

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2016 Estimates & Q4 2021 Projections



Latitude/Longitude: 37.677774, -122.466918

6-Jul-2017

## 1026-280 Metro Center

### Colma, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2016 Estimated Population	27,905	219,241	476,514	1,198,211
	2016 Daytime Population	27,564	149,559	500,675	1,598,850
	2021 Population Forecast	28,259	217,130	472,882	1,211,797
	2010 Census Population	25,464	209,823	454,280	1,117,907
	2000 Census Population	24,891	206,581	442,684	1,087,668
	1990 Census Population	21,544	185,190	400,608	1,007,814
	Historical Annual Growth, 1990 to 2000	1.45%	1.10%	1.00%	0.77%
	Historical Annual Growth, 2000 to 2010	0.23%	0.16%	0.26%	0.27%
	Estimated Annual Growth, 2010 to 2016	1.37%	0.65%	0.71%	1.03%
	Projected Annual Growth, 2016 to 2021	0.25%	-0.19%	-0.15%	0.23%
<b>HOUSEHOLDS</b>	2016 Estimated Households	8,978	70,055	155,616	491,591
	2021 Households Forecast	9,138	69,473	154,497	500,302
	2010 Census Households	8,080	66,761	147,941	454,204
	2000 Census Households	7,813	64,479	142,913	436,445
	1990 Census Households	7,372	61,131	136,306	407,910
	Historical Annual Growth, 1990 to 2000	0.58%	0.53%	0.47%	0.68%
	Historical Annual Growth, 2000 to 2010	0.34%	0.35%	0.35%	0.40%
	Estimated Annual Growth, 2010 to 2016	1.57%	0.72%	0.75%	1.18%
	Projected Annual Growth, 2016 to 2021	0.35%	-0.17%	-0.14%	0.35%
	2016 % Households With Children	29%	27%	27%	19%
2016 Persons per Household	3.05	3.11	3.02	2.38	
<b>INCOME 2016</b>	HH Income \$500,000 or more	0.30%	0.37%	0.50%	0.71%
	HH Income \$250,000 to \$499,999	3.25%	4.22%	5.78%	8.14%
	HH Income \$200,000 to \$249,999	2.40%	3.10%	4.24%	5.96%
	HH Income \$175,000 to \$199,999	2.51%	3.98%	4.61%	5.42%
	HH Income \$150,000 to \$174,999	4.70%	6.35%	6.52%	6.59%
	HH Income \$100,000 to \$149,999	18.04%	20.30%	19.16%	17.63%
	HH Income \$75,000 to \$99,999	15.86%	14.66%	13.44%	11.38%
	HH Income \$50,000 to \$74,999	19.47%	17.27%	15.96%	13.59%
	HH Income \$35,000 to \$49,999	10.51%	10.06%	9.72%	8.61%
	HH Income \$25,000 to \$34,999	6.30%	6.46%	6.35%	5.97%
	HH Income \$15,000 to \$24,999	8.62%	6.36%	6.54%	6.99%
	HH Income \$0 to \$14,999	8.05%	6.87%	7.18%	9.01%
	Average Household Income	\$85,310	\$95,686	\$105,975	\$122,822
Median Household Income	\$70,709	\$79,546	\$82,096	\$86,796	
Per Capita Income	\$27,909	\$30,770	\$34,891	\$51,242	
2000 Average Household Income	\$67,361	\$72,099	\$76,328	\$80,693	
2000 Median Household Income	\$57,516	\$63,017	\$63,460	\$59,045	
<b>WRKPLACE 2016</b>	Workplace Establishments	754	2,500	8,731	42,812
	Workplace Employees (Full Time Employees)	13,129	47,804	183,019	923,910

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<b>POPULATION BY AGE 2016</b>	Count of Pop 0 to 4 years	1,994	15,589	33,110	96,246
	Count of Pop 5 to 14 years	2,744	21,236	46,243	107,259
	Count of Pop 14 to 22 years	2,193	18,908	41,809	78,984
	Count of Pop 22 to 30 years	2,936	22,843	47,007	104,107
	Count of Pop 30 to 45 years	6,123	46,445	97,596	299,989
	Count of Pop 45 to 60 years	5,474	44,115	99,428	249,270
	Count of Pop 60 to 75 years	4,378	35,389	78,480	181,560
	Count of Pop 75+ years	2,063	14,716	32,843	80,796
	Population 0 to 4 Years	7.14%	7.11%	6.95%	8.03%
	Population 5 to 13 Years	9.83%	9.69%	9.70%	8.95%
	Population 14 to 21 Years	7.86%	8.62%	8.77%	6.59%
	Population 22 to 29 Years	10.52%	10.42%	9.86%	8.69%
	Population 30 to 44 Years	21.94%	21.18%	20.48%	25.04%
	Population 45 to 59 Years	19.62%	20.12%	20.87%	20.80%
	Population 60 to 74 Years	15.69%	16.14%	16.47%	15.15%
Population 74 Years Plus	7.39%	6.71%	6.89%	6.74%	
Median Age	39.5	39.7	40.7	40.4	
<b>GENDER 2016</b>	Male Population	13,790	107,997	234,833	603,267
	Female Population	14,115	111,244	241,682	594,944
<b>RACE 2016</b>	2016 Estimated Population	27,905	219,241	476,514	1,198,211
	White	25.06%	28.41%	34.30%	46.67%
	Black or African American	3.07%	4.28%	4.31%	5.12%
	Asian or Pacific Islander	53.06%	50.29%	44.37%	34.67%
	Other Races	18.81%	17.02%	17.02%	13.53%
<b>HISPANIC</b>	2016 Hispanic Population	7,194	50,670	109,801	209,665
	2016 Hispanic Population %	25.78%	23.11%	23.04%	17.50%
	2021 Hispanic Population Forecast	7,306	49,980	108,819	211,822
	2021 Hispanic Population % Projected	25.85%	23.02%	23.01%	17.48%
	2000 Hispanic Population %	23.89%	21.38%	21.08%	16.13%
1990 Hispanic Population %	23.64%	20.28%	19.49%	14.94%	
<b>EDUCATION (AGE 25+) 2016</b>	Adult Population (25 Years or Older)	19,924	155,468	338,425	882,100
	Elementary	8.65%	8.03%	8.92%	7.80%
	Some High School	6.80%	6.73%	6.67%	5.24%
	High School Graduate	20.77%	20.69%	19.68%	14.75%
	Some College	23.26%	21.75%	19.96%	16.77%
	Associates Degree	8.74%	9.02%	8.08%	6.42%
	Bachelors Degree	25.73%	26.03%	25.69%	30.63%
	Graduate Degree	6.05%	7.74%	11.00%	18.37%
% College (4+)	31.78%	33.77%	36.69%	49.01%	
<b>HOUSING 2016</b>	Total Housing Units	9,334	73,365	163,405	529,836
	Owner Occupied Percent	46.70%	55.21%	57.10%	38.41%
	Renter Occupied Percent	49.48%	40.28%	38.14%	54.37%
	Vacant Housing Percent	3.82%	4.51%	4.77%	7.22%

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<b>HOMES BUILT BY YEAR 2016</b>				
Homes Built 2010 or later	0.39%	0.10%	0.20%	0.22%
Homes Built 2000 to 2009	5.76%	5.88%	5.16%	6.44%
Homes Built 1990 to 1999	9.16%	5.91%	4.88%	4.69%
Homes Built 1980 to 1989	9.16%	8.35%	6.57%	5.82%
Homes Built 1970 to 1979	23.39%	17.01%	12.93%	9.56%
Homes Built 1960 to 1979	15.88%	16.40%	13.06%	10.48%
Homes Built 1950 to 1959	25.73%	24.11%	21.26%	13.09%
Homes Built 1940 to 1949	7.35%	11.80%	14.49%	10.17%
Homes Built 1939 or earlier	3.17%	10.43%	21.45%	39.53%
<b>HOME VALUE (OWNER OCCUPIED) 2016</b>				
Property Value \$1,000,000 or more	26.56%	33.22%	44.86%	57.58%
Property Value \$750,000 to \$999,999	31.90%	36.31%	30.30%	23.60%
Property Value \$500,000 to \$749,999	23.71%	20.59%	15.78%	11.47%
Property Value \$400,000 to \$499,999	7.35%	3.55%	3.03%	2.35%
Property Value \$300,000 to \$399,999	5.76%	1.88%	1.89%	1.58%
Property Value \$200,000 to \$299,999	2.96%	1.22%	1.24%	0.90%
Property Value \$150,000 to \$199,999	0.19%	0.42%	0.44%	0.42%
Property Value \$100,000 to \$149,999	0.20%	0.63%	0.60%	0.52%
Property Value \$60,000 to \$99,999	0.81%	0.92%	0.63%	0.46%
Property Value \$40,000 to \$59,999	0.14%	0.40%	0.27%	0.19%
Property Value \$0 to \$39,999	0.42%	0.86%	0.95%	0.93%
Median Home Value	\$816,270	\$884,441	\$957,624	\$1,197,397
Median Rent per Month (Census 2000)	\$982	\$1,277	\$1,181	\$965
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2016</b>				
Employed Civilian Population 16+ by Occupation	14,822	116,049	250,323	646,053
Managerial/Executive	11.71%	13.80%	15.23%	20.96%
Professional Specialty	16.58%	19.66%	21.68%	27.94%
Healthcare Support	3.37%	3.29%	2.53%	1.64%
Sales	10.84%	11.43%	10.66%	10.39%
Office & Administrative Support	17.18%	15.34%	14.38%	11.46%
Protective Service	2.30%	2.34%	2.19%	1.68%
Food Preparation	8.34%	6.68%	6.72%	6.33%
Building Maintenance & Cleaning	6.53%	5.25%	5.27%	3.66%
Personal Care	6.21%	5.69%	5.62%	4.82%
Farming, Fishing, & Forestry	0.00%	0.10%	0.13%	0.14%
Construction	5.61%	5.90%	5.91%	4.31%
Production & Transportation	11.32%	10.52%	9.69%	6.68%
Percent White Collar	59.68%	63.52%	64.48%	72.38%
Percent Blue Collar	40.32%	36.48%	35.52%	27.62%
Median Employee Salary	50,410	54,132	53,711	54,907
Average Employee Salary	62,299	63,802	64,777	69,474
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	405	4,217	9,450	25,983
2016 Estimated Unemployed (Age 16 and Up)	847	5,547	11,983	26,234
2016 Estimated Unemployed Rate (Age 16 and Up)	5.19%	4.56%	4.55%	3.90%

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<b>TRANSPORTATION TO WORK 2016</b>	Drive to Work Alone	61.36%	61.77%	57.63%	45.10%
	Drive to Work Carpool	11.53%	12.75%	12.22%	8.75%
	Travel to Work by Public Transportation	20.93%	19.14%	22.10%	27.41%
	Drive to Work on Motorcycle	0.13%	0.13%	0.31%	0.69%
	Drive to Work on Bicycle	0.11%	0.38%	0.72%	2.68%
	Walk to Work	3.36%	2.40%	2.75%	8.06%
	Other Means	0.84%	0.75%	0.84%	0.99%
	Work at Home	1.60%	2.56%	3.38%	6.09%
<b>TRAVEL TIME TO WORK 2016</b>	Travel Time in Less than 5 minutes	1.34%	0.75%	0.81%	1.08%
	Travel to Work in 5 to 9 minutes	6.71%	4.74%	4.89%	4.63%
	Travel to Work in 10 to 14 minutes	9.95%	10.82%	10.88%	9.76%
	Travel to Work in 15 to 19 minutes	17.26%	16.07%	14.77%	14.24%
	Travel to Work in 20 to 29 minutes	19.56%	21.85%	20.70%	21.99%
	Travel to Work in 30 to 44 minutes	25.19%	26.39%	27.43%	27.44%
	Travel to Work in 45 to 59 minutes	9.06%	9.56%	10.56%	10.67%
	Travel to Work in 60 minutes or more	10.92%	9.82%	9.96%	10.20%
	Average Travel Time to Work	28.7	29.6	29.5	28.8
<b>SPENDING PATTERNS 2016</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$60.95	\$61.29	\$61.49	\$61.57
	Apparel and Related Services	\$15.11	\$15.61	\$15.79	\$16.10
	Transportation	\$93.65	\$95.88	\$96.20	\$96.55
	Healthcare	\$53.39	\$54.37	\$54.71	\$54.72
	Entertainment	\$23.32	\$23.86	\$24.07	\$24.38
<b>LIFESTYLE SEGMENTATION 2016</b>	Category A - Crème de la Crème	3,029	18,015	71,939	172,193
	Category B - Urban Cliff Hangers	540	7,727	8,186	13,440
	Category C - Urban Cliff Dwellers	407	16,091	24,686	29,568
	Category D - Seasoned Urban Dwellers	78	3,686	4,050	4,385
	Category E - Thriving Alone	601	10,879	43,969	425,479
	Category F - Going it Alone	2,836	30,662	51,275	88,659
	Category G - Struggling Alone	1,124	5,521	10,641	32,852
	Category H - Single in the Suburbs	0	1,505	2,782	6,681
	Category I - Married in the Suburbs	0	6,891	13,248	15,992
	Category J - Retired in the Suburbs	0	0	71	2,672
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	0	0
	Category M - Harlem Gateway	0	0	0	8,570
	Category N - Espaniola	2,268	5,213	29,894	55,235
	Category O - Specialties	16,500	111,539	209,848	316,687

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