

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2017 Estimates & Q4 2022 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 37.677774, -122.466918

9-Apr-2018

1026-280 Metro Center

Colma, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2017 Estimated Population	28,134	219,380	477,786	1,204,802
	2017 Daytime Population	27,251	149,360	501,844	1,606,653
	2022 Population Forecast	28,546	217,763	474,486	1,216,913
	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 2017	1.29%	0.58%	0.65%	0.97%
	Projected Annual Growth, 2017 to 2022	0.29%	-0.15%	-0.14%	0.20%
HOUSEHOLDS	2017 Estimated Households	9,047	69,972	155,916	494,863
	2022 Households Forecast	9,214	69,488	154,851	502,764
	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 2017	1.47%	0.61%	0.68%	1.11%
	Projected Annual Growth, 2017 to 2022	0.37%	-0.14%	-0.14%	0.32%
	2017 % Households With Children	27%	26%	26%	19%
2017 Persons per Household	3.05	3.11	3.03	2.38	
INCOME 2017	HH Income \$500,000 or more	1.21%	1.77%	2.37%	3.29%
	HH Income \$250,000 to \$499,999	1.43%	2.13%	2.85%	3.95%
	HH Income \$200,000 to \$249,999	3.36%	4.97%	6.64%	9.21%
	HH Income \$175,000 to \$199,999	3.98%	4.03%	4.61%	5.63%
	HH Income \$150,000 to \$174,999	5.44%	6.85%	6.94%	7.21%
	HH Income \$100,000 to \$149,999	19.08%	20.53%	19.30%	17.63%
	HH Income \$75,000 to \$99,999	16.08%	14.89%	13.95%	11.20%
	HH Income \$50,000 to \$74,999	18.37%	16.33%	15.20%	12.87%
	HH Income \$35,000 to \$49,999	9.88%	9.57%	9.22%	7.99%
	HH Income \$25,000 to \$34,999	6.60%	6.13%	6.12%	5.61%
	HH Income \$15,000 to \$24,999	7.20%	6.11%	6.09%	6.55%
	HH Income \$0 to \$14,999	7.37%	6.70%	6.71%	8.86%
	Average Household Income	\$91,336	\$99,824	\$110,791	\$129,938
Median Household Income	\$75,831	\$82,902	\$85,909	\$92,257	
Per Capita Income	\$29,831	\$32,038	\$36,436	\$54,273	
2000 Average Household Income	\$67,361	\$72,099	\$76,328	\$80,693	
2000 Median Household Income	\$57,516	\$63,017	\$63,460	\$59,045	
WRKPLACE 2017	Workplace Establishments	759	2,540	8,875	42,994
	Workplace Employees (Full Time Employees)	12,977	47,833	183,671	932,140

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POPULATION BY AGE 2017	Count of Pop 0 to 4 years	1,997	15,483	32,800	95,152
	Count of Pop 5 to 14 years	2,898	22,254	48,310	117,389
	Count of Pop 14 to 22 years	2,151	18,410	41,454	79,040
	Count of Pop 22 to 30 years	2,838	21,864	45,400	97,414
	Count of Pop 30 to 45 years	6,180	46,454	97,162	296,394
	Count of Pop 45 to 60 years	5,428	43,587	98,502	251,103
	Count of Pop 60 to 75 years	4,565	36,430	80,852	186,718
	Count of Pop 75+ years	2,077	14,899	33,305	81,592
	Population 0 to 4 Years	7.10%	7.06%	6.87%	7.90%
	Population 5 to 13 Years	10.30%	10.14%	10.11%	9.74%
	Population 14 to 21 Years	7.64%	8.39%	8.68%	6.56%
	Population 22 to 29 Years	10.09%	9.97%	9.50%	8.09%
	Population 30 to 44 Years	21.97%	21.17%	20.34%	24.60%
	Population 45 to 59 Years	19.29%	19.87%	20.62%	20.84%
	Population 60 to 74 Years	16.23%	16.61%	16.92%	15.50%
Population 74 Years Plus	7.38%	6.79%	6.97%	6.77%	
Median Age	39.7	40.0	40.9	40.7	
GENDER 2017	Male Population	13,907	108,094	235,530	606,938
	Female Population	14,227	111,286	242,256	597,864
RACE 2017	2017 Estimated Population	28,134	219,380	477,786	1,204,802
	White	24.72%	28.15%	34.13%	46.51%
	Black or African American	3.10%	4.23%	4.27%	5.12%
	Asian or Pacific Islander	53.09%	50.40%	44.36%	34.66%
	Other Races	19.09%	17.21%	17.23%	13.71%
HISPANIC	2017 Hispanic Population	7,285	51,031	110,656	210,825
	2017 Hispanic Population %	25.89%	23.26%	23.16%	17.50%
	2022 Hispanic Population Forecast	7,423	50,668	110,142	212,935
	2022 Hispanic Population % Projected	26.00%	23.27%	23.21%	17.50%
	2000 Hispanic Population %	23.89%	21.38%	21.08%	16.13%
1990 Hispanic Population %	23.64%	20.28%	19.49%	14.94%	
EDUCATION (AGE 25+) 2017	Adult Population (25 Years or Older)	20,067	155,455	338,789	880,735
	Elementary	8.61%	8.31%	8.94%	7.62%
	Some High School	5.98%	6.16%	6.04%	5.04%
	High School Graduate	19.07%	19.69%	19.11%	14.36%
	Some College	23.17%	21.60%	19.87%	16.53%
	Associates Degree	9.39%	9.15%	8.15%	6.37%
	Bachelors Degree	26.98%	26.96%	26.45%	31.17%
	Graduate Degree	6.79%	8.14%	11.45%	18.91%
	% College (4+)	33.77%	35.10%	37.90%	50.08%
HOUSING 2017	Total Housing Units	9,406	73,273	163,734	533,549
	Owner Occupied Percent	46.74%	55.24%	57.03%	38.34%
	Renter Occupied Percent	49.44%	40.26%	38.20%	54.40%
	Vacant Housing Percent	3.82%	4.51%	4.77%	7.25%

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HOMES BUILT BY YEAR 2017				
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%
HOME VALUE (OWNER OCCUPIED) 2017				
Property Value \$1,000,000 or more	40.08%	51.04%	60.14%	67.57%
Property Value \$750,000 to \$999,999	28.75%	27.71%	22.41%	17.68%
Property Value \$500,000 to \$749,999	19.71%	14.41%	11.04%	8.68%
Property Value \$400,000 to \$499,999	5.33%	1.92%	1.77%	1.53%
Property Value \$300,000 to \$399,999	2.65%	1.26%	1.29%	1.10%
Property Value \$200,000 to \$299,999	1.38%	0.77%	0.78%	0.80%
Property Value \$150,000 to \$199,999	0.13%	0.35%	0.38%	0.43%
Property Value \$100,000 to \$149,999	0.48%	0.76%	0.68%	0.55%
Property Value \$60,000 to \$99,999	0.81%	0.79%	0.52%	0.39%
Property Value \$40,000 to \$59,999	0.12%	0.14%	0.08%	0.07%
Property Value \$0 to \$39,999	0.56%	0.85%	0.91%	1.20%
Median Home Value	\$913,748	\$1,030,458	\$1,252,812	\$1,390,083
Median Rent per Month (Census 2000)	\$982	\$1,277	\$1,181	\$965
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2017				
Employed Civilian Population 16+ by Occupation	15,071	115,666	251,678	648,178
Managerial/Executive	12.40%	14.00%	15.55%	21.53%
Professional Specialty	16.65%	20.21%	22.21%	28.41%
Healthcare Support	2.63%	2.91%	2.29%	1.50%
Sales	11.55%	11.50%	10.58%	10.34%
Office & Administrative Support	17.34%	15.03%	14.05%	11.06%
Protective Service	2.47%	2.23%	2.08%	1.63%
Food Preparation	9.18%	7.07%	7.01%	6.32%
Building Maintenance & Cleaning	5.42%	4.86%	4.90%	3.48%
Personal Care	5.66%	5.89%	5.63%	4.78%
Farming, Fishing, & Forestry	0.00%	0.12%	0.14%	0.14%
Construction	5.37%	5.86%	5.92%	4.23%
Production & Transportation	11.33%	10.31%	9.63%	6.59%
Percent White Collar	60.57%	63.66%	64.68%	72.84%
Percent Blue Collar	39.43%	36.34%	35.32%	27.16%
Median Employee Salary	50,974	55,837	58,620	69,219
Average Employee Salary	61,620	63,359	68,843	71,132
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	405	4,217	9,450	25,983
2017 Estimated Unemployed (Age 16 and Up)	811	5,322	11,583	25,308
2017 Estimated Unemployed Rate (Age 16 and Up)	4.89%	4.40%	4.39%	3.75%

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TRANSPORTATION TO WORK 2017	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%
TRAVEL TIME TO WORK 2017	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	
SPENDING PATTERNS 2017	Grocery Store Market Basket Weekly Per Capita Spending	\$62.83	\$63.22	\$63.46	\$63.63
	Apparel and Related Services	\$15.34	\$15.85	\$16.05	\$16.41
	Transportation	\$97.06	\$99.67	\$100.09	\$100.46
	Healthcare	\$51.44	\$52.39	\$52.70	\$52.67
	Entertainment	\$24.35	\$25.11	\$25.37	\$25.74
LIFESTYLE SEGMENTATION 2017	Category A - Crème de la Crème	2,871	17,207	75,430	171,316
	Category B - Urban Cliff Hangers	540	7,711	8,164	13,390
	Category C - Urban Cliff Dwellers	1,735	17,372	19,619	25,874
	Category D - Seasoned Urban Dwellers	77	4,683	6,102	6,431
	Category E - Thriving Alone	606	14,169	47,808	445,877
	Category F - Going it Alone	1,749	18,877	44,089	76,066
	Category G - Struggling Alone	0	2,442	8,635	33,249
	Category H - Single in the Suburbs	0	1,961	3,303	5,318
	Category I - Married in the Suburbs	0	3,769	9,463	14,001
	Category J - Retired in the Suburbs	0	0	0	3,387
	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	8,786
	Category N - Espaniola	3,410	7,742	32,456	55,362
	Category O - Specialties	16,624	121,934	216,793	319,945

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