



Community Profile

Rings: 1, 3, 5 mile radii

4060 Douglas Blvd Ste #108, Granite Bay,

Latitude: 38.7425

Longitude: -121.2256

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	9,487	65,531	211,598
2020 Total Population	10,566	71,287	226,433
2020 Group Quarters	150	1,285	7,999
2022 Total Population	10,436	71,345	226,629
2022 Group Quarters	150	1,285	7,999
2027 Total Population	10,544	72,481	229,416
2022-2027 Annual Rate	0.21%	0.32%	0.24%
2022 Total Daytime Population	15,379	81,258	217,665
Workers	9,844	43,694	102,137
Residents	5,535	37,564	115,528
Household Summary			
2010 Households	3,619	24,998	78,219
2010 Average Household Size	2.62	2.59	2.60
2020 Total Households	3,964	27,175	84,461
2020 Average Household Size	2.63	2.58	2.59
2022 Total Households	3,928	27,277	84,814
2022 Average Household Size	2.62	2.57	2.58
2027 Total Households	3,966	27,784	85,961
2027 Average Household Size	2.62	2.56	2.58
2022-2027 Annual Rate	0.19%	0.37%	0.27%
2010 Families	2,582	17,636	53,896
2010 Average Family Size	3.11	3.08	3.09
2022 Families	2,764	18,768	57,500
2022 Average Family Size	3.14	3.08	3.09
2027 Families	2,779	18,999	58,061
2027 Average Family Size	3.15	3.08	3.10
2022-2027 Annual Rate	0.11%	0.24%	0.19%
Housing Unit Summary			
2000 Housing Units	3,115	22,441	70,075
Owner Occupied Housing Units	62.2%	67.7%	66.0%
Renter Occupied Housing Units	35.0%	29.0%	30.3%
Vacant Housing Units	2.7%	3.3%	3.7%
2010 Housing Units	3,785	26,499	82,917
Owner Occupied Housing Units	56.9%	64.4%	61.7%
Renter Occupied Housing Units	38.7%	30.0%	32.6%
Vacant Housing Units	4.4%	5.7%	5.7%
2020 Housing Units	4,111	28,194	87,468
Vacant Housing Units	3.6%	3.6%	3.4%
2022 Housing Units	4,096	28,461	88,143
Owner Occupied Housing Units	63.8%	65.4%	63.8%
Renter Occupied Housing Units	32.1%	30.4%	32.4%
Vacant Housing Units	4.1%	4.2%	3.8%
2027 Housing Units	4,153	29,148	89,913
Owner Occupied Housing Units	64.0%	64.9%	63.6%
Renter Occupied Housing Units	31.5%	30.4%	32.0%
Vacant Housing Units	4.5%	4.7%	4.4%
Median Household Income			
2022	\$126,448	\$108,160	\$96,878
2027	\$147,903	\$124,174	\$109,603
Median Home Value			
2022	\$686,929	\$612,763	\$533,304
2027	\$731,126	\$670,111	\$614,805
Per Capita Income			
2022	\$65,368	\$59,340	\$49,839
2027	\$74,123	\$68,165	\$58,345
Median Age			
2010	38.8	41.1	38.4
2022	40.7	43.1	40.4
2027	41.3	43.6	41.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	3,928	27,277	84,814
<\$15,000	3.5%	4.3%	4.4%
\$15,000 - \$24,999	2.1%	4.5%	4.4%
\$25,000 - \$34,999	2.9%	3.8%	4.9%
\$35,000 - \$49,999	5.0%	5.6%	8.0%
\$50,000 - \$74,999	11.2%	13.3%	15.2%
\$75,000 - \$99,999	12.3%	13.8%	14.5%
\$100,000 - \$149,999	20.9%	20.1%	21.5%
\$150,000 - \$199,999	14.1%	11.3%	11.5%
\$200,000+	28.2%	23.2%	15.6%
Average Household Income	\$174,654	\$155,223	\$132,942
2027 Households by Income			
Household Income Base	3,966	27,784	85,961
<\$15,000	2.2%	3.0%	2.9%
\$15,000 - \$24,999	1.3%	3.0%	2.8%
\$25,000 - \$34,999	2.0%	2.8%	3.3%
\$35,000 - \$49,999	3.6%	4.1%	5.9%
\$50,000 - \$74,999	8.1%	10.6%	13.9%
\$75,000 - \$99,999	10.2%	13.2%	14.8%
\$100,000 - \$149,999	23.3%	22.6%	23.0%
\$150,000 - \$199,999	18.1%	14.3%	14.2%
\$200,000+	31.2%	26.4%	19.1%
Average Household Income	\$198,190	\$177,911	\$155,466
2022 Owner Occupied Housing Units by Value			
Total	2,615	18,622	56,241
<\$50,000	0.1%	1.2%	1.2%
\$50,000 - \$99,999	0.0%	0.7%	0.9%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.0%	0.5%	0.9%
\$200,000 - \$249,999	0.4%	0.6%	1.3%
\$250,000 - \$299,999	0.3%	2.0%	3.3%
\$300,000 - \$399,999	1.6%	10.5%	17.5%
\$400,000 - \$499,999	10.1%	15.6%	19.7%
\$500,000 - \$749,999	50.2%	41.9%	36.8%
\$750,000 - \$999,999	23.9%	18.3%	12.1%
\$1,000,000 - \$1,499,999	12.1%	6.7%	4.1%
\$1,500,000 - \$1,999,999	1.1%	0.9%	0.6%
\$2,000,000 +	0.3%	1.2%	1.3%
Average Home Value	\$751,769	\$662,855	\$591,777
2027 Owner Occupied Housing Units by Value			
Total	2,659	18,921	57,205
<\$50,000	0.0%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.1%	0.3%
\$250,000 - \$299,999	0.0%	0.5%	1.2%
\$300,000 - \$399,999	0.4%	4.9%	10.0%
\$400,000 - \$499,999	5.6%	12.6%	17.5%
\$500,000 - \$749,999	47.6%	46.2%	44.6%
\$750,000 - \$999,999	29.8%	24.4%	17.8%
\$1,000,000 - \$1,499,999	15.0%	8.2%	5.4%
\$1,500,000 - \$1,999,999	1.3%	1.1%	0.9%
\$2,000,000 +	0.3%	1.5%	1.8%
Average Home Value	\$801,890	\$734,506	\$676,052

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022



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2010 Population by Age			
Total	9,489	65,531	211,598
0 - 4	5.0%	5.3%	5.7%
5 - 9	7.2%	6.5%	6.3%
10 - 14	8.8%	7.6%	7.0%
15 - 24	15.3%	13.3%	13.6%
25 - 34	9.6%	10.0%	13.0%
35 - 44	13.6%	12.9%	13.7%
45 - 54	18.0%	17.0%	16.0%
55 - 64	12.0%	13.4%	12.3%
65 - 74	5.0%	7.1%	6.5%
75 - 84	3.3%	4.4%	4.0%
85 +	2.1%	2.5%	2.0%
18 +	72.7%	75.6%	76.6%
2022 Population by Age			
Total	10,436	71,346	226,628
0 - 4	4.5%	4.7%	5.1%
5 - 9	5.8%	5.5%	5.6%
10 - 14	7.2%	6.3%	6.0%
15 - 24	14.0%	11.8%	11.8%
25 - 34	11.8%	11.9%	14.2%
35 - 44	12.3%	12.1%	13.1%
45 - 54	14.4%	13.2%	12.7%
55 - 64	13.4%	14.4%	13.5%
65 - 74	9.3%	11.3%	10.6%
75 - 84	4.7%	6.0%	5.2%
85 +	2.5%	2.7%	2.2%
18 +	77.1%	79.5%	79.8%
2027 Population by Age			
Total	10,544	72,483	229,418
0 - 4	4.6%	4.8%	5.2%
5 - 9	5.7%	5.4%	5.5%
10 - 14	6.9%	6.0%	5.8%
15 - 24	12.4%	10.9%	11.0%
25 - 34	12.0%	11.6%	13.6%
35 - 44	13.6%	13.2%	14.4%
45 - 54	13.2%	12.1%	12.0%
55 - 64	12.0%	13.2%	12.2%
65 - 74	10.3%	12.3%	11.4%
75 - 84	6.5%	7.6%	6.6%
85 +	2.8%	2.9%	2.4%
18 +	78.1%	80.2%	80.2%
2010 Population by Sex			
Males	4,494	31,585	106,390
Females	4,993	33,946	105,208
2022 Population by Sex			
Males	4,957	34,595	113,179
Females	5,479	36,750	113,449
2027 Population by Sex			
Males	4,994	35,142	114,580
Females	5,549	37,339	114,837

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	9,487	65,531	211,598
White Alone	81.2%	84.3%	82.0%
Black Alone	1.6%	1.5%	3.2%
American Indian Alone	0.6%	0.7%	0.9%
Asian Alone	9.5%	6.0%	5.1%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	2.0%	3.1%	4.0%
Two or More Races	4.8%	4.3%	4.5%
Hispanic Origin	9.9%	11.2%	13.7%
Diversity Index	44.8	42.6	48.1
2020 Population by Race/Ethnicity			
Total	10,566	71,287	226,433
White Alone	69.1%	72.3%	70.2%
Black Alone	1.8%	1.7%	3.0%
American Indian Alone	0.6%	0.8%	0.9%
Asian Alone	13.3%	8.8%	7.1%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	3.0%	4.3%	6.3%
Two or More Races	12.0%	11.8%	12.3%
Hispanic Origin	11.7%	13.9%	16.4%
Diversity Index	59.5	58.4	62.5
2022 Population by Race/Ethnicity			
Total	10,436	71,344	226,629
White Alone	69.0%	72.1%	69.8%
Black Alone	1.8%	1.7%	3.0%
American Indian Alone	0.6%	0.8%	0.9%
Asian Alone	12.8%	8.4%	6.9%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.1%	4.5%	6.4%
Two or More Races	12.4%	12.2%	12.6%
Hispanic Origin	11.9%	14.1%	16.6%
Diversity Index	59.7	58.8	62.9
2027 Population by Race/Ethnicity			
Total	10,544	72,479	229,416
White Alone	67.9%	70.8%	68.3%
Black Alone	1.8%	1.8%	3.0%
American Indian Alone	0.6%	0.9%	1.0%
Asian Alone	12.7%	8.4%	7.1%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.3%	4.9%	6.9%
Two or More Races	13.3%	13.0%	13.4%
Hispanic Origin	12.0%	14.5%	16.9%
Diversity Index	60.8	60.3	64.4
2010 Population by Relationship and Household Type			
Total	9,487	65,531	211,598
In Households	99.9%	99.0%	96.0%
In Family Households	86.1%	84.8%	81.0%
Householder	27.0%	26.8%	25.5%
Spouse	20.7%	21.2%	19.4%
Child	33.9%	31.8%	30.5%
Other relative	2.8%	3.0%	3.4%
Nonrelative	1.5%	2.0%	2.4%
In Nonfamily Households	13.8%	14.2%	15.0%
In Group Quarters	0.1%	1.0%	4.0%
Institutionalized Population	0.0%	0.6%	3.5%
Noninstitutionalized Population	0.1%	0.5%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	7,149	51,150	162,139
Less than 9th Grade	1.0%	1.5%	2.0%
9th - 12th Grade, No Diploma	1.2%	3.2%	4.0%
High School Graduate	11.3%	14.2%	16.8%
GED/Alternative Credential	0.4%	1.7%	2.4%
Some College, No Degree	14.6%	20.9%	23.6%
Associate Degree	11.1%	12.5%	12.1%
Bachelor's Degree	37.8%	30.0%	26.8%
Graduate/Professional Degree	22.6%	16.0%	12.2%
2022 Population 15+ by Marital Status			
Total	8,605	59,568	188,976
Never Married	26.4%	26.8%	29.5%
Married	59.6%	56.8%	53.2%
Widowed	4.5%	6.0%	5.9%
Divorced	9.5%	10.4%	11.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,145	35,336	110,753
Population 16+ Employed	96.4%	96.5%	96.3%
Population 16+ Unemployment rate	3.6%	3.5%	3.7%
Population 16-24 Employed	12.7%	11.5%	11.7%
Population 16-24 Unemployment rate	5.1%	7.8%	7.9%
Population 25-54 Employed	64.9%	62.1%	64.3%
Population 25-54 Unemployment rate	4.1%	3.3%	3.4%
Population 55-64 Employed	18.0%	19.9%	18.2%
Population 55-64 Unemployment rate	1.5%	1.6%	1.9%
Population 65+ Employed	4.4%	6.6%	5.8%
Population 65+ Unemployment rate	0.0%	2.8%	3.6%
2022 Employed Population 16+ by Industry			
Total	4,961	34,097	106,626
Agriculture/Mining	0.6%	0.4%	0.4%
Construction	5.3%	8.3%	8.5%
Manufacturing	5.9%	6.1%	5.7%
Wholesale Trade	1.9%	2.1%	2.3%
Retail Trade	8.6%	11.5%	12.0%
Transportation/Utilities	3.8%	3.8%	4.4%
Information	2.6%	2.5%	2.1%
Finance/Insurance/Real Estate	11.8%	10.4%	9.6%
Services	50.4%	48.0%	47.6%
Public Administration	9.1%	6.8%	7.5%
2022 Employed Population 16+ by Occupation			
Total	4,961	34,097	106,626
White Collar	81.6%	75.1%	71.0%
Management/Business/Financial	30.2%	25.9%	22.9%
Professional	30.8%	26.9%	24.7%
Sales	11.4%	11.2%	11.2%
Administrative Support	9.2%	11.1%	12.1%
Services	8.7%	12.1%	14.1%
Blue Collar	9.7%	12.8%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.7%	4.6%	5.0%
Installation/Maintenance/Repair	0.7%	1.9%	2.3%
Production	1.9%	1.8%	2.3%
Transportation/Material Moving	3.4%	4.4%	5.3%

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2010 Households by Type			
Total	3,619	24,998	78,220
Households with 1 Person	22.2%	23.4%	23.9%
Households with 2+ People	77.8%	76.6%	76.1%
Family Households	71.3%	70.5%	68.9%
Husband-wife Families	54.7%	55.7%	52.4%
With Related Children	28.5%	26.0%	24.0%
Other Family (No Spouse Present)	16.6%	14.9%	16.5%
Other Family with Male Householder	4.9%	4.7%	5.1%
With Related Children	3.5%	2.9%	3.1%
Other Family with Female Householder	11.7%	10.2%	11.4%
With Related Children	7.8%	6.1%	6.9%
Nonfamily Households	6.4%	6.1%	7.2%
All Households with Children	40.1%	35.4%	34.5%
Multigenerational Households	2.8%	3.3%	3.7%
Unmarried Partner Households	5.4%	5.4%	6.6%
Male-female	4.9%	4.9%	6.0%
Same-sex	0.4%	0.6%	0.6%
2010 Households by Size			
Total	3,619	24,998	78,219
1 Person Household	22.2%	23.4%	23.9%
2 Person Household	32.6%	33.8%	33.9%
3 Person Household	18.6%	16.8%	17.1%
4 Person Household	17.0%	16.1%	15.0%
5 Person Household	6.7%	6.7%	6.6%
6 Person Household	2.0%	2.1%	2.2%
7 + Person Household	0.9%	1.1%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,619	24,999	78,219
Owner Occupied	59.5%	68.2%	65.4%
Owned with a Mortgage/Loan	50.9%	54.7%	52.3%
Owned Free and Clear	8.6%	13.5%	13.2%
Renter Occupied	40.5%	31.8%	34.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	82	84
Percent of Income for Mortgage	28.6%	29.9%	29.0%
Wealth Index	194	176	140
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,785	26,499	82,917
Housing Units Inside Urbanized Area	99.9%	99.4%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.6%	1.1%
2010 Population By Urban/ Rural Status			
Total Population	9,487	65,531	211,598
Population Inside Urbanized Area	99.9%	99.4%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.6%	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Old and Newcomers (8F)	Bright Young Professionals (8C)
2.	Young and Restless (11B)	Professional Pride (1B)	Home Improvement (4B)
3.	Savvy Suburbanites (1D)	Comfortable Empty Nesters (5A)	Parks and Rec (5C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$15,750,492	\$96,075,688	\$255,774,359
Average Spent	\$4,009.80	\$3,522.22	\$3,015.71
Spending Potential Index	166	146	125
Education: Total \$	\$13,982,826	\$82,812,713	\$215,600,426
Average Spent	\$3,559.78	\$3,035.99	\$2,542.04
Spending Potential Index	182	155	130
Entertainment/Recreation: Total \$	\$23,287,220	\$146,111,927	\$389,058,579
Average Spent	\$5,928.52	\$5,356.60	\$4,587.20
Spending Potential Index	162	146	125
Food at Home: Total \$	\$39,032,452	\$241,794,020	\$648,540,410
Average Spent	\$9,936.98	\$8,864.39	\$7,646.62
Spending Potential Index	161	143	124
Food Away from Home: Total \$	\$27,992,179	\$170,495,118	\$457,900,067
Average Spent	\$7,126.32	\$6,250.51	\$5,398.87
Spending Potential Index	165	145	125
Health Care: Total \$	\$43,586,465	\$280,215,741	\$745,654,398
Average Spent	\$11,096.35	\$10,272.97	\$8,791.64
Spending Potential Index	157	145	124
HH Furnishings & Equipment: Total \$	\$16,670,691	\$103,745,343	\$276,413,107
Average Spent	\$4,244.07	\$3,803.40	\$3,259.05
Spending Potential Index	166	148	127
Personal Care Products & Services: Total \$	\$6,626,318	\$41,093,815	\$109,492,275
Average Spent	\$1,686.94	\$1,506.54	\$1,290.97
Spending Potential Index	165	148	127
Shelter: Total \$	\$149,953,093	\$918,533,281	\$2,464,557,579
Average Spent	\$38,175.43	\$33,674.28	\$29,058.38
Spending Potential Index	167	147	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,201,762	\$110,968,477	\$299,535,275
Average Spent	\$4,379.27	\$4,068.21	\$3,531.67
Spending Potential Index	161	150	130
Travel: Total \$	\$19,141,772	\$118,625,260	\$315,519,370
Average Spent	\$4,873.16	\$4,348.91	\$3,720.13
Spending Potential Index	170	151	130
Vehicle Maintenance & Repairs: Total \$	\$7,921,132	\$49,708,881	\$133,937,699
Average Spent	\$2,016.58	\$1,822.37	\$1,579.19
Spending Potential Index	160	145	125

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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