

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 37.698542 Longitude: -121.875453

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	23,666	114,934	197,484
	Population Est 23Q1	23,667	114,919	197,617
	Population Est 22Q4	23,697	114,994	197,683
	Population Est 22Q3	23,674	114,948	197,742
	Population Est 22Q2	23,649	114,785	197,653
	Population Est 22Q1	23,628	114,678	197,683
	Population Est 21Q4	23,638	114,718	197,993
	Population Est 21Q3	23,592	114,608	197,313
	Population Est 21Q2	23,684	114,663	197,274
	Population Fcst	23,298	113,356	198,189
	2010 Census Population	13,288	76,889	134,221
	2000 Census Population	9,107	60,388	109,207
	1990 Census Population	6,437	49,886	90,103
	Current Year Daytime Population	22,386	131,654	210,703
	Average Seasonal Population	129	782	1,501
	Historical Annual Growth, 1990 – 2000	3.53%	1.93%	1.94%
	Historical Annual Growth, 2000 – 2010	3.85%	2.45%	2.08%
	Estimated Annual Growth, 2010 – CY	4.45%	3.08%	2.96%
	Projected Annual Growth, CY to Y5	-0.31%	-0.28%	0.07%
	Group Qtrs Est	921	4,149	4,518
Transient Est Average Last 4 Qtrs	1,055	9,194	12,615	
Households	Current Year Estimated Households	8,315	39,262	66,954
	Households Est 23Q1	8,313	39,246	66,974
	Households Est 22Q4	8,324	39,273	66,999
	Households Est 22Q3	8,315	39,247	67,006
	Households Est 22Q2	8,302	39,170	66,955
	Households Est 22Q1	8,292	39,126	66,954
	Households Est 21Q4	8,295	39,140	67,060
	Households Est 21Q3	8,277	39,101	66,850
	Households Est 21Q2	8,317	39,128	66,845
	Households Fcst	8,179	38,693	67,067
	2010 Census Households	4,806	26,400	46,812
	2000 Census Households	2,914	21,416	38,704
	1990 Census Households	1,958	17,316	31,278
	Historical Annual Growth, 1990 – 2000	4.06%	2.15%	2.15%
	Historical Annual Growth, 2000 – 2010	5.13%	2.11%	1.92%
	Estimated Annual Growth, 2010 – CY	4.22%	3.04%	2.74%
	Projected Annual Growth, CY to Y5	-0.33%	-0.29%	0.03%
	Population per Household	2.74	2.82	2.88

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Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	5.4%	6.3%	6.5%
	HH Income \$250,000 to \$499,999	6.5%	7.6%	7.8%
	HH Income \$200,000 to \$249,999	15.1%	17.7%	18.1%
	HH Income \$175,000 to \$199,999	10.5%	10.6%	11.0%
	HH Income \$150,000 to \$174,999	10.8%	10.5%	10.4%
	HH Income \$100,000 to 149,999	19.0%	18.2%	17.7%
	HH Income \$75,000 to 99,999	10.8%	8.9%	8.4%
	HH Income \$50,000 to 74,999	6.8%	7.1%	7.6%
	HH Income \$35,000 to 49,999	4.2%	3.9%	3.9%
	HH Income \$25,000 to 34,999	3.4%	2.7%	2.4%
	HH Income \$15,000 to 24,999	2.1%	2.6%	2.4%
	HH Income \$0 to 14,999	5.6%	4.0%	3.8%
	Average Household Income	\$171,930	\$188,911	\$194,012
	Median Household Income	\$145,409	\$156,219	\$159,175
	Per Capita Income	\$62,017	\$66,111	\$66,810
	2000 Average HH Income	\$106,009	\$96,031	\$100,354
	2000 Median HH Income	\$94,180	\$82,706	\$83,823
	Average Disposable Income	123,564	130,937	132,584
	Median Disposable Income	119,038	127,576	129,827
	Discretionary HH Income Over \$150,000	0.2%	8.9%	9.7%
	Discretionary HH Income \$125,000 to \$149,999	21.7%	18.5%	18.3%
	Discretionary HH Income \$100,000 to \$124,999	16.2%	16.8%	17.5%
	Discretionary HH Income \$75,000 to \$99,999	19.4%	17.3%	17.1%
	Discretionary HH Income \$50,000 to \$74,999	18.1%	16.2%	15.4%
	Discretionary HH Income \$25,000 to \$49,999	12.1%	11.9%	12.4%
	Discretionary HH Income Under \$25,000	12.3%	10.3%	9.6%
	Average Discretionary HH Income	83,480	90,057	91,258
	Median Discretionary HH Income	84,859	92,319	93,947
	Householder White – Count	2,938	17,048	30,880
	Median HH Income	\$132,844	\$145,000	\$147,677
	Average HH Income	\$124,381	\$131,513	\$132,669
	Householder Black or African-American – Count	215	959	1,626
	Median HH Income	\$89,123	\$115,250	\$119,055
	Average HH Income	\$102,284	\$113,354	\$114,298
Householder Hispanic – Count	551	3,052	5,502	
Median HH Income	\$116,209	\$114,405	\$124,459	
Average HH Income	\$114,260	\$115,688	\$123,204	
Householder Asian or Pacific Islander – Count	4,150	15,787	24,635	
Median HH Income	\$157,974	\$174,323	\$178,682	
Average HH Income	\$138,370	\$148,179	\$150,461	
Householder Other or Pacific Islander – Count	461	2,415	4,310	
Median HH Income	\$128,576	\$141,378	\$148,106	
Average HH Income	\$127,163	\$128,752	\$130,249	
Gender	Male Population	11,448	55,317	96,095
	Female Population	12,218	59,616	101,389

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Rose Pavilion 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	1,345	5,841	9,666
	Count of Pop 0 to 7 years	2,186	9,370	15,292
	Count of Pop 5 - 13	3,013	14,108	23,644
	Count of Pop 14 - 18	1,303	6,785	11,978
	Count of Pop 19 - 22	1,127	6,019	10,817
	Count of Pop 22 - 25	742	3,978	7,201
	Count of Pop 25 - 29	1,175	5,488	9,393
	Count of Pop 30 - 34	1,733	7,027	10,857
	Count of Pop 35 - 39	2,307	9,000	13,829
	Count of Pop 40 - 44	2,408	10,305	16,421
	Count of Pop 45 - 59	4,955	25,409	45,414
	Count of Pop 60 - 74	2,336	14,095	26,252
	Count of Pop 75 - 84	828	4,873	8,728
	Count of Pop 85+	395	2,007	3,286
	% of Pop 0 to 4 years	5.7%	5.1%	4.9%
	% of Pop 0 to 7 years	9.2%	8.2%	7.7%
	% of Pop 5 - 13	12.7%	12.3%	12.0%
	% of Pop 14 - 18	5.5%	5.9%	6.1%
	% of Pop 19 - 22	4.8%	5.2%	5.5%
	% of Pop 22 - 25	3.1%	3.5%	3.6%
	% of Pop 25 - 29	5.0%	4.8%	4.8%
	% of Pop 30 - 34	7.3%	6.1%	5.5%
	% of Pop 35 - 39	9.7%	7.8%	7.0%
% of Pop 40 - 44	10.2%	9.0%	8.3%	
% of Pop 45 - 59	20.9%	22.1%	23.0%	
% of Pop 60 - 74	9.9%	12.3%	13.3%	
% of Pop 75 - 84	3.5%	4.2%	4.4%	
% of Pop 85+	1.7%	1.7%	1.7%	
Median Age	38.0	39.6	40.4	
Average Age	37.3	38.7	39.2	
Male Population by Age	% of Pop 0 to 4 years	6.0%	5.3%	5.1%
	% of Pop 5 - 13	13.5%	13.0%	12.5%
	% of Pop 14 - 18	5.8%	6.3%	6.4%
	% of Pop 19 - 22	5.0%	5.5%	5.8%
	% of Pop 22 - 25	3.3%	3.6%	3.8%
	% of Pop 25 - 29	5.1%	4.9%	4.9%
	% of Pop 30 - 34	6.9%	5.9%	5.4%
	% of Pop 35 - 39	9.2%	7.4%	6.6%
	% of Pop 40 - 44	10.2%	8.7%	7.9%
	% of Pop 45 - 59	21.4%	22.5%	23.3%
	% of Pop 75 - 84	2.9%	3.6%	3.8%
	% of Pop 60 - 74	9.4%	11.9%	13.1%
	% of Pop 85+	1.4%	1.4%	1.3%
Median Age	37.4	38.7	39.6	
Average Age	36.3	37.8	38.4	

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	% of Pop 22 - 25	3.0%	3.3%	3.5%
	% of Pop 25 - 29	4.9%	4.7%	4.6%
	% of Pop 30 - 34	7.7%	6.3%	5.6%
	% of Pop 35 - 39	10.2%	8.2%	7.4%
	% of Pop 40 - 44	10.2%	9.2%	8.7%
	% of Pop 45 - 59	20.5%	21.8%	22.7%
	% of Pop 60 - 74	10.3%	12.6%	13.5%
	% of Pop 75 - 84	4.1%	4.8%	5.0%
	% of Pop 85+	1.9%	2.0%	2.0%
	Median Age	38.6	40.2	41.1
Average Age	38.2	39.6	40.1	
Race	Count of White	7,004	41,867	75,674
	Count of Black or African-American	729	3,360	5,250
	Count of Asian or Pacific Islander	13,179	54,908	88,916
	Count of Other races	2,754	14,798	27,644
	White	29.6%	36.4%	38.3%
	Black or African American	3.1%	2.9%	2.7%
	Asian	55.7%	47.8%	45.0%
	Other Races	11.6%	12.9%	14.0%
Language Spoken	Speak English at Home	50.3%	53.9%	57.0%
	Speak Spanish at Home	5.0%	6.2%	5.6%
	Speak French or French Creole at Home	0.7%	0.4%	0.4%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	12.2%	11.5%	10.9%
	Speak Russian and Other Slavic Languages at H	1.1%	1.2%	1.0%
	Speak Chinese at Home	11.0%	10.7%	10.4%
	Speak Korean at Home	2.9%	2.6%	2.1%
	Speak Vietnamese at Home	1.0%	1.0%	1.0%
	Speak Other Asian Languages at Home	12.7%	9.5%	8.6%
	Speak Tagalog and Other Pacific Languages at H	1.7%	1.3%	1.5%
	Speak Other Language at Home	1.2%	1.3%	1.3%
Hispanic	Hispanic Population	2,395	12,184	22,005
	Hispanic Population Percent	10.1%	10.6%	11.1%
	Mexican	60.8%	55.8%	58.1%
	Puerto Rican	6.1%	7.1%	6.5%
	Cuban	0.3%	0.9%	1.3%
	Dominican	0.0%	0.1%	0.0%
	Central American	4.7%	5.9%	7.2%
	South American	7.1%	9.4%	9.7%
	Other Hispanic	21.0%	20.8%	17.2%
	2000 Hispanic Population Percent	10%	10%	10%
	1990 Hispanic Population Percent	8%	8%	8%

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Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	1.3%	1.6%	1.5%
	American	0.7%	1.0%	1.0%
	Native American (ie. Indian/Eskimo)	0.4%	0.4%	0.3%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.2%
	Asian (percent of total population)	55.5%	47.5%	44.8%
	Chinese	13.7%	13.3%	12.9%
	Japanese	0.9%	0.7%	0.7%
	Korean	3.0%	2.8%	2.5%
	South Central Asian (ie. Indian)	28.1%	23.3%	21.4%
	South East Asian (ie. Vietnamese)	7.1%	5.2%	5.2%
	Other Asian	2.7%	2.1%	2.0%
	European (percent of total population)	9.1%	14.1%	15.8%
	British	1.7%	2.5%	2.8%
	Dutch	0.2%	0.3%	0.3%
	French	0.3%	0.5%	0.6%
	German	1.6%	2.7%	3.1%
	Italian	1.1%	1.6%	1.9%
	Polish	0.2%	0.4%	0.4%
	Scandinavian	0.7%	1.2%	1.4%
	Scotch/Irish	1.9%	2.8%	3.1%
Other European (ie. Greek/Russian)	1.4%	2.0%	2.2%	
Middle Eastern	0.9%	1.0%	1.0%	
Other Ancestry	16.8%	18.2%	18.4%	
Unclassified Ancestry	6.2%	7.0%	7.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	16,136	78,204	134,178
	Elementary (0 to 8)	1.6%	1.9%	1.8%
	Some High School (9 to 11)	2.6%	2.4%	2.3%
	High School Graduate (12)	8.5%	9.9%	10.5%
	Some College (13 to 16)	12.9%	13.1%	13.8%
	Associates Degree Only	4.3%	6.1%	6.5%
	Bachelors Degree Only	38.4%	36.7%	36.2%
	Graduate Degree	31.7%	29.9%	29.0%
	% College (4+)	70.2%	66.6%	65.2%
Household Type	Total Households – count	8,315	39,262	66,954
	One Person HHs – count	1,652	7,293	11,503
	Family HHs – count	6,005	29,997	52,318
	Married Couple – count	5,193	25,779	45,177
	w/own children – count	3,147	14,250	24,569
	w/out own children – count	2,045	11,529	20,608
	Male Householder – count	266	1,425	2,369
	Female Householder – count	546	2,793	4,772
	Non-Family Households – count	658	1,972	3,133
	1 Person Household	19.9%	18.6%	17.2%
	2 Person Household	26.4%	27.5%	27.6%
	3 Person Household	21.5%	20.0%	20.0%
	4 Person Household	24.1%	24.1%	24.2%
	5 Person Household	5.3%	6.4%	7.1%
	6 Person Household	1.9%	2.3%	2.6%
7+ Person Household	1.0%	1.2%	1.4%	
% Households With Children	43.8%	42.6%	42.2%	

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Housing	Total Housing Units	8,648	40,706	69,176
	Owner Occupied Percent	46.7%	58.1%	64.0%
	Renter Occupied Percent	49.5%	38.3%	32.8%
	Vacant Housing Percent	3.9%	3.5%	3.2%
	Total Housing Units (Census 2000)	3,075	22,233	39,839
	For Rent (Census 2000)	42%	37%	31%
	For Sale (Census 2000)	16%	22%	23%
	Rented or Sold, (Census 2000)	20%	16%	17%
	Seasonal (Census 2014)	8%	14%	14%
	Other (Census 2000)	0%	2%	7%
Homes Built By Year	Homes Built 1990 to 2000	40%	25%	23%
	Homes Built 1980 to 1989	34%	26%	22%
	Homes Built 1970 to 1979	18%	24%	24%
	Homes Built 1960 to 1969	6%	18%	24%
	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	76%	72%	78%
	2 - 9 Units	7%	11%	9%
	Greater than 10 Units	17%	16%	11%
	Mobilie Trailer	0%	2%	2%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	64.4%	68.0%	64.7%
	Property Value \$750,000 to \$999,999	16.1%	8.6%	9.0%
	Property Value \$500,000 to \$749,999	6.6%	4.0%	4.4%
	Property Value \$400,000 to \$499,999	0.9%	0.6%	0.6%
	Property Value \$300,000, to \$399,999	0.6%	0.5%	0.4%
	Property Value \$200,000 to \$299,999	0.2%	0.3%	0.3%
	Property Value \$150,000 to \$199,999	0.2%	0.3%	0.3%
	Property Value \$100,000 to \$149,999	0.3%	0.4%	0.4%
	Property Value \$60,000 to \$99,999	0.3%	0.2%	0.2%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.0%
	Property Value \$0 to \$39,999	0.5%	0.8%	0.8%
	Median Home Value	\$1,451,788	\$1,577,599	\$1,560,790
Median Rent	\$1,669	\$1,523	\$1,524	
Wealth per Household	\$0 and under - percent	16.6%	15.9%	15.6%
	\$1 to \$4999 - percent	7.5%	7.0%	6.8%
	\$5k to \$9999 - percent	4.2%	4.0%	3.9%
	\$10k to \$24999 - percent	6.0%	5.9%	5.8%
	\$25k to \$49999 - percent	6.5%	6.5%	6.5%
	\$50k to \$99999 - percent	9.5%	9.7%	9.8%
	\$100k to \$249999 - percent	17.7%	18.2%	18.5%
	\$250k to \$499999 - percent	14.0%	14.5%	14.7%
	\$500k+ - percent	17.8%	18.3%	18.5%
	Median HH Wealth	\$97,844	\$107,827	\$113,172
	Avg HH Wealth	\$273,061	\$280,134	\$283,545

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Economic Viability	Economic Viability Local	243	243	241
	Economic Viability Indexed	243	243	241
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	12,227	60,525	104,807
	Managerial/Executive	26.5%	27.4%	27.6%
	Professional Specialty	44.0%	40.2%	39.1%
	Healthcare Support	1.4%	1.6%	1.5%
	Sales	6.5%	9.1%	9.4%
	Office & Administrative Support	6.8%	7.9%	8.2%
	Protective Service	1.7%	1.3%	1.4%
	Food Preparation	3.6%	3.3%	3.1%
	Building Maintenance & Cleaning	0.6%	0.9%	0.9%
	Personal Care	2.3%	1.8%	1.9%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.0%
	Construction	2.9%	2.5%	2.9%
	Production & Transportation	3.5%	4.1%	4.1%
	Percent White Collar Workers	85.3%	86.1%	85.7%
Percent Blue Collar Workers	14.7%	13.9%	14.3%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.3%	3.9%	4.4%
	Manufacturing	11.4%	11.9%	11.7%
	Transportation	3.5%	3.1%	3.2%
	Information	4.2%	4.6%	4.8%
	Wholesale/Retail	10.4%	12.3%	11.9%
	Finance, Insurance, Real Estate	7.4%	8.0%	7.9%
	Professional Services	26.1%	23.1%	22.3%
	Management Services	0.3%	0.3%	0.4%
	Administrative/Waste Services	2.2%	2.3%	2.5%
	Educational Services	16.7%	17.6%	18.5%
	Entertainment Services	7.0%	6.8%	6.4%
	Other Professional Services	2.9%	2.8%	2.8%
	Public Administration	3.7%	3.2%	3.4%
Transportation To Work	Drive to Work Alone	79.4%	79.6%	79.8%
	Drive to Work Carpool	7.9%	8.3%	8.6%
	Travel to Work by Public Transportation	5.8%	5.6%	5.0%
	Drive to Work on Motorcycle	0.2%	0.3%	0.3%
	Drive to Work on Bicycle	0.4%	0.4%	0.5%
	Walked to Work	1.4%	1.4%	1.3%
	Other Means	0.6%	0.6%	0.5%
	Work at Home	4.3%	3.9%	3.9%

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	Travel to Work in Less than 5 Minutes	2.3%	2.0%	1.8%
	Travel to Work in 5 to 9 Minutes	11.8%	12.2%	10.9%
	Travel to Work in 10 to 14 Minutes	16.3%	15.1%	15.5%
	Travel to Work in 15 to 19 Minutes	9.4%	10.4%	11.9%
	Travel to Work in 20 to 29 Minutes	11.7%	13.0%	14.0%
	Travel to Work in 30 to 44 Minutes	15.1%	16.1%	16.2%
	Travel to Work in 45 to 59 Minutes	11.3%	9.7%	9.8%
	Travel to Work in 60 Minutes or more	23.5%	20.3%	19.2%
	Average Travel Time to Work	33	31	30
Vehicles per HH	No Vehicles	3.2%	4.1%	3.9%
	1 Vehicle	33.0%	26.4%	23.9%
	2 Vehicles	45.1%	46.2%	45.0%
	3 or more vehicles	18.7%	23.3%	27.2%
		Average Number of Vehicles	1.83	1.97
Change	Births (last 12 months)	235	1,073	1,831
	Deaths (last 12 months)	138	754	1,337
	Migration (last 12 months)	-76	-126	-585
Work place	Workplace Establishments	958	5,723	8,231
	Workplace Employees (FTE)	12,386	64,231	88,412