



Community Profile

Rings: 1, 3, 5 mile radii

1204 Galleria Blvd Ste 120, Roseville, CA

Latitude: 38.7730

Longitude: -121.2655

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	9,371	96,751	215,720
2020 Total Population	10,456	108,135	243,579
2020 Group Quarters	33	1,598	2,920
2022 Total Population	10,435	109,599	247,206
2022 Group Quarters	33	1,598	2,920
2027 Total Population	10,586	112,320	252,606
2022-2027 Annual Rate	0.29%	0.49%	0.43%
2022 Total Daytime Population	17,194	126,861	246,688
Workers	12,271	71,013	116,816
Residents	4,923	55,848	129,872
Household Summary			
2010 Households	3,886	37,449	80,257
2010 Average Household Size	2.40	2.56	2.67
2020 Total Households	4,338	41,746	90,388
2020 Average Household Size	2.40	2.55	2.66
2022 Total Households	4,346	42,356	91,886
2022 Average Household Size	2.39	2.55	2.66
2027 Total Households	4,422	43,514	93,994
2027 Average Household Size	2.39	2.54	2.66
2022-2027 Annual Rate	0.35%	0.54%	0.45%
2010 Families	2,448	24,752	56,770
2010 Average Family Size	2.97	3.12	3.16
2022 Total Families	2,659	27,583	64,537
2022 Average Family Size	3.00	3.13	3.16
2027 Total Families	2,692	28,205	65,821
2027 Average Family Size	2.99	3.13	3.16
2022-2027 Annual Rate	0.25%	0.45%	0.39%
Housing Unit Summary			
2000 Housing Units	2,539	28,490	61,765
Owner Occupied Housing Units	53.8%	59.1%	68.1%
Renter Occupied Housing Units	40.3%	34.5%	27.6%
Vacant Housing Units	6.0%	6.4%	4.3%
2010 Housing Units	4,157	39,828	84,980
Owner Occupied Housing Units	39.9%	53.1%	63.2%
Renter Occupied Housing Units	53.6%	40.9%	31.2%
Vacant Housing Units	6.5%	6.0%	5.6%
2020 Housing Units	4,510	43,235	93,443
Vacant Housing Units	3.8%	3.4%	3.3%
2022 Housing Units	4,535	44,149	95,525
Owner Occupied Housing Units	43.9%	56.0%	66.0%
Renter Occupied Housing Units	51.9%	40.0%	30.1%
Vacant Housing Units	4.2%	4.1%	3.8%
2027 Housing Units	4,638	45,607	98,342
Owner Occupied Housing Units	44.0%	55.9%	65.9%
Renter Occupied Housing Units	51.3%	39.5%	29.7%
Vacant Housing Units	4.7%	4.6%	4.4%
Median Household Income			
2022	\$99,551	\$98,546	\$105,964
2027	\$112,528	\$110,211	\$119,636
Median Home Value			
2022	\$579,663	\$533,742	\$561,458
2027	\$636,567	\$597,914	\$617,052
Per Capita Income			
2022	\$52,840	\$50,680	\$52,739
2027	\$62,375	\$59,426	\$61,378
Median Age			
2010	31.5	35.7	37.2
2022	34.8	37.8	38.8
2027	35.8	38.4	39.2

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	4,346	42,355	91,885
<\$15,000	4.2%	5.0%	4.1%
\$15,000 - \$24,999	4.6%	5.0%	4.0%
\$25,000 - \$34,999	4.2%	5.0%	4.4%
\$35,000 - \$49,999	6.0%	6.9%	6.7%
\$50,000 - \$74,999	13.3%	13.5%	13.0%
\$75,000 - \$99,999	18.0%	15.2%	13.8%
\$100,000 - \$149,999	22.9%	21.9%	22.6%
\$150,000 - \$199,999	12.6%	12.0%	13.0%
\$200,000+	14.3%	15.4%	18.4%
Average Household Income	\$130,860	\$131,300	\$142,350
2027 Households by Income			
Household Income Base	4,422	43,513	93,993
<\$15,000	2.8%	3.5%	2.8%
\$15,000 - \$24,999	2.8%	3.3%	2.6%
\$25,000 - \$34,999	2.2%	3.7%	3.2%
\$35,000 - \$49,999	4.2%	5.4%	5.1%
\$50,000 - \$74,999	10.9%	12.1%	11.3%
\$75,000 - \$99,999	18.0%	15.2%	13.2%
\$100,000 - \$149,999	25.8%	23.3%	23.7%
\$150,000 - \$199,999	15.5%	14.1%	15.7%
\$200,000+	17.8%	19.4%	22.4%
Average Household Income	\$153,939	\$153,571	\$165,525
2022 Owner Occupied Housing Units by Value			
Total	1,993	24,704	63,094
<\$50,000	0.4%	1.1%	0.9%
\$50,000 - \$99,999	0.0%	0.6%	0.3%
\$100,000 - \$149,999	0.2%	0.2%	0.1%
\$150,000 - \$199,999	1.0%	0.9%	0.6%
\$200,000 - \$249,999	0.7%	0.8%	1.0%
\$250,000 - \$299,999	2.7%	2.7%	2.5%
\$300,000 - \$399,999	11.1%	11.7%	12.2%
\$400,000 - \$499,999	16.9%	25.9%	21.2%
\$500,000 - \$749,999	53.5%	44.4%	45.7%
\$750,000 - \$999,999	9.6%	7.7%	10.3%
\$1,000,000 - \$1,499,999	3.3%	2.0%	3.4%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.5%
\$2,000,000 +	0.5%	1.6%	1.3%
Average Home Value	\$599,185	\$580,852	\$605,286
2027 Owner Occupied Housing Units by Value			
Total	2,042	25,517	64,807
<\$50,000	0.1%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.2%	0.3%
\$250,000 - \$299,999	0.6%	0.9%	0.9%
\$300,000 - \$399,999	3.9%	6.4%	6.9%
\$400,000 - \$499,999	10.8%	21.2%	17.0%
\$500,000 - \$749,999	63.0%	52.6%	52.3%
\$750,000 - \$999,999	15.4%	11.8%	14.9%
\$1,000,000 - \$1,499,999	5.1%	3.3%	4.7%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.8%
\$2,000,000 +	0.6%	2.5%	1.8%
Average Home Value	\$675,930	\$658,137	\$674,543

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.



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2010 Population by Age			
Total	9,371	96,748	215,720
0 - 4	7.3%	6.6%	6.4%
5 - 9	6.8%	7.3%	7.4%
10 - 14	6.6%	7.4%	7.9%
15 - 24	15.8%	13.6%	13.2%
25 - 34	19.0%	14.1%	12.1%
35 - 44	13.9%	14.7%	14.5%
45 - 54	13.9%	14.6%	15.4%
55 - 64	8.8%	10.2%	10.6%
65 - 74	4.5%	5.6%	6.2%
75 - 84	2.4%	3.7%	4.2%
85 +	1.1%	2.2%	2.0%
18 +	75.1%	74.4%	73.6%
2022 Population by Age			
Total	10,435	109,600	247,207
0 - 4	6.5%	5.8%	5.8%
5 - 9	6.4%	6.3%	6.4%
10 - 14	6.2%	6.5%	6.9%
15 - 24	12.8%	12.3%	12.2%
25 - 34	18.6%	14.8%	13.4%
35 - 44	15.6%	14.3%	13.6%
45 - 54	11.3%	12.6%	13.0%
55 - 64	11.2%	11.9%	12.3%
65 - 74	7.1%	8.7%	9.2%
75 - 84	3.2%	4.5%	5.0%
85 +	1.1%	2.3%	2.2%
18 +	77.4%	77.6%	76.9%
2027 Population by Age			
Total	10,585	112,319	252,607
0 - 4	6.5%	5.9%	5.9%
5 - 9	6.2%	6.2%	6.3%
10 - 14	6.1%	6.3%	6.6%
15 - 24	13.1%	11.4%	11.2%
25 - 34	16.8%	14.6%	13.7%
35 - 44	16.8%	15.6%	14.6%
45 - 54	11.0%	11.8%	12.1%
55 - 64	10.2%	10.9%	11.3%
65 - 74	7.9%	9.4%	9.9%
75 - 84	4.2%	5.6%	6.1%
85 +	1.2%	2.4%	2.3%
18 +	77.8%	78.1%	77.5%
2010 Population by Sex			
Males	4,536	46,750	104,294
Females	4,836	50,001	111,427
2022 Population by Sex			
Males	5,092	53,317	120,060
Females	5,343	56,281	127,146
2027 Population by Sex			
Males	5,172	54,619	122,630
Females	5,414	57,702	129,976

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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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	9,371	96,751	215,721
White Alone	80.8%	80.6%	81.3%
Black Alone	2.2%	1.7%	1.8%
American Indian Alone	1.1%	0.8%	0.8%
Asian Alone	6.6%	7.1%	7.0%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	3.7%	4.4%	3.9%
Two or More Races	5.2%	5.0%	4.9%
Hispanic Origin	14.4%	15.3%	13.6%
Diversity Index	50.1	51.2	48.7
2020 Population by Race/Ethnicity			
Total	10,456	108,135	243,579
White Alone	66.3%	67.4%	69.0%
Black Alone	3.2%	2.3%	2.1%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	9.7%	10.0%	10.0%
Pacific Islander Alone	0.6%	0.4%	0.3%
Some Other Race Alone	6.0%	5.9%	5.2%
Two or More Races	13.2%	13.1%	12.5%
Hispanic Origin	17.7%	17.2%	15.7%
Diversity Index	66.6	65.2	62.9
2022 Population by Race/Ethnicity			
Total	10,435	109,598	247,206
White Alone	66.1%	67.2%	68.7%
Black Alone	3.2%	2.3%	2.1%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	9.2%	9.6%	9.6%
Pacific Islander Alone	0.6%	0.4%	0.3%
Some Other Race Alone	6.2%	6.1%	5.3%
Two or More Races	13.6%	13.5%	13.0%
Hispanic Origin	18.0%	17.4%	15.9%
Diversity Index	66.9	65.5	63.2
2027 Population by Race/Ethnicity			
Total	10,586	112,320	252,607
White Alone	64.7%	65.9%	67.4%
Black Alone	3.3%	2.3%	2.2%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	9.1%	9.5%	9.7%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	6.7%	6.5%	5.7%
Two or More Races	14.6%	14.5%	13.8%
Hispanic Origin	18.3%	17.8%	16.1%
Diversity Index	68.1	66.8	64.5
2010 Population by Relationship and Household Type			
Total	9,371	96,750	215,721
In Households	99.5%	99.0%	99.2%
In Family Households	80.0%	82.1%	85.2%
Householder	25.5%	25.5%	26.2%
Spouse	17.8%	19.1%	20.4%
Child	31.0%	31.9%	33.0%
Other relative	3.2%	3.4%	3.4%
Nonrelative	2.5%	2.2%	2.1%
In Nonfamily Households	19.5%	16.9%	14.1%
In Group Quarters	0.5%	1.0%	0.8%
Institutionalized Population	0.0%	0.5%	0.3%
Noninstitutionalized Population	0.5%	0.4%	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.

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2022 Population 25+ by Educational Attainment			
Total	7,113	75,717	169,875
Less than 9th Grade	0.7%	1.6%	1.5%
9th - 12th Grade, No Diploma	2.8%	3.0%	2.9%
High School Graduate	14.1%	15.8%	15.3%
GED/Alternative Credential	1.3%	1.9%	1.9%
Some College, No Degree	23.1%	22.2%	22.3%
Associate Degree	13.3%	11.9%	12.0%
Bachelor's Degree	32.0%	29.9%	30.3%
Graduate/Professional Degree	12.8%	13.6%	14.0%
2022 Population 15+ by Marital Status			
Total	8,446	89,253	200,143
Never Married	33.2%	29.8%	28.8%
Married	50.0%	52.4%	55.2%
Widowed	4.6%	6.0%	5.6%
Divorced	12.2%	11.7%	10.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,772	55,886	122,414
Population 16+ Employed	96.4%	96.7%	96.6%
Population 16+ Unemployment rate	3.6%	3.3%	3.4%
Population 16-24 Employed	14.0%	12.2%	11.7%
Population 16-24 Unemployment rate	4.6%	6.8%	8.0%
Population 25-54 Employed	66.4%	67.0%	66.6%
Population 25-54 Unemployment rate	3.6%	2.8%	3.0%
Population 55-64 Employed	14.7%	16.0%	16.9%
Population 55-64 Unemployment rate	2.8%	2.3%	1.9%
Population 65+ Employed	4.8%	4.7%	4.9%
Population 65+ Unemployment rate	2.6%	3.1%	3.3%
2022 Employed Population 16+ by Industry			
Total	5,566	54,065	118,200
Agriculture/Mining	0.6%	0.3%	0.4%
Construction	6.6%	7.3%	7.2%
Manufacturing	3.9%	5.1%	5.3%
Wholesale Trade	2.1%	2.6%	2.7%
Retail Trade	17.0%	12.8%	12.0%
Transportation/Utilities	5.0%	4.2%	4.7%
Information	2.5%	2.2%	2.3%
Finance/Insurance/Real Estate	8.4%	9.2%	9.3%
Services	44.5%	48.7%	48.2%
Public Administration	9.3%	7.6%	7.9%
2022 Employed Population 16+ by Occupation			
Total	5,568	54,066	118,200
White Collar	75.0%	72.8%	72.7%
Management/Business/Financial	21.7%	22.7%	23.5%
Professional	23.2%	25.9%	26.4%
Sales	13.6%	11.6%	11.3%
Administrative Support	16.4%	12.6%	11.6%
Services	14.9%	14.0%	13.4%
Blue Collar	10.2%	13.2%	13.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.7%	4.4%	4.5%
Installation/Maintenance/Repair	1.9%	2.0%	2.2%
Production	1.3%	2.3%	2.2%
Transportation/Material Moving	4.3%	4.4%	4.7%

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July 07, 2022



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2010 Households by Type			
Total	3,886	37,449	80,259
Households with 1 Person	27.4%	26.3%	22.7%
Households with 2+ People	72.6%	73.7%	77.3%
Family Households	63.0%	66.1%	70.7%
Husband-wife Families	43.6%	49.4%	55.0%
With Related Children	22.3%	25.3%	27.8%
Other Family (No Spouse Present)	19.4%	16.7%	15.8%
Other Family with Male Householder	5.9%	5.0%	4.8%
With Related Children	4.0%	3.2%	3.1%
Other Family with Female Householder	13.5%	11.7%	11.0%
With Related Children	9.1%	7.4%	7.0%
Nonfamily Households	9.6%	7.6%	6.6%
All Households with Children	35.8%	36.3%	38.3%
Multigenerational Households	2.8%	3.2%	3.5%
Unmarried Partner Households	7.4%	6.8%	6.2%
Male-female	6.8%	6.2%	5.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	3,886	37,448	80,258
1 Person Household	27.4%	26.3%	22.7%
2 Person Household	32.5%	31.6%	32.5%
3 Person Household	17.6%	16.7%	16.9%
4 Person Household	14.4%	15.4%	16.7%
5 Person Household	5.9%	6.6%	7.3%
6 Person Household	1.6%	2.1%	2.5%
7 + Person Household	0.6%	1.2%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,886	37,449	80,259
Owner Occupied	42.7%	56.5%	66.9%
Owned with a Mortgage/Loan	37.8%	47.4%	55.1%
Owned Free and Clear	4.9%	9.1%	11.9%
Renter Occupied	57.3%	43.5%	33.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	79	85	86
Percent of Income for Mortgage	30.7%	28.5%	27.9%
Wealth Index	112	122	146
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,157	39,828	84,980
Housing Units Inside Urbanized Area	100.0%	99.8%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	9,371	96,751	215,720
Population Inside Urbanized Area	100.0%	99.8%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.9%

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.	Bright Young Professionals (8C)	Boomburbs (1C)	Boomburbs (1C)
2.	Home Improvement (4B)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
3.	Young and Restless (11B)	Old and Newcomers (8F)	Workday Drive (4A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$13,332,738	\$127,977,433	\$296,543,143
Average Spent	\$3,067.82	\$3,021.47	\$3,227.29
Spending Potential Index	127	125	134
Education: Total \$	\$10,444,439	\$104,081,558	\$244,539,824
Average Spent	\$2,403.23	\$2,457.30	\$2,661.34
Spending Potential Index	123	125	136
Entertainment/Recreation: Total \$	\$19,527,625	\$191,526,228	\$449,614,561
Average Spent	\$4,493.24	\$4,521.82	\$4,893.18
Spending Potential Index	122	123	133
Food at Home: Total \$	\$33,451,240	\$321,096,521	\$744,162,044
Average Spent	\$7,697.02	\$7,580.90	\$8,098.75
Spending Potential Index	124	122	131
Food Away from Home: Total \$	\$24,082,986	\$229,590,045	\$531,974,805
Average Spent	\$5,541.41	\$5,420.48	\$5,789.51
Spending Potential Index	128	126	134
Health Care: Total \$	\$37,180,557	\$363,947,913	\$858,353,343
Average Spent	\$8,555.12	\$8,592.59	\$9,341.50
Spending Potential Index	121	121	132
HH Furnishings & Equipment: Total \$	\$14,016,163	\$136,329,766	\$321,648,703
Average Spent	\$3,225.07	\$3,218.66	\$3,500.52
Spending Potential Index	126	126	137
Personal Care Products & Services: Total \$	\$5,623,733	\$54,388,086	\$127,255,954
Average Spent	\$1,294.00	\$1,284.07	\$1,384.93
Spending Potential Index	127	126	136
Shelter: Total \$	\$126,041,339	\$1,222,428,658	\$2,842,212,397
Average Spent	\$29,001.69	\$28,860.81	\$30,931.94
Spending Potential Index	127	126	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,928,929	\$147,062,335	\$351,262,363
Average Spent	\$3,435.10	\$3,472.05	\$3,822.81
Spending Potential Index	126	128	141
Travel: Total \$	\$15,596,999	\$154,425,418	\$368,428,911
Average Spent	\$3,588.82	\$3,645.89	\$4,009.63
Spending Potential Index	125	127	140
Vehicle Maintenance & Repairs: Total \$	\$6,992,461	\$66,460,245	\$154,300,654
Average Spent	\$1,608.94	\$1,569.09	\$1,679.26
Spending Potential Index	128	125	133

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.