Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections
Calculated using TAS Retrieval

Dec 5, 2023

BRIXMOR®

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	21,103	120,464	197,907
Population Est 23Q1	21,101	120,463	198,083
Population Est 22Q4	21,126	120,526	198,130
Population Est 22Q3	21,040	120,484	198,179
Population Est 22Q2	20,810	120,311	198,111
Population Est 22Q1	20,741	120,209	198,183
Population Est 21Q4	20,749	120,251	198,486
Population Est 21Q3	20,749	120,133	197,864
Population Est 21Q2	20,750	120,187	197,772
Population Fcst	20,536	119,018	199,549
2010 Census Population	11,612	82,108	127,243
2000 Census Population	10,368	65,932	102,835
1990 Census Population	7,028	53,693	84,990
Current Year Daytime Population	30,119	143,324	209,623
Average Seasonal Population	85	800	1,524
Historical Annual Growth, 1990 – 2000	3.96%	2.07%	1.92%
Historical Annual Growth, 2000 – 2010	1.14%	2.22%	2.15%
Estimated Annual Growth, 2010 – CY	4.61%	2.94%	3.39%
Projected Annual Growth, CY to Y5	-0.54%	-0.24%	0.17%
Group Qtrs Est	2,005	4,044	4,498
Transient Est Average Last 4 Qtrs	3,631	10,576	12,856
Households			
Current Year Estimated Households	7,166	41,330	66,875
Households Est 23Q1	7,165	41,317	66,911
Households Est 22Q4	7,173	41,340	66,930
Households Est 22Q3	7,136	41,316	66,934
Households Est 22Q2	7,035	41,234	66,889
Households Est 22Q1	7,003	41,193	66,904
Households Est 21Q4	7,006	41,208	67,007
Households Est 21Q3	7,007	41,166	66,820
Households Est 21Q2	7,008	41,192	66,797
Households Fcst	6,935	40,806	67,293
2010 Census Households	4,203	28,378	44,436
2000 Census Households	2,943	23,523	36,525
1990 Census Households	1,727	18,662	29,467
Historical Annual Growth, 1990 – 2000	5.47%	2.34%	2.17%
Historical Annual Growth, 2000 – 2010	3.63%	1.89%	1.98%
Estimated Annual Growth, 2010 – CY	4.11%	2.88%	3.13%
Projected Annual Growth, CY to Y5	-0.65%	-0.26%	0.12%
Population per Household	2.67	2.82	2.89

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income			
HH Income $500,000 or more	4.7%	6.2%	6.6%
HH Income $250,000 to $499,999	5.7%	7.5%	7.9%
HH Income $200,000 to $249,999	13.2%	17.4%	18.4%
HH Income $175,000 to $199,999	12.1%	10.2%	11.1%
HH Income $150,000 to $174,999	12.0%	10.3%	10.2%
HH Income $100,000 to 149,999	20.1%	19.0%	17.5%
HH Income $75,000 to 99,999	12.1%	9.1%	8.4%
HH Income $50,000 to 74,999	7.5%	7.4%	7.5%
HH Income $35,000 to 49,999	3.3%	4.0%	3.9%
HH Income $25,000 to 34,999	3.5%	2.7%	2.2%
HH Income $15,000 to 24,999	2.0%	2.4%	2.3%
HH Income $0 to 14,999	3.6%	3.9%	4.0%
Average Household Income	$168,061	$185,905	$194,828
Median Household Income	$144,779	$153,904	$160,149
Per Capita Income	$60,802	$65,228	$66,862
2000 Average HH Income	$93,565	$94,285	$102,264
2000 Median HH Income	$83,639	$80,609	$85,843
Average Disposable Income	122,646	130,268	133,181
Median Disposable Income	118,609	125,732	130,510
Discretionary HH Income Over $150,000	0.1%	8.4%	10.0%
Discretionary HH Income $125,000 to $149,999	18.8%	18.2%	18.4%
Discretionary HH Income $100,000 to $124,999	17.3%	16.4%	17.6%
Discretionary HH Income $75,000 to $99,999	21.6%	17.7%	16.9%
Discretionary HH Income $50,000 to $74,999	19.5%	16.8%	15.3%
Discretionary HH Income $25,000 to $49,999	12.5%	12.3%	12.2%
Discretionary HH Income Under $25,000	10.3%	10.1%	9.5%
Average Discretionary HH Income	83,139	89,215	91,634
Median Discretionary HH Income	84,094	90,550	94,691
Householder White – Count	2,292	18,210	30,107
Median HH Income	$135,146	$140,572	$148,099
Average HH Income	$126,367	$130,219	$132,939
Householder Black or African-American – Count	245	1,020	1,857
Median HH Income	$145,918	$119,795	$121,198
Average HH Income	$124,723	$115,459	$114,882
Householder Hispanic – Count	456	3,246	5,103
Median HH Income	$133,313	$118,060	$125,803
Average HH Income	$121,152	$118,076	$123,439
Householder Asian or Pacific Islander – Count	3,719	16,279	25,661
Median HH Income	$150,390	$174,130	$178,841
Average HH Income	$135,082	$148,102	$150,394
Householder Other or Pacific Islander – Count	454	2,575	4,147
Median HH Income	$155,790	$140,169	$148,356
Average HH Income	$136,045	$128,651	$130,125
Gender			
Male Population	9,987	58,076	96,133
Female Population	11,116	62,388	101,775

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age			
Count of Pop 0 to 4 years	1,342	6,199	9,642
Count of Pop 0 to 7 years	2,114	9,875	15,312
Count of Pop 5 - 13	2,603	14,696	23,969
Count of Pop 14 - 18	994	7,014	12,258
Count of Pop 19 - 22	900	6,237	11,028
Count of Pop 22 - 25	647	4,137	7,300
Count of Pop 25 - 29	1,369	5,869	9,297
Count of Pop 30 - 34	2,217	7,549	10,656
Count of Pop 35 - 39	2,575	9,542	13,684
Count of Pop 40 - 44	2,319	10,799	16,566
Count of Pop 45 - 59	4,031	26,443	45,918
Count of Pop 60 - 74	1,591	14,865	25,776
Count of Pop 75 - 84	397	5,065	8,581
Count of Pop 85+	118	2,050	3,233
% of Pop 0 to 4 years	6.4%	5.1%	4.9%
% of Pop 0 to 7 years	10.0%	8.2%	7.7%
% of Pop 5 - 13	12.3%	12.2%	12.1%
% of Pop 14 - 18	4.7%	5.8%	6.2%
% of Pop 19 - 22	4.3%	5.2%	5.6%
% of Pop 22 - 25	3.1%	3.4%	3.7%
% of Pop 25 - 29	6.5%	4.9%	4.7%
% of Pop 30 - 34	10.5%	6.3%	5.4%
% of Pop 35 - 39	12.2%	7.9%	6.9%
% of Pop 40 - 44	11.0%	9.0%	8.4%
% of Pop 45 - 59	19.1%	22.0%	23.2%
% of Pop 60 - 74	7.5%	12.3%	13.0%
% of Pop 75 - 84	1.9%	4.2%	4.3%
% of Pop 85+	0.6%	1.7%	1.6%
Median Age	35.9	39.5	40.3
Average Age	34.9	38.7	39.1
Male Population by Age			
% of Pop 0 to 4 years	6.8%	5.4%	5.1%
% of Pop 5 - 13	13.2%	12.9%	12.7%
% of Pop 14 - 18	5.1%	6.2%	6.6%
% of Pop 19 - 22	4.4%	5.5%	5.9%
% of Pop 22 - 25	3.0%	3.6%	3.9%
% of Pop 25 - 29	6.5%	5.0%	4.9%
% of Pop 30 - 34	10.0%	6.0%	5.2%
% of Pop 35 - 39	11.9%	7.5%	6.5%
% of Pop 40 - 44	11.1%	8.7%	7.9%
% of Pop 45 - 59	18.6%	22.3%	23.5%
% of Pop 75 - 84	1.6%	3.6%	3.7%
% of Pop 60 - 74	7.0%	12.0%	12.8%
% of Pop 85+	0.6%	1.4%	1.3%
Median Age	35.4	38.7	39.5
Average Age	34.1	37.8	38.2

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
% of Pop 0 to 4 years	6.0%	4.9%	4.7%
% of Pop 5 - 13	11.6%	11.6%	11.6%
% of Pop 14 - 18	4.4%	5.4%	5.8%
% of Pop 19 - 22	4.1%	4.9%	5.3%
% of Pop 22 - 25	3.1%	3.3%	3.5%
% of Pop 25 - 29	6.5%	4.8%	4.5%
% of Pop 30 - 34	11.0%	6.5%	5.5%
% of Pop 35 - 39	12.5%	8.3%	7.3%
% of Pop 40 - 44	10.8%	9.2%	8.8%
% of Pop 45 - 59	19.5%	21.6%	22.9%
% of Pop 60 - 74	8.0%	12.6%	13.2%
% of Pop 75 - 84	2.1%	4.8%	4.9%
% of Pop 85+	0.5%	2.0%	1.9%
Median Age	36.4	40.1	41.0
Average Age	35.6	39.5	39.9

Race

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Count of White	6,249	43,859	72,458
Count of Black or African-American	953	3,545	5,511
Count of Asian or Pacific Islander	11,193	57,065	93,346
Count of Other races	2,708	15,995	26,592
White	29.6%	36.4%	36.6%
Black or African American	4.5%	2.9%	2.8%
Asian	53.0%	47.4%	47.2%
Other Races	12.8%	13.3%	13.4%

Language Spoken

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Speak English at Home	48.9%	54.7%	55.4%
Speak Spanish at Home	6.0%	6.0%	5.3%
Speak French or French Creole at Home	0.8%	0.4%	0.3%
Speak German at Home	0.1%	0.3%	0.3%
Speak Other Indo-European Languages at Home	13.7%	11.1%	11.4%
Speak Russian and Other Slavic Languages at H	1.2%	1.2%	1.0%
Speak Chinese at Home	10.0%	10.4%	10.9%
Speak Korean at Home	2.5%	2.5%	2.3%
Speak Vietnamese at Home	0.5%	1.0%	0.9%
Speak Other Asian Languages at Home	12.5%	9.5%	9.1%
Speak Tagalog and Other Pacific Languages at H	1.7%	1.6%	1.6%
Speak Other Language at Home	2.1%	1.3%	1.4%

Hispanic

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Hispanic Population	2,917	13,178	20,720
Hispanic Population Percent	13.8%	10.9%	10.5%
Mexican	52.9%	56.3%	55.7%
Puerto Rican	7.8%	7.0%	6.6%
Cuban	0.4%	0.9%	1.3%
Dominican	0.0%	0.1%	0.0%
Central American	4.5%	6.5%	8.4%
South American	6.7%	8.9%	10.0%
Other Hispanic	27.7%	20.3%	18.1%
2000 Hispanic Population Percent	15%	11%	10%
1990 Hispanic Population Percent	10%	8%	8%

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry			
American (percent of total population)	1.6%	1.6%	1.5%
American	0.4%	1.0%	1.0%
Native American (ie. Indian/Eskimo)	0.9%	0.4%	0.3%
Hawaiian/Pacific Islander	0.2%	0.2%	0.2%
Asian (percent of total population)	52.8%	47.1%	46.9%
Chinese	13.0%	13.1%	13.6%
Japanese	0.6%	0.8%	0.7%
Korean	3.1%	2.8%	2.7%
South Central Asian (ie. Indian)	26.5%	22.9%	22.4%
South East Asian (ie. Vietnamese)	7.3%	5.5%	5.3%
Other Asian	2.3%	2.1%	2.1%
European (percent of total population)	7.0%	14.2%	14.7%
British	1.2%	2.5%	2.6%
Dutch	0.3%	0.3%	0.3%
French	0.3%	0.5%	0.5%
German	1.2%	2.7%	2.8%
Italian	0.8%	1.6%	1.8%
Polish	0.2%	0.4%	0.4%
Scandinavian	0.5%	1.2%	1.3%
Scotch/Irish	1.5%	2.9%	2.9%
Other European (ie. Greek/Russian)	1.1%	2.0%	2.1%
Middle Eastern	1.0%	1.0%	1.1%
Other Ancestry	16.2%	18.2%	18.3%
Unclassified Ancestry	7.7%	7.0%	7.0%
Education (Age 25+)			
Adult Population (25 Years or Older)	14,617	82,183	133,711
Elementary (0 to 8)	2.0%	1.8%	1.8%
Some High School (9 to 11)	2.3%	2.3%	2.2%
High School Graduate (12)	9.3%	10.2%	10.0%
Some College (13 to 16)	12.6%	13.5%	13.2%
Associates Degree Only	3.9%	6.2%	6.3%
Bachelors Degree Only	38.4%	36.7%	36.8%
Graduate Degree	31.5%	29.2%	29.7%
% College (4+)	69.9%	65.9%	66.4%
Household Type			
Total Households – count	7,166	41,330	66,875
One Person HHs – count	1,525	7,743	11,463
Family HHs – count	5,093	31,445	52,325
Married Couple – count	4,230	26,824	44,989
w/own children – count	2,603	14,773	24,902
w/out own children – count	1,627	12,051	20,088
Male Householder – count	333	1,566	2,349
Female Householder – count	531	3,055	4,986
Non-Family Households – count	548	2,142	3,088
1 Person Household	21.3%	18.7%	17.1%
2 Person Household	28.4%	27.7%	27.0%
3 Person Household	21.4%	20.0%	20.1%
4 Person Household	21.1%	23.6%	24.8%
5 Person Household	5.2%	6.4%	7.1%
6 Person Household	1.7%	2.3%	2.6%
7+ Person Household	1.0%	1.2%	1.3%
% Households With Children	44.9%	42.1%	42.9%

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing			
Total Housing Units	7,572	42,896	69,135
Owner Occupied Percent	30.5%	57.6%	63.1%
Renter Occupied Percent	64.1%	38.7%	33.7%
Vacant Housing Percent	5.4%	3.7%	3.3%
Total Housing Units (Census 2000)	3,315	24,424	37,640
For Rent (Census 2000)	50%	37%	32%
For Sale (Census 2000)	5%	22%	23%
Rented or Sold, (Census 2000)	17%	16%	17%
Seasonal (Census 2014)	24%	13%	15%
Other (Census 2000)	0%	2%	4%
Homes Built By Year			
Homes Built 1990 to 2000	59%	26%	24%
Homes Built 1980 to 1989	21%	25%	24%
Homes Built 1970 to 1979	14%	21%	25%
Homes Built 1960 to 1969	4%	21%	22%
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	52%	72%	77%
2 - 9 Units	9%	11%	9%
Greater than 10 Units	38%	16%	12%
Mobilie Trailer	1%	1%	1%
Other Units	0%	0%	0%
Home Value (Owner Occupied)			
Property Value $1,000,000 or more	64.9%	67.9%	66.0%
Property Value $750,000 to $999,999	16.7%	9.3%	8.2%
Property Value $500,000 to $749,999	5.8%	4.2%	3.9%
Property Value $400,000 to $499,999	0.1%	0.6%	0.6%
Property Value $300,000, to $399,999	0.3%	0.4%	0.4%
Property Value $200,000 to $299,999	1.0%	0.2%	0.3%
Property Value $150,000 to $199,999	0.1%	0.3%	0.3%
Property Value $100,000 to $149,999	0.2%	0.3%	0.4%
Property Value $60,000 to $99,999	0.0%	0.2%	0.1%
Property Value $40,000 to $59,999	0.0%	0.0%	0.0%
Property Value $0 to $39,999	0.4%	0.7%	0.7%
Median Home Value	$1,466,054	$1,571,040	$1,582,167
Median Rent	$1,685	$1,531	$1,531
Wealth per Household			
$0 and under - percent	17.7%	16.0%	15.6%
$1 to $4999 - percent	8.3%	7.1%	6.8%
$5k to $9999 - percent	4.6%	4.0%	3.9%
$10k to $24999 - percent	6.3%	5.9%	5.8%
$25k to $49999 - percent	6.5%	6.5%	6.5%
$50k to $99999 - percent	9.3%	9.7%	9.8%
$100k to $249999 - percent	17.0%	18.2%	18.4%
$250k to $499999 - percent	13.4%	14.4%	14.7%
$500k+ - percent	17.1%	18.2%	18.5%
Median HH Wealth	$86,025	$106,634	$113,127
Avg HH Wealth	$261,484	$279,111	$283,807

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Economic Viability			
Economic Viability Local	249	244	241
Economic Viability Indexed	249	244	241
Occupation (Employed Civilians Age 16+)			
Employed Civilian Pop 16+ by Occupation	11,142	63,442	104,505
Managerial/Executive	24.9%	27.0%	27.9%
Professional Specialty	45.4%	39.8%	39.4%
Healthcare Support	1.1%	1.6%	1.6%
Sales	7.7%	9.2%	9.3%
Office & Administrative Support	6.7%	8.3%	8.0%
Protective Service	1.8%	1.3%	1.4%
Food Preperation	3.0%	3.2%	3.1%
Building Maintenance & Cleaning	0.3%	1.0%	0.8%
Personal Care	2.3%	1.7%	1.8%
Farming, Fishing, & Forestry	0.1%	0.0%	0.0%
Construction	2.3%	2.5%	2.7%
Production & Transportation	4.3%	4.3%	4.0%
Percent White Collar Workers	85.8%	85.8%	86.2%
Percent Blue Collar Workers	14.2%	14.2%	13.8%
Employment by Industry (Employed Civilians Age 16+)			
Agriculture/Mining/Construction	3.9%	3.9%	4.0%
Manufacturing	10.6%	11.2%	11.5%
Transportation	3.9%	3.3%	3.4%
Information	4.7%	4.8%	4.9%
Wholesale/Retail	11.6%	12.6%	11.7%
Finance, Insurance, Real Estate	6.8%	7.7%	8.2%
Professional Services	26.9%	23.2%	22.6%
Management Services	0.1%	0.3%	0.4%
Administrative/Waste Services	2.7%	2.5%	2.5%
Educational Services	16.9%	17.7%	18.5%
Entertainment Services	7.0%	6.7%	6.5%
Other Professional Services	2.0%	2.6%	2.6%
Public Administration	2.8%	3.3%	3.3%
Transportation To Work			
Drive to Work Alone	74.1%	79.4%	79.8%
Drive to Work Carpool	9.2%	8.5%	8.6%
Travel to Work by Public Transportation	8.3%	5.6%	5.1%
Drive to Work on Motorcycle	0.6%	0.3%	0.3%
Drive to Work on Bicycle	0.4%	0.4%	0.5%
Walked to Work	3.1%	1.5%	1.3%
Other Means	0.7%	0.6%	0.5%
Work at Home	3.6%	3.8%	4.0%

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Metro 580 Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Travel to Work in Less than 5 Minutes	2.7%	2.0%	1.9%
Travel to Work in 5 to 9 Minutes	14.9%	12.2%	11.0%
Travel to Work in 10 to 14 Minutes	17.9%	15.1%	15.6%
Travel to Work in 15 to 19 Minutes	9.6%	10.7%	11.4%
Travel to Work in 20 to 29 Minutes	12.0%	13.1%	13.9%
Travel to Work in 30 to 44 Minutes	15.7%	16.3%	16.4%
Travel to Work in 45 to 59 Minutes	12.2%	9.5%	9.7%
Travel to Work in 60 Minutes or more	25.3%	20.0%	19.5%
Average Travel Time to Work	33	31	30
Vehicles per HH No Vehicles	3.7%	3.9%	4.0%
1 Vehicle	34.8%	26.6%	24.3%
2 Vehicles	45.0%	46.1%	45.2%
3 or more vehicles	16.5%	23.4%	26.5%
Average Number of Vehicles	1.79	1.98	2.05
Change Births (last 12 months)	226	1,138	1,835
Deaths (last 12 months)	74	788	1,319
Migration (last 12 months)	141	-149	-649
Work place Workplace Establishments	1,333	6,332	8,223
Workplace Employees (FTE)	18,272	70,274	87,938