

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.1031, -122.571

17-May-2019

1036-Novato Fair S.C.

Novato, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2018 Estimated Population	14,834	46,401	62,121	174,809
	2018 Daytime Population	19,282	45,792	59,199	180,938
	2023 Population Forecast	14,851	46,447	62,205	175,564
	2010 Census Population	14,524	45,809	60,989	171,318
	2000 Census Population	13,976	44,963	57,110	164,059
	1990 Census Population	12,636	43,501	56,646	154,538
	Historical Annual Growth, 1990 to 2000	1.01%	0.33%	0.08%	0.60%
	Historical Annual Growth, 2000 to 2010	0.39%	0.19%	0.66%	0.43%
	Estimated Annual Growth, 2010 to 2018	0.24%	0.15%	0.21%	0.23%
	Projected Annual Growth, 2018 to 2023	0.02%	0.02%	0.03%	0.09%
HOUSEHOLDS	2018 Estimated Households	5,846	18,146	24,395	70,527
	2023 Households Forecast	5,850	18,167	24,429	70,813
	2010 Census Households	5,719	17,880	23,915	69,131
	2000 Census Households	5,504	17,316	22,078	65,626
	1990 Census Households	5,107	16,698	21,703	61,828
	Historical Annual Growth, 1990 to 2000	0.75%	0.36%	0.17%	0.60%
	Historical Annual Growth, 2000 to 2010	0.38%	0.32%	0.80%	0.52%
	Estimated Annual Growth, 2010 to 2018	0.25%	0.17%	0.23%	0.23%
	Projected Annual Growth, 2018 to 2023	0.02%	0.02%	0.03%	0.08%
	2018 % Households With Children	28%	27%	28%	28%
2018 Persons per Household	2.50	2.53	2.52	2.43	
INCOME 2018	HH Income \$500,000 or more	2.47%	3.53%	3.58%	3.71%
	HH Income \$250,000 to \$499,999	2.98%	4.26%	4.32%	4.45%
	HH Income \$200,000 to \$249,999	6.97%	9.95%	10.07%	10.39%
	HH Income \$175,000 to \$199,999	3.70%	4.16%	4.23%	5.02%
	HH Income \$150,000 to \$174,999	6.84%	7.48%	7.50%	7.32%
	HH Income \$100,000 to \$149,999	17.04%	18.90%	18.43%	18.66%
	HH Income \$75,000 to \$99,999	9.89%	11.35%	11.63%	11.72%
	HH Income \$50,000 to \$74,999	14.37%	13.60%	13.56%	13.42%
	HH Income \$35,000 to \$49,999	10.62%	9.13%	9.15%	7.72%
	HH Income \$25,000 to \$34,999	9.39%	6.35%	6.15%	5.64%
	HH Income \$15,000 to \$24,999	7.73%	5.89%	6.19%	6.12%
	HH Income \$0 to \$14,999	7.98%	5.41%	5.18%	5.84%
	Average Household Income	\$106,199	\$129,749	\$131,662	\$137,831
Median Household Income	\$74,798	\$95,415	\$95,189	\$98,865	
Per Capita Income	\$42,756	\$51,407	\$52,274	\$56,680	
2000 Average Household Income	\$74,921	\$85,484	\$88,079	\$90,447	
2000 Median Household Income	\$59,575	\$67,218	\$68,116	\$67,584	
WRKPLACE 2018	Workplace Establishments	982	1,650	2,006	6,867
	Workplace Employees (Full Time Employees)	10,885	21,302	26,897	83,563

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POPULATION BY AGE 2018	Count of Pop 0 to 4 years	913	2,451	3,298	9,414
	Count of Pop 5 to 14 years	1,616	4,569	6,301	17,632
	Count of Pop 14 to 22 years	1,386	4,623	6,440	17,155
	Count of Pop 22 to 30 years	1,322	4,117	5,379	14,642
	Count of Pop 30 to 45 years	2,670	6,650	8,888	25,863
	Count of Pop 45 to 60 years	3,130	10,006	13,406	38,368
	Count of Pop 60 to 75 years	2,730	9,883	13,018	36,874
	Count of Pop 75+ years	1,067	4,102	5,390	14,861
	Population 0 to 4 Years	6.15%	5.28%	5.31%	5.39%
	Population 5 to 13 Years	10.89%	9.85%	10.14%	10.09%
	Population 14 to 21 Years	9.34%	9.96%	10.37%	9.81%
	Population 22 to 29 Years	8.91%	8.87%	8.66%	8.38%
	Population 30 to 44 Years	18.00%	14.33%	14.31%	14.79%
	Population 45 to 59 Years	21.10%	21.56%	21.58%	21.95%
	Population 60 to 74 Years	18.40%	21.30%	20.96%	21.09%
	Population 74 Years Plus	7.19%	8.84%	8.68%	8.50%
	Median Age	42.4	46.4	46.0	46.2
GENDER 2018	Male Population	7,276	22,514	30,096	84,929
	Female Population	7,558	23,887	32,025	89,880
RACE 2018	2018 Estimated Population	14,834	46,401	62,121	174,809
	White	71.31%	77.65%	77.08%	79.50%
	Black or African American	2.73%	2.17%	2.35%	1.86%
	Asian or Pacific Islander	6.37%	6.29%	6.47%	5.49%
	Other Races	19.59%	13.89%	14.10%	13.14%
HISPANIC	2018 Hispanic Population	4,216	8,827	11,782	29,719
	2018 Hispanic Population %	28.42%	19.02%	18.97%	17.00%
	2023 Hispanic Population Forecast	4,189	8,759	11,648	29,806
	2023 Hispanic Population % Projected	28.21%	18.86%	18.72%	16.98%
	2000 Hispanic Population %	14.38%	11.54%	11.66%	11.12%
1990 Hispanic Population %	9.23%	6.95%	6.91%	7.23%	
EDUCATION (AGE 25+) 2018	Adult Population (25 Years or Older)	10,411	33,145	43,978	124,977
	Elementary	7.83%	3.72%	3.27%	4.16%
	Some High School	5.84%	3.53%	3.24%	2.90%
	High School Graduate	18.90%	15.52%	15.89%	13.44%
	Some College	24.16%	25.52%	24.76%	20.66%
	Associates Degree	7.45%	7.74%	7.54%	7.40%
	Bachelors Degree	21.38%	26.76%	28.00%	30.64%
	Graduate Degree	14.44%	17.20%	17.30%	20.79%
% College (4+)	35.82%	43.96%	45.30%	51.43%	
HOUSING 2018	Total Housing Units	6,113	18,782	25,369	74,087
	Owner Occupied Percent	50.58%	66.75%	66.85%	61.55%
	Renter Occupied Percent	45.04%	29.86%	29.31%	33.65%
	Vacant Housing Percent	4.38%	3.39%	3.84%	4.80%

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HOMES BUILT BY YEAR 2018				
Homes Built 2010 or later	0.18%	0.16%	0.23%	0.19%
Homes Built 2000 to 2009	5.18%	6.45%	9.38%	7.00%
Homes Built 1990 to 1999	5.97%	5.90%	7.57%	7.92%
Homes Built 1980 to 1989	11.83%	14.04%	14.04%	11.00%
Homes Built 1970 to 1979	24.68%	29.20%	28.05%	19.50%
Homes Built 1960 to 1979	20.11%	22.35%	19.84%	19.66%
Homes Built 1950 to 1959	23.42%	16.20%	14.33%	17.20%
Homes Built 1940 to 1949	7.39%	3.32%	3.22%	6.23%
Homes Built 1939 or earlier	1.24%	2.37%	3.34%	11.31%
HOME VALUE (OWNER OCCUPIED) 2018				
Property Value \$1,000,000 or more	58.37%	68.37%	66.77%	71.57%
Property Value \$750,000 to \$999,999	20.73%	15.80%	14.65%	12.35%
Property Value \$500,000 to \$749,999	13.55%	9.07%	9.74%	8.66%
Property Value \$400,000 to \$499,999	2.24%	1.36%	2.33%	1.92%
Property Value \$300,000 to \$399,999	1.01%	0.77%	1.21%	1.26%
Property Value \$200,000 to \$299,999	0.63%	0.70%	1.24%	0.89%
Property Value \$150,000 to \$199,999	0.52%	0.62%	0.94%	0.61%
Property Value \$100,000 to \$149,999	0.61%	0.63%	0.57%	0.49%
Property Value \$60,000 to \$99,999	0.00%	0.84%	0.95%	0.63%
Property Value \$40,000 to \$59,999	0.45%	0.29%	0.22%	0.14%
Property Value \$0 to \$39,999	1.88%	1.53%	1.39%	1.46%
Median Home Value	\$1,215,169	\$1,402,959	\$1,376,819	\$1,452,073
Median Rent per Month (Census 2000)	\$1,172	\$1,280	\$1,347	\$1,168
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018				
Employed Civilian Population 16+ by Occupation	7,892	24,046	31,746	90,334
Managerial/Executive	14.64%	21.21%	21.97%	22.59%
Professional Specialty	22.61%	23.30%	23.29%	27.34%
Healthcare Support	1.50%	0.90%	0.98%	1.30%
Sales	12.84%	12.53%	11.97%	11.06%
Office & Administrative Support	14.77%	13.30%	13.25%	11.50%
Protective Service	3.56%	2.45%	2.45%	1.83%
Food Preparation	4.52%	4.34%	4.45%	4.46%
Building Maintenance & Cleaning	7.73%	4.53%	4.76%	3.54%
Personal Care	3.68%	4.54%	4.51%	4.25%
Farming, Fishing, & Forestry	0.60%	0.55%	0.43%	0.50%
Construction	6.75%	7.19%	6.68%	6.15%
Production & Transportation	6.81%	5.16%	5.26%	5.47%
Percent White Collar	66.37%	71.24%	71.45%	73.79%
Percent Blue Collar	33.63%	28.76%	28.55%	26.21%
Median Employee Salary	54,434	60,977	60,240	54,183
Average Employee Salary	62,394	64,859	64,720	64,027
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	241	790	1,041	2,890
2018 Estimated Unemployed (Age 16 and Up)	359	876	1,147	3,468
2018 Estimated Unemployed Rate (Age 16 and Up)	3.96%	3.41%	3.48%	3.61%

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TRANSPORTATION TO WORK 2018	Drive to Work Alone	67.88%	72.76%	72.30%	69.09%
	Drive to Work Carpool	14.98%	11.64%	11.24%	10.02%
	Travel to Work by Public Transportation	6.57%	5.01%	5.58%	7.02%
	Drive to Work on Motorcycle	0.07%	0.05%	0.09%	0.16%
	Drive to Work on Bicycle	1.00%	0.86%	0.85%	1.46%
	Walk to Work	2.79%	1.75%	1.78%	2.86%
	Other Means	0.21%	0.18%	0.37%	0.71%
	Work at Home	6.50%	7.76%	7.78%	8.64%
TRAVEL TIME TO WORK 2018	Travel Time in Less than 5 minutes	7.82%	4.84%	3.99%	3.10%
	Travel to Work in 5 to 9 minutes	9.40%	9.70%	9.44%	9.35%
	Travel to Work in 10 to 14 minutes	13.50%	13.92%	13.90%	14.55%
	Travel to Work in 15 to 19 minutes	9.51%	9.62%	9.65%	12.27%
	Travel to Work in 20 to 29 minutes	14.18%	17.13%	16.65%	16.15%
	Travel to Work in 30 to 44 minutes	25.73%	22.05%	22.33%	19.88%
	Travel to Work in 45 to 59 minutes	8.60%	10.95%	12.27%	11.89%
	Travel to Work in 60 minutes or more	11.26%	11.79%	11.78%	12.81%
Average Travel Time to Work	32.0	32.5	32.6	30.5	
SPENDING PATTERNS 2018	Grocery Store Market Basket Weekly Per Capita Spending	\$61.67	\$62.75	\$62.79	\$62.93
	Apparel and Related Services	\$15.47	\$16.28	\$16.32	\$16.46
	Transportation	\$93.73	\$98.68	\$98.85	\$99.24
	Healthcare	\$58.06	\$61.19	\$61.22	\$61.52
	Entertainment	\$24.98	\$26.53	\$26.59	\$26.83
LIFESTYLE SEGMENTATION 2018	Category A - Crème de la Crème	4,409	12,159	16,506	63,112
	Category B - Urban Cliff Hangers	1,777	1,779	1,779	3,063
	Category C - Urban Cliff Dwellers	0	0	0	277
	Category D - Seasoned Urban Dwellers	0	1,628	1,628	1,848
	Category E - Thriving Alone	2,639	11,652	14,774	50,270
	Category F - Going it Alone	4,998	6,558	9,639	13,861
	Category G - Struggling Alone	0	0	0	0
	Category H - Single in the Suburbs	0	0	0	2,876
	Category I - Married in the Suburbs	0	235	3,222	7,451
	Category J - Retired in the Suburbs	0	8,497	9,876	13,890
	Category K - Living with Nature	0	0	62	1,249
	Category L - Working with Nature	0	1,309	1,790	3,858
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	710	710	710	3,864
	Category O - Specialties	80	1,387	1,525	5,686

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