

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



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	23,523	114,591	196,834
	Population Est 23Q1	23,506	115,329	197,873
	Population Est 22Q4	23,460	115,025	197,579
	Population Est 22Q3	23,457	115,006	197,647
	Population Est 22Q2	23,468	115,019	197,695
	Population Est 22Q1	23,465	114,961	197,712
	Population Est 21Q4	23,495	115,036	197,753
	Population Est 21Q3	23,474	114,990	197,774
	Population Est 21Q2	23,456	114,826	197,673
	Population Fcst	23,601	114,935	198,768
	2010 Census Population	18,563	86,052	156,839
	2000 Census Population	12,902	67,368	121,063
	1990 Census Population	8,068	54,386	98,112
	Current Year Daytime Population	25,706	143,450	229,466
	Average Seasonal Population	131	865	1,630
	Historical Annual Growth, 1990 – 2000	4.81%	2.16%	2.12%
	Historical Annual Growth, 2000 – 2010	3.70%	2.48%	2.62%
	Estimated Annual Growth, 2010 – CY	1.68%	2.03%	1.61%
	Projected Annual Growth, CY to Y5	0.07%	0.06%	0.20%
	Group Qtrs Est	862	4,148	4,518
	Transient Est Average Last 4 Qtrs	954	8,312	11,350
Households	Current Year Estimated Households	8,276	39,111	66,684
	Households Est 23Q1	8,268	39,376	67,051
	Households Est 22Q4	8,250	39,275	66,951
	Households Est 22Q3	8,249	39,274	66,979
	Households Est 22Q2	8,253	39,278	66,996
	Households Est 22Q1	8,251	39,263	67,006
	Households Est 21Q4	8,262	39,289	67,021
	Households Est 21Q3	8,254	39,264	67,015
	Households Est 21Q2	8,244	39,187	66,961
	Households Fcst	8,306	39,215	67,288
	2010 Census Households	6,514	29,541	53,674
	2000 Census Households	4,439	23,215	42,282
	1990 Census Households	2,792	18,540	33,749
	Historical Annual Growth, 1990 – 2000	4.74%	2.27%	2.28%
	Historical Annual Growth, 2000 – 2010	3.91%	2.44%	2.41%
	Estimated Annual Growth, 2010 – CY	1.69%	1.99%	1.53%
	Projected Annual Growth, CY to Y5	0.07%	0.05%	0.18%
	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	8.4%	9.1%	9.5%
	HH Income \$250,000 to \$499,999	10.1%	11.0%	11.4%
	HH Income \$200,000 to \$249,999	23.5%	25.5%	26.5%
	HH Income \$175,000 to \$199,999	7.7%	6.9%	6.6%
	HH Income \$150,000 to \$174,999	10.0%	9.0%	8.6%
	HH Income \$100,000 to 149,999	15.7%	14.3%	13.6%
	HH Income \$75,000 to 99,999	7.5%	7.1%	7.0%
	HH Income \$50,000 to 74,999	6.5%	6.4%	6.2%
	HH Income \$35,000 to 49,999	2.3%	3.3%	3.1%
	HH Income \$25,000 to 34,999	2.3%	2.0%	2.2%
	HH Income \$15,000 to 24,999	1.9%	2.0%	2.0%
	HH Income \$0 to 14,999	4.0%	3.3%	3.4%
	Average Household Income	\$207,203	\$228,156	\$234,546
	Median Household Income	\$174,337	\$184,221	\$189,740
	Per Capita Income	\$74,420	\$79,454	\$80,497
	Average Disposable Income	\$144,000	\$147,705	\$149,350
	Median Disposable Income	\$141,059	\$146,524	\$149,519
	Discretionary HH Income Over \$150,000	21.3%	24.9%	26.1%
	Discretionary HH Income \$125,000 to \$149,999	18.1%	19.1%	19.5%
	Discretionary HH Income \$100,000 to \$124,999	16.6%	14.6%	14.1%
	Discretionary HH Income \$75,000 to \$99,999	14.1%	12.4%	11.6%
	Discretionary HH Income \$50,000 to \$74,999	13.0%	11.8%	11.7%
	Discretionary HH Income \$25,000 to \$49,999	8.4%	9.3%	9.0%
	Discretionary HH Income Under \$25,000	8.6%	8.0%	8.0%
	Average Discretionary HH Income	\$101,465	\$105,411	\$106,581
	Median Discretionary HH Income	\$108,943	\$114,626	\$117,174
	Householder White – Count	2,777	15,384	27,859
	Median HH Income	\$171,920	\$168,869	\$173,292
	Average HH Income	\$144,072	\$142,197	\$143,248
	Householder Black or African-American – Count	220	994	1,648
	Median HH Income	\$123,167	\$119,764	\$110,873
	Average HH Income	\$127,265	\$120,777	\$112,604
	Householder Hispanic – Count	606	3,132	5,627
	Median HH Income	\$153,825	\$141,728	\$153,762
	Average HH Income	\$131,275	\$128,614	\$133,654
	Householder Asian or Pacific Islander – Count	4,113	16,674	26,378
	Median HH Income	\$188,914	\$229,130	\$241,381
	Average HH Income	\$152,094	\$161,309	\$163,704
	Householder Other or Pacific Islander – Count	560	2,927	5,173
	Median HH Income	\$156,775	\$163,608	\$168,453
	Average HH Income	\$136,766	\$138,833	\$139,436

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Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	11,390	55,126	95,738
	Female Population	12,133	59,465	101,096
Total Population by Age	Count of Pop 0 to 4 years	1,290	5,632	9,330
	Count of Pop 0 to 7 years	2,121	9,057	14,749
	Count of Pop 5 - 13	2,922	13,513	22,486
	Count of Pop 14 - 18	1,344	6,908	12,092
	Count of Pop 19 - 22	1,182	6,309	11,295
	Count of Pop 22 - 25	784	4,268	7,705
	Count of Pop 25 - 29	1,071	5,234	9,219
	Count of Pop 30 - 34	1,566	6,619	10,284
	Count of Pop 35 - 39	2,166	8,475	12,980
	Count of Pop 40 - 44	2,451	10,235	16,105
	Count of Pop 45 - 59	5,066	25,849	45,834
	Count of Pop 60 - 74	2,430	14,481	27,080
	Count of Pop 75 - 84	831	4,983	8,999
	Count of Pop 85+	419	2,085	3,426
	% of Pop 0 to 4 years	5.5%	4.9%	4.7%
	% of Pop 0 to 7 years	9.0%	7.9%	7.5%
	% of Pop 5 - 13	12.4%	11.8%	11.4%
	% of Pop 14 - 18	5.7%	6.0%	6.1%
	% of Pop 19 - 22	5.0%	5.5%	5.7%
	% of Pop 22 - 25	3.3%	3.7%	3.9%
	% of Pop 25 - 29	4.6%	4.6%	4.7%
	% of Pop 30 - 34	6.7%	5.8%	5.2%
	% of Pop 35 - 39	9.2%	7.4%	6.6%
	% of Pop 40 - 44	10.4%	8.9%	8.2%
	% of Pop 45 - 59	21.5%	22.6%	23.3%
	% of Pop 60 - 74	10.3%	12.6%	13.8%
	% of Pop 75 - 84	3.5%	4.3%	4.6%
	% of Pop 85+	1.8%	1.8%	1.7%
	Median Age	38.7	40.2	40.9
	Average Age	37.7	39.1	39.7
Male Population by Age	% of Pop 0 to 4 years	5.8%	5.2%	4.9%
	% of Pop 5 - 13	13.2%	12.4%	11.9%
	% of Pop 14 - 18	6.1%	6.5%	6.5%
	% of Pop 19 - 22	5.3%	5.8%	6.1%
	% of Pop 22 - 25	3.5%	3.9%	4.1%
	% of Pop 25 - 29	4.7%	4.7%	4.9%
	% of Pop 30 - 34	6.4%	5.6%	5.2%
	% of Pop 35 - 39	8.5%	6.9%	6.2%
	% of Pop 40 - 44	10.4%	8.6%	7.8%
	% of Pop 45 - 59	22.0%	22.9%	23.5%
	% of Pop 75 - 84	2.8%	3.7%	3.9%
	% of Pop 60 - 74	9.9%	12.3%	13.6%
	% of Pop 85+	1.5%	1.5%	1.4%
	Median Age	38.0	39.3	40.1
	Average Age	36.7	38.1	38.8

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	% of Pop 0 to 4 years	5.2%	4.7%	4.5%
	% of Pop 5 - 13	11.7%	11.2%	10.9%
	% of Pop 14 - 18	5.4%	5.6%	5.8%
	% of Pop 19 - 22	4.8%	5.2%	5.4%
	% of Pop 22 - 25	3.2%	3.6%	3.7%
	% of Pop 25 - 29	4.4%	4.5%	4.5%
	% of Pop 30 - 34	6.9%	5.9%	5.3%
	% of Pop 35 - 39	9.9%	7.8%	7.0%
	% of Pop 40 - 44	10.5%	9.3%	8.6%
	% of Pop 45 - 59	21.1%	22.2%	23.1%
	% of Pop 60 - 74	10.7%	12.9%	13.9%
	% of Pop 75 - 84	4.2%	5.0%	5.2%
	% of Pop 85+	2.0%	2.1%	2.1%
	Median Age	39.2	40.8	41.6
	Average Age	38.6	39.9	40.5
Race	Count of White	6,899	41,855	76,493
	Count of Black or African-American	714	3,599	5,394
	Count of Asian or Pacific Islander	12,878	54,909	89,022
	Count of Other races	3,032	14,228	25,925
	White	29.3%	36.5%	38.9%
	Black or African American	3.0%	3.1%	2.7%
	Asian	54.7%	47.9%	45.2%
	Other Races	12.9%	12.4%	13.2%
Language Spoken	Speak English at Home	49.8%	52.6%	55.9%
	Speak Spanish at Home	4.3%	5.4%	5.0%
	Speak French or French Creole at Home	0.6%	0.3%	0.3%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	14.2%	13.4%	12.6%
	Speak Russian and Other Slavic Languages at Home	1.6%	1.5%	1.2%
	Speak Chinese at Home	11.0%	10.5%	10.0%
	Speak Korean at Home	2.4%	2.3%	2.1%
	Speak Vietnamese at Home	0.7%	0.8%	0.8%
	Speak Other Asian Languages at Home	12.6%	10.4%	9.3%
	Speak Tagalog and Other Pacific Languages at Home	1.3%	1.2%	1.4%
	Speak Other Language at Home	1.3%	1.2%	1.0%
Hispanic	Hispanic Population	2,469	12,218	21,968
	Hispanic Population Percent	10.5%	10.7%	11.2%
	Mexican	62.4%	56.8%	59.0%
	Puerto Rican	6.0%	7.1%	6.5%
	Cuban	0.2%	0.9%	1.2%
	Dominican	0.0%	0.1%	0.1%
	Central American	5.0%	6.0%	7.0%
	South American	7.0%	9.8%	9.8%
	Other Hispanic	19.3%	19.4%	16.4%
	2000 Hispanic Population Percent	10%	10%	10%
	1990 Hispanic Population Percent	8%	8%	8%

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Ancestry	American (percent of total population)	1.3%	1.5%	1.5%
	American	0.7%	1.0%	1.0%
	Native American (ie. Indian/Eskimo)	0.4%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.2%
	Asian (percent of total population)	54.5%	47.7%	45.0%
	Chinese	13.3%	13.2%	12.8%
	Japanese	0.9%	0.7%	0.7%
	Korean	2.9%	2.9%	2.6%
	South Central Asian (ie. Indian)	27.1%	23.2%	21.4%
	South East Asian (ie. Vietnamese)	7.6%	5.6%	5.5%
	Other Asian	2.7%	2.1%	2.0%
	European (percent of total population)	9.3%	13.8%	15.6%
	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%	3.0%
	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	17.2%	18.3%	18.4%
	Unclassified Ancestry	6.4%	7.0%	7.3%
Education (Age 25+)	Adult Population (25 Years or Older)	16,001	77,961	133,927
	Elementary (0 to 8)	2.0%	2.2%	2.2%
	Some High School (9 to 11)	2.1%	2.1%	1.9%
	High School Graduate (12)	8.2%	9.3%	10.1%
	Some College (13 to 16)	13.5%	12.1%	12.6%
	Associates Degree Only	4.4%	6.0%	6.2%
	Bachelors Degree Only	37.1%	36.7%	36.7%
	Graduate Degree	32.6%	31.7%	30.3%
	% College (4+)	69.8%	68.4%	67.0%
Household Type	Total Households – count	8,276	39,111	66,684
	One Person HHs – count	1,641	7,252	11,435
	Family HHs – count	5,939	29,865	51,977
	Married Couple – count	5,085	25,549	44,712
	w/own children – count	2,982	14,114	23,925
	w/out own children – count	2,102	11,435	20,787
	Male Householder – count	244	1,412	2,376
	Female Householder – count	610	2,903	4,889
	Non-Family Households – count	696	1,993	3,272
	1 Person Household	19.8%	18.5%	17.1%
	2 Person Household	26.3%	27.5%	27.5%
	3 Person Household	21.5%	20.0%	20.1%
	4 Person Household	24.1%	24.1%	24.3%
	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	41.9%	41.7%	41.1%

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Housing	Total Housing Units	8,564	40,413	68,726
	Owner Occupied Percent	49.1%	60.1%	65.5%
	Renter Occupied Percent	47.6%	36.7%	31.6%
	Vacant Housing Percent	3.4%	3.2%	3.0%
	Total Housing Units (Census 2000)	4,723	24,192	43,612
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	66.5%	65.2%	62.0%
	Property Value \$750,000 to \$999,999	14.5%	11.0%	11.7%
	Property Value \$500,000 to \$749,999	6.3%	4.0%	4.4%
	Property Value \$400,000 to \$499,999	0.9%	0.7%	0.8%
	Property Value \$300,000, to \$399,999	0.4%	0.6%	0.5%
	Property Value \$200,000 to \$299,999	0.0%	0.4%	0.4%
	Property Value \$150,000 to \$199,999	0.2%	0.4%	0.3%
	Property Value \$100,000 to \$149,999	1.1%	0.9%	0.6%
	Property Value \$60,000 to \$99,999	0.2%	0.1%	0.2%
	Property Value \$40,000 to \$59,999	0.0%	0.1%	0.0%
	Property Value \$0 to \$39,999	0.4%	1.0%	1.0%
	Median Home Value	\$1,479,192	\$1,530,608	\$1,508,542
Wealth per Household	\$0 and under - percent	16.4%	15.7%	15.4%
	\$1 to \$4999 - percent	7.3%	6.8%	6.6%
	\$5k to \$9999 - percent	4.1%	3.9%	3.8%
	\$10k to \$24999 - percent	5.9%	5.8%	5.7%
	\$25k to \$49999 - percent	6.5%	6.5%	6.5%
	\$50k to \$99999 - percent	9.5%	9.7%	9.8%
	\$100k to \$249999 - percent	17.8%	18.3%	18.5%
	\$250k to \$499999 - percent	14.3%	14.7%	14.8%
	\$500k+ - percent	18.3%	18.7%	18.9%
	Median HH Wealth	\$103,197	\$113,756	\$118,282
	Avg HH Wealth	\$278,814	\$285,370	\$288,165
Economic Viability	Economic Viability Local	340	331	324
	Economic Viability Indexed	126	122	120
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	12,298	60,596	104,552
	Managerial/Executive	25.8%	27.2%	27.8%
	Professional Specialty	44.8%	42.4%	40.9%
	Healthcare Support	1.3%	1.4%	1.3%
	Sales	7.5%	8.6%	8.7%
	Office & Administrative Support	7.4%	7.6%	7.6%
	Protective Service	1.7%	1.3%	1.4%
	Food Preparation	3.5%	3.0%	3.1%
	Building Maintenance & Cleaning	0.5%	0.6%	0.7%
	Personal Care	1.8%	1.6%	1.8%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.1%
	Construction	2.1%	2.3%	2.8%
	Production & Transportation	3.5%	4.0%	3.9%
	Percent White Collar Workers	86.8%	87.2%	86.3%
	Percent Blue Collar Workers	13.2%	12.8%	13.7%

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	Agriculture/Mining/Construction	3.4%	3.5%	3.9%
	Manufacturing	10.5%	11.6%	11.3%
	Transportation	3.2%	3.2%	3.3%
	Information	4.4%	4.7%	4.7%
	Wholesale/Retail	11.6%	12.0%	11.7%
	Finance, Insurance, Real Estate	6.9%	7.1%	7.5%
	Professional Services	28.1%	25.3%	23.7%
	Management Services	0.4%	0.4%	0.3%
	Administrative/Waste Services	2.6%	2.4%	2.4%
	Educational Services	16.1%	18.2%	19.1%
	Entertainment Services	6.1%	6.2%	6.1%
	Other Professional Services	3.0%	2.5%	2.6%
	Public Administration	3.7%	3.0%	3.4%
Vehicles per HH	No Vehicles	3.1%	3.7%	3.7%
	1 Vehicle	35.7%	28.3%	25.2%
	2 Vehicles	43.8%	46.3%	45.4%
	3 or more vehicles	17.4%	21.7%	25.7%
	Average Number of Vehicles	1.79	1.93	2.03
Change	Births (last 12 months)	217	1,016	1,735
	Deaths (last 12 months)	131	706	1,264
	Migration (last 12 months)	-27	-694	-1,256
Work place	Workplace Establishments	968	6,073	8,621
	Workplace Employees (FTE)	13,018	68,951	94,376