

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	85,359	219,143	648,220
	Population Est 25Q1	85,149	218,763	647,574
	Population Est 24Q4	84,979	218,318	647,844
	Population Est 24Q3	84,654	217,680	646,883
	Population Est 24Q2	85,649	218,516	646,834
	Population Est 24Q1	85,573	219,104	647,125
	Population Est 23Q4	85,187	218,488	645,957
	Population Est 23Q3	85,069	218,224	645,124
	Population Est 23Q2	85,044	218,157	644,887
	Population Fcst	86,888	222,061	653,913
	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	141,312	275,606	677,059
	Average Seasonal Population	494	1,410	4,109
	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	2.53%	1.34%	0.89%
	Projected Annual Growth, CY to Y5	0.36%	0.26%	0.18%
	Group Qtrs Est	3,716	4,854	9,494
Transient Est Average Last 4 Qtrs	8,372	12,171	20,178	
<b>Households</b>	Current Year Estimated Households	28,256	75,061	220,597
	Households Est 25Q1	28,190	74,899	220,260
	Households Est 24Q4	28,176	74,785	220,448
	Households Est 24Q3	28,061	74,566	220,125
	Households Est 24Q2	28,491	74,942	220,199
	Households Est 24Q1	28,467	75,172	220,318
	Households Est 23Q4	28,338	74,966	219,924
	Households Est 23Q3	28,303	74,875	219,641
	Households Est 23Q2	28,292	74,849	219,558
	Households Fcst	28,761	76,002	222,451
	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	2.56%	1.25%	0.69%
	Projected Annual Growth, CY to Y5	0.36%	0.25%	0.17%
	Population per Household	2.89	2.85	2.90

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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	10.6%	9.9%	8.2%
	HH Income \$250,000 to \$499,999	12.7%	11.8%	9.8%
	HH Income \$200,000 to \$249,999	29.7%	27.6%	22.9%
	HH Income \$175,000 to \$199,999	7.5%	7.1%	7.1%
	HH Income \$150,000 to \$174,999	7.4%	7.2%	7.3%
	HH Income \$100,000 to 149,999	12.8%	13.8%	15.6%
	HH Income \$75,000 to 99,999	6.1%	6.8%	8.4%
	HH Income \$50,000 to 74,999	4.4%	5.4%	7.4%
	HH Income \$35,000 to 49,999	2.5%	3.4%	4.2%
	HH Income \$25,000 to 34,999	1.6%	2.0%	2.8%
	HH Income \$15,000 to 24,999	1.7%	1.8%	2.5%
	HH Income \$0 to 14,999	2.9%	3.3%	3.9%
	Average Household Income	\$258,807	\$246,676	\$221,462
	Median Household Income	\$205,195	\$197,265	\$168,066
	Per Capita Income	\$87,467	\$85,491	\$75,982
	Average Disposable Income	\$158,887	\$152,094	\$138,919
	Median Disposable Income	\$160,887	\$153,715	\$135,248
	Discretionary HH Income Over \$150,000	42.9%	39.9%	30.9%
	Discretionary HH Income \$125,000 to \$149,999	14.0%	13.7%	12.9%
	Discretionary HH Income \$100,000 to \$124,999	12.0%	11.4%	11.0%
	Discretionary HH Income \$75,000 to \$99,999	10.4%	10.8%	12.1%
	Discretionary HH Income \$50,000 to \$74,999	8.6%	9.6%	12.5%
	Discretionary HH Income \$25,000 to \$49,999	5.9%	7.8%	11.0%
	Discretionary HH Income Under \$25,000	6.1%	6.9%	9.6%
	Average Discretionary HH Income	\$124,101	\$119,712	\$107,293
	Median Discretionary HH Income	\$137,386	\$131,553	\$110,958
	Householder White – Count	9,068	31,734	86,343
	Median HH Income	\$183,205	\$180,247	\$179,421
	Average HH Income	\$150,425	\$146,650	\$144,967
	Householder Black or African-American – Count	797	1,518	11,254
	Median HH Income	\$154,020	\$135,950	\$107,200
	Average HH Income	\$133,263	\$124,737	\$108,108
	Householder Hispanic – Count	2,515	7,813	34,642
	Median HH Income	\$175,181	\$150,767	\$123,802
Average HH Income	\$140,550	\$135,277	\$122,605	
Householder Asian or Pacific Islander – Count	13,426	26,712	62,361	
Median HH Income	\$260,992	\$259,983	\$214,978	
Average HH Income	\$168,877	\$166,612	\$154,045	
Householder Other or Pacific Islander – Count	2,451	7,284	25,996	
Median HH Income	\$188,773	\$165,059	\$139,929	
Average HH Income	\$143,788	\$138,660	\$130,227	

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<b>Gender</b>	Male Population	40,939	106,686	316,628
	Female Population	44,420	112,458	331,592
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	4,181	10,121	31,269
	Count of Pop 0 to 7 years	6,985	16,026	46,521
	Count of Pop 5 - 13	10,356	23,824	66,351
	Count of Pop 14 - 18	5,296	13,130	36,495
	Count of Pop 19 - 22	4,808	12,590	36,220
	Count of Pop 22 - 25	3,238	8,808	26,101
	Count of Pop 25 - 29	3,666	10,237	33,845
	Count of Pop 30 - 34	4,887	11,200	36,135
	Count of Pop 35 - 39	6,484	13,962	41,540
	Count of Pop 40 - 44	8,292	17,592	46,792
	Count of Pop 45 - 59	19,839	50,028	138,863
	Count of Pop 60 - 74	9,625	32,664	107,465
	Count of Pop 75 - 84	3,309	10,793	34,405
	Count of Pop 85+	1,378	4,193	12,738
	% of Pop 0 to 4 years	4.9%	4.6%	4.8%
	% of Pop 0 to 7 years	8.2%	7.3%	7.2%
	% of Pop 5 - 13	12.1%	10.9%	10.2%
	% of Pop 14 - 18	6.2%	6.0%	5.6%
	% of Pop 19 - 22	5.6%	5.7%	5.6%
	% of Pop 22 - 25	3.8%	4.0%	4.0%
	% of Pop 25 - 29	4.3%	4.7%	5.2%
	% of Pop 30 - 34	5.7%	5.1%	5.6%
	% of Pop 35 - 39	7.6%	6.4%	6.4%
	% of Pop 40 - 44	9.7%	8.0%	7.2%
	% of Pop 45 - 59	23.2%	22.8%	21.4%
	% of Pop 60 - 74	11.3%	14.9%	16.6%
	% of Pop 75 - 84	3.9%	4.9%	5.3%
	% of Pop 85+	1.6%	1.9%	2.0%
Median Age	39.8	41.6	41.7	
Average Age	38.3	40.4	41.0	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.2%	4.8%	5.0%
	% of Pop 5 - 13	12.7%	11.3%	10.7%
	% of Pop 14 - 18	6.6%	6.3%	5.9%
	% of Pop 19 - 22	5.9%	6.0%	5.8%
	% of Pop 22 - 25	3.9%	4.2%	4.2%
	% of Pop 25 - 29	4.5%	4.9%	5.5%
	% of Pop 30 - 34	5.6%	5.2%	5.7%
	% of Pop 35 - 39	6.9%	6.1%	6.3%
	% of Pop 40 - 44	9.2%	7.6%	7.0%
	% of Pop 45 - 59	23.9%	23.1%	21.3%
	% of Pop 75 - 84	3.3%	4.2%	4.8%
	% of Pop 60 - 74	11.0%	14.7%	16.3%
	% of Pop 85+	1.3%	1.5%	1.5%
	Median Age	39.1	40.7	40.6
Average Age	37.5	39.5	40.1	

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	% of Pop 35 - 39	8.2%	6.7%	6.5%
	% of Pop 40 - 44	10.2%	8.4%	7.4%
	% of Pop 45 - 59	22.6%	22.6%	21.5%
	% of Pop 60 - 74	11.5%	15.1%	16.9%
	% of Pop 75 - 84	4.4%	5.6%	5.8%
	% of Pop 85+	1.9%	2.3%	2.4%
	Median Age	40.3	42.4	42.7
Average Age	39.1	41.3	41.9	
Race	Count of White	25,672	89,231	246,700
	Count of Black or African-American	2,986	5,567	35,193
	Count of Asian or Pacific Islander	45,347	89,319	216,962
	Count of Other races	11,353	35,027	149,364
	White	30.1%	40.7%	38.1%
	Black or African American	3.5%	2.5%	5.4%
	Asian	53.1%	40.8%	33.5%
	Other Races	13.3%	16.0%	23.0%
Language Spoken	Speak English at Home	51.0%	57.8%	56.5%
	Speak Spanish at Home	5.5%	7.1%	13.3%
	Speak French or French Creole at Home	0.3%	0.3%	0.4%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	14.0%	10.9%	7.3%
	Speak Russian and Other Slavic Languages at Home	1.2%	1.2%	1.1%
	Speak Chinese at Home	9.9%	9.0%	9.2%
	Speak Korean at Home	2.2%	1.7%	1.3%
	Speak Vietnamese at Home	1.1%	0.9%	1.4%
	Speak Other Asian Languages at Home	11.6%	8.4%	5.2%
	Speak Tagalog and Other Pacific Languages at Home	1.8%	1.6%	2.7%
	Speak Other Language at Home	1.4%	0.9%	1.4%
Hispanic	Hispanic Population	9,520	30,058	137,169
	Hispanic Population Percent	11.2%	13.7%	21.2%
	Mexican	64.5%	70.6%	73.1%
	Puerto Rican	4.4%	4.7%	3.7%
	Cuban	2.2%	1.5%	0.9%
	Dominican	0.3%	0.1%	0.2%
	Central American	6.4%	6.0%	10.7%
	South American	9.4%	9.2%	5.8%
	Other Hispanic	12.9%	7.9%	5.7%
	2000 Hispanic Population Percent	12%	11%	17%
	1990 Hispanic Population Percent	9%	8%	12%

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<b>Ancestry</b>	American (percent of total population)	1.2%	1.6%	1.9%
	American	0.5%	1.0%	1.0%
	Native American (ie. Indian/Eskimo)	0.5%	0.3%	0.2%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.7%
	Asian (percent of total population)	46.4%	35.4%	26.9%
	Chinese	12.5%	10.8%	10.4%
	Japanese	0.6%	0.6%	0.7%
	Korean	2.7%	2.1%	1.7%
	South Central Asian (ie. Indian)	27.7%	19.5%	11.5%
	South East Asian (ie. Vietnamese)	0.6%	0.8%	1.3%
	Other Asian	2.4%	1.7%	1.4%
	European (percent of total population)	9.3%	15.6%	14.2%
	British	1.7%	2.9%	2.6%
	Dutch	0.2%	0.3%	0.2%
	French	0.3%	0.6%	0.5%
	German	1.7%	3.1%	2.8%
	Italian	1.1%	1.8%	1.7%
	Polish	0.3%	0.5%	0.4%
	Scandinavian	0.7%	1.3%	1.2%
	Scotch/Irish	2.1%	3.2%	3.0%
Other European (ie. Greek/Russian)	1.3%	1.9%	1.9%	
Middle Eastern	0.9%	0.9%	0.8%	
Other Ancestry	14.7%	16.9%	16.1%	
Unclassified Ancestry	6.2%	7.7%	6.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	57,480	150,670	451,783
	Elementary (0 to 8)	2.3%	2.7%	5.1%
	Some High School (9 to 11)	1.9%	2.0%	3.7%
	High School Graduate (12)	8.8%	11.0%	15.3%
	Some College (13 to 16)	11.7%	13.8%	16.2%
	Associates Degree Only	5.1%	6.4%	7.4%
	Bachelors Degree Only	37.2%	35.3%	30.5%
	Graduate Degree	33.1%	28.8%	21.8%
	% College (4+)	70.3%	64.2%	52.3%
<b>Household Type</b>	Total Households – count	28,256	75,061	220,597
	One Person HHs – count	4,914	13,554	41,362
	Family HHs – count	21,622	57,447	165,849
	Married Couple – count	18,688	49,249	133,247
	w/own children – count	10,810	25,299	64,964
	w/out own children – count	7,878	23,950	68,283
	Male Householder – count	904	2,602	10,104
	Female Householder – count	2,030	5,596	22,498
	Non-Family Households – count	1,719	4,060	13,386
	1 Person Household	17.4%	18.1%	18.8%
	2 Person Household	25.9%	28.2%	28.8%
	3 Person Household	20.8%	19.7%	18.9%
	4 Person Household	25.5%	23.1%	20.3%
	5 Person Household	6.7%	7.0%	7.9%
6 Person Household	2.5%	2.6%	3.2%	
7+ Person Household	1.3%	1.4%	2.1%	
% Households With Children	43.6%	38.6%	35.6%	

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<b>Housing</b>	Total Housing Units	29,180	77,318	228,066
	Owner Occupied Percent	59.1%	65.4%	62.7%
	Renter Occupied Percent	37.7%	31.7%	34.0%
	Vacant Housing Percent	3.2%	2.9%	3.3%
	Total Housing Units (Census 2000)	14,102	54,221	183,523
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	58.0%	55.5%	45.9%
	Property Value \$750,000 to \$999,999	12.8%	12.2%	17.4%
	Property Value \$500,000 to \$749,999	4.0%	4.7%	8.6%
	Property Value \$400,000 to \$499,999	0.4%	1.0%	1.4%
	Property Value \$300,000, to \$399,999	0.2%	0.5%	0.6%
	Property Value \$200,000 to \$299,999	0.1%	0.5%	0.7%
	Property Value \$150,000 to \$199,999	0.7%	0.6%	0.3%
	Property Value \$100,000 to \$149,999	0.7%	0.6%	0.6%
	Property Value \$60,000 to \$99,999	0.2%	0.2%	0.4%
	Property Value \$40,000 to \$59,999	0.1%	0.0%	0.1%
	Property Value \$0 to \$39,999	0.7%	1.1%	1.1%
	Median Home Value	\$1,258,731	\$1,258,064	\$1,203,060
<b>Wealth per Household</b>	\$0 and under - percent	15.7%	15.5%	16.1%
	\$1 to \$4999 - percent	6.7%	6.7%	7.3%
	\$5k to \$9999 - percent	3.9%	3.8%	4.1%
	\$10k to \$24999 - percent	5.8%	5.7%	5.9%
	\$25k to \$49999 - percent	6.5%	6.5%	6.6%
	\$50k to \$99999 - percent	9.7%	9.8%	9.9%
	\$100k to \$249999 - percent	18.3%	18.5%	18.3%
	\$250k to \$499999 - percent	14.7%	14.7%	14.2%
	\$500k+ - percent	18.9%	18.6%	17.4%
	Median HH Wealth	\$115,065	\$115,678	\$100,038
	Avg HH Wealth	\$287,075	\$285,521	\$271,166
<b>Economic Viability</b>	Economic Viability Local	367	349	327
	Economic Viability Indexed	132	126	118
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	44,977	116,932	341,347
	Managerial/Executive	26.9%	27.5%	24.3%
	Professional Specialty	44.8%	39.2%	31.5%
	Healthcare Support	1.2%	1.5%	2.7%
	Sales	7.5%	8.5%	8.6%
	Office & Administrative Support	7.6%	7.7%	9.1%
	Protective Service	1.6%	1.5%	1.7%
	Food Preparation	2.4%	3.0%	3.7%
	Building Maintenance & Cleaning	0.6%	1.2%	2.2%
	Personal Care	1.4%	2.1%	2.1%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.2%
	Construction	1.8%	3.0%	5.6%
	Production & Transportation	4.0%	4.6%	8.2%
	Percent White Collar Workers	88.1%	84.4%	76.2%
	Percent Blue Collar Workers	11.9%	15.6%	23.8%

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	Agriculture/Mining/Construction	2.3%	4.1%	6.4%
	Manufacturing	11.4%	11.0%	10.3%
	Transportation	3.4%	3.3%	5.1%
	Information	5.9%	4.6%	3.7%
	Wholesale/Retail	11.5%	11.7%	11.8%
	Finance, Insurance, Real Estate	7.4%	7.1%	6.9%
	Professional Services	27.7%	23.6%	17.9%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.3%	2.7%	3.7%
	Educational Services	16.7%	18.9%	20.0%
	Entertainment Services	5.5%	6.4%	6.7%
	Other Professional Services	2.3%	2.9%	3.5%
	Public Administration	3.3%	3.4%	3.6%
<b>Vehicles per HH</b>	No Vehicles	3.5%	3.8%	4.6%
	1 Vehicle	29.4%	25.6%	25.5%
	2 Vehicles	47.0%	44.5%	41.8%
	3 or more vehicles	20.1%	26.1%	28.1%
	Average Number of Vehicles	1.90	2.04	2.07
<b>Change</b>	Births (last 12 months)	728	1,873	5,851
	Deaths (last 12 months)	450	1,395	4,371
	Migration (last 12 months)	-547	264	252
<b>Work place</b>	Workplace Establishments	6,209	11,215	25,382
	Workplace Employees (FTE)	76,700	122,786	239,828