

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.781739, -121.267865

27-Oct-2020

## 111550-Stanford Ranch

### Roseville, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2019 Estimated Population	15,241	105,293	235,676	655,368
	2019 Daytime Population	18,165	149,622	308,560	666,374
	2024 Population Forecast	15,680	111,060	251,865	686,304
	2010 Census Population	14,132	92,628	201,941	590,634
	2000 Census Population	7,505	61,728	142,355	487,305
	1990 Census Population	4,752	36,059	87,336	388,259
	Historical Annual Growth, 1990 to 2000	4.68%	5.52%	5.01%	2.30%
	Historical Annual Growth, 2000 to 2010	6.53%	4.14%	3.56%	1.94%
	Estimated Annual Growth, 2010 to 2019	0.78%	1.32%	1.60%	1.07%
	Projected Annual Growth, 2019 to 2024	0.57%	1.07%	1.34%	0.93%
<b>HOUSEHOLDS</b>	2019 Estimated Households	5,862	39,748	87,776	241,458
	2024 Households Forecast	6,027	41,827	93,570	252,609
	2010 Census Households	5,440	35,106	75,639	218,054
	2000 Census Households	2,831	23,330	53,376	179,395
	1990 Census Households	1,745	13,740	31,855	141,097
	Historical Annual Growth, 1990 to 2000	4.96%	5.44%	5.30%	2.43%
	Historical Annual Growth, 2000 to 2010	6.75%	4.17%	3.55%	1.97%
	Estimated Annual Growth, 2010 to 2019	0.77%	1.28%	1.54%	1.05%
	Projected Annual Growth, 2019 to 2024	0.55%	1.03%	1.29%	0.91%
	2019 % Households With Children	36%	35%	33%	31%
2019 Persons per Household	2.59	2.63	2.67	2.67	
<b>INCOME 2019</b>	HH Income \$500,000 or more	1.27%	1.60%	1.65%	1.31%
	HH Income \$250,000 to \$499,999	1.54%	1.91%	1.97%	1.56%
	HH Income \$200,000 to \$249,999	3.62%	4.48%	4.61%	3.66%
	HH Income \$175,000 to \$199,999	5.42%	6.79%	7.45%	5.63%
	HH Income \$150,000 to \$174,999	6.82%	7.40%	7.38%	6.21%
	HH Income \$100,000 to \$149,999	22.00%	20.73%	20.87%	18.50%
	HH Income \$75,000 to \$99,999	15.70%	14.16%	13.64%	13.73%
	HH Income \$50,000 to \$74,999	16.92%	15.49%	15.62%	17.51%
	HH Income \$35,000 to \$49,999	8.59%	8.72%	8.77%	10.55%
	HH Income \$25,000 to \$34,999	5.83%	5.95%	6.02%	7.29%
	HH Income \$15,000 to \$24,999	5.50%	6.04%	5.58%	6.75%
	HH Income \$0 to \$14,999	6.81%	6.73%	6.44%	7.28%
	Average Household Income	\$97,752	\$106,434	\$110,281	\$98,582
Median Household Income	\$84,261	\$86,641	\$87,949	\$75,985	
Per Capita Income	\$37,713	\$40,378	\$41,284	\$36,496	
2000 Average Household Income	\$69,213	\$66,845	\$71,847	\$65,544	
2000 Median Household Income	\$60,710	\$58,769	\$59,536	\$52,369	
<b>WRKPLACE 2019</b>	Workplace Establishments	536	4,170	7,227	15,185
	Workplace Employees (Full Time Employees)	9,190	76,589	129,759	233,360

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<b>POPULATION BY AGE 2019</b>	Count of Pop 0 to 4 years	1,153	7,093	14,645	41,120
	Count of Pop 5 to 14 years	1,996	12,468	26,436	73,443
	Count of Pop 14 to 22 years	1,668	12,009	27,002	68,938
	Count of Pop 22 to 30 years	1,471	11,430	25,928	71,956
	Count of Pop 30 to 45 years	3,244	19,420	38,749	115,919
	Count of Pop 45 to 60 years	3,113	22,229	49,050	127,932
	Count of Pop 60 to 75 years	1,973	15,075	36,159	106,434
	Count of Pop 75+ years	624	5,569	17,707	49,626
	Population 0 to 4 Years	7.56%	6.74%	6.21%	6.27%
	Population 5 to 13 Years	13.10%	11.84%	11.22%	11.21%
	Population 14 to 21 Years	10.94%	11.41%	11.46%	10.52%
	Population 22 to 29 Years	9.65%	10.86%	11.00%	10.98%
	Population 30 to 44 Years	21.28%	18.44%	16.44%	17.69%
	Population 45 to 59 Years	20.43%	21.11%	20.81%	19.52%
	Population 60 to 74 Years	12.94%	14.32%	15.34%	16.24%
	Population 74 Years Plus	4.09%	5.29%	7.51%	7.57%
	Median Age	36.4	37.5	39.4	39.4
<b>GENDER 2019</b>	Male Population	7,403	51,393	113,779	321,428
	Female Population	7,838	53,900	121,897	333,940
<b>RACE 2019</b>	2019 Estimated Population	15,241	105,293	235,676	655,368
	White	78.00%	79.88%	80.68%	78.03%
	Black or African American	2.27%	1.83%	1.84%	4.16%
	Asian or Pacific Islander	9.36%	8.24%	7.98%	6.78%
	Other Races	10.38%	10.05%	9.50%	11.03%
<b>HISPANIC</b>	2019 Hispanic Population	2,127	15,280	32,180	98,747
	2019 Hispanic Population %	13.96%	14.51%	13.65%	15.07%
	2024 Hispanic Population Forecast	2,188	15,995	34,240	103,186
	2024 Hispanic Population % Projected	13.96%	14.40%	13.59%	15.03%
	2000 Hispanic Population %	6.49%	11.18%	9.97%	10.19%
1990 Hispanic Population %	6.33%	10.09%	8.72%	7.83%	
<b>EDUCATION (AGE 25+) 2019</b>	Adult Population (25 Years or Older)	9,862	69,294	157,480	444,334
	Elementary	1.08%	2.07%	1.85%	3.18%
	Some High School	2.12%	3.07%	3.04%	4.55%
	High School Graduate	17.66%	17.65%	18.14%	21.77%
	Some College	26.63%	26.84%	26.25%	27.14%
	Associates Degree	12.63%	11.55%	11.58%	11.25%
	Bachelors Degree	27.22%	26.21%	26.58%	21.71%
	Graduate Degree	12.68%	12.62%	12.56%	10.38%
	% College (4+)	39.89%	38.83%	39.14%	32.10%
<b>HOUSING 2019</b>	Total Housing Units	6,176	41,878	92,619	255,082
	Owner Occupied Percent	54.00%	57.68%	64.02%	62.62%
	Renter Occupied Percent	40.92%	37.23%	30.75%	32.04%
	Vacant Housing Percent	5.08%	5.09%	5.23%	5.34%

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<b>HOMES BUILT BY YEAR 2019</b>				
Homes Built 2010 or later	0.00%	0.16%	0.32%	0.24%
Homes Built 2000 to 2009	44.38%	34.72%	30.88%	20.61%
Homes Built 1990 to 1999	20.66%	24.81%	25.98%	17.92%
Homes Built 1980 to 1989	17.03%	16.60%	17.97%	18.95%
Homes Built 1970 to 1979	12.64%	10.30%	11.42%	20.01%
Homes Built 1960 to 1979	3.52%	4.63%	5.40%	10.35%
Homes Built 1950 to 1959	0.45%	2.94%	4.00%	8.42%
Homes Built 1940 to 1949	0.00%	2.21%	1.65%	1.71%
Homes Built 1939 or earlier	1.33%	3.64%	2.37%	1.79%
<b>HOME VALUE (OWNER OCCUPIED) 2019</b>				
Property Value \$1,000,000 or more	17.90%	22.34%	25.48%	20.16%
Property Value \$750,000 to \$999,999	21.09%	23.85%	22.84%	17.12%
Property Value \$500,000 to \$749,999	38.88%	37.24%	35.55%	34.68%
Property Value \$400,000 to \$499,999	10.13%	7.14%	7.18%	11.30%
Property Value \$300,000 to \$399,999	7.36%	3.94%	3.95%	7.76%
Property Value \$200,000 to \$299,999	3.29%	1.98%	1.76%	3.89%
Property Value \$150,000 to \$199,999	0.62%	0.94%	0.62%	1.20%
Property Value \$100,000 to \$149,999	0.00%	0.62%	0.41%	0.84%
Property Value \$60,000 to \$99,999	0.38%	0.54%	0.57%	0.71%
Property Value \$40,000 to \$59,999	0.00%	0.48%	0.49%	0.52%
Property Value \$0 to \$39,999	0.35%	0.93%	1.14%	1.82%
Median Home Value	\$679,189	\$724,423	\$738,232	\$658,295
Median Rent per Month (Census 2000)	\$933	\$836	\$823	\$740
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019</b>				
Employed Civilian Population 16+ by Occupation	7,775	53,721	115,873	309,723
Managerial/Executive	22.94%	20.73%	21.13%	18.38%
Professional Specialty	23.58%	24.93%	25.18%	23.00%
Healthcare Support	2.47%	2.41%	2.69%	3.56%
Sales	13.85%	13.23%	12.89%	12.19%
Office & Administrative Support	11.15%	11.22%	11.89%	12.28%
Protective Service	2.28%	2.27%	2.22%	2.22%
Food Preparation	6.69%	5.63%	5.24%	5.44%
Building Maintenance & Cleaning	2.31%	2.69%	2.41%	3.11%
Personal Care	2.84%	3.64%	3.42%	3.38%
Farming, Fishing, & Forestry	0.01%	0.09%	0.23%	0.26%
Construction	5.24%	5.79%	5.85%	7.34%
Production & Transportation	6.65%	7.38%	6.86%	8.84%
Percent White Collar	74.00%	72.52%	73.78%	69.41%
Percent Blue Collar	26.00%	27.48%	26.22%	30.59%
Median Employee Salary	40,640	46,884	48,492	47,784
Average Employee Salary	52,446	58,250	59,353	57,601
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	115	1,111	2,692	12,605
2019 Estimated Unemployed (Age 16 and Up)	312	1,562	3,549	9,742
2019 Estimated Unemployed Rate (Age 16 and Up)	3.24%	2.68%	2.88%	3.04%

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<b>TRANSPORTATION TO WORK 2019</b>	Drive to Work Alone	77.08%	80.51%	80.21%	78.90%
	Drive to Work Carpool	12.85%	8.84%	8.81%	10.02%
	Travel to Work by Public Transportation	1.07%	1.04%	1.30%	1.68%
	Drive to Work on Motorcycle	0.58%	0.32%	0.41%	0.40%
	Drive to Work on Bicycle	0.07%	0.79%	0.58%	0.56%
	Walk to Work	1.47%	1.24%	1.27%	1.26%
	Other Means	0.55%	1.02%	0.82%	0.84%
	Work at Home	6.34%	6.23%	6.58%	6.32%
<b>TRAVEL TIME TO WORK 2019</b>	Travel Time in Less than 5 minutes	3.76%	2.83%	2.56%	2.17%
	Travel to Work in 5 to 9 minutes	12.06%	15.11%	12.24%	8.70%
	Travel to Work in 10 to 14 minutes	22.34%	17.53%	16.06%	12.59%
	Travel to Work in 15 to 19 minutes	11.29%	13.63%	14.45%	15.15%
	Travel to Work in 20 to 29 minutes	13.12%	14.14%	16.88%	22.07%
	Travel to Work in 30 to 44 minutes	24.50%	22.11%	22.82%	24.97%
	Travel to Work in 45 to 59 minutes	7.23%	7.98%	7.84%	7.40%
	Travel to Work in 60 minutes or more	5.69%	6.66%	7.15%	6.95%
Average Travel Time to Work	25.1	25.4	25.2	26.0	
<b>SPENDING PATTERNS 2019</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$61.68	\$62.05	\$62.55	\$63.61
	Apparel and Related Services	\$14.25	\$14.44	\$14.56	\$14.16
	Transportation	\$92.04	\$93.48	\$94.74	\$93.79
	Healthcare	\$50.69	\$51.60	\$52.78	\$54.93
	Entertainment	\$21.48	\$21.88	\$22.21	\$21.81
<b>LIFESTYLE SEGMENTATION 2019</b>	Category A - Crème de la Crème	176	18,879	64,969	118,722
	Category B - Urban Cliff Climbers	9,036	26,515	35,283	103,425
	Category C - Urban Cliff Dwellers	13	2,589	4,712	28,431
	Category D - Seasoned Urban Dwellers	0	0	0	5,241
	Category E - Thriving Alone	0	7,382	11,205	24,963
	Category F - Going it Alone	799	10,984	18,465	88,382
	Category G - Struggling Alone	0	4,865	5,109	20,037
	Category H - Single in the Suburbs	1,410	6,782	29,151	107,809
	Category I - Married in the Suburbs	3,578	21,833	39,026	70,886
	Category J - Retired in the Suburbs	178	4,202	9,918	34,149
	Category K - Living with Nature	0	0	0	1,869
	Category L - Working with Nature	0	94	2,645	7,908
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	29	1,496	3,021
	Category O - Specialties	0	475	12,149	30,382

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