

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	22,127	113,452	196,114
	Population Est 25Q1	22,060	113,189	195,772
	Population Est 24Q4	22,078	112,984	195,384
	Population Est 24Q3	22,047	112,637	194,827
	Population Est 24Q2	22,817	113,690	195,803
	Population Est 24Q1	22,761	114,187	196,530
	Population Est 23Q4	22,700	113,791	195,978
	Population Est 23Q3	22,669	113,630	195,735
	Population Est 23Q2	22,670	113,600	195,684
	Population Fcst	22,273	114,652	199,066
	2010 Census Population	18,305	86,104	156,984
	2000 Census Population	12,896	67,422	121,200
	1990 Census Population	8,064	54,414	98,211
	Current Year Daytime Population	28,968	153,214	241,431
	Average Seasonal Population	106	707	1,306
	Historical Annual Growth, 1990 – 2000	4.81%	2.17%	2.13%
	Historical Annual Growth, 2000 – 2010	3.56%	2.48%	2.62%
	Estimated Annual Growth, 2010 – CY	1.32%	1.92%	1.55%
	Projected Annual Growth, CY to Y5	0.13%	0.21%	0.30%
	Group Qtrs Est	857	4,148	4,526
Transient Est Average Last 4 Qtrs	926	8,050	11,019	
Households	Current Year Estimated Households	7,752	38,579	66,291
	Households Est 25Q1	7,728	38,483	66,160
	Households Est 24Q4	7,739	38,454	66,066
	Households Est 24Q3	7,727	38,333	65,873
	Households Est 24Q2	8,016	38,772	66,299
	Households Est 24Q1	7,993	38,968	66,581
	Households Est 23Q4	7,971	38,835	66,397
	Households Est 23Q3	7,960	38,783	66,318
	Households Est 23Q2	7,960	38,771	66,297
	Households Fcst	7,817	38,969	67,243
	2010 Census Households	6,398	29,557	53,736
	2000 Census Households	4,438	23,233	42,331
	1990 Census Households	2,792	18,549	33,790
	Historical Annual Growth, 1990 – 2000	4.74%	2.28%	2.28%
	Historical Annual Growth, 2000 – 2010	3.73%	2.44%	2.41%
	Estimated Annual Growth, 2010 – CY	1.33%	1.85%	1.46%
	Projected Annual Growth, CY to Y5	0.17%	0.20%	0.29%
	Population per Household	2.74	2.83	2.89

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	9.3%	10.2%	10.5%
	HH Income \$250,000 to \$499,999	11.1%	12.2%	12.5%
	HH Income \$200,000 to \$249,999	25.9%	28.5%	29.3%
	HH Income \$175,000 to \$199,999	8.6%	7.7%	7.2%
	HH Income \$150,000 to \$174,999	8.2%	7.2%	6.7%
	HH Income \$100,000 to 149,999	14.1%	13.1%	12.8%
	HH Income \$75,000 to 99,999	7.0%	6.1%	6.1%
	HH Income \$50,000 to 74,999	4.9%	5.0%	5.1%
	HH Income \$35,000 to 49,999	2.7%	3.2%	3.0%
	HH Income \$25,000 to 34,999	1.9%	1.9%	1.8%
	HH Income \$15,000 to 24,999	2.1%	1.9%	1.8%
	HH Income \$0 to 14,999	4.1%	3.0%	3.2%
	Average Household Income	\$226,347	\$253,301	\$260,557
	Median Household Income	\$189,301	\$201,567	\$203,931
	Per Capita Income	\$80,906	\$87,733	\$89,117
	Average Disposable Income	\$149,511	\$155,098	\$156,327
	Median Disposable Income	\$149,016	\$157,101	\$159,377
	Discretionary HH Income Over \$150,000	33.1%	40.6%	42.8%
	Discretionary HH Income \$125,000 to \$149,999	15.4%	14.1%	14.0%
	Discretionary HH Income \$100,000 to \$124,999	14.4%	11.9%	11.2%
	Discretionary HH Income \$75,000 to \$99,999	11.8%	10.5%	9.9%
	Discretionary HH Income \$50,000 to \$74,999	10.7%	8.8%	8.8%
	Discretionary HH Income \$25,000 to \$49,999	6.6%	7.3%	6.9%
	Discretionary HH Income Under \$25,000	8.1%	6.7%	6.5%
	Average Discretionary HH Income	\$112,703	\$121,031	\$123,206
	Median Discretionary HH Income	\$122,322	\$133,410	\$137,043
	Householder White – Count	2,413	14,229	26,112
	Median HH Income	\$176,233	\$181,432	\$187,600
	Average HH Income	\$146,633	\$147,758	\$148,929
	Householder Black or African-American – Count	188	999	1,622
	Median HH Income	\$162,214	\$141,288	\$121,793
	Average HH Income	\$136,252	\$130,499	\$117,310
	Householder Hispanic – Count	703	3,361	5,800
Median HH Income	\$164,388	\$163,194	\$167,949	
Average HH Income	\$136,422	\$137,218	\$139,792	
Householder Asian or Pacific Islander – Count	3,839	16,537	26,823	
Median HH Income	\$210,557	\$258,456	\$265,676	
Average HH Income	\$157,534	\$166,824	\$168,387	
Householder Other or Pacific Islander – Count	610	3,453	5,934	
Median HH Income	\$157,834	\$172,425	\$174,238	
Average HH Income	\$134,574	\$140,960	\$141,469	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	10,693	54,549	95,362
	Female Population	11,434	58,902	100,752
Total Population by Age	Count of Pop 0 to 4 years	1,158	5,335	8,951
	Count of Pop 0 to 7 years	1,918	8,611	14,118
	Count of Pop 5 - 13	2,648	12,825	21,303
	Count of Pop 14 - 18	1,309	7,016	12,256
	Count of Pop 19 - 22	1,174	6,587	11,801
	Count of Pop 22 - 25	786	4,533	8,222
	Count of Pop 25 - 29	935	4,965	9,072
	Count of Pop 30 - 34	1,335	6,091	9,625
	Count of Pop 35 - 39	1,908	7,804	12,017
	Count of Pop 40 - 44	2,345	10,063	15,757
	Count of Pop 45 - 59	4,946	26,233	46,355
	Count of Pop 60 - 74	2,405	14,814	27,926
	Count of Pop 75 - 84	774	5,066	9,275
	Count of Pop 85+	405	2,120	3,554
	% of Pop 0 to 4 years	5.2%	4.7%	4.6%
	% of Pop 0 to 7 years	8.7%	7.6%	7.2%
	% of Pop 5 - 13	12.0%	11.3%	10.9%
	% of Pop 14 - 18	5.9%	6.2%	6.2%
	% of Pop 19 - 22	5.3%	5.8%	6.0%
	% of Pop 22 - 25	3.6%	4.0%	4.2%
	% of Pop 25 - 29	4.2%	4.4%	4.6%
	% of Pop 30 - 34	6.0%	5.4%	4.9%
	% of Pop 35 - 39	8.6%	6.9%	6.1%
	% of Pop 40 - 44	10.6%	8.9%	8.0%
	% of Pop 45 - 59	22.4%	23.1%	23.6%
	% of Pop 60 - 74	10.9%	13.1%	14.2%
	% of Pop 75 - 84	3.5%	4.5%	4.7%
	% of Pop 85+	1.8%	1.9%	1.8%
Median Age	39.5	40.8	41.5	
Average Age	38.1	39.5	40.1	
Male Population by Age	% of Pop 0 to 4 years	5.5%	5.0%	4.8%
	% of Pop 5 - 13	12.7%	11.8%	11.3%
	% of Pop 14 - 18	6.3%	6.6%	6.6%
	% of Pop 19 - 22	5.6%	6.2%	6.3%
	% of Pop 22 - 25	3.7%	4.1%	4.4%
	% of Pop 25 - 29	4.4%	4.5%	4.9%
	% of Pop 30 - 34	5.9%	5.3%	4.9%
	% of Pop 35 - 39	7.8%	6.4%	5.7%
	% of Pop 40 - 44	10.4%	8.4%	7.5%
	% of Pop 45 - 59	22.9%	23.5%	23.8%
	% of Pop 75 - 84	2.8%	3.8%	4.0%
	% of Pop 60 - 74	10.5%	12.8%	14.1%
	% of Pop 85+	1.5%	1.5%	1.5%
	Median Age	38.8	40.0	40.7
Average Age	37.2	38.5	39.2	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	% of Pop 0 to 4 years	5.0%	4.5%	4.4%
	% of Pop 5 - 13	11.3%	10.8%	10.4%
	% of Pop 14 - 18	5.6%	5.8%	5.9%
	% of Pop 19 - 22	5.0%	5.5%	5.7%
	% of Pop 22 - 25	3.4%	3.9%	4.0%
	% of Pop 25 - 29	4.1%	4.2%	4.4%
	% of Pop 30 - 34	6.2%	5.4%	4.9%
	% of Pop 35 - 39	9.4%	7.3%	6.5%
	% of Pop 40 - 44	10.7%	9.3%	8.5%
	% of Pop 45 - 59	21.8%	22.8%	23.5%
	% of Pop 60 - 74	11.2%	13.3%	14.3%
	% of Pop 75 - 84	4.2%	5.1%	5.4%
	% of Pop 85+	2.1%	2.2%	2.1%
	Median Age	40.0	41.4	42.2
Average Age	39.0	40.3	40.9	
Race	Count of White	6,267	40,048	73,557
	Count of Black or African-American	674	3,469	5,314
	Count of Asian or Pacific Islander	12,173	54,630	89,811
	Count of Other races	3,013	15,306	27,432
	White	28.3%	35.3%	37.5%
	Black or African American	3.0%	3.1%	2.7%
	Asian	55.0%	48.2%	45.8%
	Other Races	13.6%	13.5%	14.0%
Language Spoken	Speak English at Home	49.3%	52.5%	55.3%
	Speak Spanish at Home	5.7%	5.9%	5.5%
	Speak French or French Creole at Home	0.3%	0.2%	0.3%
	Speak German at Home	0.2%	0.3%	0.2%
	Speak Other Indo-European Languages at Home	13.4%	13.1%	12.3%
	Speak Russian and Other Slavic Languages at Home	1.4%	1.4%	1.2%
	Speak Chinese at Home	10.5%	10.3%	10.0%
	Speak Korean at Home	2.5%	2.3%	2.1%
	Speak Vietnamese at Home	0.7%	0.8%	1.0%
	Speak Other Asian Languages at Home	12.9%	10.6%	9.6%
	Speak Tagalog and Other Pacific Languages at Home	1.5%	1.5%	1.6%
	Speak Other Language at Home	1.6%	1.2%	1.0%
Hispanic	Hispanic Population	2,528	12,709	22,242
	Hispanic Population Percent	11.4%	11.2%	11.3%
	Mexican	66.7%	63.7%	66.5%
	Puerto Rican	3.9%	5.7%	5.2%
	Cuban	0.4%	2.1%	1.9%
	Dominican	0.4%	0.2%	0.2%
	Central American	8.8%	6.5%	7.2%
	South American	7.1%	10.2%	10.3%
	Other Hispanic	12.7%	11.6%	8.7%
	2000 Hispanic Population Percent	10%	10%	10%
	1990 Hispanic Population Percent	8%	8%	8%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	1.1%	1.4%	1.4%
	American	0.5%	0.8%	0.9%
	Native American (ie. Indian/Eskimo)	0.4%	0.4%	0.3%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.2%
	Asian (percent of total population)	49.1%	42.7%	40.3%
	Chinese	13.3%	12.2%	11.9%
	Japanese	0.8%	0.5%	0.6%
	Korean	3.2%	2.7%	2.4%
	South Central Asian (ie. Indian)	28.5%	24.6%	22.5%
	South East Asian (ie. Vietnamese)	0.7%	0.6%	0.8%
	Other Asian	2.7%	2.1%	1.9%
	European (percent of total population)	8.1%	12.3%	14.1%
	British	1.5%	2.3%	2.5%
	Dutch	0.1%	0.3%	0.3%
	French	0.3%	0.4%	0.5%
	German	1.3%	2.3%	2.8%
	Italian	0.9%	1.4%	1.7%
	Polish	0.2%	0.4%	0.4%
	Scandinavian	0.5%	1.0%	1.2%
	Scotch/Irish	1.9%	2.6%	2.9%
Other European (ie. Greek/Russian)	1.3%	1.6%	1.8%	
Middle Eastern	0.9%	0.9%	0.9%	
Other Ancestry	14.8%	16.2%	16.5%	
Unclassified Ancestry	5.8%	6.7%	7.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	15,052	77,155	133,581
	Elementary (0 to 8)	1.8%	2.2%	2.3%
	Some High School (9 to 11)	2.2%	2.0%	1.8%
	High School Graduate (12)	8.2%	9.4%	9.9%
	Some College (13 to 16)	12.4%	11.8%	12.2%
	Associates Degree Only	4.4%	5.7%	5.9%
	Bachelors Degree Only	37.1%	36.7%	36.6%
	Graduate Degree	34.0%	32.2%	31.2%
	% College (4+)	71.1%	69.0%	67.8%
Household Type	Total Households – count	7,752	38,579	66,291
	One Person HHs – count	1,520	7,084	11,297
	Family HHs – count	5,563	29,535	51,629
	Married Couple – count	4,645	25,179	44,615
	w/own children – count	2,601	13,889	23,861
	w/out own children – count	2,044	11,290	20,754
	Male Householder – count	340	1,410	2,160
	Female Householder – count	578	2,946	4,854
	Non-Family Households – count	669	1,960	3,364
	1 Person Household	19.6%	18.4%	17.0%
	2 Person Household	26.3%	27.4%	27.4%
	3 Person Household	21.7%	20.0%	20.1%
	4 Person Household	24.2%	24.2%	24.4%
	5 Person Household	5.4%	6.5%	7.1%
6 Person Household	1.9%	2.3%	2.6%	
7+ Person Household	1.0%	1.2%	1.4%	
% Households With Children	40.9%	41.5%	40.7%	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	8,015	39,845	68,301
	Owner Occupied Percent	49.9%	60.4%	65.7%
	Renter Occupied Percent	46.8%	36.5%	31.4%
	Vacant Housing Percent	3.3%	3.2%	2.9%
	Total Housing Units (Census 2000)	4,721	24,208	43,662
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	55.9%	56.8%	55.1%
	Property Value \$750,000 to \$999,999	20.6%	11.0%	10.7%
	Property Value \$500,000 to \$749,999	7.0%	3.7%	3.9%
	Property Value \$400,000 to \$499,999	0.5%	0.5%	0.9%
	Property Value \$300,000, to \$399,999	0.6%	0.7%	0.5%
	Property Value \$200,000 to \$299,999	0.1%	0.5%	0.5%
	Property Value \$150,000 to \$199,999	0.5%	0.6%	0.5%
	Property Value \$100,000 to \$149,999	1.0%	0.7%	0.6%
	Property Value \$60,000 to \$99,999	0.1%	0.2%	0.2%
	Property Value \$40,000 to \$59,999	0.1%	0.1%	0.0%
	Property Value \$0 to \$39,999	0.1%	0.8%	0.8%
	Median Home Value	\$1,174,146	\$1,275,108	\$1,285,175
Wealth per Household	\$0 and under - percent	16.3%	15.6%	15.3%
	\$1 to \$4999 - percent	7.2%	6.7%	6.5%
	\$5k to \$9999 - percent	4.1%	3.9%	3.8%
	\$10k to \$24999 - percent	5.9%	5.7%	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	17.9%	18.3%	18.6%
	\$250k to \$499999 - percent	14.3%	14.7%	14.9%
	\$500k+ - percent	18.4%	18.8%	19.0%
	Median HH Wealth	\$104,335	\$115,177	\$119,514
	Avg HH Wealth	\$279,586	\$286,504	\$289,285
Economic Viability	Economic Viability Local	376	359	352
	Economic Viability Indexed	136	130	127
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	11,415	59,886	104,428
	Managerial/Executive	25.2%	27.9%	28.4%
	Professional Specialty	46.4%	42.8%	41.6%
	Healthcare Support	1.6%	1.3%	1.2%
	Sales	7.4%	8.1%	8.1%
	Office & Administrative Support	6.6%	7.6%	7.3%
	Protective Service	1.8%	1.3%	1.4%
	Food Preparation	3.0%	2.8%	3.0%
	Building Maintenance & Cleaning	0.5%	0.8%	0.8%
	Personal Care	1.7%	1.5%	1.7%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.1%
	Construction	1.8%	2.1%	2.5%
	Production & Transportation	3.9%	3.9%	3.8%
	Percent White Collar Workers	87.2%	87.5%	86.7%
	Percent Blue Collar Workers	12.8%	12.5%	13.3%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.698352 Longitude: -121.875344

Rose Pavilion Pleasanton, CA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Agriculture/Mining/Construction	2.6%	2.9%	3.4%
	Manufacturing	12.0%	12.4%	11.7%
	Transportation	2.6%	3.4%	3.3%
	Information	5.6%	5.4%	5.1%
	Wholesale/Retail	11.4%	11.4%	11.1%
	Finance, Insurance, Real Estate	6.8%	7.1%	7.2%
	Professional Services	29.1%	26.0%	24.9%
	Management Services	0.3%	0.3%	0.3%
	Administrative/Waste Services	2.9%	2.4%	2.6%
	Educational Services	15.4%	17.7%	18.8%
	Entertainment Services	4.8%	5.9%	6.1%
	Other Professional Services	2.9%	2.3%	2.4%
	Public Administration	3.5%	2.9%	3.3%
Vehicles per HH	No Vehicles	3.0%	3.7%	3.5%
	1 Vehicle	38.7%	28.8%	25.9%
	2 Vehicles	41.1%	46.0%	45.1%
	3 or more vehicles	17.2%	21.5%	25.5%
	Average Number of Vehicles	1.77	1.92	2.02
Change	Births (last 12 months)	191	964	1,680
	Deaths (last 12 months)	117	670	1,209
	Migration (last 12 months)	-761	-489	-83
Work place	Workplace Establishments	1,180	6,765	9,402
	Workplace Employees (FTE)	15,677	76,063	101,477