

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 38.1031, -122.571

20-Apr-2022

110360-Novato Fair S.C.

Novato, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2021 Estimated Population	14,796	46,231	61,999	173,884	
	2021 Daytime Population	19,148	45,025	58,381	180,344	
	2026 Population Forecast	14,777	46,187	61,973	174,472	
	2010 Census Population	14,524	45,809	61,031	171,058	
	2000 Census Population	13,976	44,963	57,125	163,865	
	1990 Census Population	12,636	43,501	56,671	154,649	
	Historical Annual Growth, 1990 to 2000	1.01%	0.33%	0.08%	0.58%	
	Historical Annual Growth, 2000 to 2010	0.39%	0.19%	0.66%	0.43%	
	CY Estimated Annual Growth, 2010 to 2021	0.16%	0.08%	0.13%	0.14%	
	FY Projected Annual Growth, 2021 to 2025	-0.02%	-0.02%	-0.01%	0.07%	
	HOUSEHOLDS	2021 Estimated Households	5,831	18,079	24,345	70,318
		2026 Households Forecast	5,823	18,065	24,337	70,551
2010 Census Households		5,719	17,880	23,931	69,202	
2000 Census Households		5,504	17,316	22,085	65,674	
1990 Census Households		5,107	16,698	21,712	61,936	
Historical Annual Growth, 1990 to 2000		0.75%	0.36%	0.17%	0.59%	
Historical Annual Growth, 2000 to 2010		0.38%	0.32%	0.81%	0.52%	
CY Estimated Annual Growth, 2010 to 2021		0.16%	0.09%	0.15%	0.14%	
FY Projected Annual Growth, 2021 to 2025		-0.03%	-0.02%	-0.01%	0.07%	
2021 % Households With Children		27%	26%	27%	27%	
2021 Persons per Household		2.50	2.53	2.52	2.42	
INCOME 2021		HH Income \$500,000 or more	3.41%	4.67%	4.66%	4.54%
	HH Income \$250,000 to \$499,999	4.09%	5.59%	5.56%	5.43%	
	HH Income \$200,000 to \$249,999	9.52%	13.05%	13.00%	12.67%	
	HH Income \$175,000 to \$199,999	4.30%	4.74%	4.85%	5.93%	
	HH Income \$150,000 to \$174,999	6.74%	7.67%	7.69%	7.69%	
	HH Income \$100,000 to \$149,999	19.42%	19.42%	18.76%	18.61%	
	HH Income \$75,000 to \$99,999	8.97%	9.99%	10.73%	11.06%	
	HH Income \$50,000 to \$74,999	14.00%	12.67%	12.68%	12.10%	
	HH Income \$35,000 to \$49,999	7.83%	7.12%	6.95%	6.99%	
	HH Income \$25,000 to \$34,999	6.58%	5.81%	5.68%	5.09%	
	HH Income \$15,000 to \$24,999	8.37%	5.01%	5.25%	4.97%	
	HH Income \$0 to \$14,999	6.77%	4.26%	4.18%	4.91%	
CY Average Household Income	\$120,939	\$147,263	\$148,048	\$153,054		
CY Median Household Income	\$92,484	\$113,112	\$111,915	\$112,673		
Per Capita Income	\$48,572	\$58,255	\$58,706	\$63,000		
2000 Average Household Income	\$74,921	\$85,484	\$88,071	\$91,086		
2000 Median Household Income	\$59,575	\$67,218	\$68,109	\$67,893		
2026 Projected Average Household Income	\$152,970	\$186,065	\$187,048	\$191,182		
2026 Projected Median Household Income	\$110,750	\$140,392	\$139,085	\$138,514		
WRKPLACE 2021	Workplace Establishments	982	1,636	1,986	6,979	
	Workplace Employees (Full Time Employees)	9,976	19,146	24,237	78,245	

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	868	2,355	3,153	8,865
	Count of Pop 5 to 14 years	1,632	4,477	6,103	17,168
	Count of Pop 14 to 22 years	1,358	4,365	6,173	16,711
	Count of Pop 22 to 30 years	1,360	4,494	5,969	15,897
	Count of Pop 30 to 45 years	2,546	6,530	8,670	24,603
	Count of Pop 45 to 60 years	2,983	9,152	12,359	35,399
	Count of Pop 60 to 75 years	2,857	10,184	13,419	38,274
	Count of Pop 75+ years	1,191	4,673	6,152	16,966
	Population 0 to 4 Years	5.87%	5.09%	5.09%	5.10%
	Population 5 to 13 Years	11.03%	9.68%	9.84%	9.87%
	Population 14 to 21 Years	9.18%	9.44%	9.96%	9.61%
	Population 22 to 29 Years	9.19%	9.72%	9.63%	9.14%
	Population 30 to 44 Years	17.21%	14.12%	13.98%	14.15%
	Population 45 to 59 Years	20.16%	19.80%	19.93%	20.36%
	Population 60 to 74 Years	19.31%	22.03%	21.64%	22.01%
	Population 74 Years Plus	8.05%	10.11%	9.92%	9.76%
	Median Age	43.0	46.8	46.4	46.9
GENDER 2021	Male Population	7,257	22,413	30,019	84,322
	Female Population	7,538	23,819	31,980	89,562
RACE 2021	2021 Estimated Population	14,796	46,231	61,999	173,884
	White	70.75%	77.48%	76.10%	79.35%
	Black or African American	2.98%	2.34%	2.80%	1.93%
	Asian or Pacific Islander	7.21%	6.48%	6.74%	5.66%
	Other Races	19.07%	13.70%	14.36%	13.06%
HISPANIC	2021 Hispanic Population	4,064	8,535	11,358	28,329
	2021 Hispanic Population %	27.47%	18.46%	18.32%	16.29%
	2026 Hispanic Population Forecast	4,006	8,518	11,335	28,674
	2026 Hispanic Population % Forecast	27.11%	18.44%	18.29%	16.43%
	2000 Hispanic Population %	14.38%	11.54%	11.67%	10.65%
1990 Hispanic Population %	9.23%	6.95%	6.91%	7.02%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	10,420	33,303	44,255	125,029
	Elementary	8.14%	4.02%	3.70%	4.19%
	Some High School	5.32%	3.48%	3.14%	2.76%
	High School Graduate	17.28%	14.65%	14.96%	12.06%
	Some College	21.46%	23.15%	22.45%	19.95%
	Associates Degree	7.94%	8.33%	7.86%	7.07%
	Bachelors Degree	24.93%	29.56%	30.29%	32.70%
	Graduate Degree	14.91%	16.81%	17.61%	21.28%
% College (4+)	39.84%	46.37%	47.89%	53.98%	
HOUSING 2021	Total Housing Units	6,095	18,715	25,305	73,875
	Owner Occupied Percent	50.67%	66.75%	66.89%	61.80%
	Renter Occupied Percent	45.01%	29.86%	29.32%	33.38%
	Vacant Housing Percent	4.32%	3.40%	3.79%	4.82%

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HOMES BUILT BY YEAR 2021				
Homes Built 2010 or later	0.00%	0.08%	0.10%	0.04%
Homes Built 2000 to 2009	4.09%	6.19%	9.78%	7.04%
Homes Built 1990 to 1999	6.95%	6.20%	8.25%	7.93%
Homes Built 1980 to 1989	11.35%	13.61%	13.87%	10.68%
Homes Built 1970 to 1979	25.57%	29.25%	27.57%	19.14%
Homes Built 1960 to 1979	18.35%	22.11%	19.32%	19.85%
Homes Built 1950 to 1959	23.28%	16.50%	14.81%	17.23%
Homes Built 1940 to 1949	7.46%	3.16%	2.82%	6.14%
Homes Built 1939 or earlier	2.96%	2.90%	3.48%	11.95%
HOME VALUE (OWNER OCCUPIED) 2021				
Property Value \$1,000,000 or more	17.88%	27.60%	27.72%	34.04%
Property Value \$750,000 to \$999,999	28.64%	29.79%	27.83%	25.39%
Property Value \$500,000 to \$749,999	29.62%	21.15%	19.97%	14.42%
Property Value \$400,000 to \$499,999	7.02%	4.73%	5.30%	3.80%
Property Value \$300,000 to \$399,999	4.75%	2.39%	3.67%	2.66%
Property Value \$200,000 to \$299,999	1.05%	0.66%	1.67%	1.06%
Property Value \$150,000 to \$199,999	0.00%	0.09%	0.57%	0.40%
Property Value \$100,000 to \$149,999	0.00%	0.60%	1.01%	0.73%
Property Value \$60,000 to \$99,999	0.28%	0.53%	0.49%	0.32%
Property Value \$40,000 to \$59,999	0.24%	0.24%	0.18%	0.29%
Property Value \$0 to \$39,999	2.42%	1.19%	0.91%	1.02%
CY Median Home Value	\$754,963	\$858,271	\$847,817	\$921,057
CY Median Rent per Month (Census 2000)	\$1,172	\$1,280	\$1,347	\$1,174
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021				
Employed Civilian Population 16+ by Occupation	7,610	23,874	31,712	89,713
Managerial/Executive	16.78%	22.37%	22.66%	23.17%
Professional Specialty	26.61%	26.33%	26.60%	28.75%
Healthcare Support	2.99%	2.44%	2.66%	2.46%
Sales	11.14%	11.47%	11.42%	11.36%
Office & Administrative Support	10.47%	10.10%	10.06%	9.18%
Protective Service	1.09%	1.57%	1.53%	1.60%
Food Preparation	5.68%	4.67%	4.47%	4.79%
Building Maintenance & Cleaning	7.65%	4.75%	4.89%	3.53%
Personal Care	3.80%	4.09%	3.79%	3.40%
Farming, Fishing, & Forestry	0.35%	0.16%	0.18%	0.47%
Construction	6.51%	6.34%	6.11%	5.63%
Production & Transportation	6.93%	5.71%	5.65%	5.66%
Percent White Collar	67.99%	72.71%	73.39%	74.92%
Percent Blue Collar	32.01%	27.29%	26.61%	25.08%
CY Median Employee Salary	\$46,225	\$47,744	\$47,748	\$49,332
CY Average Employee Salary	\$54,032	\$56,744	\$56,763	\$58,417
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	241	790	1,042	2,841
2021 Estimated Unemployed (Age 16 and Up)	308	868	1,236	3,632
2021 Estimated Unemployed Rate (Age 16 and Up)	3.53%	3.36%	3.77%	3.86%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	70.52%	72.92%	72.39%	69.90%
	Drive to Work Carpool	14.09%	12.07%	11.73%	9.92%
	Travel to Work by Public Transportation	5.14%	4.22%	4.93%	6.60%
	Drive to Work on Motorcycle	0.00%	0.00%	0.06%	0.17%
	Drive to Work on Bicycle	0.86%	0.59%	0.52%	1.19%
	Walk to Work	3.76%	2.18%	2.03%	2.88%
	Other Means	0.16%	0.20%	0.40%	0.64%
	Work at Home	5.46%	7.82%	7.96%	8.65%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	5.30%	4.00%	3.75%	3.26%
	Travel to Work in 5 to 9 minutes	12.07%	11.83%	10.78%	9.69%
	Travel to Work in 10 to 14 minutes	15.32%	13.77%	13.62%	14.44%
	Travel to Work in 15 to 19 minutes	12.00%	10.56%	10.06%	12.30%
	Travel to Work in 20 to 29 minutes	11.91%	14.96%	15.26%	15.53%
	Travel to Work in 30 to 44 minutes	21.56%	20.29%	21.25%	19.93%
	Travel to Work in 45 to 59 minutes	10.21%	12.82%	13.63%	12.29%
	Travel to Work in 60 minutes or more	11.62%	11.77%	11.65%	12.58%
Average Travel Time to Work	32.0	32.5	32.6	30.5	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$67.54	\$68.48	\$68.47	\$68.49
	Apparel and Related Services	\$16.14	\$17.12	\$17.14	\$17.20
	Transportation	\$111.64	\$117.05	\$117.26	\$117.54
	Healthcare	\$84.84	\$88.39	\$88.42	\$88.64
	Entertainment	\$26.62	\$28.25	\$28.29	\$28.41
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$79,550	\$94,669	\$93,845	\$94,177
	Avg Disposable Inc-Inc minus taxes	\$93,440	\$107,848	\$107,722	\$107,796
	Med Discretionary-Disp less food/shelter/clothing	\$53,829	\$68,831	\$68,465	\$69,171
	Avg Discretionary-Disp less food/shelter/clothing	\$62,632	\$74,422	\$74,609	\$75,324
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	3,915	12,652	17,006	65,997
	Category B - Urban Cliff Climbers	0	0	0	4,255
	Category C - Urban Cliff Dwellers	0	0	0	2,047
	Category D - Seasoned Urban Dwellers	0	0	0	94
	Category E - Thriving Alone	5,373	14,223	17,326	53,491
	Category F - Going it Alone	2,284	3,854	6,977	8,877
	Category G - Struggling Alone	0	0	0	0
	Category H - Single in the Suburbs	0	0	0	0
	Category I - Married in the Suburbs	0	236	3,243	6,025
	Category J - Retired in the Suburbs	484	8,291	9,459	12,804
	Category K - Living with Nature	0	0	66	1,295
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	2,442	2,444	2,444	4,006
Category O - Specialties	77	2,740	3,089	8,506	

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