

FULL DEMOGRAPHIC REPORT - POPSTATS

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



Latitude/Longitude: 38.428211, -122.742991

20-Apr-2022

118850-Stony Point Plaza

Santa Rosa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2021 Estimated Population	22,370	117,554	182,311	327,262
	2021 Daytime Population	19,812	157,904	223,138	354,702
	2026 Population Forecast	22,923	119,993	185,315	333,552
	2010 Census Population	21,606	116,651	182,153	324,767
	2000 Census Population	18,444	102,670	163,740	301,536
	1990 Census Population	14,437	81,064	135,344	251,232
	Historical Annual Growth, 1990 to 2000	2.48%	2.39%	1.92%	1.84%
	Historical Annual Growth, 2000 to 2010	1.60%	1.28%	1.07%	0.74%
	CY Estimated Annual Growth, 2010 to 2021	0.30%	0.07%	0.01%	0.07%
	FY Projected Annual Growth, 2021 to 2025	0.49%	0.41%	0.33%	0.38%
	HOUSEHOLDS	2021 Estimated Households	7,094	40,921	66,876
2026 Households Forecast		7,270	41,770	67,944	125,945
2010 Census Households		6,830	40,482	66,697	122,319
2000 Census Households		5,898	36,043	60,124	112,322
1990 Census Households		5,104	31,135	52,404	96,665
Historical Annual Growth, 1990 to 2000		1.46%	1.47%	1.38%	1.51%
Historical Annual Growth, 2000 to 2010		1.48%	1.17%	1.04%	0.86%
CY Estimated Annual Growth, 2010 to 2021		0.32%	0.09%	0.02%	0.08%
FY Projected Annual Growth, 2021 to 2025		0.49%	0.41%	0.32%	0.39%
2021 % Households With Children		31%	29%	27%	26%
2021 Persons per Household		3.12	2.82	2.67	2.59
INCOME 2021	HH Income \$500,000 or more	0.81%	0.98%	1.56%	1.99%
	HH Income \$250,000 to \$499,999	0.95%	1.18%	1.87%	2.39%
	HH Income \$200,000 to \$249,999	2.18%	2.76%	4.39%	5.58%
	HH Income \$175,000 to \$199,999	2.89%	3.36%	4.35%	4.41%
	HH Income \$150,000 to \$174,999	5.13%	5.69%	6.69%	6.73%
	HH Income \$100,000 to \$149,999	20.71%	17.61%	18.95%	19.52%
	HH Income \$75,000 to \$99,999	18.37%	15.29%	14.74%	14.09%
	HH Income \$50,000 to \$74,999	19.80%	19.80%	17.87%	16.79%
	HH Income \$35,000 to \$49,999	11.46%	12.16%	10.85%	10.44%
	HH Income \$25,000 to \$34,999	7.93%	7.11%	6.48%	6.37%
	HH Income \$15,000 to \$24,999	5.48%	6.03%	5.19%	5.33%
	HH Income \$0 to \$14,999	4.28%	8.02%	7.07%	6.35%
	CY Average Household Income	\$88,488	\$87,625	\$100,623	\$107,052
	CY Median Household Income	\$76,328	\$70,591	\$79,064	\$83,101
	Per Capita Income	\$28,247	\$30,983	\$37,431	\$40,928
2000 Average Household Income	\$52,968	\$53,645	\$61,454	\$65,672	
2000 Median Household Income	\$46,949	\$45,989	\$50,443	\$53,422	
2026 Projected Average Household Income	\$102,743	\$101,705	\$116,711	\$124,141	
2026 Projected Median Household Income	\$88,796	\$82,986	\$91,811	\$95,905	
WRKPLACE 2021	Workplace Establishments	441	4,321	6,643	9,805
	Workplace Employees (Full Time Employees)	6,647	57,027	84,074	121,847

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	1,600	8,456	12,183	20,667
	Count of Pop 5 to 14 years	2,889	15,022	21,640	35,818
	Count of Pop 14 to 22 years	2,509	12,472	18,142	33,045
	Count of Pop 22 to 30 years	2,315	11,353	17,692	32,394
	Count of Pop 30 to 45 years	4,988	26,182	36,934	61,709
	Count of Pop 45 to 60 years	4,157	21,355	33,154	58,354
	Count of Pop 60 to 75 years	2,940	16,891	30,710	60,092
	Count of Pop 75+ years	971	5,823	11,856	25,183
	Population 0 to 4 Years	7.15%	7.19%	6.68%	6.32%
	Population 5 to 13 Years	12.91%	12.78%	11.87%	10.94%
	Population 14 to 21 Years	11.22%	10.61%	9.95%	10.10%
	Population 22 to 29 Years	10.35%	9.66%	9.70%	9.90%
	Population 30 to 44 Years	22.30%	22.27%	20.26%	18.86%
	Population 45 to 59 Years	18.58%	18.17%	18.19%	17.83%
	Population 60 to 74 Years	13.14%	14.37%	16.84%	18.36%
	Population 74 Years Plus	4.34%	4.95%	6.50%	7.70%
	Median Age	35.9	36.8	38.8	40.0
GENDER 2021	Male Population	11,327	58,993	90,295	160,566
	Female Population	11,043	58,560	92,016	166,696
RACE 2021	2021 Estimated Population	22,370	117,554	182,311	327,262
	White	53.97%	60.97%	68.12%	73.65%
	Black or African American	2.65%	2.93%	2.46%	1.96%
	Asian or Pacific Islander	6.20%	5.31%	5.02%	4.50%
	Other Races	37.18%	30.79%	24.41%	19.88%
HISPANIC	2021 Hispanic Population	10,558	48,689	59,413	88,687
	2021 Hispanic Population %	47.20%	41.42%	32.59%	27.10%
	2026 Hispanic Population Forecast	10,766	49,743	60,646	90,885
	2026 Hispanic Population % Forecast	46.97%	41.46%	32.73%	27.25%
	2000 Hispanic Population %	33.89%	28.42%	21.64%	17.41%
1990 Hispanic Population %	14.19%	14.82%	11.47%	10.00%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	14,518	77,414	123,756	225,546
	Elementary	12.79%	10.76%	8.03%	6.01%
	Some High School	9.21%	7.95%	6.56%	5.51%
	High School Graduate	24.86%	22.44%	20.38%	19.57%
	Some College	23.83%	25.85%	24.99%	25.14%
	Associates Degree	9.04%	9.54%	9.69%	10.12%
	Bachelors Degree	12.86%	15.32%	18.91%	20.95%
	Graduate Degree	7.41%	8.13%	11.43%	12.70%
% College (4+)	20.27%	23.45%	30.34%	33.66%	
HOUSING 2021	Total Housing Units	7,483	43,190	70,647	131,243
	Owner Occupied Percent	51.88%	45.25%	50.82%	55.42%
	Renter Occupied Percent	42.91%	49.49%	43.84%	38.71%
	Vacant Housing Percent	5.20%	5.25%	5.34%	5.87%

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HOMES BUILT BY YEAR 2021	Homes Built 2010 or later	0.18%	0.19%	0.11%	0.09%
	Homes Built 2000 to 2009	13.46%	14.32%	13.16%	11.58%
	Homes Built 1990 to 1999	15.67%	12.04%	12.04%	12.99%
	Homes Built 1980 to 1989	16.26%	16.60%	17.69%	20.45%
	Homes Built 1970 to 1979	24.28%	19.40%	21.13%	23.36%
	Homes Built 1960 to 1979	10.32%	10.65%	11.15%	11.40%
	Homes Built 1950 to 1959	9.89%	9.80%	10.78%	8.73%
	Homes Built 1940 to 1949	3.96%	7.53%	6.50%	4.82%
	Homes Built 1939 or earlier	5.99%	9.48%	7.43%	6.58%
HOME VALUE (OWNER OCCUPIED) 2021	Property Value \$1,000,000 or more	13.02%	19.93%	30.02%	31.71%
	Property Value \$750,000 to \$999,999	17.34%	19.91%	21.82%	21.91%
	Property Value \$500,000 to \$749,999	40.20%	34.22%	25.79%	21.33%
	Property Value \$400,000 to \$499,999	12.93%	7.34%	5.10%	4.18%
	Property Value \$300,000 to \$399,999	4.43%	3.35%	2.59%	2.27%
	Property Value \$200,000 to \$299,999	4.25%	3.08%	2.32%	1.81%
	Property Value \$150,000 to \$199,999	0.57%	1.43%	1.32%	1.32%
	Property Value \$100,000 to \$149,999	0.83%	1.70%	1.53%	2.01%
	Property Value \$60,000 to \$99,999	1.56%	2.01%	1.56%	1.34%
	Property Value \$40,000 to \$59,999	0.03%	0.62%	0.53%	0.44%
	Property Value \$0 to \$39,999	2.35%	1.96%	1.60%	1.48%
	CY Median Home Value	\$635,628	\$692,030	\$804,421	\$849,528
CY Median Rent per Month (Census 2000)	\$889	\$819	\$847	\$862	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021	Employed Civilian Population 16+ by Occupation	11,201	60,118	92,703	165,969
	Managerial/Executive	12.10%	12.78%	15.04%	16.07%
	Professional Specialty	14.36%	16.94%	19.76%	21.15%
	Healthcare Support	6.08%	5.24%	4.76%	4.31%
	Sales	11.28%	10.70%	11.21%	11.04%
	Office & Administrative Support	9.46%	10.77%	10.79%	10.82%
	Protective Service	1.26%	1.25%	1.49%	1.85%
	Food Preparation	6.60%	6.52%	5.94%	6.31%
	Building Maintenance & Cleaning	7.24%	5.34%	4.48%	4.11%
	Personal Care	3.69%	3.50%	3.07%	3.10%
	Farming, Fishing, & Forestry	2.86%	2.83%	2.21%	1.78%
	Construction	8.86%	10.42%	9.09%	8.46%
	Production & Transportation	16.22%	13.70%	12.17%	11.00%
	Percent White Collar	53.27%	56.44%	61.55%	63.39%
	Percent Blue Collar	46.73%	43.56%	38.45%	36.61%
CY Median Employee Salary	\$52,450	\$53,221	\$53,926	\$53,982	
CY Average Employee Salary	\$61,596	\$61,463	\$61,193	\$60,521	
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	623	2,937	4,025	6,571
	2021 Estimated Unemployed (Age 16 and Up)	629	3,317	4,776	7,732
	2021 Estimated Unemployed Rate (Age 16 and Up)	4.88%	5.22%	4.90%	4.46%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	76.26%	74.30%	76.19%	76.94%
	Drive to Work Carpool	14.09%	12.72%	11.58%	10.39%
	Travel to Work by Public Transportation	1.44%	2.28%	1.76%	1.59%
	Drive to Work on Motorcycle	0.53%	0.47%	0.44%	0.39%
	Drive to Work on Bicycle	1.28%	1.32%	1.20%	1.13%
	Walk to Work	2.12%	3.68%	3.17%	2.83%
	Other Means	1.80%	1.01%	0.81%	0.78%
	Work at Home	2.48%	4.21%	4.84%	5.94%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	2.94%	3.46%	3.36%	3.07%
	Travel to Work in 5 to 9 minutes	12.08%	11.52%	11.74%	11.39%
	Travel to Work in 10 to 14 minutes	16.38%	19.21%	19.80%	18.43%
	Travel to Work in 15 to 19 minutes	22.29%	19.38%	19.70%	18.73%
	Travel to Work in 20 to 29 minutes	16.58%	17.28%	17.99%	19.58%
	Travel to Work in 30 to 44 minutes	15.48%	13.91%	13.33%	14.24%
	Travel to Work in 45 to 59 minutes	5.24%	5.25%	4.75%	5.12%
	Travel to Work in 60 minutes or more	9.02%	10.00%	9.34%	9.45%
Average Travel Time to Work	22.8	22.4	22.6	24.1	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$65.89	\$66.11	\$66.63	\$66.94
	Apparel and Related Services	\$15.23	\$15.29	\$15.68	\$15.92
	Transportation	\$104.54	\$105.00	\$107.42	\$108.93
	Healthcare	\$78.85	\$79.68	\$81.91	\$83.24
	Entertainment	\$24.60	\$24.85	\$25.59	\$26.03
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$66,002	\$61,314	\$68,347	\$71,635
	Avg Disposable Inc-Inc minus taxes	\$73,261	\$71,725	\$79,880	\$84,080
	Med Discretionary-Disp less food/shelter/clothing	\$42,518	\$38,936	\$45,247	\$48,358
	Avg Discretionary-Disp less food/shelter/clothing	\$46,373	\$45,586	\$52,896	\$56,384
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	184	5,290	13,974	24,805
	Category B - Urban Cliff Climbers	0	3,976	4,341	17,625
	Category C - Urban Cliff Dwellers	0	2,042	2,138	2,138
	Category D - Seasoned Urban Dwellers	0	90	698	1,863
	Category E - Thriving Alone	2	3,619	13,267	29,358
	Category F - Going it Alone	2,280	20,287	34,667	51,641
	Category G - Struggling Alone	7	1,784	1,852	1,852
	Category H - Single in the Suburbs	9,385	36,791	38,797	60,758
	Category I - Married in the Suburbs	1,294	5,406	17,286	32,782
	Category J - Retired in the Suburbs	0	1,264	10,786	22,159
	Category K - Living with Nature	0	36	807	1,510
Category M - Harlem Gateway	0	0	0	0	
Category N - Espaniola	8,359	28,731	29,326	33,387	
Category O - Specialties	641	5,914	10,859	29,574	

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