

Community Profile

Rings: 3, 5, 10 mile radii

401 Kenilworth Dr, Petaluma, CA 94952,

Latitude: 38.2439

Longitude: -122.6258

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	61,496	67,565	180,682
2020 Total Population	63,276	69,266	185,889
2020 Group Quarters	600	614	4,435
2024 Total Population	62,512	68,477	185,086
2024 Group Quarters	560	573	4,133
2029 Total Population	62,399	68,384	185,613
2024-2029 Annual Rate	-0.04%	-0.03%	0.06%
2024 Total Daytime Population	64,824	71,749	175,579
Workers	34,411	38,316	85,163
Residents	30,413	33,433	90,416
Household Summary			
2010 Households	23,169	25,673	69,109
2010 Average Household Size	2.62	2.60	2.54
2020 Total Households	24,579	27,024	71,556
2020 Average Household Size	2.55	2.54	2.54
2024 Households	24,108	26,517	70,910
2024 Average Household Size	2.57	2.56	2.55
2029 Households	23,885	26,280	70,597
2029 Average Household Size	2.59	2.58	2.57
2024-2029 Annual Rate	-0.19%	-0.18%	-0.09%
2010 Families	15,671	17,266	44,141
2010 Average Family Size	3.12	3.10	3.08
2024 Families	15,691	17,192	44,656
2024 Average Family Size	3.13	3.11	3.12
2029 Families	15,515	17,005	44,399
2029 Average Family Size	3.15	3.13	3.14
2024-2029 Annual Rate	-0.23%	-0.22%	-0.12%
Housing Unit Summary			
2000 Housing Units	21,767	24,189	67,350
Owner Occupied Housing Units	68.1%	67.6%	63.5%
Renter Occupied Housing Units	30.0%	30.3%	33.5%
Vacant Housing Units	1.9%	2.1%	3.0%
2010 Housing Units	24,283	26,971	73,477
Owner Occupied Housing Units	61.8%	61.5%	58.1%
Renter Occupied Housing Units	33.6%	33.7%	36.0%
Vacant Housing Units	4.6%	4.8%	5.9%
2020 Housing Units	25,524	28,117	75,761
Owner Occupied Housing Units	61.0%	61.1%	57.8%
Renter Occupied Housing Units	35.3%	35.0%	36.7%
Vacant Housing Units	3.7%	4.0%	5.6%
2024 Housing Units	25,495	28,081	76,287
Owner Occupied Housing Units	60.4%	60.5%	57.5%
Renter Occupied Housing Units	34.2%	33.9%	35.4%
Vacant Housing Units	5.4%	5.6%	7.0%
2029 Housing Units	25,527	28,119	76,370
Owner Occupied Housing Units	60.7%	60.8%	58.1%
Renter Occupied Housing Units	32.9%	32.6%	34.3%
Vacant Housing Units	6.4%	6.5%	7.6%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	24,108	26,517	70,910
<\$15,000	5.2%	5.3%	5.4%
\$15,000 - \$24,999	3.4%	3.5%	3.7%
\$25,000 - \$34,999	4.5%	4.4%	4.4%
\$35,000 - \$49,999	6.0%	5.9%	7.4%
\$50,000 - \$74,999	11.8%	12.2%	12.7%
\$75,000 - \$99,999	11.5%	11.5%	11.8%
\$100,000 - \$149,999	18.3%	18.1%	17.8%
\$150,000 - \$199,999	14.3%	14.0%	13.3%
\$200,000+	25.0%	25.0%	23.4%
Average Household Income	\$158,818	\$158,720	\$153,543
2029 Households by Income			
Household Income Base	23,885	26,280	70,597
<\$15,000	4.5%	4.6%	4.7%
\$15,000 - \$24,999	2.4%	2.5%	2.7%
\$25,000 - \$34,999	3.5%	3.4%	3.4%
\$35,000 - \$49,999	4.7%	4.6%	5.8%
\$50,000 - \$74,999	10.0%	10.3%	10.9%
\$75,000 - \$99,999	10.7%	10.8%	11.2%
\$100,000 - \$149,999	18.3%	18.2%	18.0%
\$150,000 - \$199,999	16.4%	16.0%	15.2%
\$200,000+	29.5%	29.6%	27.9%
Average Household Income	\$182,104	\$182,245	\$177,008
2024 Owner Occupied Housing Units by Value			
Total	15,397	16,997	43,901
<\$50,000	0.6%	0.7%	0.8%
\$50,000 - \$99,999	0.7%	0.7%	1.8%
\$100,000 - \$149,999	1.4%	1.4%	1.4%
\$150,000 - \$199,999	0.5%	0.5%	1.1%
\$200,000 - \$249,999	0.7%	0.8%	0.7%
\$250,000 - \$299,999	0.5%	0.5%	0.5%
\$300,000 - \$399,999	0.4%	0.4%	1.3%
\$400,000 - \$499,999	1.6%	1.4%	2.5%
\$500,000 - \$749,999	28.6%	26.3%	26.3%
\$750,000 - \$999,999	40.8%	39.3%	31.3%
\$1,000,000 - \$1,499,999	17.6%	20.1%	19.8%
\$1,500,000 - \$1,999,999	4.1%	5.0%	7.4%
\$2,000,000 +	2.4%	2.9%	4.9%
Average Home Value	\$897,210	\$926,455	\$950,870
2029 Owner Occupied Housing Units by Value			
Total	15,485	17,106	44,409
<\$50,000	1.1%	1.1%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.8%
\$100,000 - \$149,999	0.1%	0.1%	0.3%
\$150,000 - \$199,999	0.1%	0.1%	0.2%
\$200,000 - \$249,999	0.2%	0.2%	0.2%
\$250,000 - \$299,999	0.1%	0.1%	0.1%
\$300,000 - \$399,999	0.1%	0.1%	0.2%
\$400,000 - \$499,999	1.1%	1.0%	1.4%
\$500,000 - \$749,999	18.0%	16.4%	18.0%
\$750,000 - \$999,999	43.6%	41.0%	32.7%
\$1,000,000 - \$1,499,999	24.8%	27.3%	25.9%
\$1,500,000 - \$1,999,999	6.3%	7.6%	11.8%
\$2,000,000 +	4.4%	5.0%	7.8%
Average Home Value	\$1,019,531	\$1,054,096	\$1,113,666

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$116,255	\$115,212	\$109,199
2029	\$135,098	\$134,008	\$126,316
Median Home Value			
2024	\$841,453	\$860,011	\$857,615
2029	\$916,667	\$938,328	\$965,825
Per Capita Income			
2024	\$61,170	\$61,341	\$58,978
2029	\$69,616	\$69,896	\$67,485
Median Age			
2010	40.6	41.0	39.9
2020	43.7	44.1	42.5
2024	44.1	44.5	43.0
2029	45.4	45.7	44.1
2020 Population by Age			
Total	63,276	69,266	185,889
0 - 4	4.6%	4.6%	4.6%
5 - 9	5.6%	5.5%	5.3%
10 - 14	6.2%	6.1%	5.7%
15 - 24	10.9%	10.8%	12.3%
25 - 34	11.1%	11.1%	12.5%
35 - 44	13.3%	13.1%	12.6%
45 - 54	13.3%	13.2%	12.4%
55 - 64	14.8%	14.9%	14.2%
65 - 74	12.3%	12.6%	12.4%
75 - 84	5.7%	5.8%	5.8%
85 +	2.3%	2.3%	2.2%
18 +	79.7%	80.0%	80.7%
2024 Population by Age			
Total	62,511	68,475	185,086
0 - 4	4.6%	4.5%	4.6%
5 - 9	5.2%	5.1%	5.0%
10 - 14	5.7%	5.6%	5.2%
15 - 24	11.2%	11.0%	11.6%
25 - 34	11.0%	11.0%	13.2%
35 - 44	13.7%	13.5%	13.2%
45 - 54	13.2%	13.1%	12.1%
55 - 64	13.7%	13.8%	13.1%
65 - 74	12.5%	12.8%	12.6%
75 - 84	7.0%	7.1%	7.2%
85 +	2.4%	2.4%	2.3%
18 +	81.1%	81.4%	81.9%
2029 Population by Age			
Total	62,399	68,384	185,613
0 - 4	4.4%	4.4%	4.4%
5 - 9	4.8%	4.7%	4.7%
10 - 14	5.5%	5.4%	5.2%
15 - 24	10.4%	10.2%	10.7%
25 - 34	11.6%	11.4%	13.3%
35 - 44	12.8%	12.8%	12.9%
45 - 54	13.7%	13.5%	12.6%
55 - 64	12.6%	12.7%	11.9%
65 - 74	12.6%	12.9%	12.6%
75 - 84	8.8%	9.0%	8.9%
85 +	2.9%	2.9%	2.8%
18 +	82.0%	82.2%	82.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	30,500	33,456	89,576
Females	32,776	35,810	96,313
2024 Population by Sex			
Males	30,589	33,575	90,445
Females	31,923	34,902	94,641
2029 Population by Sex			
Males	30,316	33,288	90,074
Females	32,083	35,096	95,539
2010 Population by Race/Ethnicity			
Total	61,497	67,566	180,683
White Alone	80.8%	81.4%	80.0%
Black Alone	1.4%	1.3%	1.4%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	4.4%	4.1%	4.1%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	8.6%	8.3%	9.1%
Two or More Races	4.1%	4.0%	4.3%
Hispanic Origin	21.1%	20.5%	21.6%
Diversity Index	55.7	54.6	56.9
2020 Population by Race/Ethnicity			
Total	63,276	69,266	185,889
White Alone	68.7%	69.4%	65.1%
Black Alone	1.3%	1.3%	1.5%
American Indian Alone	1.3%	1.2%	1.3%
Asian Alone	4.6%	4.4%	5.4%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	10.7%	10.4%	12.9%
Two or More Races	13.1%	13.0%	13.5%
Hispanic Origin	22.4%	21.9%	25.4%
Diversity Index	67.2	66.4	71.3
2024 Population by Race/Ethnicity			
Total	62,512	68,476	185,087
White Alone	66.5%	67.2%	62.9%
Black Alone	1.4%	1.4%	1.6%
American Indian Alone	1.3%	1.3%	1.4%
Asian Alone	5.1%	4.8%	5.9%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	11.5%	11.3%	13.8%
Two or More Races	13.9%	13.8%	14.2%
Hispanic Origin	24.1%	23.6%	27.2%
Diversity Index	69.7	68.9	73.5
2029 Population by Race/Ethnicity			
Total	62,399	68,384	185,612
White Alone	64.2%	65.0%	60.5%
Black Alone	1.4%	1.4%	1.6%
American Indian Alone	1.3%	1.3%	1.4%
Asian Alone	5.5%	5.2%	6.4%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	12.4%	12.1%	14.8%
Two or More Races	14.8%	14.7%	15.1%
Hispanic Origin	25.8%	25.3%	29.1%
Diversity Index	72.1	71.3	75.6

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

	3 mile	5 mile	10 mile
2020 Population by Relationship and Household Type			
Total	63,276	69,266	185,889
In Households	99.1%	99.1%	97.6%
Householder	38.8%	38.9%	38.5%
Opposite-Sex Spouse	19.4%	19.5%	18.3%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.6%	2.6%	2.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.6%	26.3%	25.0%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.8%	0.8%	0.9%
Grandchild	1.6%	1.6%	1.7%
Brother or Sister	1.0%	1.0%	1.2%
Parent	1.1%	1.1%	1.2%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	1.2%	1.2%	1.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	4.3%	4.4%	5.1%
In Group Quarters	0.9%	0.9%	2.4%
Institutionalized	0.5%	0.5%	0.3%
Noninstitutionalized	0.4%	0.4%	2.1%
2024 Population 25+ by Educational Attainment			
Total	45,864	50,492	136,265
Less than 9th Grade	3.4%	3.3%	3.6%
9th - 12th Grade, No Diploma	3.1%	3.1%	3.2%
High School Graduate	15.5%	15.3%	16.6%
GED/Alternative Credential	1.9%	1.9%	2.2%
Some College, No Degree	20.7%	20.7%	21.1%
Associate Degree	9.6%	9.9%	10.0%
Bachelor's Degree	29.2%	29.1%	26.9%
Graduate/Professional Degree	16.7%	16.6%	16.4%
2024 Population 15+ by Marital Status			
Total	52,885	58,048	157,699
Never Married	30.2%	30.1%	33.5%
Married	53.4%	53.2%	50.0%
Widowed	5.2%	5.4%	5.2%
Divorced	11.2%	11.4%	11.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	34,209	37,345	100,904
Population 16+ Employed	95.5%	95.5%	95.3%
Population 16+ Unemployment rate	4.5%	4.5%	4.7%
Population 16-24 Employed	9.9%	9.8%	10.9%
Population 16-24 Unemployment rate	7.5%	7.8%	7.2%
Population 25-54 Employed	61.6%	61.2%	60.8%
Population 25-54 Unemployment rate	4.0%	4.0%	4.3%
Population 55-64 Employed	18.1%	18.3%	17.9%
Population 55-64 Unemployment rate	4.8%	4.7%	4.2%
Population 65+ Employed	10.4%	10.7%	10.3%
Population 65+ Unemployment rate	4.6%	4.3%	5.3%

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2024 Employed Population 16+ by Industry			
Total	32,657	35,646	96,167
Agriculture/Mining	1.0%	1.3%	1.6%
Construction	7.5%	7.5%	8.8%
Manufacturing	8.5%	8.3%	8.0%
Wholesale Trade	2.3%	2.2%	2.0%
Retail Trade	9.4%	9.3%	10.8%
Transportation/Utilities	4.1%	4.1%	4.1%
Information	3.2%	3.0%	2.5%
Finance/Insurance/Real Estate	6.2%	6.3%	5.4%
Services	52.0%	52.2%	51.6%
Public Administration	5.8%	5.8%	5.2%
2024 Employed Population 16+ by Occupation			
Total	32,658	35,648	96,166
White Collar	65.5%	66.0%	64.3%
Management/Business/Financial	21.2%	21.9%	21.4%
Professional	27.1%	27.3%	24.8%
Sales	8.1%	8.0%	8.2%
Administrative Support	9.0%	8.8%	9.9%
Services	18.3%	18.0%	18.8%
Blue Collar	16.2%	16.0%	16.9%
Farming/Forestry/Fishing	0.5%	0.6%	0.6%
Construction/Extraction	4.7%	4.7%	5.8%
Installation/Maintenance/Repair	1.9%	2.0%	2.2%
Production	4.2%	4.0%	3.6%
Transportation/Material Moving	4.8%	4.7%	4.7%
2020 Households by Type			
Total	24,579	27,024	71,556
Married Couple Households	50.7%	50.6%	48.3%
With Own Children <18	20.0%	19.6%	18.0%
Without Own Children <18	30.6%	31.0%	30.3%
Cohabiting Couple Households	7.0%	7.1%	7.5%
With Own Children <18	2.0%	1.9%	2.1%
Without Own Children <18	5.0%	5.2%	5.5%
Male Householder, No Spouse/Partner	15.0%	15.2%	16.4%
Living Alone	9.3%	9.5%	10.0%
65 Years and over	4.2%	4.2%	4.3%
With Own Children <18	1.5%	1.5%	1.6%
Without Own Children <18, With Relatives	2.6%	2.6%	2.8%
No Relatives Present	1.6%	1.6%	2.1%
Female Householder, No Spouse/Partner	27.3%	27.1%	27.9%
Living Alone	15.9%	15.8%	16.2%
65 Years and over	9.9%	9.8%	10.0%
With Own Children <18	3.6%	3.5%	3.5%
Without Own Children <18, With Relatives	5.9%	5.8%	5.9%
No Relatives Present	1.9%	1.9%	2.2%
2020 Households by Size			
Total	24,579	27,024	71,556
1 Person Household	25.2%	25.4%	26.2%
2 Person Household	33.4%	33.8%	34.1%
3 Person Household	16.5%	16.2%	15.8%
4 Person Household	15.3%	15.1%	13.9%
5 Person Household	6.1%	6.0%	6.0%
6 Person Household	2.3%	2.2%	2.4%
7 + Person Household	1.2%	1.3%	1.5%

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2020 Households by Tenure and Mortgage Status			
Total	24,579	27,024	71,556
Owner Occupied	63.4%	63.6%	61.2%
Owned with a Mortgage/Loan	46.9%	46.3%	43.9%
Owned Free and Clear	16.5%	17.3%	17.3%
Renter Occupied	36.6%	36.4%	38.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	56	54	51
Percent of Income for Mortgage	45.3%	46.7%	49.2%
Wealth Index	155	157	153
2020 Housing Units By Urban/ Rural Status			
Total	25,524	28,117	75,761
Urban Housing Units	98.1%	93.4%	91.3%
Rural Housing Units	1.9%	6.6%	8.7%
2020 Population By Urban/ Rural Status			
Total	63,276	69,266	185,889
Urban Population	98.1%	93.7%	91.9%
Rural Population	1.9%	6.3%	8.1%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	City Lights (8A)	City Lights (8A)	City Lights (8A)
3.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Bright Young Professionals
2024 Consumer Spending			
Apparel & Services: Total \$	\$76,018,274	\$83,152,537	\$218,191,947
Average Spent	\$3,153.24	\$3,135.82	\$3,077.03
Spending Potential Index	132	132	129
Education: Total \$	\$61,379,530	\$67,334,869	\$173,216,706
Average Spent	\$2,546.02	\$2,539.31	\$2,442.77
Spending Potential Index	147	147	141
Entertainment/Recreation: Total \$	\$134,602,447	\$148,263,952	\$384,428,434
Average Spent	\$5,583.31	\$5,591.28	\$5,421.36
Spending Potential Index	136	137	133
Food at Home: Total \$	\$237,090,053	\$259,924,123	\$682,778,293
Average Spent	\$9,834.50	\$9,802.17	\$9,628.80
Spending Potential Index	135	134	132
Food Away from Home: Total \$	\$130,797,839	\$143,292,893	\$373,532,683
Average Spent	\$5,425.50	\$5,403.81	\$5,267.70
Spending Potential Index	139	139	135
Health Care: Total \$	\$234,806,110	\$259,756,416	\$678,972,718
Average Spent	\$9,739.76	\$9,795.84	\$9,575.13
Spending Potential Index	127	127	125
HH Furnishings & Equipment: Total \$	\$101,825,174	\$112,206,914	\$291,187,849
Average Spent	\$4,223.71	\$4,231.51	\$4,106.44
Spending Potential Index	133	134	130
Personal Care Products & Services: Total \$	\$34,356,592	\$37,689,301	\$98,187,069
Average Spent	\$1,425.11	\$1,421.33	\$1,384.67
Spending Potential Index	143	143	139
Shelter: Total \$	\$944,780,664	\$1,035,175,126	\$2,683,730,771
Average Spent	\$39,189.51	\$39,038.17	\$37,847.00
Spending Potential Index	147	146	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$107,168,740	\$119,652,196	\$310,095,382
Average Spent	\$4,445.36	\$4,512.28	\$4,373.08
Spending Potential Index	127	129	125
Travel: Total \$	\$106,187,590	\$116,752,758	\$300,062,038
Average Spent	\$4,404.66	\$4,402.94	\$4,231.59
Spending Potential Index	145	145	139
Vehicle Maintenance & Repairs: Total \$	\$45,986,268	\$50,686,156	\$132,837,204
Average Spent	\$1,907.51	\$1,911.46	\$1,873.32
Spending Potential Index	129	129	126

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025