

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.454009, -122.770622

12-Apr-2021

## 113240-Fulton Market Place

### Santa Rosa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2020 Estimated Population	9,443	80,934	163,618	324,158	
	2020 Daytime Population	6,971	127,716	217,828	365,963	
	2025 Population Forecast	9,616	83,073	167,232	332,057	
	2010 Census Population	9,172	80,093	162,687	319,405	
	2000 Census Population	8,709	72,167	144,553	296,850	
	1990 Census Population	7,814	58,179	117,111	246,232	
	Historical Annual Growth, 1990 to 2000	1.09%	2.18%	2.13%	1.89%	
	Historical Annual Growth, 2000 to 2010	0.52%	1.05%	1.19%	0.74%	
	Estimated Annual Growth, 2010 to 2020	0.27%	0.10%	0.05%	0.14%	
	Projected Annual Growth, 2020 to 2025	0.36%	0.52%	0.44%	0.48%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	3,581	28,805	59,346	122,016
		2025 Households Forecast	3,647	29,593	60,659	125,077
2010 Census Households		3,466	28,364	58,858	119,824	
2000 Census Households		3,079	25,696	52,283	110,127	
1990 Census Households		2,757	21,993	45,003	94,592	
Historical Annual Growth, 1990 to 2000		1.11%	1.57%	1.51%	1.53%	
Historical Annual Growth, 2000 to 2010		1.19%	0.99%	1.19%	0.85%	
Estimated Annual Growth, 2010 to 2020		0.30%	0.14%	0.08%	0.17%	
Projected Annual Growth, 2020 to 2025		0.37%	0.54%	0.44%	0.50%	
2020 % Households With Children		25%	27%	27%	26%	
2020 Persons per Household		2.63	2.76	2.70	2.60	
<b>INCOME 2020</b>		HH Income \$500,000 or more	1.13%	1.10%	1.26%	1.68%
	HH Income \$250,000 to \$499,999	1.33%	1.30%	1.51%	2.02%	
	HH Income \$200,000 to \$249,999	3.12%	3.04%	3.52%	4.72%	
	HH Income \$175,000 to \$199,999	6.72%	4.03%	4.49%	4.78%	
	HH Income \$150,000 to \$174,999	7.22%	6.35%	6.48%	6.73%	
	HH Income \$100,000 to \$149,999	18.46%	19.47%	18.86%	19.18%	
	HH Income \$75,000 to \$99,999	20.74%	15.88%	14.84%	14.16%	
	HH Income \$50,000 to \$74,999	14.71%	18.59%	18.28%	17.20%	
	HH Income \$35,000 to \$49,999	10.32%	11.74%	11.12%	10.55%	
	HH Income \$25,000 to \$34,999	5.37%	6.41%	6.42%	6.62%	
	HH Income \$15,000 to \$24,999	5.09%	5.42%	6.01%	5.79%	
	HH Income \$0 to \$14,999	5.79%	6.68%	7.22%	6.58%	
	Average Household Income	\$104,258	\$94,848	\$97,221	\$103,567	
	Median Household Income	\$84,357	\$76,590	\$76,445	\$80,215	
Per Capita Income	\$39,638	\$34,173	\$35,775	\$39,483		
2000 Average Household Income	\$67,897	\$57,526	\$60,353	\$65,431		
2000 Median Household Income	\$60,804	\$50,328	\$49,528	\$53,235		
<b>WRKPLACE 2020</b>	Workplace Establishments	86	2,632	6,336	9,739	
	Workplace Employees (Full Time Employees)	1,484	41,184	87,114	129,738	

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

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.454009, -122.770622

12-Apr-2021

## 113240-Fulton Market Place

### Santa Rosa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	581	5,706	11,131	20,710
	Count of Pop 5 to 14 years	1,062	10,041	19,596	35,612
	Count of Pop 14 to 22 years	849	8,254	16,339	32,870
	Count of Pop 22 to 30 years	943	8,019	16,214	32,652
	Count of Pop 30 to 45 years	1,729	17,819	33,943	61,639
	Count of Pop 45 to 60 years	1,747	14,733	29,915	58,948
	Count of Pop 60 to 75 years	1,841	12,301	26,899	59,111
	Count of Pop 75+ years	692	4,061	9,581	22,616
	Population 0 to 4 Years	6.15%	7.05%	6.80%	6.39%
	Population 5 to 13 Years	11.25%	12.41%	11.98%	10.99%
	Population 14 to 21 Years	8.99%	10.20%	9.99%	10.14%
	Population 22 to 29 Years	9.98%	9.91%	9.91%	10.07%
	Population 30 to 44 Years	18.31%	22.02%	20.75%	19.02%
	Population 45 to 59 Years	18.50%	18.20%	18.28%	18.18%
	Population 60 to 74 Years	19.49%	15.20%	16.44%	18.24%
Population 74 Years Plus	7.33%	5.02%	5.86%	6.98%	
Median Age	41.3	37.2	38.2	39.6	
<b>GENDER 2020</b>	Male Population	4,630	40,663	81,353	159,185
	Female Population	4,813	40,271	82,265	164,973
<b>RACE 2020</b>	2020 Estimated Population	9,443	80,934	163,618	324,158
	White	72.96%	64.19%	66.67%	73.27%
	Black or African American	2.20%	2.61%	2.52%	1.96%
	Asian or Pacific Islander	3.71%	5.29%	5.05%	4.50%
	Other Races	21.13%	27.91%	25.77%	20.26%
<b>HISPANIC</b>	2020 Hispanic Population	2,458	29,862	56,317	89,198
	2020 Hispanic Population %	26.03%	36.90%	34.42%	27.52%
	2025 Hispanic Population Forecast	2,530	30,710	57,780	91,720
	2025 Hispanic Population % Projected	26.31%	36.97%	34.55%	27.62%
	2000 Hispanic Population %	13.00%	22.96%	22.71%	17.79%
1990 Hispanic Population %	9.77%	12.26%	12.41%	10.27%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	6,601	53,992	110,605	222,749
	Elementary	4.62%	9.26%	8.53%	6.14%
	Some High School	4.97%	6.87%	6.84%	5.54%
	High School Graduate	19.25%	21.51%	20.31%	19.60%
	Some College	31.41%	27.87%	25.49%	25.31%
	Associates Degree	11.68%	10.47%	10.07%	10.18%
	Bachelors Degree	17.58%	15.52%	18.30%	20.71%
	Graduate Degree	10.49%	8.50%	10.45%	12.52%
% College (4+)	28.07%	24.01%	28.75%	33.23%	
<b>HOUSING 2020</b>	Total Housing Units	3,717	30,390	62,704	129,818
	Owner Occupied Percent	65.87%	49.83%	50.47%	55.05%
	Renter Occupied Percent	30.47%	44.95%	44.18%	38.94%
	Vacant Housing Percent	3.66%	5.22%	5.36%	6.01%

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

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.454009, -122.770622

12-Apr-2021

## 113240-Fulton Market Place

### Santa Rosa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>HOMES BUILT BY YEAR 2020</b>	Homes Built 2010 or later	0.00%	0.07%	0.12%	0.09%
	Homes Built 2000 to 2009	11.16%	11.70%	14.05%	11.64%
	Homes Built 1990 to 1999	9.73%	13.66%	12.86%	12.99%
	Homes Built 1980 to 1989	36.78%	24.03%	17.83%	19.95%
	Homes Built 1970 to 1979	29.13%	23.10%	18.83%	23.05%
	Homes Built 1960 to 1979	3.92%	10.47%	10.66%	11.46%
	Homes Built 1950 to 1959	4.74%	7.30%	10.39%	8.97%
	Homes Built 1940 to 1949	2.21%	4.12%	6.81%	4.98%
	Homes Built 1939 or earlier	2.33%	5.55%	8.45%	6.88%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>	Property Value \$1,000,000 or more	16.66%	14.28%	19.81%	22.95%
	Property Value \$750,000 to \$999,999	27.17%	23.39%	24.11%	25.99%
	Property Value \$500,000 to \$749,999	29.29%	34.41%	29.04%	24.28%
	Property Value \$400,000 to \$499,999	7.31%	10.13%	7.72%	6.26%
	Property Value \$300,000 to \$399,999	2.29%	5.23%	4.05%	3.46%
	Property Value \$200,000 to \$299,999	1.91%	3.06%	2.63%	2.18%
	Property Value \$150,000 to \$199,999	2.33%	1.64%	1.75%	1.33%
	Property Value \$100,000 to \$149,999	1.21%	0.96%	1.08%	1.76%
	Property Value \$60,000 to \$99,999	2.90%	1.64%	1.75%	1.83%
	Property Value \$40,000 to \$59,999	0.82%	0.20%	0.57%	0.50%
	Property Value \$0 to \$39,999	1.44%	1.35%	1.67%	1.63%
	Median Home Value	\$725,888	\$673,861	\$722,613	\$777,497
Median Rent per Month (Census 2000)	\$1,135	\$855	\$832	\$860	
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>	Employed Civilian Population 16+ by Occupation	5,054	40,405	80,655	159,733
	Managerial/Executive	16.66%	14.03%	14.59%	15.95%
	Professional Specialty	18.26%	17.27%	19.41%	21.04%
	Healthcare Support	5.13%	5.12%	4.87%	4.33%
	Sales	7.51%	10.95%	10.81%	10.97%
	Office & Administrative Support	11.27%	10.81%	10.73%	10.94%
	Protective Service	2.11%	1.40%	1.55%	1.83%
	Food Preparation	7.47%	6.45%	6.18%	6.38%
	Building Maintenance & Cleaning	1.93%	5.13%	4.65%	4.06%
	Personal Care	3.12%	3.45%	3.26%	3.12%
	Farming, Fishing, & Forestry	1.39%	2.54%	2.45%	1.84%
	Construction	12.73%	9.06%	9.10%	8.54%
	Production & Transportation	12.41%	13.79%	12.39%	11.02%
	Percent White Collar	58.83%	58.17%	60.42%	63.22%
	Percent Blue Collar	41.17%	41.83%	39.58%	36.78%
Median Employee Salary	50,051	49,585	48,473	48,189	
Average Employee Salary	57,440	59,557	57,918	56,994	
<b>UNEMPLOYMENT</b>	2000 Census Unemployed (Age 16 and Up)	177	1,944	3,623	6,525
	2020 Estimated Unemployed (Age 16 and Up)	281	3,763	7,349	12,803
	2020 Estimated Unemployed Rate (Age 16 and Up)	5.78%	8.04%	8.21%	7.41%

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

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.454009, -122.770622

12-Apr-2021

## 113240-Fulton Market Place

### Santa Rosa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>TRANSPORTATION TO WORK 2020</b>	Drive to Work Alone	77.26%	76.48%	75.70%	76.81%
	Drive to Work Carpool	10.22%	11.98%	11.72%	10.37%
	Travel to Work by Public Transportation	1.36%	2.04%	1.78%	1.62%
	Drive to Work on Motorcycle	0.37%	0.38%	0.41%	0.41%
	Drive to Work on Bicycle	0.86%	0.81%	1.15%	1.12%
	Walk to Work	3.59%	3.29%	3.35%	2.89%
	Other Means	0.57%	0.74%	0.82%	0.77%
	Work at Home	5.78%	4.27%	5.04%	6.02%
<b>TRAVEL TIME TO WORK 2020</b>	Travel Time in Less than 5 minutes	4.00%	3.12%	3.49%	3.08%
	Travel to Work in 5 to 9 minutes	11.24%	11.22%	12.27%	11.36%
	Travel to Work in 10 to 14 minutes	26.62%	20.94%	20.30%	18.43%
	Travel to Work in 15 to 19 minutes	19.50%	20.22%	19.43%	18.77%
	Travel to Work in 20 to 29 minutes	14.50%	17.73%	17.50%	19.62%
	Travel to Work in 30 to 44 minutes	9.79%	12.47%	13.02%	14.28%
	Travel to Work in 45 to 59 minutes	3.96%	4.67%	4.64%	5.09%
	Travel to Work in 60 minutes or more	10.38%	9.62%	9.35%	9.36%
Average Travel Time to Work	20.9	21.8	22.4	24.0	
<b>SPENDING PATTERNS 2020</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$67.10	\$66.38	\$66.57	\$66.92
	Apparel and Related Services	\$16.06	\$15.64	\$15.64	\$15.91
	Transportation	\$110.32	\$106.97	\$107.15	\$108.82
	Healthcare	\$84.98	\$81.17	\$81.64	\$83.12
	Entertainment	\$26.43	\$25.40	\$25.51	\$26.00
<b>LIFESTYLE SEGMENTATION 2020</b>	Category A - Crème de la Crème	1,403	5,347	12,225	23,913
	Category B - Urban Cliff Climbers	0	0	4,278	18,375
	Category C - Urban Cliff Dwellers	0	762	2,182	2,182
	Category D - Seasoned Urban Dwellers	0	339	797	1,862
	Category E - Thriving Alone	0	1,721	9,678	29,685
	Category F - Going it Alone	2,378	11,283	29,377	52,895
	Category G - Struggling Alone	0	937	1,572	1,903
	Category H - Single in the Suburbs	2,498	30,414	41,223	60,447
	Category I - Married in the Suburbs	2,036	12,976	13,622	31,998
	Category J - Retired in the Suburbs	1,103	1,350	5,678	21,471
	Category K - Living with Nature	0	0	14	949
	Category L - Working with Nature	0	0	1,245	10,523
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	12,487	28,902	33,850
	Category O - Specialties	0	1,867	9,546	27,248

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