



Market Profile

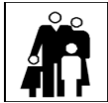
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Prepared by VC-ESP

Counties: San Mateo,
CA



2000 Total Population	707,161
2000 Group Quarters	10,450
2007 Total Population	720,611
2012 Total Population	729,531
2007 - 2012 Annual Rate	0.25%



2000 Households	254,103
2000 Average Household Size	2.74
2007 Households	257,484
2007 Average Household Size	2.76
2012 Households	259,594
2012 Average Household Size	2.77
2007 - 2012 Annual Rate	0.16%
2000 Families	171,249
2000 Average Family Size	3.29
2007 Families	174,338
2007 Average Family Size	3.31
2012 Families	175,701
2012 Average Family Size	3.33
2007 - 2012 Annual Rate	0.16%



2000 Housing Units	260,576
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	2.5%
2007 Housing Units	265,860
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	3.2%
2012 Housing Units	268,977
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	3.5%

Median Household Income

2000	\$70,584
2007	\$89,546
2012	\$108,079

Median Home Value

2000	\$442,645
2007	\$923,909
2012	\$1,000,001

Per Capita Income

2000	\$36,045
2007	\$45,936
2012	\$56,982

Median Age

2000	36.8
2007	38.3
2012	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: San Mateo,
CA



2000 Households by Income

Household Income Base	254,219
< \$15,000	7.1%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	6.7%
\$200,000 +	8.6%
Average Household Income	\$98,874

2007 Households by Income

Household Income Base	257,483
< \$15,000	5.2%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	10.1%
\$200,000 +	13.6%
Average Household Income	\$127,768

2012 Households by Income

Household Income Base	259,593
< \$15,000	4.2%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	12.5%
\$200,000 +	20.2%
Average Household Income	\$159,246

2000 Owner Occupied HUs by Value

Total	156,264
< \$50,000	2.0%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	2.5%
\$200,000 - \$299,999	11.8%
\$300,000 - \$499,999	40.2%
\$500,000 - \$999,999	31.0%
\$1,000,000+	10.1%
Average Home Value	\$539,066

2000 Specified Renter Occupied HUs by Contract Rent

Total	97,337
With Cash Rent	97.7%
No Cash Rent	2.3%
Median Rent	\$1,074
Average Rent	\$1,151

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: San Mateo,
CA



2000 Population by Age

Total	707,161	
0 - 4	6.4%	
5 - 9	6.6%	
10 - 14	6.2%	
15 - 19	5.8%	25.0%
20 - 24	5.8%	
25 - 34	15.9%	
35 - 44	17.4%	
45 - 54	14.5%	
55 - 64	9.0%	
65 - 74	6.3%	
75 - 84	4.5%	
85+	1.6%	
18+	77.1%	

2007 Population by Age

Total	720,611	
0 - 4	6.2%	
5 - 9	6.3%	
10 - 14	6.7%	
15 - 19	6.2%	25.4%
20 - 24	5.8%	
25 - 34	13.5%	
35 - 44	16.3%	
45 - 54	15.1%	
55 - 64	11.5%	
65 - 74	6.0%	
75 - 84	4.5%	
85+	2.0%	24.0%
18+	77.0%	

2012 Population by Age

Total	729,531	
0 - 4	6.3%	
5 - 9	5.6%	
10 - 14	6.1%	
15 - 19	6.2%	24.2%
20 - 24	6.6%	
25 - 34	13.0%	
35 - 44	14.4%	
45 - 54	15.9%	
55 - 64	12.8%	
65 - 74	6.7%	
75 - 84	4.1%	
85+	2.3%	25.9%
18+	78.2%	

2000 Population by Sex

Males	49.4%
Females	50.6%

2007 Population by Sex

Males	49.7%
Females	50.3%

2012 Population by Sex

Males	49.7%
Females	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: San Mateo,
CA



2000 Population by Race/Ethnicity

Total	707,161
White Alone	59.5%
Black Alone	3.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	21.4%
Some Other Race Alone	10.2%
Two or More Races	5.0%
Hispanic Origin	21.9%
Diversity Index	74.0

2007 Population by Race/Ethnicity

Total	720,611
White Alone	54.2%
Black Alone	3.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	23.9%
Some Other Race Alone	11.8%
Two or More Races	6.2%
Hispanic Origin	25.6%
Diversity Index	78.5

2012 Population by Race/Ethnicity

Total	729,531
White Alone	50.7%
Black Alone	3.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	25.6%
Some Other Race Alone	12.9%
Two or More Races	7.1%
Hispanic Origin	28.1%
Diversity Index	81.1



2000 Population 3+ by School Enrollment

Total	680,058
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.1%
Enrolled in Grade 9-12	5.3%
Enrolled in College	5.9%
Enrolled in Grad/Prof School	1.6%
Not Enrolled in School	72.8%

2000 Population 25+ by Educational Attainment

Total	490,285
Less than 9th Grade	7.2%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	17.5%
Some College, No Degree	21.5%
Associate Degree	7.3%
Bachelor's Degree	24.4%
Master's/Prof/Doctorate Degree	14.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

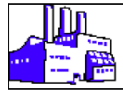


Counties: San Mateo,
CA



2000 Population 15+ by Sex and Marital Status

Total	570,111
Females	51.1%
Never Married	12.7%
Married, not Separated	27.0%
Married, Separated	1.1%
Widowed	5.0%
Divorced	5.4%
Males	48.9%
Never Married	15.9%
Married, not Separated	27.5%
Married, Separated	0.7%
Widowed	1.1%
Divorced	3.6%



2000 Population 16+ by Employment Status

Total	562,287
In Labor Force	66.5%
Civilian Employed	64.3%
Civilian Unemployed	2.2%
In Armed Forces	0.0%
Not in Labor Force	33.5%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	95.3%
Civilian Unemployed	4.7%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%
Civilian Unemployed	4.4%

2000 Females 16+ by Employment Status and Age of Children

Total	287,908
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.7%
Unemployed	0.1%
Not in Labor Force	2.9%
Own Children <6 and 6-17	5.7%
Employed/in Armed Forces	3.2%
Unemployed	0.1%
Not in Labor Force	2.4%
Own Children 6-17 Only	15.3%
Employed/in Armed Forces	11.1%
Unemployed	0.3%
Not in Labor Force	4.0%
No Own Children <18	71.1%
Employed/in Armed Forces	38.7%
Unemployed	1.5%
Not in Labor Force	31.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: San Mateo,
CA



2007 Employed Population 16+ by Industry

Total	343,516
Agriculture/Mining	0.3%
Construction	7.5%
Manufacturing	7.9%
Wholesale Trade	4.2%
Retail Trade	11.1%
Transportation/Utilities	6.5%
Information	3.3%
Finance/Insurance/Real Estate	9.6%
Services	46.3%
Public Administration	3.1%

2007 Employed Population 16+ by Occupation

Total	343,516
White Collar	69.6%
Management/Business/Financial	19.9%
Professional	24.0%
Sales	11.6%
Administrative Support	14.0%
Services	14.6%
Blue Collar	15.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	2.6%
Production	3.0%
Transportation/Material Moving	4.3%



2000 Workers 16+ by Means of Transportation to Work

Total	354,096
Drove Alone - Car, Truck, or Van	72.3%
Carpooled - Car, Truck, or Van	12.8%
Public Transportation	7.4%
Walked	2.1%
Other Means	1.7%
Worked at Home	3.6%

2000 Workers 16+ by Travel Time to Work

Total	354,096
Did not Work at Home	96.4%
Less than 5 minutes	1.5%
5 to 9 minutes	7.3%
10 to 19 minutes	27.8%
20 to 24 minutes	14.4%
25 to 34 minutes	21.3%
35 to 44 minutes	7.8%
45 to 59 minutes	8.9%
60 to 89 minutes	5.5%
90 or more minutes	1.9%
Worked at Home	3.6%
Average Travel Time to Work (in min)	27.0

2000 Households by Vehicles Available

Total	254,103
None	6.1%
1	31.8%
2	39.9%
3	15.2%
4	4.9%
5+	2.0%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007





Counties: San Mateo, CA



2000 Households by Type

Total	254,103
Family Households	67.4%
Married-couple Family	53.0%
With Related Children	25.9%
Other Family (No Spouse)	14.4%
With Related Children	7.9%
Nonfamily Households	32.6%
Householder Living Alone	24.6%
Householder Not Living Alone	8.0%
Households with Related Children	33.8%
Households with Persons 65+	24.5%

2000 Households by Size

Total	254,103
1 Person Household	24.6%
2 Person Household	31.9%
3 Person Household	16.2%
4 Person Household	14.4%
5 Person Household	6.6%
6 Person Household	3.0%
7+ Person Household	3.4%

2000 Households by Year Householder Moved In

Total	254,103
Moved in 1999 to March 2000	17.8%
Moved in 1995 to 1998	28.0%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	16.7%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	10.6%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	260,576
1, Detached	57.7%
1, Attached	8.7%
2	2.3%
3 or 4	4.7%
5 to 9	6.3%
10 to 19	5.6%
20+	13.3%
Mobile Home	1.1%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	260,576
1999 to March 2000	1.0%
1995 to 1998	2.5%
1990 to 1994	3.0%
1980 to 1989	9.4%
1970 to 1979	17.6%
1969 or Earlier	66.4%
Median Year Structure Built	1962

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





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Counties: San Mateo,
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Top 3 Tapestry Segments

- 1. Urban Chic
- 2. Pacific Heights
- 3. Trendsetters



2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$1,137,366,628
Average Spent	\$4,417.23
Spending Potential Index	161
Computers & Accessories: Total \$	\$121,964,748
Average Spent	\$473.68
Spending Potential Index	190
Education: Total \$	\$585,924,373
Average Spent	\$2,275.58
Spending Potential Index	177
Entertainment/Recreation: Total \$	\$1,545,199,799
Average Spent	\$6,001.15
Spending Potential Index	175
Food at Home: Total \$	\$2,183,355,209
Average Spent	\$8,479.58
Spending Potential Index	169
Food Away from Home: Total \$	\$1,498,705,656
Average Spent	\$5,820.58
Spending Potential Index	172
Health Care: Total \$	\$1,560,835,067
Average Spent	\$6,061.87
Spending Potential Index	155
HH Furnishings & Equipment: Total \$	\$1,004,291,525
Average Spent	\$3,900.40
Spending Potential Index	172
Investments: Total \$	\$734,024,400
Average Spent	\$2,850.76
Spending Potential Index	191
Retail Goods: Total \$	\$11,301,035,244
Average Spent	\$43,890.24
Spending Potential Index	166
Shelter: Total \$	\$7,430,756,162
Average Spent	\$28,859.10
Spending Potential Index	192
TV/Video/Sound Equipment: Total \$	\$501,630,950
Average Spent	\$1,948.20
Spending Potential Index	167
Travel: Total \$	\$899,368,901
Average Spent	\$3,492.91
Spending Potential Index	189
Vehicle Maintenance & Repairs: Total \$	\$495,328,848
Average Spent	\$1,923.73
Spending Potential Index	180

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.