

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 37.677774, -122.466918

12-Apr-2021

110260-280 Metro Center

Colma, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2020 Estimated Population	27,988	218,935	474,035	1,204,003
	2020 Daytime Population	27,097	147,152	519,739	1,628,235
	2025 Population Forecast	28,608	219,696	473,571	1,220,272
	2010 Census Population	25,265	210,615	453,836	1,118,761
	2000 Census Population	24,758	207,353	442,282	1,088,534
	1990 Census Population	21,466	185,925	400,180	1,008,737
	Historical Annual Growth, 1990 to 2000	1.44%	1.10%	1.01%	0.76%
	Historical Annual Growth, 2000 to 2010	0.20%	0.16%	0.26%	0.27%
	Estimated Annual Growth, 2010 to 2020	0.96%	0.36%	0.41%	0.69%
	Projected Annual Growth, 2020 to 2025	0.44%	0.07%	-0.02%	0.27%
HOUSEHOLDS	2020 Estimated Households	9,033	69,771	154,484	495,414
	2025 Households Forecast	9,258	70,009	154,309	504,825
	2010 Census Households	8,049	67,087	147,732	454,654
	2000 Census Households	7,802	64,767	142,679	436,875
	1990 Census Households	7,375	61,419	136,096	408,391
	Historical Annual Growth, 1990 to 2000	0.56%	0.53%	0.47%	0.68%
	Historical Annual Growth, 2000 to 2010	0.31%	0.35%	0.35%	0.40%
	Estimated Annual Growth, 2010 to 2020	1.08%	0.37%	0.42%	0.80%
	Projected Annual Growth, 2020 to 2025	0.49%	0.07%	-0.02%	0.38%
	2020 % Households With Children	24%	23%	25%	18%
2020 Persons per Household	3.04	3.12	3.03	2.38	
INCOME 2020	HH Income \$500,000 or more	2.20%	3.08%	3.62%	4.64%
	HH Income \$250,000 to \$499,999	2.61%	3.69%	4.35%	5.56%
	HH Income \$200,000 to \$249,999	6.11%	8.62%	10.15%	12.98%
	HH Income \$175,000 to \$199,999	4.99%	5.70%	6.57%	8.17%
	HH Income \$150,000 to \$174,999	8.00%	8.73%	8.38%	8.15%
	HH Income \$100,000 to \$149,999	20.22%	20.08%	19.04%	16.94%
	HH Income \$75,000 to \$99,999	14.47%	14.02%	12.91%	10.09%
	HH Income \$50,000 to \$74,999	17.69%	13.47%	12.36%	10.30%
	HH Income \$35,000 to \$49,999	7.50%	7.67%	7.56%	6.28%
	HH Income \$25,000 to \$34,999	4.43%	4.88%	4.70%	4.63%
	HH Income \$15,000 to \$24,999	5.96%	4.90%	4.93%	5.22%
	HH Income \$0 to \$14,999	5.83%	5.17%	5.42%	7.03%
	Average Household Income	\$109,948	\$123,214	\$136,914	\$161,388
Median Household Income	\$89,095	\$99,784	\$105,102	\$117,699	
Per Capita Income	\$35,948	\$39,465	\$44,904	\$67,310	
2000 Average Household Income	\$67,300	\$72,166	\$76,250	\$80,697	
2000 Median Household Income	\$57,609	\$63,076	\$63,426	\$59,052	
WRKPLACE 2020	Workplace Establishments	774	2,577	9,314	42,830
	Workplace Employees (Full Time Employees)	12,769	46,698	194,818	937,434

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POPULATION BY AGE 2020	Count of Pop 0 to 4 years	1,942	15,067	31,398	89,622
	Count of Pop 5 to 14 years	3,230	24,835	53,087	143,522
	Count of Pop 14 to 22 years	2,026	17,561	40,271	80,017
	Count of Pop 22 to 30 years	2,480	19,033	40,173	78,294
	Count of Pop 30 to 45 years	6,114	45,972	93,984	277,204
	Count of Pop 45 to 60 years	5,153	41,896	94,469	253,223
	Count of Pop 60 to 75 years	4,929	38,862	85,827	198,064
	Count of Pop 75+ years	2,113	15,709	34,827	84,057
	Population 0 to 4 Years	6.94%	6.88%	6.62%	7.44%
	Population 5 to 13 Years	11.54%	11.34%	11.20%	11.92%
	Population 14 to 21 Years	7.24%	8.02%	8.50%	6.65%
	Population 22 to 29 Years	8.86%	8.69%	8.47%	6.50%
	Population 30 to 44 Years	21.84%	21.00%	19.83%	23.02%
	Population 45 to 59 Years	18.41%	19.14%	19.93%	21.03%
	Population 60 to 74 Years	17.61%	17.75%	18.11%	16.45%
	Population 74 Years Plus	7.55%	7.18%	7.35%	6.98%
	Median Age	40.5	40.7	41.5	41.7
GENDER 2020	Male Population	13,848	108,045	233,916	606,991
	Female Population	14,140	110,890	240,119	597,013
RACE 2020	2020 Estimated Population	27,988	218,935	474,035	1,204,003
	White	24.45%	27.47%	33.25%	45.35%
	Black or African American	3.04%	3.98%	4.05%	4.91%
	Asian or Pacific Islander	54.68%	51.63%	45.04%	35.36%
	Other Races	17.82%	16.92%	17.66%	14.37%
HISPANIC	2020 Hispanic Population	6,722	50,405	109,369	210,349
	2020 Hispanic Population %	24.02%	23.02%	23.07%	17.47%
	2025 Hispanic Population Forecast	6,719	50,496	109,297	213,173
	2025 Hispanic Population % Projected	23.49%	22.98%	23.08%	17.47%
	2000 Hispanic Population %	23.62%	21.33%	21.17%	16.12%
1990 Hispanic Population %	23.61%	20.25%	19.55%	14.93%	
EDUCATION (AGE 25+) 2020	Adult Population (25 Years or Older)	19,881	154,589	334,654	862,590
	Elementary	7.34%	7.66%	8.26%	6.86%
	Some High School	5.15%	6.10%	5.82%	4.80%
	High School Graduate	19.93%	19.08%	18.20%	13.81%
	Some College	22.40%	20.70%	18.91%	15.33%
	Associates Degree	8.86%	8.72%	7.99%	5.97%
	Bachelors Degree	28.85%	28.40%	27.75%	32.79%
	Graduate Degree	7.48%	9.35%	13.06%	20.45%
% College (4+)	36.32%	37.74%	40.81%	53.24%	
HOUSING 2020	Total Housing Units	9,418	72,850	161,885	534,764
	Owner Occupied Percent	47.05%	55.37%	57.21%	38.27%
	Renter Occupied Percent	48.86%	40.41%	38.22%	54.37%
	Vacant Housing Percent	4.09%	4.23%	4.57%	7.36%

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HOMES BUILT BY YEAR 2020				
Homes Built 2010 or later	0.00%	0.03%	0.12%	0.15%
Homes Built 2000 to 2009	6.42%	5.58%	4.85%	6.02%
Homes Built 1990 to 1999	7.91%	5.48%	4.42%	4.54%
Homes Built 1980 to 1989	9.18%	8.06%	6.44%	5.85%
Homes Built 1970 to 1979	26.96%	18.17%	13.19%	9.54%
Homes Built 1960 to 1979	13.35%	16.32%	13.43%	10.58%
Homes Built 1950 to 1959	25.19%	23.96%	20.98%	13.24%
Homes Built 1940 to 1949	7.37%	12.10%	15.16%	10.53%
Homes Built 1939 or earlier	3.62%	10.28%	21.42%	39.56%
HOME VALUE (OWNER OCCUPIED) 2020				
Property Value \$1,000,000 or more	16.43%	24.34%	32.41%	31.52%
Property Value \$750,000 to \$999,999	31.26%	35.76%	29.51%	25.60%
Property Value \$500,000 to \$749,999	30.76%	26.23%	19.20%	13.87%
Property Value \$400,000 to \$499,999	10.68%	4.07%	3.13%	2.54%
Property Value \$300,000 to \$399,999	6.32%	1.99%	1.89%	1.63%
Property Value \$200,000 to \$299,999	1.69%	0.88%	0.87%	0.84%
Property Value \$150,000 to \$199,999	0.20%	0.22%	0.23%	0.25%
Property Value \$100,000 to \$149,999	0.50%	0.89%	0.74%	0.51%
Property Value \$60,000 to \$99,999	1.18%	0.81%	0.62%	0.42%
Property Value \$40,000 to \$59,999	0.25%	0.34%	0.20%	0.13%
Property Value \$0 to \$39,999	0.45%	0.60%	0.65%	0.77%
Median Home Value	\$732,312	\$834,114	\$895,647	\$926,546
Median Rent per Month (Census 2000)	\$986	\$1,279	\$1,178	\$965
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020				
Employed Civilian Population 16+ by Occupation	14,149	110,316	235,996	612,753
Managerial/Executive	12.71%	14.71%	16.93%	23.36%
Professional Specialty	17.70%	21.80%	23.88%	29.81%
Healthcare Support	5.99%	5.24%	4.53%	3.23%
Sales	12.36%	9.83%	9.65%	9.65%
Office & Administrative Support	15.71%	13.69%	12.15%	9.48%
Protective Service	1.58%	2.14%	1.98%	1.53%
Food Preparation	7.65%	7.54%	6.92%	5.86%
Building Maintenance & Cleaning	5.69%	4.80%	4.73%	3.16%
Personal Care	3.08%	3.67%	3.45%	2.87%
Farming, Fishing, & Forestry	0.28%	0.18%	0.13%	0.09%
Construction	6.12%	5.66%	5.68%	3.93%
Production & Transportation	11.14%	10.75%	9.98%	7.04%
Percent White Collar	64.47%	65.26%	67.14%	75.53%
Percent Blue Collar	35.53%	34.74%	32.86%	24.47%
Median Employee Salary	42,093	43,157	44,971	46,448
Average Employee Salary	50,134	51,001	54,089	57,237
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	404	4,230	9,469	25,983
2020 Estimated Unemployed (Age 16 and Up)	1,595	9,656	23,325	55,619
2020 Estimated Unemployed Rate (Age 16 and Up)	9.61%	8.00%	8.98%	8.32%

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TRANSPORTATION TO WORK 2020	Drive to Work Alone	63.53%	61.75%	58.11%	45.44%
	Drive to Work Carpool	12.57%	13.46%	12.79%	9.28%
	Travel to Work by Public Transportation	17.58%	18.60%	21.34%	26.92%
	Drive to Work on Motorcycle	0.24%	0.18%	0.36%	0.69%
	Drive to Work on Bicycle	0.19%	0.43%	0.70%	2.59%
	Walk to Work	3.38%	2.10%	2.43%	7.90%
	Other Means	0.76%	0.72%	0.84%	0.93%
	Work at Home	1.62%	2.70%	3.39%	6.05%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	1.39%	0.75%	0.87%	1.12%
	Travel to Work in 5 to 9 minutes	6.63%	5.29%	5.19%	4.85%
	Travel to Work in 10 to 14 minutes	11.30%	10.45%	10.86%	10.15%
	Travel to Work in 15 to 19 minutes	19.78%	16.53%	15.33%	14.65%
	Travel to Work in 20 to 29 minutes	20.81%	21.93%	20.90%	21.96%
	Travel to Work in 30 to 44 minutes	23.87%	26.25%	27.04%	27.22%
	Travel to Work in 45 to 59 minutes	7.73%	9.21%	10.37%	10.37%
	Travel to Work in 60 minutes or more	8.47%	9.58%	9.45%	9.69%
Average Travel Time to Work	28.7	29.6	29.5	28.8	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$67.42	\$67.83	\$68.13	\$68.39
	Apparel and Related Services	\$16.18	\$16.67	\$16.89	\$17.27
	Transportation	\$110.91	\$113.43	\$114.48	\$116.13
	Healthcare	\$83.28	\$84.54	\$85.22	\$85.69
	Entertainment	\$26.45	\$27.27	\$27.66	\$28.31
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	4,206	32,366	91,133	199,496
	Category B - Urban Cliff Climbers	0	0	0	0
	Category C - Urban Cliff Dwellers	1,296	6,537	11,424	13,629
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	0	17,844	60,559	481,033
	Category F - Going it Alone	1,778	18,025	44,107	69,781
	Category G - Struggling Alone	0	758	2,357	13,220
	Category H - Single in the Suburbs	640	4,708	6,049	8,022
	Category I - Married in the Suburbs	0	5,131	9,696	14,560
	Category J - Retired in the Suburbs	0	0	0	3,441
	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	9,111
	Category N - Espaniola	3,209	9,770	32,430	52,476
	Category O - Specialties	16,340	122,302	210,327	313,443

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