

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		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	86,154	220,458	650,447
	Population Est 23Q1	86,112	220,650	651,157
	Population Est 22Q4	86,177	220,750	652,364
	Population Est 22Q3	86,128	220,727	652,510
	Population Est 22Q2	85,946	220,583	652,741
	Population Est 22Q1	85,844	220,543	653,084
	Population Est 21Q4	85,888	221,024	654,303
	Population Est 21Q3	85,776	221,153	655,768
	Population Est 21Q2	85,842	221,057	655,469
	Population Fcst	85,045	220,485	650,387
	2010 Census Population	54,205	160,966	484,718
	2000 Census Population	37,905	138,856	441,543
	1990 Census Population	29,748	115,244	366,238
	Current Year Daytime Population	117,510	241,855	616,079
	Average Seasonal Population	487	1,635	4,912
	Historical Annual Growth, 1990 – 2000	2.45%	1.88%	1.89%
	Historical Annual Growth, 2000 – 2010	3.64%	1.49%	0.94%
	Estimated Annual Growth, 2010 – CY	3.56%	2.40%	2.24%
	Projected Annual Growth, CY to Y5	-0.26%	0.00%	0.00%
	Group Qtrs Est	3,712	4,853	9,494
Transient Est Average Last 4 Qtrs	9,508	13,969	23,188	
Households	Current Year Estimated Households	28,685	75,712	221,618
	Households Est 23Q1	28,667	75,738	221,737
	Households Est 22Q4	28,690	75,773	222,186
	Households Est 22Q3	28,665	75,752	222,215
	Households Est 22Q2	28,578	75,682	222,286
	Households Est 22Q1	28,537	75,654	222,383
	Households Est 21Q4	28,553	75,826	222,808
	Households Est 21Q3	28,512	75,896	223,382
	Households Est 21Q2	28,544	75,871	223,296
	Households Fcst	28,290	75,599	221,383
	2010 Census Households	17,667	56,443	170,267
	2000 Census Households	12,697	49,368	158,125
	1990 Census Households	9,648	40,363	135,956
	Historical Annual Growth, 1990 – 2000	2.78%	2.03%	1.52%
	Historical Annual Growth, 2000 – 2010	3.36%	1.35%	0.74%
	Estimated Annual Growth, 2010 – CY	3.73%	2.24%	2.01%
	Projected Annual Growth, CY to Y5	-0.28%	-0.03%	-0.02%
Population per Household	2.87	2.85	2.89	

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Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	6.1%	6.1%	4.8%
	HH Income \$250,000 to \$499,999	7.3%	7.4%	5.8%
	HH Income \$200,000 to \$249,999	17.1%	17.2%	13.6%
	HH Income \$175,000 to \$199,999	12.0%	9.9%	8.9%
	HH Income \$150,000 to \$174,999	10.4%	10.1%	9.0%
	HH Income \$100,000 to 149,999	18.4%	18.4%	18.9%
	HH Income \$75,000 to 99,999	8.5%	9.0%	10.7%
	HH Income \$50,000 to 74,999	7.5%	8.6%	10.3%
	HH Income \$35,000 to 49,999	3.7%	4.4%	5.8%
	HH Income \$25,000 to 34,999	2.8%	2.8%	3.8%
	HH Income \$15,000 to 24,999	2.1%	2.3%	3.4%
	HH Income \$0 to 14,999	4.1%	3.8%	4.9%
	Average Household Income	\$187,419	\$184,627	\$163,990
	Median Household Income	\$157,020	\$151,608	\$127,373
	Per Capita Income	\$64,180	\$64,400	\$56,488
	2000 Average HH Income	\$97,626	\$96,637	\$87,453
	2000 Median HH Income	\$84,968	\$81,448	\$69,929
	Average Disposable Income	130,791	128,643	115,416
	Median Disposable Income	128,165	123,918	106,041
	Discretionary HH Income Over \$150,000	6.4%	8.8%	7.0%
	Discretionary HH Income \$125,000 to \$149,999	19.2%	17.7%	14.2%
	Discretionary HH Income \$100,000 to \$124,999	18.2%	15.7%	12.7%
	Discretionary HH Income \$75,000 to \$99,999	17.8%	16.8%	15.2%
	Discretionary HH Income \$50,000 to \$74,999	16.2%	16.4%	17.6%
	Discretionary HH Income \$25,000 to \$49,999	12.1%	14.2%	18.0%
	Discretionary HH Income Under \$25,000	10.1%	10.4%	15.3%
	Average Discretionary HH Income	89,152	87,873	77,951
	Median Discretionary HH Income	91,864	89,026	73,975
	Householder White – Count	10,905	36,862	100,016
	Median HH Income	\$139,086	\$141,448	\$137,063
	Average HH Income	\$128,462	\$130,168	\$126,577
	Householder Black or African-American – Count	763	1,706	12,825
	Median HH Income	\$118,038	\$114,692	\$77,659
	Average HH Income	\$113,782	\$111,869	\$88,827
Householder Hispanic – Count	2,231	7,113	31,579	
Median HH Income	\$121,816	\$113,456	\$96,653	
Average HH Income	\$119,446	\$116,630	\$103,402	
Householder Asian or Pacific Islander – Count	12,971	24,770	57,284	
Median HH Income	\$173,892	\$176,843	\$157,480	
Average HH Income	\$148,357	\$148,748	\$135,209	
Householder Other or Pacific Islander – Count	1,816	5,262	19,915	
Median HH Income	\$150,110	\$133,482	\$109,725	
Average HH Income	\$131,809	\$124,918	\$111,530	
Gender	Male Population	41,358	107,400	317,797
	Female Population	44,796	113,058	332,650

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Total Population by Age	Count of Pop 0 to 4 years	4,672	10,944	32,634
	Count of Pop 0 to 7 years	7,608	17,265	48,958
	Count of Pop 5 - 13	11,134	26,046	72,027
	Count of Pop 14 - 18	5,005	12,814	36,264
	Count of Pop 19 - 22	4,353	11,632	34,415
	Count of Pop 22 - 25	2,858	7,837	24,168
	Count of Pop 25 - 29	4,192	10,727	35,142
	Count of Pop 30 - 34	5,740	12,595	38,981
	Count of Pop 35 - 39	7,455	15,748	44,378
	Count of Pop 40 - 44	8,368	18,048	47,632
	Count of Pop 45 - 59	18,785	49,318	139,562
	Count of Pop 60 - 74	9,098	30,732	101,847
	Count of Pop 75 - 84	3,204	10,110	31,352
	Count of Pop 85+	1,291	3,907	12,045
	% of Pop 0 to 4 years	5.4%	5.0%	5.0%
	% of Pop 0 to 7 years	8.8%	7.8%	7.5%
	% of Pop 5 - 13	12.9%	11.8%	11.1%
	% of Pop 14 - 18	5.8%	5.8%	5.6%
	% of Pop 19 - 22	5.1%	5.3%	5.3%
	% of Pop 22 - 25	3.3%	3.6%	3.7%
	% of Pop 25 - 29	4.9%	4.9%	5.4%
	% of Pop 30 - 34	6.7%	5.7%	6.0%
	% of Pop 35 - 39	8.7%	7.1%	6.8%
% of Pop 40 - 44	9.7%	8.2%	7.3%	
% of Pop 45 - 59	21.8%	22.4%	21.5%	
% of Pop 60 - 74	10.6%	13.9%	15.7%	
% of Pop 75 - 84	3.7%	4.6%	4.8%	
% of Pop 85+	1.5%	1.8%	1.9%	
Median Age	38.4	40.5	40.8	
Average Age	37.5	39.6	40.2	
Male Population by Age	% of Pop 0 to 4 years	5.7%	5.2%	5.2%
	% of Pop 5 - 13	13.6%	12.4%	11.6%
	% of Pop 14 - 18	6.2%	6.1%	5.8%
	% of Pop 19 - 22	5.3%	5.6%	5.5%
	% of Pop 22 - 25	3.4%	3.7%	3.9%
	% of Pop 25 - 29	5.0%	5.1%	5.6%
	% of Pop 30 - 34	6.3%	5.6%	6.0%
	% of Pop 35 - 39	8.1%	6.8%	6.7%
	% of Pop 40 - 44	9.4%	7.9%	7.1%
	% of Pop 45 - 59	22.4%	22.7%	21.4%
	% of Pop 75 - 84	3.2%	4.0%	4.3%
	% of Pop 60 - 74	10.2%	13.6%	15.3%
	% of Pop 85+	1.2%	1.4%	1.4%
Median Age	37.8	39.7	39.7	
Average Age	36.7	38.7	39.3	

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	% of Pop 0 to 4 years	5.2%	4.8%	4.8%
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	% of Pop 14 - 18	5.5%	5.5%	5.3%
	% of Pop 19 - 22	4.8%	5.0%	5.1%
	% of Pop 22 - 25	3.2%	3.4%	3.6%
	% of Pop 25 - 29	4.8%	4.7%	5.2%
	% of Pop 30 - 34	7.0%	5.8%	6.0%
	% of Pop 35 - 39	9.2%	7.5%	6.9%
	% of Pop 40 - 44	10.0%	8.5%	7.5%
	% of Pop 45 - 59	21.3%	22.1%	21.5%
	% of Pop 60 - 74	10.9%	14.2%	16.0%
	% of Pop 75 - 84	4.2%	5.2%	5.3%
	% of Pop 85+	1.7%	2.1%	2.3%
	Median Age	39.0	41.2	41.7
Average Age	38.3	40.4	41.1	
Race	Count of White	26,605	91,079	245,675
	Count of Black or African-American	2,759	5,519	34,853
	Count of Asian or Pacific Islander	46,110	88,806	214,660
	Count of Other races	10,680	35,054	155,259
	White	30.9%	41.3%	37.8%
	Black or African American	3.2%	2.5%	5.4%
	Asian	53.5%	40.3%	33.0%
	Other Races	12.4%	15.9%	23.9%
Language Spoken	Speak English at Home	50.9%	59.9%	59.1%
	Speak Spanish at Home	5.8%	6.8%	12.9%
	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	12.3%	9.6%	6.7%
	Speak Russian and Other Slavic Languages at H	1.0%	0.9%	0.9%
	Speak Chinese at Home	11.0%	9.2%	8.5%
	Speak Korean at Home	2.6%	1.8%	1.3%
	Speak Vietnamese at Home	1.3%	0.9%	1.2%
	Speak Other Asian Languages at Home	11.2%	7.5%	4.5%
	Speak Tagalog and Other Pacific Languages at H	1.9%	1.5%	2.8%
	Speak Other Language at Home	1.5%	1.2%	1.3%
Hispanic	Hispanic Population	9,081	29,143	138,647
	Hispanic Population Percent	10.5%	13.2%	21.3%
	Mexican	58.8%	64.1%	70.5%
	Puerto Rican	5.5%	5.7%	4.1%
	Cuban	0.7%	1.1%	0.7%
	Dominican	0.1%	0.0%	0.1%
	Central American	5.6%	5.5%	9.2%
	South American	7.3%	8.5%	5.2%
	Other Hispanic	22.0%	15.0%	10.2%
	2000 Hispanic Population Percent	11%	12%	17%
	1990 Hispanic Population Percent	9%	8%	12%

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Ancestry	American (percent of total population)	1.4%	1.7%	2.0%
	American	0.7%	1.2%	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)	53.3%	40.0%	32.7%
	Chinese	14.2%	11.6%	10.8%
	Japanese	0.8%	0.7%	0.8%
	Korean	2.8%	2.2%	1.7%
	South Central Asian (ie. Indian)	26.6%	18.6%	10.9%
	South East Asian (ie. Vietnamese)	6.6%	5.2%	7.1%
	Other Asian	2.3%	1.7%	1.5%
	European (percent of total population)	10.6%	17.4%	16.0%
	British	1.9%	3.1%	2.8%
	Dutch	0.2%	0.3%	0.3%
	French	0.4%	0.6%	0.6%
	German	1.9%	3.5%	3.1%
	Italian	1.2%	2.1%	1.9%
	Polish	0.2%	0.5%	0.4%
	Scandinavian	0.9%	1.5%	1.4%
	Scotch/Irish	2.3%	3.5%	3.3%
Other European (ie. Greek/Russian)	1.5%	2.3%	2.2%	
Middle Eastern	0.9%	1.0%	0.9%	
Other Ancestry	16.9%	19.0%	19.9%	
Unclassified Ancestry	6.4%	7.7%	7.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	58,133	151,185	450,939
	Elementary (0 to 8)	1.9%	2.1%	4.4%
	Some High School (9 to 11)	2.5%	2.6%	4.5%
	High School Graduate (12)	9.2%	11.4%	15.8%
	Some College (13 to 16)	12.8%	15.7%	17.7%
	Associates Degree Only	5.5%	6.6%	7.5%
	Bachelors Degree Only	37.6%	35.1%	30.1%
	Graduate Degree	30.5%	26.5%	20.1%
	% College (4+)	68.1%	61.5%	50.2%
Household Type	Total Households – count	28,685	75,712	221,618
	One Person HHs – count	5,070	13,768	41,706
	Family HHs – count	22,018	58,399	167,182
	Married Couple – count	19,048	49,973	134,203
	w/own children – count	11,088	26,346	66,507
	w/out own children – count	7,960	23,627	67,696
	Male Householder – count	1,025	2,759	9,956
	Female Householder – count	1,945	5,667	23,022
	Non-Family Households – count	1,597	3,545	12,730
	1 Person Household	17.7%	18.2%	18.8%
	2 Person Household	26.1%	28.3%	28.8%
	3 Person Household	20.8%	19.7%	18.9%
	4 Person Household	25.2%	23.0%	20.3%
	5 Person Household	6.6%	6.9%	7.8%
6 Person Household	2.4%	2.5%	3.2%	
7+ Person Household	1.3%	1.4%	2.1%	
% Households With Children	44.4%	40.6%	37.0%	

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Housing	Total Housing Units	29,700	78,207	229,247
	Owner Occupied Percent	56.8%	63.8%	61.1%
	Renter Occupied Percent	39.8%	33.1%	35.6%
	Vacant Housing Percent	3.4%	3.2%	3.3%
	Total Housing Units (Census 2000)	13,292	50,681	161,850
	For Rent (Census 2000)	40%	32%	38%
	For Sale (Census 2000)	18%	21%	21%
	Rented or Sold, (Census 2000)	18%	17%	14%
	Seasonal (Census 2014)	13%	12%	8%
	Other (Census 2000)	0%	8%	10%
Homes Built By Year	Homes Built 1990 to 2000	31%	22%	16%
	Homes Built 1980 to 1989	23%	23%	17%
	Homes Built 1970 to 1979	20%	24%	20%
	Homes Built 1960 to 1969	22%	22%	18%
	Homes Built 1950 to 1959	2%	5%	17%
	Homes Built 1940 to 1949	0%	1%	8%
	Homes Built Before 1939	1%	2%	4%
Units in Structure	1 Unit	75%	78%	74%
	2 - 9 Units	7%	9%	9%
	Greater than 10 Units	17%	12%	15%
	Mobilie Trailer	0%	2%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	67.8%	63.7%	51.9%
	Property Value \$750,000 to \$999,999	10.1%	11.1%	16.6%
	Property Value \$500,000 to \$749,999	4.4%	5.3%	9.1%
	Property Value \$400,000 to \$499,999	0.4%	0.8%	1.2%
	Property Value \$300,000, to \$399,999	0.3%	0.4%	0.5%
	Property Value \$200,000 to \$299,999	0.2%	0.5%	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	0.2%	0.2%	0.3%
	Property Value \$40,000 to \$59,999	0.0%	0.1%	0.1%
	Property Value \$0 to \$39,999	0.5%	0.9%	0.9%
	Median Home Value	\$1,565,591	\$1,516,845	\$1,316,222
Median Rent	\$1,622	\$1,445	\$980	
Wealth per Household	\$0 and under - percent	16.0%	15.7%	16.4%
	\$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	6.5%	6.6%	6.6%
	\$50k to \$99999 - percent	9.7%	9.9%	10.0%
	\$100k to \$249999 - percent	18.1%	18.4%	18.2%
	\$250k to \$499999 - percent	14.4%	14.5%	14.0%
	\$500k+ - percent	18.3%	18.1%	16.9%
	Median HH Wealth	\$106,614	\$109,102	\$95,635
	Avg HH Wealth	\$279,679	\$279,509	\$264,858

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Economic Viability	Economic Viability Local	245	241	233
	Economic Viability Indexed	245	241	233
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	45,044	118,061	343,176
	Managerial/Executive	26.5%	27.0%	23.4%
	Professional Specialty	42.3%	36.6%	29.9%
	Healthcare Support	1.6%	1.6%	2.9%
	Sales	8.3%	9.8%	9.8%
	Office & Administrative Support	7.9%	8.6%	9.9%
	Protective Service	1.4%	1.5%	1.8%
	Food Preparation	2.8%	3.4%	4.0%
	Building Maintenance & Cleaning	0.8%	1.3%	2.2%
	Personal Care	1.8%	2.0%	2.4%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	2.5%	3.4%	5.3%
	Production & Transportation	4.2%	4.9%	8.2%
	Percent White Collar Workers	86.6%	83.5%	75.9%
Percent Blue Collar Workers	13.4%	16.5%	24.1%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	3.9%	5.0%	6.0%
	Manufacturing	10.6%	11.5%	10.5%
	Transportation	3.2%	3.3%	4.9%
	Information	5.1%	4.3%	3.5%
	Wholesale/Retail	11.9%	12.6%	12.6%
	Finance, Insurance, Real Estate	8.3%	7.6%	7.5%
	Professional Services	24.8%	21.0%	16.0%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.3%	2.8%	3.7%
	Educational Services	16.9%	18.3%	20.0%
	Entertainment Services	6.6%	6.7%	7.4%
	Other Professional Services	2.5%	3.1%	3.8%
	Public Administration	3.8%	3.5%	3.6%
Transportation To Work	Drive to Work Alone	79.1%	79.6%	76.8%
	Drive to Work Carpool	8.6%	9.1%	11.1%
	Travel to Work by Public Transportation	5.4%	4.9%	5.7%
	Drive to Work on Motorcycle	0.3%	0.3%	0.4%
	Drive to Work on Bicycle	0.4%	0.6%	0.5%
	Walked to Work	1.8%	1.4%	1.4%
	Other Means	0.7%	0.5%	0.6%
	Work at Home	3.9%	3.8%	3.4%

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	Travel to Work in Less than 5 Minutes	2.2%	1.9%	1.6%
	Travel to Work in 5 to 9 Minutes	12.2%	10.8%	8.7%
	Travel to Work in 10 to 14 Minutes	15.2%	15.5%	13.1%
	Travel to Work in 15 to 19 Minutes	10.5%	12.2%	13.1%
	Travel to Work in 20 to 29 Minutes	12.5%	14.4%	17.9%
	Travel to Work in 30 to 44 Minutes	15.7%	15.9%	19.2%
	Travel to Work in 45 to 59 Minutes	9.5%	9.9%	10.0%
	Travel to Work in 60 Minutes or more	20.3%	19.0%	16.1%
	Average Travel Time to Work	31	30	30
Vehicles per HH	No Vehicles	3.8%	4.2%	4.7%
	1 Vehicle	27.2%	23.7%	25.1%
	2 Vehicles	46.3%	44.9%	41.5%
	3 or more vehicles	22.6%	27.2%	28.7%
	Average Number of Vehicles	1.95	2.07	2.08
Change	Births (last 12 months)	820	2,050	6,341
	Deaths (last 12 months)	506	1,541	4,813
	Migration (last 12 months)	-85	-519	-3,475
Work place	Workplace Establishments	5,242	9,875	23,331
	Workplace Employees (FTE)	63,898	107,996	220,590