

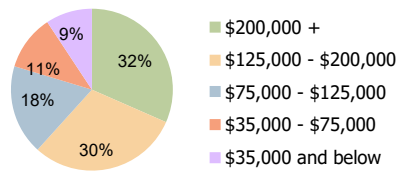
Rose Pavilion Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

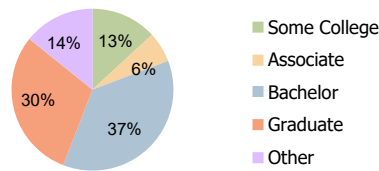
Current Population	23,666	114,934	197,484
Total Daytime Pop	22,386	131,654	210,703
Workplace Pop	12,386	64,231	88,412
Average Household Income	\$171,930	\$188,911	\$194,012
Average Disposable Income	\$123,564	\$130,937	\$132,584
Total Households	8,315	39,262	66,954
Median Home Value	\$1,451,788	\$1,577,599	\$1,560,790
College (4+)	70.2%	66.6%	65.2%
Total Consumer Spending/Capita (Weekly)	\$531	\$535	\$539
Population per Household	2.13	2.01	2.47
% of Households with Children	43.8%	42.6%	42.2%

2028 Demographic Projections

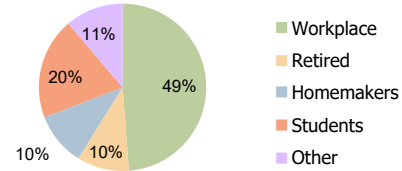
Projected Population	23,298	113,356	198,189
Projected 5 Year Annual Growth Rate (Pop)	-0.3%	-0.3%	0.1%



Household Income (3.00 Mile Radius)



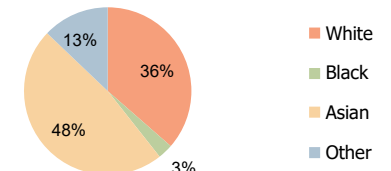
Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)

Hispanic Ethnicity

11% Hispanic | 89% Non Hispanic



Race (3.00 Mile Radius)

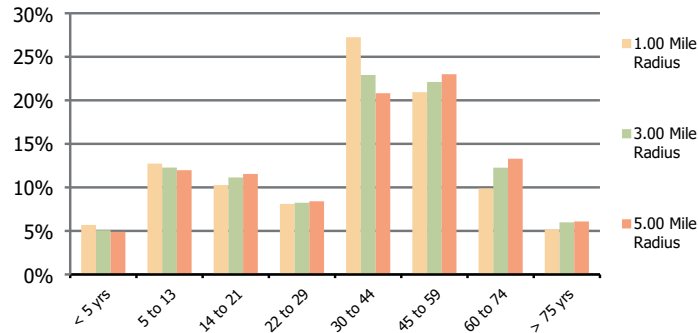


Demographic Summary Report

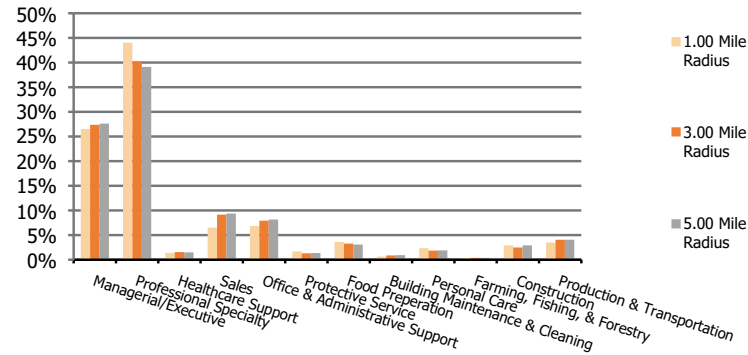
2020 Census, 2023 Estimates & 2028 Projections
 Calculated using TAS Retrieval

Rose Pavilion Pleasanton, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Occupation



Population	Current Estimated Population	23,666	114,934	197,484
	2010 Census Population	13,288	76,889	134,221
	2000 Census Population	9,107	60,388	109,207
	Historical Annual Growth 2000 to 2010	3.9%	2.4%	2.1%
	Estimated Annual Growth 2010 to 2023	4.5%	3.1%	3.0%
	Projected Annual Growth 2023 to 2028	-0.3%	-0.3%	0.1%
Ethnic	Hispanic or Latino Population	10%	11%	11%
	Non Hispanic or Latino Population	90%	89%	89%
Race	White	29.6%	36.4%	38.3%
	Black or African American	3.1%	2.9%	2.7%
	Asian & Pacific Islander	55.7%	47.8%	45.0%
	Other Races	11.6%	12.9%	14.0%