

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



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	86,378	219,876	649,903
	Population Est 23Q1	86,464	220,862	651,169
	Population Est 22Q4	86,145	220,518	650,902
	Population Est 22Q3	86,132	220,581	651,177
	Population Est 22Q2	86,139	220,618	651,273
	Population Est 22Q1	86,077	220,647	651,507
	Population Est 21Q4	86,143	220,725	652,587
	Population Est 21Q3	86,094	220,669	652,593
	Population Est 21Q2	85,911	220,499	652,781
	Population Fcst	86,967	221,746	655,705
	2010 Census Population	59,457	180,568	570,369
	2000 Census Population	41,093	150,240	499,107
	1990 Census Population	30,910	121,917	407,213
	Current Year Daytime Population	130,438	264,074	666,801
	Average Seasonal Population	605	1,766	5,174
	Historical Annual Growth, 1990 – 2000	2.89%	2.11%	2.06%
	Historical Annual Growth, 2000 – 2010	3.76%	1.86%	1.34%
	Estimated Annual Growth, 2010 – CY	2.66%	1.39%	0.92%
	Projected Annual Growth, CY to Y5	0.14%	0.17%	0.18%
	Group Qtrs Est	3,716	4,854	9,494
Transient Est Average Last 4 Qtrs	8,613	12,556	20,976	
Households	Current Year Estimated Households	28,751	75,475	221,376
	Households Est 23Q1	28,778	75,808	221,721
	Households Est 22Q4	28,674	75,691	221,635
	Households Est 22Q3	28,673	75,715	221,738
	Households Est 22Q2	28,678	75,726	221,771
	Households Est 22Q1	28,659	75,741	221,850
	Households Est 21Q4	28,683	75,767	222,258
	Households Est 21Q3	28,657	75,736	222,237
	Households Est 21Q2	28,570	75,658	222,300
	Households Fcst	28,943	76,072	223,291
	2010 Census Households	19,580	62,700	199,549
	2000 Census Households	13,292	52,672	178,694
	1990 Census Households	9,812	42,444	151,688
	Historical Annual Growth, 1990 – 2000	3.08%	2.18%	1.65%
	Historical Annual Growth, 2000 – 2010	3.95%	1.76%	1.11%
	Estimated Annual Growth, 2010 – CY	2.73%	1.31%	0.73%
	Projected Annual Growth, CY to Y5	0.13%	0.16%	0.17%
Population per Household	2.88	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	9.5%	8.9%	7.1%
	HH Income \$250,000 to \$499,999	11.4%	10.7%	8.5%
	HH Income \$200,000 to \$249,999	26.5%	24.9%	19.9%
	HH Income \$175,000 to \$199,999	6.8%	6.5%	6.6%
	HH Income \$150,000 to \$174,999	9.1%	8.7%	8.6%
	HH Income \$100,000 to 149,999	14.6%	14.8%	16.5%
	HH Income \$75,000 to 99,999	6.6%	7.5%	9.2%
	HH Income \$50,000 to 74,999	6.2%	6.8%	8.4%
	HH Income \$35,000 to 49,999	2.7%	3.3%	4.7%
	HH Income \$25,000 to 34,999	1.9%	2.4%	3.3%
	HH Income \$15,000 to 24,999	1.6%	2.0%	3.0%
	HH Income \$0 to 14,999	3.1%	3.6%	4.3%
	Average Household Income	\$232,403	\$222,931	\$198,309
	Median Household Income	\$190,123	\$178,820	\$152,062
	Per Capita Income	\$79,132	\$77,520	\$68,164
	Average Disposable Income	\$150,866	\$145,173	\$130,587
	Median Disposable Income	\$149,740	\$143,577	\$124,718
	Discretionary HH Income Over \$150,000	25.7%	23.8%	18.4%
	Discretionary HH Income \$125,000 to \$149,999	19.7%	18.7%	15.3%
	Discretionary HH Income \$100,000 to \$124,999	14.7%	13.9%	12.4%
	Discretionary HH Income \$75,000 to \$99,999	12.8%	12.1%	13.5%
	Discretionary HH Income \$50,000 to \$74,999	11.5%	12.7%	14.8%
	Discretionary HH Income \$25,000 to \$49,999	8.7%	10.1%	13.8%
	Discretionary HH Income Under \$25,000	7.0%	8.6%	11.8%
	Average Discretionary HH Income	\$107,333	\$103,161	\$92,203
	Median Discretionary HH Income	\$117,086	\$111,576	\$92,609
	Householder White – Count	10,025	33,351	90,825
	Median HH Income	\$170,090	\$167,691	\$163,744
	Average HH Income	\$144,251	\$141,234	\$138,168
	Householder Black or African-American – Count	837	1,681	12,249
	Median HH Income	\$130,751	\$120,151	\$88,370
	Average HH Income	\$126,573	\$117,053	\$96,340
	Householder Hispanic – Count	2,298	7,736	33,412
	Median HH Income	\$158,271	\$132,345	\$112,287
Average HH Income	\$133,957	\$127,866	\$115,292	
Householder Asian or Pacific Islander – Count	13,463	26,397	61,176	
Median HH Income	\$232,810	\$235,472	\$189,859	
Average HH Income	\$162,619	\$161,964	\$148,846	
Householder Other or Pacific Islander – Count	2,128	6,310	23,714	
Median HH Income	\$175,557	\$156,296	\$126,796	
Average HH Income	\$141,303	\$135,828	\$123,942	

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Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	41,459	107,081	317,434
	Female Population	44,919	112,794	332,469
Total Population by Age	Count of Pop 0 to 4 years	4,473	10,564	32,010
	Count of Pop 0 to 7 years	7,365	16,703	47,881
	Count of Pop 5 - 13	10,813	24,945	69,244
	Count of Pop 14 - 18	5,174	12,950	36,366
	Count of Pop 19 - 22	4,599	12,098	35,315
	Count of Pop 22 - 25	3,068	8,319	25,126
	Count of Pop 25 - 29	3,948	10,475	34,512
	Count of Pop 30 - 34	5,387	11,939	37,617
	Count of Pop 35 - 39	7,061	14,921	43,067
	Count of Pop 40 - 44	8,395	17,846	47,252
	Count of Pop 45 - 59	19,388	49,629	139,221
	Count of Pop 60 - 74	9,421	31,687	104,790
	Count of Pop 75 - 84	3,285	10,442	32,942
	Count of Pop 85+	1,365	4,061	12,441
	% of Pop 0 to 4 years	5.2%	4.8%	4.9%
	% of Pop 0 to 7 years	8.5%	7.6%	7.4%
	% of Pop 5 - 13	12.5%	11.3%	10.7%
	% of Pop 14 - 18	6.0%	5.9%	5.6%
	% of Pop 19 - 22	5.3%	5.5%	5.4%
	% of Pop 22 - 25	3.6%	3.8%	3.9%
	% of Pop 25 - 29	4.6%	4.8%	5.3%
	% of Pop 30 - 34	6.2%	5.4%	5.8%
	% of Pop 35 - 39	8.2%	6.8%	6.6%
	% of Pop 40 - 44	9.7%	8.1%	7.3%
	% of Pop 45 - 59	22.4%	22.6%	21.4%
	% of Pop 60 - 74	10.9%	14.4%	16.1%
	% of Pop 75 - 84	3.8%	4.7%	5.1%
	% of Pop 85+	1.6%	1.8%	1.9%
Median Age	39.1	41.0	41.2	
Average Age	37.9	40.0	40.6	
Male Population by Age	% of Pop 0 to 4 years	5.5%	5.0%	5.1%
	% of Pop 5 - 13	13.2%	11.8%	11.1%
	% of Pop 14 - 18	6.4%	6.2%	5.9%
	% of Pop 19 - 22	5.6%	5.8%	5.7%
	% of Pop 22 - 25	3.6%	4.0%	4.0%
	% of Pop 25 - 29	4.7%	5.0%	5.5%
	% of Pop 30 - 34	6.0%	5.4%	5.9%
	% of Pop 35 - 39	7.6%	6.5%	6.5%
	% of Pop 40 - 44	9.3%	7.8%	7.1%
	% of Pop 45 - 59	23.0%	22.8%	21.4%
	% of Pop 75 - 84	3.2%	4.1%	4.5%
	% of Pop 60 - 74	10.6%	14.2%	15.8%
	% of Pop 85+	1.3%	1.5%	1.5%
	Median Age	38.3	40.2	40.2
Average Age	37.1	39.1	39.7	

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	% of Pop 0 to 4 years	4.9%	4.6%	4.7%
	% of Pop 5 - 13	11.9%	10.9%	10.2%
	% of Pop 14 - 18	5.6%	5.6%	5.3%
	% of Pop 19 - 22	5.1%	5.2%	5.2%
	% of Pop 22 - 25	3.5%	3.6%	3.7%
	% of Pop 25 - 29	4.4%	4.5%	5.1%
	% of Pop 30 - 34	6.5%	5.4%	5.7%
	% of Pop 35 - 39	8.7%	7.1%	6.7%
	% of Pop 40 - 44	10.1%	8.5%	7.5%
	% of Pop 45 - 59	21.9%	22.3%	21.5%
	% of Pop 60 - 74	11.2%	14.7%	16.4%
	% of Pop 75 - 84	4.3%	5.4%	5.6%
	% of Pop 85+	1.8%	2.2%	2.3%
	Median Age	39.6	41.8	42.2
Average Age	38.7	40.8	41.5	
Race	Count of White	26,929	92,196	256,456
	Count of Black or African-American	3,185	5,780	35,607
	Count of Asian or Pacific Islander	45,565	88,636	214,827
	Count of Other races	10,699	33,263	143,014
	White	31.2%	41.9%	39.5%
	Black or African American	3.7%	2.6%	5.5%
	Asian	52.8%	40.3%	33.1%
	Other Races	12.4%	15.1%	22.0%
Language Spoken	Speak English at Home	51.1%	58.4%	57.5%
	Speak Spanish at Home	4.9%	6.6%	13.1%
	Speak French or French Creole at Home	0.3%	0.3%	0.4%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	14.3%	11.1%	7.3%
	Speak Russian and Other Slavic Languages at Home	1.2%	1.1%	1.0%
	Speak Chinese at Home	10.4%	9.0%	8.7%
	Speak Korean at Home	2.2%	1.7%	1.3%
	Speak Vietnamese at Home	1.0%	0.8%	1.3%
	Speak Other Asian Languages at Home	11.4%	8.2%	5.0%
	Speak Tagalog and Other Pacific Languages at Home	1.6%	1.4%	2.9%
	Speak Other Language at Home	1.3%	1.0%	1.4%
Hispanic	Hispanic Population	9,253	29,803	135,811
	Hispanic Population Percent	10.7%	13.6%	20.9%
	Mexican	59.9%	65.3%	70.8%
	Puerto Rican	5.6%	5.5%	4.0%
	Cuban	0.6%	1.1%	0.7%
	Dominican	0.1%	0.0%	0.1%
	Central American	5.7%	5.4%	9.1%
	South American	7.9%	8.5%	5.3%
	Other Hispanic	20.2%	14.2%	9.9%
	2000 Hispanic Population Percent	12%	11%	17%
	1990 Hispanic Population Percent	9%	8%	12%

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Ancestry	American (percent of total population)	1.3%	1.6%	2.0%
	American	0.7%	1.1%	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)	52.4%	40.0%	32.8%
	Chinese	13.9%	11.5%	10.7%
	Japanese	0.7%	0.7%	0.8%
	Korean	2.8%	2.2%	1.7%
	South Central Asian (ie. Indian)	25.8%	18.5%	10.9%
	South East Asian (ie. Vietnamese)	6.9%	5.4%	7.2%
	Other Asian	2.3%	1.7%	1.5%
	European (percent of total population)	10.6%	17.2%	16.0%
	British	1.9%	3.1%	2.8%
	Dutch	0.2%	0.3%	0.3%
	French	0.4%	0.6%	0.6%
	German	2.0%	3.4%	3.2%
	Italian	1.2%	2.0%	1.9%
	Polish	0.3%	0.5%	0.4%
	Scandinavian	0.9%	1.5%	1.4%
	Scotch/Irish	2.3%	3.4%	3.3%
Other European (ie. Greek/Russian)	1.5%	2.3%	2.2%	
Middle Eastern	1.0%	1.0%	0.9%	
Other Ancestry	17.3%	18.9%	20.1%	
Unclassified Ancestry	6.6%	7.7%	7.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	58,251	150,999	451,841
	Elementary (0 to 8)	2.5%	2.6%	4.8%
	Some High School (9 to 11)	2.0%	2.1%	3.9%
	High School Graduate (12)	8.9%	10.9%	15.6%
	Some College (13 to 16)	12.1%	14.3%	16.6%
	Associates Degree Only	5.3%	6.7%	7.3%
	Bachelors Degree Only	37.1%	35.4%	30.5%
	Graduate Degree	32.1%	27.8%	21.2%
	% College (4+)	69.2%	63.3%	51.7%
Household Type	Total Households – count	28,751	75,475	221,376
	One Person HHs – count	5,081	13,714	41,634
	Family HHs – count	21,879	57,819	166,703
	Married Couple – count	18,858	49,343	133,336
	w/own children – count	10,989	25,568	65,033
	w/out own children – count	7,869	23,776	68,303
	Male Householder – count	863	2,867	10,677
	Female Householder – count	2,158	5,609	22,690
	Non-Family Households – count	1,791	3,942	13,039
	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	43.6%	39.3%	35.8%	

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Housing	Total Housing Units	29,713	77,765	228,883
	Owner Occupied Percent	58.7%	65.1%	62.6%
	Renter Occupied Percent	38.1%	31.9%	34.1%
	Vacant Housing Percent	3.2%	2.9%	3.3%
	Total Housing Units (Census 2000)	14,102	54,221	183,523
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	64.7%	61.5%	51.0%
	Property Value \$750,000 to \$999,999	13.1%	13.1%	16.5%
	Property Value \$500,000 to \$749,999	5.0%	5.4%	9.5%
	Property Value \$400,000 to \$499,999	0.5%	0.8%	1.3%
	Property Value \$300,000, to \$399,999	0.3%	0.5%	0.7%
	Property Value \$200,000 to \$299,999	0.0%	0.5%	0.7%
	Property Value \$150,000 to \$199,999	0.4%	0.4%	0.3%
	Property Value \$100,000 to \$149,999	0.9%	0.6%	0.6%
	Property Value \$60,000 to \$99,999	0.1%	0.2%	0.4%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.1%
	Property Value \$0 to \$39,999	0.6%	1.2%	1.1%
	Median Home Value	\$1,223,284	\$1,221,318	\$1,183,218
Wealth per Household	\$0 and under - percent	15.8%	15.5%	16.2%
	\$1 to \$4999 - percent	6.8%	6.7%	7.4%
	\$5k to \$9999 - percent	3.9%	3.9%	4.1%
	\$10k to \$24999 - percent	5.8%	5.8%	5.9%
	\$25k to \$49999 - percent	6.5%	6.5%	6.6%
	\$50k to \$99999 - percent	9.6%	9.8%	9.9%
	\$100k to \$249999 - percent	18.2%	18.5%	18.3%
	\$250k to \$499999 - percent	14.6%	14.7%	14.2%
	\$500k+ - percent	18.7%	18.6%	17.4%
	Median HH Wealth	\$112,624	\$114,500	\$99,481
	Avg HH Wealth	\$285,079	\$284,469	\$270,488
Economic Viability	Economic Viability Local	335	321	306
	Economic Viability Indexed	124	119	113
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	45,484	117,011	339,387
	Managerial/Executive	26.7%	27.3%	24.4%
	Professional Specialty	43.7%	38.3%	30.8%
	Healthcare Support	1.3%	1.5%	2.7%
	Sales	7.7%	9.0%	9.0%
	Office & Administrative Support	7.7%	8.1%	9.3%
	Protective Service	1.5%	1.4%	1.7%
	Food Preparation	2.9%	3.2%	3.9%
	Building Maintenance & Cleaning	0.5%	1.2%	2.1%
	Personal Care	1.6%	2.2%	2.3%
	Farming, Fishing, & Forestry	0.2%	0.1%	0.2%
	Construction	2.3%	3.4%	5.4%
	Production & Transportation	4.0%	4.6%	8.1%
	Percent White Collar Workers	87.1%	84.0%	76.2%
	Percent Blue Collar Workers	12.9%	16.0%	23.8%

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	Agriculture/Mining/Construction	3.2%	4.5%	6.3%
	Manufacturing	10.0%	10.8%	10.2%
	Transportation	3.4%	3.3%	5.1%
	Information	5.1%	4.3%	3.5%
	Wholesale/Retail	11.9%	12.2%	12.3%
	Finance, Insurance, Real Estate	7.5%	7.5%	7.1%
	Professional Services	26.7%	22.6%	17.0%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.2%	2.5%	3.5%
	Educational Services	17.5%	19.0%	20.3%
	Entertainment Services	6.3%	6.6%	7.1%
	Other Professional Services	2.4%	3.1%	3.7%
	Public Administration	3.5%	3.4%	3.7%
Vehicles per HH	No Vehicles	3.6%	4.0%	4.6%
	1 Vehicle	28.5%	25.0%	25.5%
	2 Vehicles	47.3%	45.0%	41.9%
	3 or more vehicles	20.7%	26.1%	28.0%
	Average Number of Vehicles	1.92	2.04	2.07
Change	Births (last 12 months)	777	1,934	6,012
	Deaths (last 12 months)	477	1,455	4,543
	Migration (last 12 months)	-41	-1,107	-2,493
Work place	Workplace Establishments	5,469	10,390	24,479
	Workplace Employees (FTE)	68,766	116,345	238,902