Perform Properties

**PINOLE VISTA PLAZA**
1500 Fitzgerald Dr, Pinole, CA 94564
Generated on November 2, 2026

| FULL YEAR 2026 | 1-MILE RADIUS | 3-MILE RADIUS | 5-MILE RADIUS | 10-MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 16,399 | 104,206 | 216,317 | 307,519 | 262,169 |
| Total Daytime Population | 12,674 | 87,405 | 164,835 | 241,288 | 204,299 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 5,676 | 35,499 | 70,774 | 105,658 | 88,230 |
| Median Household Income | $116,313 | $117,600 | $114,068 | $122,898 | $116,201 |
| Average Household Income | $136,187 | $142,852 | $138,472 | $155,951 | $142,887 |
| Under $15,000 | 5.4% | 5.1% | 5.3% | 5.3% | 5.4% |
| $15,000 - $34,999 | 9.5% | 7.2% | 7.9% | 8.0% | 8.7% |
| $35,000 - $49,999 | 5.4% | 6.1% | 7.0% | 6.7% | 7.2% |
| $50,000 - $74,999 | 9.8% | 12.7% | 13.1% | 12.1% | 12.6% |
| $75,000 - $99,999 | 12.5% | 12.1% | 12.1% | 11.2% | 11.7% |
| $100,000 - $124,999 | 12.1% | 10.3% | 10.5% | 10.2% | 10.4% |
| $125,000 - $149,999 | 9.5% | 9.2% | 8.6% | 8.2% | 8.4% |
| $150,000+ | 35.9% | 37.5% | 35.4% | 38.3% | 35.7% |
| **BUSINESSES** | | | | | |
| Total Businesses | 412 | 2,193 | 4,270 | 6,948 | 5,500 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 26.2% | 19.7% | 18.7% | 24.3% | 21.0% |
| Black/African American | 13.3% | 15.1% | 13.3% | 12.9% | 13.6% |
| Asian/Pacific Islander | 24.9% | 26.4% | 20.9% | 20.1% | 19.8% |
| Hispanic/Latino | 29.2% | 31.7% | 40.5% | 35.6% | 38.6% |
| Other | 6.4% | 7.2% | 6.6% | 7.2% | 6.9% |

Source: Advan, 2025.