

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 37.677774, -122.466918

9-Mar-2023

110260-280 Metro Center

Colma, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2022 Estimated Population	25,464	206,030	447,364	1,123,088	
	2022 Daytime Population	25,501	139,580	494,408	1,476,673	
	2027 Population Forecast	26,018	209,129	450,148	1,140,128	
	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%	
	CY Estimated Annual Growth, 2010 to 2022	0.06%	-0.17%	-0.11%	0.03%	
	FY Projected Annual Growth, 2022 to 2027	0.43%	0.30%	0.12%	0.30%	
	HOUSEHOLDS	2022 Estimated Households	8,168	65,451	145,470	459,018
		2027 Households Forecast	8,353	66,432	146,331	467,789
		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%	
CY Estimated Annual Growth, 2010 to 2022		0.12%	-0.19%	-0.12%	0.07%	
FY Projected Annual Growth, 2022 to 2027		0.45%	0.30%	0.12%	0.38%	
2022 % Households With Children		24%	23%	25%	18%	
2022 Persons per Household		3.05	3.13	3.03	2.39	
INCOME 2022		HH Income \$500,000 or more	2.52%	3.77%	4.26%	5.04%
		HH Income \$250,000 to \$499,999	3.07%	4.53%	5.11%	6.05%
	HH Income \$200,000 to \$249,999	7.16%	10.57%	11.92%	14.11%	
	HH Income \$175,000 to \$199,999	7.63%	6.76%	8.25%	9.75%	
	HH Income \$150,000 to \$174,999	9.44%	8.86%	8.72%	8.12%	
	HH Income \$100,000 to \$149,999	22.76%	20.14%	18.64%	16.14%	
	HH Income \$75,000 to \$99,999	12.78%	12.26%	11.32%	9.23%	
	HH Income \$50,000 to \$74,999	12.14%	11.80%	10.97%	9.52%	
	HH Income \$35,000 to \$49,999	7.57%	7.30%	6.87%	6.02%	
	HH Income \$25,000 to \$34,999	3.89%	4.38%	4.38%	4.30%	
	HH Income \$15,000 to \$24,999	6.28%	4.44%	4.37%	4.63%	
	HH Income \$0 to \$14,999	4.76%	5.18%	5.20%	7.10%	
	Current Year Average Household Income	\$122,072	\$137,226	\$153,437	\$176,998	
Current Year Median Household Income	\$105,553	\$111,008	\$117,748	\$127,715		
Per Capita Income	\$39,881	\$43,881	\$50,298	\$73,611		
2000 Average Household Income	\$67,300	\$72,166	\$76,250	\$80,697		
2000 Median Household Income	\$57,609	\$63,076	\$63,426	\$59,052		
2027 Projected Average Household Income	\$166,201	\$187,930	\$211,443	\$246,304		
2027 Projected Median Household Income	\$139,496	\$151,606	\$163,596	\$183,727		
WRKPLACE 2022	Workplace Establishments	777	2,560	9,125	41,405	
	Workplace Employees (Full Time Employees)	12,197	43,843	179,141	799,160	

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POPULATION BY AGE 2022	Count of Pop 0 to 4 years	1,710	13,741	28,659	77,954
	Count of Pop 5 to 14 years	3,048	24,414	52,010	144,433
	Count of Pop 14 to 22 years	1,942	16,940	38,635	79,397
	Count of Pop 22 to 30 years	2,135	17,008	36,434	71,111
	Count of Pop 30 to 45 years	5,365	41,750	85,626	236,570
	Count of Pop 45 to 60 years	4,660	39,113	87,723	240,189
	Count of Pop 60 to 75 years	4,507	36,828	82,148	188,386
	Count of Pop 75+ years	2,097	16,236	36,130	85,048
	Population 0 to 4 Years	6.72%	6.67%	6.41%	6.94%
	Population 5 to 13 Years	11.97%	11.85%	11.63%	12.86%
	Population 14 to 21 Years	7.63%	8.22%	8.64%	7.07%
	Population 22 to 29 Years	8.38%	8.26%	8.14%	6.33%
	Population 30 to 44 Years	21.07%	20.26%	19.14%	21.06%
	Population 45 to 59 Years	18.30%	18.98%	19.61%	21.39%
	Population 60 to 74 Years	17.70%	17.88%	18.36%	16.77%
	Population 74 Years Plus	8.23%	7.88%	8.08%	7.57%
Median Age	41.1	41.2	42.0	42.5	
GENDER 2022	Male Population	12,611	101,768	220,919	565,997
	Female Population	12,853	104,262	226,446	557,091
RACE 2022	2022 Estimated Population	25,464	206,030	447,364	1,123,088
	White	22.50%	25.96%	31.34%	43.70%
	Black or African American	2.58%	4.02%	3.96%	4.82%
	Asian or Pacific Islander	55.41%	51.19%	45.41%	35.57%
	Other Races	19.51%	18.84%	19.30%	15.91%
HISPANIC	2022 Hispanic Population	6,259	48,446	103,372	197,217
	2022 Hispanic Population %	24.58%	23.51%	23.11%	17.56%
	2027 Hispanic Population Forecast	6,309	49,447	104,162	200,725
	2027 Hispanic Population % Forecast	24.25%	23.64%	23.14%	17.61%
	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+) 2022	Adult Population (25 Years or Older)	17,996	144,776	314,584	795,142
	Elementary	7.39%	7.04%	7.90%	6.65%
	Some High School	5.48%	6.07%	5.84%	4.62%
	High School Graduate	21.54%	19.54%	18.06%	13.60%
	Some College	21.96%	20.14%	18.23%	14.86%
	Associates Degree	7.74%	8.43%	7.87%	6.13%
	Bachelors Degree	27.96%	28.25%	28.44%	33.06%
	Graduate Degree	7.95%	10.52%	13.66%	21.08%
% College (4+)	35.90%	38.78%	42.10%	54.14%	
HOUSING 2022	Total Housing Units	8,638	68,555	152,686	496,252
	Owner Occupied Percent	45.30%	55.40%	57.63%	38.45%
	Renter Occupied Percent	49.26%	40.07%	37.64%	54.05%
	Vacant Housing Percent	5.44%	4.53%	4.73%	7.50%

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HOMES BUILT BY YEAR 2022	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) 2022	Property Value \$1,000,000 or more	40.22%	49.24%	51.44%	44.06%
	Property Value \$750,000 to \$999,999	26.31%	25.56%	20.00%	16.57%
	Property Value \$500,000 to \$749,999	22.02%	12.27%	9.38%	7.60%
	Property Value \$400,000 to \$499,999	6.18%	1.62%	1.62%	1.64%
	Property Value \$300,000 to \$399,999	2.06%	0.98%	1.06%	1.15%
	Property Value \$200,000 to \$299,999	0.36%	0.44%	0.39%	0.59%
	Property Value \$150,000 to \$199,999	0.17%	0.25%	0.25%	0.22%
	Property Value \$100,000 to \$149,999	0.87%	0.94%	0.87%	0.62%
	Property Value \$60,000 to \$99,999	0.52%	0.48%	0.38%	0.32%
	Property Value \$40,000 to \$59,999	0.38%	0.16%	0.11%	0.08%
	Property Value \$0 to \$39,999	0.23%	0.93%	1.02%	0.99%
	CY Median Home Value	\$910,340	\$1,085,382	\$1,238,690	\$1,243,018
CY Median Rent per Month (Census 2000)	\$986	\$1,279	\$1,178	\$965	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022	Employed Civilian Population 16+ by Occupation	13,765	109,424	237,804	604,220
	Managerial/Executive	13.92%	15.37%	17.55%	23.72%
	Professional Specialty	22.21%	23.92%	25.76%	31.31%
	Healthcare Support	6.50%	5.39%	4.56%	3.25%
	Sales	12.78%	9.43%	9.23%	9.02%
	Office & Administrative Support	11.82%	13.26%	11.90%	9.26%
	Protective Service	2.18%	2.41%	2.08%	1.59%
	Food Preparation	6.22%	6.36%	6.12%	5.25%
	Building Maintenance & Cleaning	2.95%	4.27%	4.19%	3.01%
	Personal Care	3.36%	3.10%	3.07%	2.62%
	Farming, Fishing, & Forestry	0.33%	0.18%	0.16%	0.10%
	Construction	5.26%	5.60%	5.50%	3.87%
	Production & Transportation	12.48%	10.72%	9.88%	7.00%
	Percent White Collar	67.23%	67.37%	69.00%	76.57%
	Percent Blue Collar	32.77%	32.63%	31.00%	23.43%
	CY Median Employee Salary	\$44,569	\$45,882	\$47,956	\$49,665
	CY Average Employee Salary	\$53,728	\$54,609	\$57,538	\$60,795
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	404	4,230	9,469	25,983
	2022 Estimated Unemployed (Age 16 and Up)	301	2,227	5,166	13,100
	2022 Estimated Unemployed Rate (Age 16 and Up)	2.03%	1.98%	2.13%	2.12%

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TRANSPORTATION TO WORK 2022	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 2022	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 2022	Grocery Store Market Basket Weekly Per Capita Spending	\$76.72	\$77.21	\$77.52	\$77.90
	Apparel and Related Services	\$12.75	\$13.03	\$13.16	\$13.50
	Transportation	\$104.74	\$106.66	\$107.23	\$108.23
	Healthcare	\$68.26	\$68.97	\$69.42	\$69.81
	Entertainment	\$24.60	\$25.12	\$25.37	\$25.93
SPENDING 2022	Med Disposable Inc-Inc minus taxes	\$89,375	\$92,534	\$97,736	\$105,891
	Avg Disposable Inc-Inc minus taxes	\$96,856	\$104,469	\$108,924	\$113,929
	Med Discretionary-Disp less food/shelter/clothing	\$58,570	\$63,285	\$68,623	\$78,721
	Avg Discretionary-Disp less food/shelter/clothing	\$62,081	\$68,502	\$73,850	\$81,795
LIFESTYLE SEGMENTATION 2022	Category A - Crème de la Crème	3,510	22,828	85,220	195,867
	Category B - Urban Cliff Climbers	0	0	1,271	1,271
	Category C - Urban Cliff Dwellers	0	0	2,235	5,974
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	3,305	23,100	63,980	462,530
	Category F - Going it Alone	0	12,844	27,087	51,054
	Category G - Struggling Alone	0	0	1,653	3,209
	Category H - Single in the Suburbs	2,291	2,296	2,296	2,349
	Category I - Married in the Suburbs	0	11,740	18,310	23,386
	Category J - Retired in the Suburbs	0	991	991	3,448
	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	7,155
	Category N - Espaniola	809	6,000	29,081	42,540
	Category O - Specialties	15,031	124,738	209,288	298,513

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