88%
	Estimated Annual Growth, 2010 – CY	3.50%	2.44%	2.16%
	Projected Annual Growth, CY to Y5	-0.25%	0.09%	0.01%
	Group Qtrs Est	3,830	4,757	10,593
Transient Est Average Last 4 Qtrs	10,103	15,186	23,783	
Households	Current Year Estimated Households	32,039	77,081	236,459
	Households Est 23Q1	32,027	77,126	236,579
	Households Est 22Q4	32,049	77,167	237,101
	Households Est 22Q3	32,024	77,159	237,131
	Households Est 22Q2	31,935	77,115	237,196
	Households Est 22Q1	31,898	77,115	237,301
	Households Est 21Q4	31,911	77,303	237,727
	Households Est 21Q3	31,875	77,277	238,487
	Households Est 21Q2	31,907	77,246	238,390
	Households Fcst	31,607	77,288	236,335
	2010 Census Households	20,046	57,350	182,961
	2000 Census Households	15,777	48,800	170,892
	1990 Census Households	12,343	39,758	147,830
	Historical Annual Growth, 1990 – 2000	2.49%	2.07%	1.46%
	Historical Annual Growth, 2000 – 2010	2.42%	1.63%	0.68%
	Estimated Annual Growth, 2010 – CY	3.60%	2.26%	1.95%
	Projected Annual Growth, CY to Y5	-0.27%	0.05%	-0.01%
	Population per Household	2.85	2.86	2.91

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Metro 580 Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	6.0%	6.2%	4.8%
	HH Income \$250,000 to \$499,999	7.2%	7.5%	5.7%
	HH Income \$200,000 to \$249,999	16.7%	17.4%	13.3%
	HH Income \$175,000 to \$199,999	10.9%	10.1%	8.9%
	HH Income \$150,000 to \$174,999	10.5%	10.1%	8.9%
	HH Income \$100,000 to 149,999	19.3%	18.1%	18.8%
	HH Income \$75,000 to 99,999	9.1%	8.8%	10.8%
	HH Income \$50,000 to 74,999	7.7%	8.5%	10.5%
	HH Income \$35,000 to 49,999	4.2%	4.3%	5.9%
	HH Income \$25,000 to 34,999	2.6%	2.7%	3.9%
	HH Income \$15,000 to 24,999	1.9%	2.4%	3.5%
	HH Income \$0 to 14,999	4.0%	3.9%	5.0%
	Average Household Income	\$182,765	\$185,383	\$162,543
	Median Household Income	\$152,972	\$153,153	\$125,611
	Per Capita Income	\$63,248	\$64,405	\$55,706
	2000 Average HH Income	\$96,334	\$98,007	\$86,732
	2000 Median HH Income	\$83,523	\$82,670	\$69,242
	Average Disposable Income	129,403	129,307	114,508
	Median Disposable Income	124,990	125,225	104,760
	Discretionary HH Income Over \$150,000	6.2%	8.9%	6.8%
	Discretionary HH Income \$125,000 to \$149,999	18.9%	18.0%	14.0%
	Discretionary HH Income \$100,000 to \$124,999	17.1%	16.0%	12.5%
	Discretionary HH Income \$75,000 to \$99,999	18.2%	16.8%	15.0%
	Discretionary HH Income \$50,000 to \$74,999	17.0%	16.1%	17.7%
	Discretionary HH Income \$25,000 to \$49,999	12.9%	13.9%	18.3%
	Discretionary HH Income Under \$25,000	9.7%	10.5%	15.6%
	Average Discretionary HH Income	88,193	88,292	77,238
	Median Discretionary HH Income	89,753	89,874	72,992
	Householder White – Count	13,080	36,590	104,488
	Median HH Income	\$138,455	\$142,673	\$135,978
	Average HH Income	\$129,273	\$130,407	\$125,961
	Householder Black or African-American – Count	832	1,989	14,401
	Median HH Income	\$118,362	\$110,062	\$77,913
	Average HH Income	\$113,972	\$109,897	\$88,933
Householder Hispanic – Count	2,539	7,006	34,502	
Median HH Income	\$119,867	\$116,236	\$96,220	
Average HH Income	\$119,055	\$118,338	\$103,058	
Householder Asian or Pacific Islander – Count	13,528	26,265	61,223	
Median HH Income	\$171,619	\$176,747	\$156,292	
Average HH Income	\$146,862	\$148,732	\$134,364	
Householder Other or Pacific Islander – Count	2,061	5,232	21,844	
Median HH Income	\$140,626	\$136,090	\$108,226	
Average HH Income	\$129,199	\$125,897	\$110,659	
Gender	Male Population	45,729	109,711	340,835
	Female Population	49,387	115,494	356,833

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Total Population by Age	Count of Pop 0 to 4 years	5,114	11,153	34,976
	Count of Pop 0 to 7 years	8,285	17,591	52,261
	Count of Pop 5 - 13	12,024	26,834	76,652
	Count of Pop 14 - 18	5,424	13,349	38,839
	Count of Pop 19 - 22	4,761	12,074	37,072
	Count of Pop 22 - 25	3,160	8,083	26,130
	Count of Pop 25 - 29	4,717	10,846	38,071
	Count of Pop 30 - 34	6,356	12,685	42,011
	Count of Pop 35 - 39	8,088	15,999	47,457
	Count of Pop 40 - 44	8,991	18,559	50,683
	Count of Pop 45 - 59	20,593	50,846	149,070
	Count of Pop 60 - 74	10,740	30,864	109,826
	Count of Pop 75 - 84	3,685	10,100	33,819
	Count of Pop 85+	1,462	3,813	13,062
	% of Pop 0 to 4 years	5.4%	5.0%	5.0%
	% of Pop 0 to 7 years	8.7%	7.8%	7.5%
	% of Pop 5 - 13	12.6%	11.9%	11.0%
	% of Pop 14 - 18	5.7%	5.9%	5.6%
	% of Pop 19 - 22	5.0%	5.4%	5.3%
	% of Pop 22 - 25	3.3%	3.6%	3.7%
% of Pop 25 - 29	5.0%	4.8%	5.5%	
% of Pop 30 - 34	6.7%	5.6%	6.0%	
% of Pop 35 - 39	8.5%	7.1%	6.8%	
% of Pop 40 - 44	9.5%	8.2%	7.3%	
% of Pop 45 - 59	21.7%	22.6%	21.4%	
% of Pop 60 - 74	11.3%	13.7%	15.7%	
% of Pop 75 - 84	3.9%	4.5%	4.8%	
% of Pop 85+	1.5%	1.7%	1.9%	
Median Age	38.7	40.4	40.8	
Average Age	37.9	39.4	40.3	
Male Population by Age	% of Pop 0 to 4 years	5.6%	5.1%	5.2%
	% of Pop 5 - 13	13.3%	12.5%	11.5%
	% of Pop 14 - 18	6.1%	6.3%	5.8%
	% of Pop 19 - 22	5.3%	5.7%	5.5%
	% of Pop 22 - 25	3.4%	3.8%	3.9%
	% of Pop 25 - 29	5.1%	5.0%	5.7%
	% of Pop 30 - 34	6.4%	5.5%	6.1%
	% of Pop 35 - 39	8.0%	6.8%	6.7%
	% of Pop 40 - 44	9.2%	7.9%	7.1%
	% of Pop 45 - 59	22.1%	22.9%	21.4%
	% of Pop 75 - 84	3.3%	3.9%	4.4%
	% of Pop 60 - 74	10.9%	13.4%	15.4%
	% of Pop 85+	1.3%	1.4%	1.4%
Median Age	38.0	39.6	39.7	
Average Age	37.1	38.5	39.4	

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	% of Pop 0 to 4 years	5.1%	4.8%	4.8%
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	% of Pop 19 - 22	4.8%	5.1%	5.1%
	% of Pop 22 - 25	3.2%	3.4%	3.6%
	% of Pop 25 - 29	4.8%	4.6%	5.2%
	% of Pop 30 - 34	6.9%	5.7%	6.0%
	% of Pop 35 - 39	9.0%	7.4%	6.9%
	% of Pop 40 - 44	9.7%	8.5%	7.4%
	% of Pop 45 - 59	21.3%	22.3%	21.4%
	% of Pop 60 - 74	11.6%	14.0%	16.1%
	% of Pop 75 - 84	4.4%	5.1%	5.3%
	% of Pop 85+	1.8%	2.0%	2.3%
	Median Age	39.3	41.1	41.7
Average Age	38.7	40.2	41.2	
Race	Count of White	31,948	89,855	256,733
	Count of Black or African-American	3,070	5,903	39,116
	Count of Asian or Pacific Islander	47,553	94,613	230,715
	Count of Other races	12,545	34,833	171,103
	White	33.6%	39.9%	36.8%
	Black or African American	3.2%	2.6%	5.6%
	Asian	50.0%	42.0%	33.1%
	Other Races	13.2%	15.5%	24.5%
Language Spoken	Speak English at Home	53.4%	58.7%	58.3%
	Speak Spanish at Home	5.8%	6.5%	13.5%
	Speak French or French Creole at Home	0.4%	0.4%	0.4%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	11.3%	10.0%	6.6%
	Speak Russian and Other Slavic Languages at H	1.1%	0.9%	0.9%
	Speak Chinese at Home	10.4%	9.6%	8.7%
	Speak Korean at Home	2.6%	1.9%	1.2%
	Speak Vietnamese at Home	1.1%	0.9%	1.3%
	Speak Other Asian Languages at Home	10.4%	7.9%	4.4%
	Speak Tagalog and Other Pacific Languages at H	1.9%	1.6%	3.0%
	Speak Other Language at Home	1.5%	1.3%	1.3%
Hispanic	Hispanic Population	10,616	28,582	153,393
	Hispanic Population Percent	11.2%	12.7%	22.0%
	Mexican	57.1%	62.8%	70.9%
	Puerto Rican	6.2%	5.7%	4.0%
	Cuban	0.7%	1.1%	0.7%
	Dominican	0.1%	0.0%	0.1%
	Central American	6.2%	6.5%	9.5%
	South American	8.2%	8.7%	5.0%
	Other Hispanic	21.5%	15.2%	9.9%
	2000 Hispanic Population Percent	11%	11%	17%
	1990 Hispanic Population Percent	8%	8%	12%

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Ancestry	American (percent of total population)	1.4%	1.6%	2.0%
	American	0.8%	1.1%	1.1%
	Native American (ie. Indian/Eskimo)	0.4%	0.3%	0.2%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.7%
	Asian (percent of total population)	49.7%	41.8%	32.8%
	Chinese	13.5%	12.1%	10.9%
	Japanese	0.8%	0.7%	0.8%
	Korean	2.9%	2.3%	1.6%
	South Central Asian (ie. Indian)	23.9%	19.5%	10.6%
	South East Asian (ie. Vietnamese)	6.4%	5.3%	7.4%
	Other Asian	2.2%	1.8%	1.5%
	European (percent of total population)	12.5%	16.6%	15.5%
	British	2.2%	3.0%	2.7%
	Dutch	0.2%	0.3%	0.3%
	French	0.5%	0.6%	0.6%
	German	2.3%	3.3%	3.0%
	Italian	1.5%	2.0%	1.8%
	Polish	0.3%	0.5%	0.4%
	Scandinavian	1.1%	1.4%	1.3%
	Scotch/Irish	2.7%	3.3%	3.2%
Other European (ie. Greek/Russian)	1.6%	2.2%	2.1%	
Middle Eastern	1.0%	1.0%	0.9%	
Other Ancestry	17.5%	18.8%	19.8%	
Unclassified Ancestry	6.7%	7.5%	7.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	64,632	153,713	483,999
	Elementary (0 to 8)	1.8%	2.1%	4.5%
	Some High School (9 to 11)	2.4%	2.5%	4.6%
	High School Graduate (12)	10.0%	11.0%	16.2%
	Some College (13 to 16)	13.5%	15.1%	17.7%
	Associates Degree Only	6.1%	6.5%	7.5%
	Bachelors Degree Only	37.3%	35.5%	29.7%
	Graduate Degree	28.9%	27.2%	19.8%
	% College (4+)	66.2%	62.8%	49.4%
Household Type	Total Households – count	32,039	77,081	236,459
	One Person HHs – count	5,771	13,765	44,427
	Family HHs – count	24,502	59,603	178,534
	Married Couple – count	20,960	50,932	142,741
	w/own children – count	11,781	27,240	70,287
	w/out own children – count	9,179	23,692	72,455
	Male Householder – count	1,256	2,771	10,755
	Female Householder – count	2,286	5,900	25,037
	Non-Family Households – count	1,766	3,714	13,498
	1 Person Household	18.0%	17.9%	18.8%
	2 Person Household	27.0%	28.0%	28.7%
	3 Person Household	20.4%	19.9%	18.9%
	4 Person Household	24.3%	23.4%	20.2%
	5 Person Household	6.5%	7.0%	7.9%
	6 Person Household	2.4%	2.6%	3.3%
7+ Person Household	1.3%	1.4%	2.3%	
% Households With Children	42.8%	41.1%	36.8%	

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Housing	Total Housing Units	33,162	79,604	244,563
	Owner Occupied Percent	57.2%	63.2%	61.1%
	Renter Occupied Percent	39.4%	33.7%	35.6%
	Vacant Housing Percent	3.4%	3.2%	3.3%
	Total Housing Units (Census 2000)	16,500	50,151	174,840
	For Rent (Census 2000)	41%	33%	37%
	For Sale (Census 2000)	16%	20%	22%
	Rented or Sold, (Census 2000)	17%	17%	14%
	Seasonal (Census 2014)	13%	12%	8%
	Other (Census 2000)	1%	7%	11%
Homes Built By Year	Homes Built 1990 to 2000	28%	22%	15%
	Homes Built 1980 to 1989	23%	24%	17%
	Homes Built 1970 to 1979	21%	24%	20%
	Homes Built 1960 to 1969	25%	22%	18%
	Homes Built 1950 to 1959	2%	5%	18%
	Homes Built 1940 to 1949	0%	1%	9%
	Homes Built Before 1939	1%	2%	4%
Units in Structure	1 Unit	76%	77%	75%
	2 - 9 Units	8%	9%	9%
	Greater than 10 Units	16%	12%	14%
	Mobilie Trailer	0%	2%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	68.9%	64.7%	50.3%
	Property Value \$750,000 to \$999,999	10.7%	10.4%	17.3%
	Property Value \$500,000 to \$749,999	4.9%	5.0%	9.5%
	Property Value \$400,000 to \$499,999	0.4%	0.7%	1.4%
	Property Value \$300,000, to \$399,999	0.2%	0.3%	0.5%
	Property Value \$200,000 to \$299,999	0.2%	0.4%	0.6%
	Property Value \$150,000 to \$199,999	0.3%	0.3%	0.3%
	Property Value \$100,000 to \$149,999	0.3%	0.4%	0.4%
	Property Value \$60,000 to \$99,999	0.1%	0.2%	0.4%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.1%
	Property Value \$0 to \$39,999	0.7%	0.8%	0.9%
	Median Home Value	\$1,555,693	\$1,532,983	\$1,281,432
Median Rent	\$1,628	\$1,468	\$976	
Wealth per Household	\$0 and under - percent	16.1%	15.8%	16.5%
	\$1 to \$4999 - percent	7.1%	6.9%	7.7%
	\$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%	9.8%	10.0%
	\$100k to \$249999 - percent	18.1%	18.4%	18.2%
	\$250k to \$499999 - percent	14.4%	14.5%	14.0%
	\$500k+ - percent	18.1%	18.2%	16.8%
	Median HH Wealth	\$105,375	\$109,296	\$95,037
	Avg HH Wealth	\$278,238	\$279,967	\$263,942

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Economic Viability	Economic Viability Local	244	241	233
	Economic Viability Indexed	244	241	233
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	49,879	120,374	367,635
	Managerial/Executive	26.2%	27.2%	22.9%
	Professional Specialty	41.0%	37.2%	29.5%
	Healthcare Support	1.7%	1.7%	3.0%
	Sales	8.9%	9.7%	9.7%
	Office & Administrative Support	8.2%	8.4%	10.1%
	Protective Service	1.5%	1.4%	1.8%
	Food Preparation	2.8%	3.4%	4.1%
	Building Maintenance & Cleaning	0.9%	1.2%	2.3%
	Personal Care	1.9%	1.9%	2.5%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	2.6%	3.3%	5.5%
	Production & Transportation	4.3%	4.7%	8.5%
	Percent White Collar Workers	85.9%	84.1%	75.2%
Percent Blue Collar Workers	14.1%	15.9%	24.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.0%	4.8%	6.1%
	Manufacturing	10.6%	11.4%	10.6%
	Transportation	3.6%	3.3%	5.0%
	Information	5.0%	4.5%	3.5%
	Wholesale/Retail	12.2%	12.5%	12.6%
	Finance, Insurance, Real Estate	8.0%	7.7%	7.4%
	Professional Services	23.5%	21.3%	15.7%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.4%	2.7%	3.8%
	Educational Services	17.5%	18.5%	20.0%
	Entertainment Services	6.5%	6.7%	7.5%
Other Professional Services	2.6%	3.0%	3.9%	
Public Administration	3.8%	3.4%	3.7%	
Transportation To Work	Drive to Work Alone	79.2%	79.5%	76.4%
	Drive to Work Carpool	8.9%	9.0%	11.4%
	Travel to Work by Public Transportation	5.2%	4.9%	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%	1.5%
	Other Means	0.7%	0.5%	0.7%
	Work at Home	3.7%	3.9%	3.3%

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	Travel to Work in Less than 5 Minutes	2.1%	1.9%	1.6%
	Travel to Work in 5 to 9 Minutes	12.2%	10.8%	8.6%
	Travel to Work in 10 to 14 Minutes	15.4%	15.5%	13.0%
	Travel to Work in 15 to 19 Minutes	10.6%	12.2%	13.2%
	Travel to Work in 20 to 29 Minutes	13.0%	14.2%	18.0%
	Travel to Work in 30 to 44 Minutes	16.3%	16.0%	19.5%
	Travel to Work in 45 to 59 Minutes	9.3%	9.8%	10.1%
	Travel to Work in 60 Minutes or more	19.3%	19.0%	15.9%
	Average Travel Time to Work	30	30	30
Vehicles per HH	No Vehicles	3.5%	4.1%	4.7%
	1 Vehicle	27.4%	24.2%	25.2%
	2 Vehicles	46.4%	44.9%	41.2%
	3 or more vehicles	22.7%	26.9%	28.9%
	Average Number of Vehicles	1.96	2.06	2.08
Change	Births (last 12 months)	908	2,100	6,818
	Deaths (last 12 months)	577	1,543	5,191
	Migration (last 12 months)	-111	-731	-3,760
Work place	Workplace Establishments	5,285	9,657	25,012
	Workplace Employees (FTE)	65,504	104,698	238,839