## **PINOLE VISTA PLAZA**

## Perform Properties

1500 Fitzgerald Dr, Pinole, CA 94564 Generated on November 6, 2025

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	16,333	99,820	217,646	550,842	314,887
Total Daytime Population	12,673	85,175	166,060	552,658	251,098
TOTAL HOUSEHOLD INCOME					
Total Households	5,650	34,247	71,187	199,064	108,675
Median Household Income	\$96,802	\$104,687	\$98,595	\$107,630	\$108,029
Average Household Income	\$116,302	\$123,081	\$117,562	\$140,711	\$132,535
Under \$15,000	4.7%	6.0%	7.0%	7.6%	6.6%
\$15,000 - \$34,999	8.3%	7.6%	8.8%	9.6%	9.1%
\$35,000 - \$49,999	9.4%	8.4%	8.8%	8.0%	8.2%
\$50,000 - \$74,999	13.3%	13.6%	14.0%	12.8%	12.8%
\$75,000 - \$99,999	13.0%	13.1%	13.3%	11.6%	12.6%
\$100,000 - \$124,999	13.7%	12.0%	11.4%	10.1%	11.3%
\$125,000 - \$149,999	12.0%	9.0%	9.1%	8.0%	8.4%
\$150,000+	25.6%	30.3%	27.7%	32.4%	31.0%
BUSINESSES					
Total Businesses	413	2,109	4,171	17,807	7,253
RACE/ETHNICITY					
White/Caucasian	28.0%	21.1%	19.0%	34.2%	25.8%
Black/African American	14.7%	15.3%	14.1%	11.9%	13.1%
Asian/Pacific Islander	23.8%	26.4%	20.5%	19.0%	20.0%
Hispanic/Latino	26.9%	29.8%	39.7%	27.4%	34.0%
Other	6.6%	7.4%	6.7%	7.5%	7.1%

Source: Advan, 2024.