

Rings: 3, 5, 10 mile radii

1228 Galleria Blvd STE 150, Roseville, CA

Latitude: 38.7734 Longitude: -121.2629

			Longitude121.2029
	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	96,181	210,794	619,842
2020 Total Population	107,676	237,538	697,049
2020 Group Quarters	1,640	2,920	11,304
2024 Total Population	107,718	240,829	721,333
2024 Group Quarters	1,597	2,842	10,806
2029 Total Population	111,774	248,625	742,342
2024-2029 Annual Rate	0.74%	0.64%	0.58%
2024 Total Daytime Population	134,864	253,171	643,931
Workers	80,432	127,774	260,734
Residents	54,432	125,397	383,197
Household Summary	,		,
2010 Households	37,076	78,174	229,571
2010 Average Household Size	2.57	2.68	2.65
2020 Total Households	41,352	87,889	256,012
2020 Average Household Size	2.56	2.67	2.68
2020 Average Household Size	41,870	90,026	264,863
2024 Average Household Size	2.53	2.64	2.68
2029 Households	43,899	93,624	272,164
2029 Average Household Size	2.51	2.63	2/2,104
2029 Average Household Size			
	0.95%	0.79%	0.55%
2010 Families	24,585	55,321	160,370
2010 Average Family Size	3.13	3.16	3.14
2024 Families	26,739	62,203	181,907
2024 Average Family Size	3.18	3.19	3.22
2029 Families	27,950	64,581	187,023
2029 Average Family Size	3.14	3.17	3.22
2024-2029 Annual Rate	0.89%	0.75%	0.56%
Housing Unit Summary			
2000 Housing Units	27,918	60,453	196,128
Owner Occupied Housing Units	58.2%	67.9%	64.1%
Renter Occupied Housing Units	35.5%	27.8%	32.1%
Vacant Housing Units	6.4%	4.3%	3.8%
2010 Housing Units	39,426	82,750	244,245
Owner Occupied Housing Units	53.6%	63.1%	61.8%
Renter Occupied Housing Units	40.5%	31.4%	32.2%
Vacant Housing Units	6.0%	5.5%	6.0%
2020 Housing Units	42,814	90,721	264,936
Owner Occupied Housing Units	53.5%	64.1%	63.6%
Renter Occupied Housing Units	43.1%	32.8%	33.0%
Vacant Housing Units	3.5%	3.2%	3.4%
2024 Housing Units	43,715	93,693	275,927
Owner Occupied Housing Units	54.0%	64.6%	64.5%
Renter Occupied Housing Units	41.8%	31.5%	31.5%
Vacant Housing Units	4.2%	3.9%	4.0%
2029 Housing Units	46,001	97,818	284,957
Owner Occupied Housing Units	54.4%	64.7%	65.1%
Renter Occupied Housing Units	41.0%	31.0%	30.4%
Vacant Housing Units	4.6%	4.3%	4.5%
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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.



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Community Profile

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1228 Galleria Blvd STE 150, Roseville, CA

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			Longitude: -121.262		
	3 mile	5 mile	10 mile		
2024 Households by Income					
Household Income Base	41,869	90,025	264,862		
<\$15,000	4.7%	4.2%	5.2%		
\$15,000 - \$24,999	5.0%	4.1%	4.3%		
\$25,000 - \$34,999	4.7%	4.3%	4.8%		
\$35,000 - \$49,999	6.7%	6.4%	7.3%		
\$50,000 - \$74,999	13.7%	13.2%	14.2%		
\$75,000 - \$99,999	13.1%	12.3%	13.7%		
\$100,000 - \$149,999	19.6%	19.1%	19.0%		
\$150,000 - \$199,999	14.5%	15.0%	13.4%		
\$200,000+	18.0%	21.5%	17.9%		
Average Household Income	\$139,915	\$152,408	\$138,391		
2029 Households by Income					
Household Income Base	43,898	93,623	272,163		
<\$15,000	4.0%	3.6%	4.5%		
\$15,000 - \$24,999	3.6%	2.9%	3.2%		
\$25,000 - \$34,999	3.7%	3.3%	3.8%		
\$35,000 - \$49,999	5.3%	4.9%	5.8%		
\$50,000 - \$74,999	11.8%	11.1%	12.3%		
\$75,000 - \$99,999	12.6%	11.5%	13.2%		
\$100,000 - \$149,999	20.5%	19.5%	19.8%		
\$150,000 - \$199,999	17.3%	17.5%	15.9%		
\$200,000+	21.3%	25.6%	21.7%		
Average Household Income	\$160,281	\$175,187	\$159,876		
2024 Owner Occupied Housing Units by Value	1 7 -	, , ,	1 /		
Total	23,599	60,528	178,006		
<\$50,000	2.0%	1.5%	2.2%		
\$50,000 - \$99,999	1.6%	1.0%	1.2%		
\$100,000 - \$149,999	1.2%	0.8%	0.7%		
\$150,000 - \$199,999	0.8%	0.5%	0.7%		
\$200,000 - \$249,999	0.8%	0.7%	1.1%		
\$250,000 - \$299,999	0.9%	0.7%	1.2%		
\$300,000 - \$399,999	6.0%	5.0%	6.7%		
\$400,000 - \$499,999	9.7%	9.7%	13.3%		
\$500,000 - \$749,999	49.8%	45.7%	43.7%		
\$750,000 - \$999,999	19.6%	23.3%	20.0%		
\$1,000,000 - \$1,499,999	4.3%	7.6%	6.3%		
\$1,500,000 - \$1,999,999	0.8%	1.7%	1.4%		
\$2,000,000 +	2.3%	1.8%	1.5%		
Average Home Value	\$676,582	\$721,470	\$678,848		
2029 Owner Occupied Housing Units by Value	4070,502	ψ721, 1 70	φ070,040		
Total	25,017	63,272	185,547		
<\$50,000	1.7%	1.1%	1.5%		
\$50,000 - \$99,999	1.2%	0.6%	0.8%		
\$100,000 - \$149,999	0.6%	0.3%	0.3%		
\$150,000 - \$199,999	0.2%	0.1%	0.3%		
\$200,000 - \$249,999	0.2%	0.1%	0.2%		
	0.1%				
\$250,000 - \$299,999		0.2%	0.4%		
\$300,000 - \$399,999	2.4%	2.0%	2.7%		
\$400,000 - \$499,999	5.5%	5.7%	8.1%		
\$500,000 - \$749,999	45.3%	40.0%	41.0%		
\$750,000 - \$999,999	26.9%	30.2%	27.3%		
\$1,000,000 - \$1,499,999	8.1%	12.6%	11.3%		
\$1,500,000 - \$1,999,999	2.2%	3.3%	2.9%		
\$2,000,000 +	5.5%	3.8%	3.2%		
Average Home Value	\$819,133	\$848,736	\$808,501		

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.



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Median Household Income			
2024	\$103,645	\$110,700	\$100,620
2029	\$117,230	\$127,608	\$114,086
Median Home Value			
2024	\$634,662	\$664,456	\$631,547
2029	\$710,065	\$748,963	\$717,630
Per Capita Income			
2024	\$54,491	\$56,983	\$50,863
2029	\$63,048	\$65,971	\$58,667
Median Age			
2010	35.8	37.2	37.5
2020	38.8	40.1	39.7
2024	39.4	40.8	40.5
2029	40.4	41.7	41.5
2020 Population by Age			
Total	107,676	237,538	697,049
0 - 4	5.5%	5.3%	5.6%
5 - 9	6.3%	6.3%	6.4%
10 - 14	7.0%	7.3%	6.9%
15 - 24	12.8%	12.8%	12.1%
25 - 34	13.0%	11.4%	12.5%
35 - 44	13.9%	13.5%	13.3%
45 - 54	13.1%	13.4%	12.4%
55 - 64	12.3%	12.9%	12.9%
65 - 74	8.9%	9.5%	10.1%
75 - 84	4.7%	5.1%	5.5%
85 +	2.6%	2.5%	2.3%
18 +	77.0%	76.6%	77.0%
2024 Population by Age			
Total	107,719	240,827	721,332
0 - 4	5.4%	5.2%	5.5%
5 - 9	5.9%	6.1%	6.1%
10 - 14	6.3%	6.6%	6.4%
15 - 24	12.6%	12.7%	12.1%
25 - 34	13.5%	11.6%	12.3%
35 - 44	14.4%	14.0%	14.1%
45 - 54	13.0%	13.3%	12.5%
55 - 64	11.7%	12.3%	12.1%
65 - 74	9.1%	9.8%	10.3%
75 - 84	5.4%	5.9%	6.3%
85 +	2.6%	2.5%	2.4%
18 +	78.5%	78.1%	78.0%
2029 Population by Age			
Total	111,774	248,626	742,340
0 - 4	5.3%	5.1%	5.4%
5 - 9	5.5%	5.6%	5.7%
10 - 14	6.0%	6.3%	6.2%
15 - 24	11.7%	11.6%	11.4%
25 - 34	13.7%	12.3%	12.4%
35 - 44	14.3%	13.7%	13.8%
45 - 54	13.1%	13.4%	12.8%
55 - 64	11.3%	11.7%	11.3%
65 - 74	9.7%	10.4%	10.8%
75 - 84	6.5%	7.0%	7.4%
85 +	2.9%	2.9%	2.8%
18 +	79.6%	79.3%	79.0%



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2020 Population by Sex				
Males	51,970	115,304	340,072	
Females	55,706	122,234	356,977	
2024 Population by Sex				
Males	52,978	119,054	357,763	
Females	54,740	121,775	363,570	
2029 Population by Sex				
Males	54,781	122,435	366,541	
Females	56,993	126,190	375,801	
	50,995	120,190	575,001	
2010 Population by Race/Ethnicity	06 101	210 705	610.041	
Total	96,181	210,795	619,841	
White Alone	80.7%	81.4%	78.0%	
Black Alone	1.7% 0.8%	1.8%	4.2%	
American Indian Alone Asian Alone	7.1%	0.8% 6.9%	0.9% 6.4%	
Pacific Islander Alone	0.3%	0.3%	0.4%	
Some Other Race Alone	4.3%	3.9%	4.9%	
Two or More Races	5.0%	4.9%	5.3%	
	15.0%	13.6%	14.4%	
Hispanic Origin	50.8	48.5	53.4	
Diversity Index	50.8	40.5	55.4	
2020 Population by Race/Ethnicity	107 676	227 520	607.040	
Total	107,676	237,538	697,049	
White Alone	67.6%	69.1%	66.2%	
Black Alone	2.2%	2.1%	4.2%	
American Indian Alone	0.9%	0.9%	0.9%	
Asian Alone	10.1%	9.8%	9.0%	
Pacific Islander Alone	0.4%	0.3%	0.4%	
Some Other Race Alone	5.8%	5.2%	6.7%	
Two or More Races	13.1%	12.6%	12.6%	
Hispanic Origin	16.9%	15.7%	17.1%	
Diversity Index	64.9	62.8	66.5	
2024 Population by Race/Ethnicity		2.42.022	704,000	
Total	107,717	240,829	721,332	
White Alone	65.0%	66.6%	63.7%	
Black Alone	2.4%	2.3%	4.2%	
American Indian Alone	0.9%	0.9%	1.0%	
Asian Alone	11.1%	11.0%	10.1%	
Pacific Islander Alone	0.4%	0.3%	0.5%	
Some Other Race Alone	6.2%	5.6%	7.1%	
Two or More Races	13.9%	13.4%	13.4%	
Hispanic Origin	18.2%	16.9%	18.3%	
Diversity Index	67.8	65.7	69.1	
2029 Population by Race/Ethnicity		242 626	740.040	
Total	111,774	248,626	742,342	
White Alone	62.8%	64.3%	61.4%	
Black Alone	2.5%	2.3%	4.2%	
American Indian Alone	0.9%	0.9%	1.0%	
Asian Alone	11.9%	11.9%	11.1%	
Pacific Islander Alone	0.4%	0.4%	0.5%	
Some Other Race Alone	6.7%	6.0%	7.6%	
Two or More Races	14.8%	14.3%	14.2%	
Hispanic Origin	19.4%	18.0%	19.4%	
Diversity Index	70.1	68.1	71.3	

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.



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			Longitude: 121.2025
	3 mile	5 mile	10 mile
2020 Population by Relationship and Household Type			
Total	107,676	237,538	697,049
In Households	98.5%	98.8%	98.4%
Householder	38.3%	37.0%	36.7%
Opposite-Sex Spouse	18.5%	19.9%	18.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.1%	2.3%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.7%	29.3%	28.4%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.0%	1.1%	1.1%
Grandchild	1.4%	1.6%	1.9%
Brother or Sister	1.0%	1.0%	1.2%
Parent	1.3%	1.3%	1.5%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.5%
Other Relatives	0.9%	0.9%	1.2%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.1%	2.8%	3.2%
In Group Quarters	1.5%	1.2%	1.6%
Institutionalized	0.8%	0.5%	1.1%
Noninstitutionalized	0.7%	0.8%	0.5%
2024 Population 25+ by Educational Attainment			
Total	75,141	167,228	503,641
Less than 9th Grade	1.8%	1.5%	2.6%
9th - 12th Grade, No Diploma	2.8%	2.7%	3.4%
High School Graduate	15.4%	15.3%	18.7%
GED/Alternative Credential	1.9%	2.1%	2.6%
Some College, No Degree	20.6%	21.2%	22.0%
Associate Degree	11.9%	11.3%	11.7%
Bachelor's Degree	31.7%	30.7%	25.7%
Graduate/Professional Degree	13.8%	15.1%	13.3%
2024 Population 15+ by Marital Status	13.070	13.170	15.5 /0
Total	88,744	197,930	590,780
Never Married	31.8%	29.5%	30.3%
Married	50.9%	54.6%	53.3%
Widowed	5.4%	5.2%	5.7%
Divorced	12.0%	10.7%	10.8%
2024 Civilian Population 16+ in Labor Force	12.0 %	10.7 %	10.0 %
•	E6 700	122 504	255 222
Civilian Population 16+	56,722	122,594 95.1%	355,222 95.0%
Population 16+ Employed	94.6%		
Population 16+ Unemployment rate	5.4%	4.9%	5.0%
Population 16-24 Employed	12.3%	12.1%	12.2%
Population 16-24 Unemployment rate	12.9%	12.1%	10.5%
Population 25-54 Employed	65.8%	64.6%	64.6%
Population 25-54 Unemployment rate	3.7%	3.5%	4.0%
Population 55-64 Employed	16.1%	17.2%	16.8%
Population 55-64 Unemployment rate	6.5%	5.4%	5.2%
Population 65+ Employed	5.8%	6.1%	6.4%
Population 65+ Unemployment rate	4.5%	3.5%	4.2%



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2024 Employed Population 16+ by Industry			
Total	53,632	116,528	337,373
Agriculture/Mining	0.4%	0.5%	0.6%
Construction	6.0%	6.1%	7.5%
Manufacturing	6.1%	5.8%	5.7%
Wholesale Trade	2.4%	2.3%	1.9%
Retail Trade	11.2%	10.9%	11.5%
Transportation/Utilities	4.9%	4.9%	5.6%
Information	2.2%	2.2%	2.0%
Finance/Insurance/Real Estate	8.5%	8.5%	7.7%
Services	49.9%	50.5%	48.9%
Public Administration	8.4%	8.4%	8.6%
2024 Employed Population 16+ by Occupation	0.170	0.170	0.070
Total	53,633	116,529	337,373
White Collar	71.7%	72.3%	67.7%
	22.2%	22.7%	20.5%
Management/Business/Financial		30.1%	20.5%
Professional	29.6%		
Sales	10.0%	9.7%	9.5%
Administrative Support	9.9%	9.8%	10.8%
Services	15.9%	15.4%	16.7%
Blue Collar	12.4%	12.3%	15.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	2.6%	3.0%	4.2%
Installation/Maintenance/Repair	2.2%	2.0%	2.4%
Production	2.7%	2.6%	2.8%
Transportation/Material Moving	4.8%	4.6%	6.0%
2020 Households by Type			
Total	41,352	87,889	256,012
Married Couple Households	48.6%	54.4%	52.0%
With Own Children <18	21.8%	23.7%	21.6%
Without Own Children <18	26.8%	30.8%	30.5%
Cohabitating Couple Households	6.5%	5.8%	6.5%
With Own Children <18	2.0%	1.8%	2.1%
Without Own Children <18	4.5%	4.0%	4.4%
Male Householder, No Spouse/Partner	17.1%	14.8%	15.3%
Living Alone	10.6%	8.9%	9.1%
65 Years and over	3.3%	3.1%	3.3%
With Own Children <18	2.1%	1.9%	1.8%
Without Own Children <18, With Relatives	2.7%	2.6%	2.9%
No Relatives Present	1.7%	1.5%	1.6%
Female Householder, No Spouse/Partner	27.7%	24.9%	26.1%
Living Alone	16.0%	13.9%	14.1%
65 Years and over	8.4%	7.9%	8.2%
With Own Children <18	4.7%	4.3%	4.4%
Without Own Children <18, With Relatives	5.6%	5.5%	6.4%
No Relatives Present	1.4%	1.2%	1.3%
2020 Households by Size	1.170	1.270	1.5 /0
Total	41,352	87,889	256,012
1 Person Household		22.8%	23.2%
2 Person Household	26.7%	32.5%	33.1%
3 Person Household	31.6%		
	16.2%	16.9%	16.5%
4 Person Household	15.4%	16.4%	15.1%
5 Person Household	6.4%	7.1%	7.1%
6 Person Household	2.5%	2.8%	3.1%
7 + Person Household	1.3%	1.5%	1.9%



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2020 Households by Tenure and Mortgage Status			
Total	41,352	87,889	256,012
Owner Occupied	55.3%	66.1%	65.8%
Owned with a Mortgage/Loan	44.0%	51.9%	50.4%
Owned Free and Clear	11.3%	14.2%	15.4%
Renter Occupied	44.7%	33.9%	34.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	66	63
Percent of Income for Mortgage	38.3%	37.6%	39.3%
Wealth Index	120	142	131
2020 Housing Units By Urban/ Rural Status			
Total	42,814	90,721	264,936
Urban Housing Units	99.9%	99.3%	97.7%
Rural Housing Units	0.1%	0.7%	2.3%
2020 Population By Urban/ Rural Status			
Total	107,676	237,538	697,049
Urban Population	99.9%	99.2%	97.7%
Rural Population	0.1%	0.8%	2.3%

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.	Boomburbs (1C)		Boomburbs (1C)	Boomburbs (1C)
2.	Bright Young Professionals	Bright Y	Young Professionals	Home Improvement (4B)
3.	Old and Newcomers (8F)	V	Norkday Drive (4A)	Workday Drive (4A)
2024 Consumer Spending				
Apparel & Services: Total \$	\$122,29	94,368	\$279,575,905	\$749,244,822
Average Spent	\$2,9	920.81	\$3,105.50	\$2,828.80
Spending Potential Index		123	130	119
Education: Total \$	\$90,94	46,553	\$216,537,746	\$567,889,127
Average Spent	\$2,3	172.12	\$2,405.28	\$2,144.09
Spending Potential Index		126	139	124
Entertainment/Recreation: Total \$	\$209,83	22,708	\$491,603,256	\$1,313,248,998
Average Spent	\$5,0	011.29	\$5,460.68	\$4,958.22
Spending Potential Index		123	133	121
Food at Home: Total \$	\$369,21	11,229	\$850,233,912	\$2,302,052,797
Average Spent	\$8,	818.04	\$9,444.32	\$8,691.49
Spending Potential Index		121	129	119
Food Away from Home: Total \$	\$205,29	95,354	\$473,301,562	\$1,269,474,333
Average Spent	\$4,9	903.16	\$5,257.39	\$4,792.95
Spending Potential Index		126	135	123
Health Care: Total \$	\$376,4	70,539	\$881,533,369	\$2,369,401,475
Average Spent	\$8,9	991.41	\$9,791.99	\$8,945.76
Spending Potential Index		117	127	116
HH Furnishings & Equipment: Total \$	\$161,5	74,658	\$376,486,676	\$1,007,075,201
Average Spent	\$3,8	858.96	\$4,181.98	\$3,802.25
Spending Potential Index		122	132	120
Personal Care Products & Services: Total \$	\$52,08	80,885	\$120,982,575	\$326,843,600
Average Spent	\$1,2	243.87	\$1,343.86	\$1,234.01
Spending Potential Index		125	135	124
Shelter: Total \$	\$1,401,44	46,058	\$3,260,760,158	\$8,802,612,510
Average Spent	\$33,4	471.37	\$36,220.20	\$33,234.59
Spending Potential Index		126	136	125
Support Payments/Cash Contributions/Gifts in Kin	d: Total \$ \$176,32	23,016	\$422,133,952	\$1,121,890,219
Average Spent	\$4,3	211.20	\$4,689.02	\$4,235.74
Spending Potential Index		120	134	121
Travel: Total \$	\$159,43		\$376,730,549	\$1,002,173,373
Average Spent	\$3,8	807.89	\$4,184.69	\$3,783.74
Spending Potential Index		126	138	125
Vehicle Maintenance & Repairs: Total \$		60,305	\$172,032,679	\$464,279,158
Average Spent	\$1,	783.15	\$1,910.92	\$1,752.90
Spending Potential Index		120	129	118

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