HANOVER RESEARCH

DEMOGRAPHIC SCAN

San Mateo County and the Bay Area

Prepared for San Mateo County Community College District

December 2024

In the following scope, Hanover Research presents the results of a scan of demographic characteristics of the population of San Mateo County and its municipalities and unincorporated areas, as well as the Bay Area and the state of California where applicable.

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EXECUTIVE SUMMARY

KEY FINDINGS

Almost all counties in the San Francisco Bay Area are projected to decline at a higher rate than the state of California through 2034, and San Mateo County has the **second highest projected population decline** in the region. The 55-64 and the 0-18 age brackets are projected to see the strongest declines (-27.0% and -25.2% respectively).

In San Mateo County, **8.4 percent of residents hold only a high school diploma**. These residents are primarily concentrated in the northern part of the county, as well as in North Fair Oaks, East Palo Alto, and Redwood City.

San Mateo County has the **fourth highest K-12 enrollment** in the San Francisco Bay area as of 2022, with the adjacent counties of Alameda and Santa Clara showing the highest K-12 enrollments in the region.

The four-year adjusted cohort graduation rate in San Mateo County is slightly over **90 percent, higher than the state cohort graduation rate**. Over 65 percent of graduates also meet the UC/CSU entrance requirements, far higher than the almost 52 percent of students who meet requirements statewide.

Within the county, **San Mateo Union High School District** has both the highest graduation rates and highest percentage of graduates meeting UC/CSU entrance requirements. The largest high schools in the county are concentrated in the Sequoia Union and San Mateo Union districts.

RESEARCH QUESTIONS AND METHODOLOGY

METHODOLOGY

To assist San Mateo County Community College District (SMCCCD) as it seeks to develop a district-wide strategic plan, Hanover conducted a demographic scan of San Mateo County and the San Francisco Bay area. Hanover examined inter-related data relating to age, population projections, race/ethnicity, K-12 enrollments, and high school graduation rates to provide an overview of current and projected demographic trends in the region.

The following analysis is based on a review of information drawn from publicly available data sources, including the US Census' American Community Survey, the California Department of Education, and the San Mateo County Office of Education.

RESEARCH QUESTIONS

- What is the demographic makeup of the population in San Mateo County and to a lesser degree, the Bay Area?
- How are high schools in San Mateo County performing (A-G completion and graduation rates) - by district and school?
- What are demographic trends at the municipality and unincorporated area level in San Mateo County?

REPORT OUTLINE

➢ **SECTION I – *State and County Demographic Trends***

The first section provides an overview of population demographics, including age, population projections, educational attainment, and K-12 enrollment at the county and municipality level, where available. Data are from JobsEQ and the American Community Survey.

Data on population projections is only available at the county level.

➢ **SECTION II – *High School Demographic Trends***

The second section provides detailed data on the number of four-year adjusted cohort graduates for the high schools and districts in San Mateo County. This section also provides data on graduation rates and the number and percentage of graduates who met entrance requirements for the University of California and California State University, as well as the number of graduates receiving a seal of biliteracy and a Golden State Seal Merit Diploma.

➢ **SECTION III – *Demographic Trends for Municipalities and Unincorporated Areas***

The ~~second~~ section provides detailed demographic data for the municipalities and unincorporated areas in San Mateo County. Hanover identified these areas based on the 2023 Roster of Towns and Cities from the Office of the Assessor-County Clerk-Recorder and Elections of the County of San Mateo.

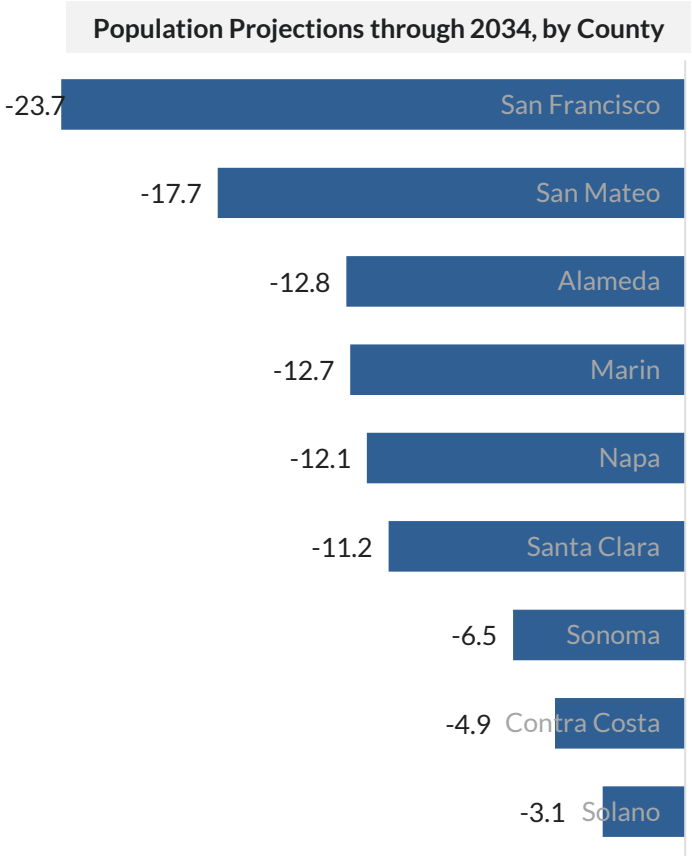
JobsEQ did not provide data for the following areas: Burlingame Hills, San Gregorio, Devonshire, Los Trancos Woods, Menlo Oaks, Palomar Park, South Coast Skyline, Sequoia Tract, Skylonda, and Stanford Lands.

STATE AND COUNTY DEMOGRAPHIC TRENDS

DEMOGRAPHIC OVERVIEW

POPULATION TRENDS

In the San Francisco Bay Area, current population is concentrated in the southern half of the region. San Mateo is the fifth most populous county in the area. Population projections from 2024 through 2034 indicate that overall population is projected to decline in all counties in the region. San Mateo has the second highest projected population decline of counties in the region. Notably, almost all counties in the San Francisco Bay Area are projected to decline at a higher rate than the state of California as a whole (-4.8 percent).

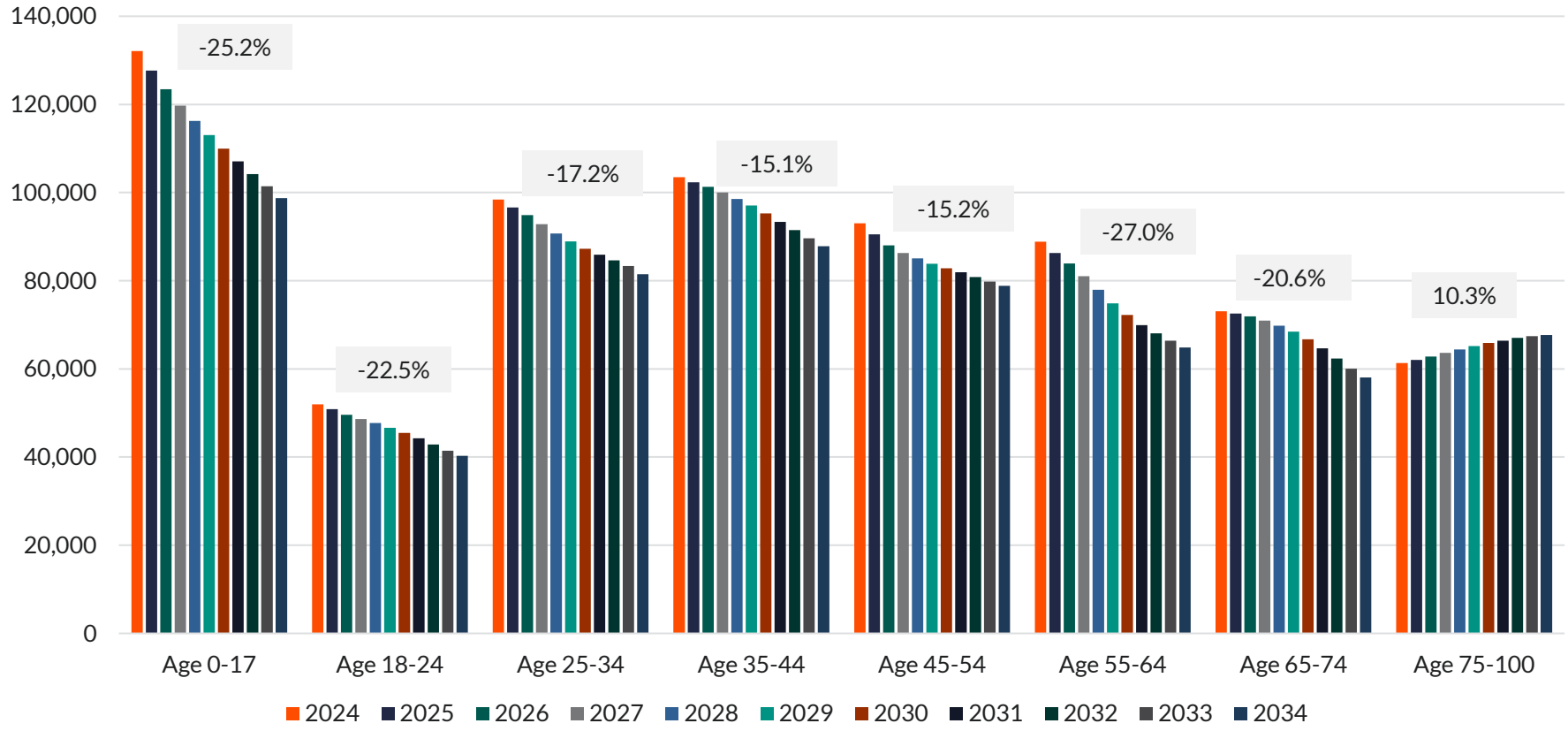


Source: JobsEQ

POPULATION PROJECTIONS, BY AGE BRACKET

Projected percent change for all populations in San Mateo County, 2024-2034

San Mateo County is projected to decrease in population -17.7 percent through 2034. In the county, senior residents aged 75 to 100 are the only age bracket that is projected to grow through 2034. The strongest declines are projected in the traditional college age population (ages 18-24) and in K-12 age groups (-25.2 percent). This suggests that academic training programs targeting non-traditional college age students may find large applicant pools in coming years.



Source: JobsEQ

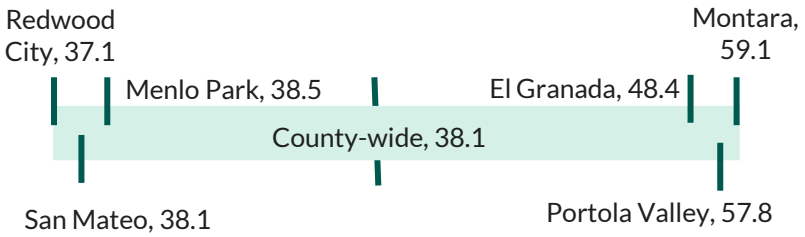
DEMOGRAPHIC OVERVIEW

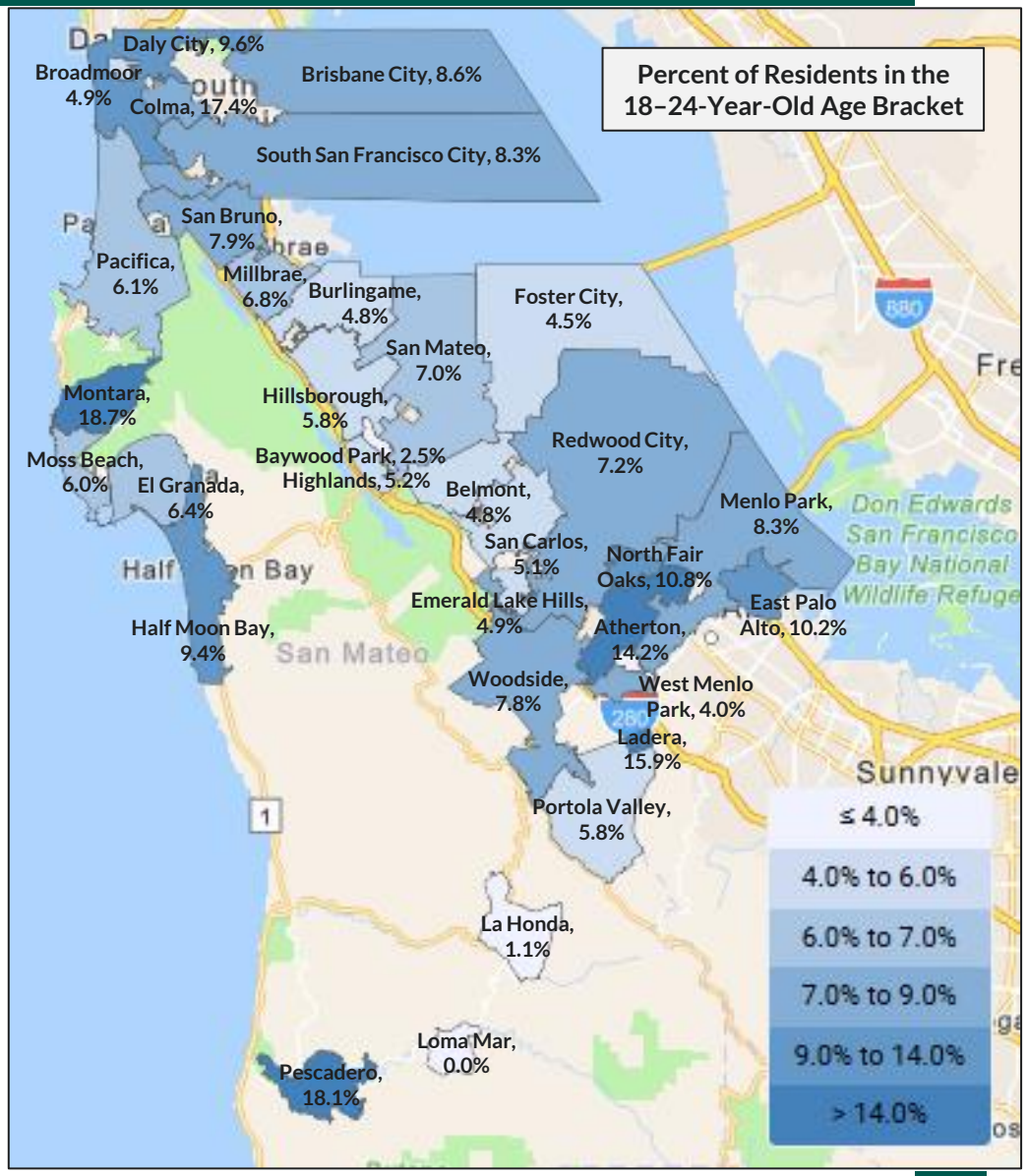
POPULATION TRENDS

In San Mateo County, the population of residents ages 18-24 is projected to decline through 2034. However, approximately seven percent of the current population is between the ages of 18 and 24 and almost 18 percent is between the ages of 25 and 34. The map to the right highlights the areas with higher percentages of residents ages 18 to 24. Notably, cities and municipalities with higher-than-average populations of 18-24-year-olds are spread across the county, with particular concentrations in Montara, Pescadero, North Fair Oaks, Ladera, Colma, and East Palo Alto.

The median age for the county is 38.1, with the lowest median age among municipalities in Redwood City (37.1). North Fair Oaks has the lowest median age across all regions in the county (31.7 years).

Municipalities by Median Age in San Mateo County





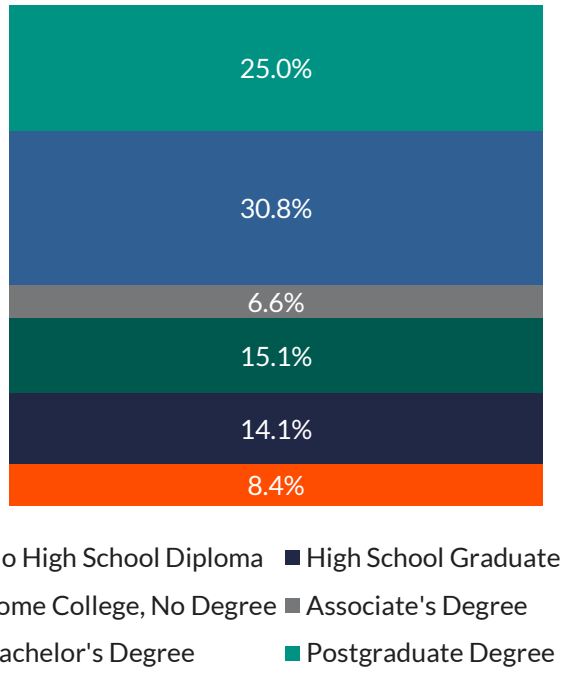
Source: JobsEQ

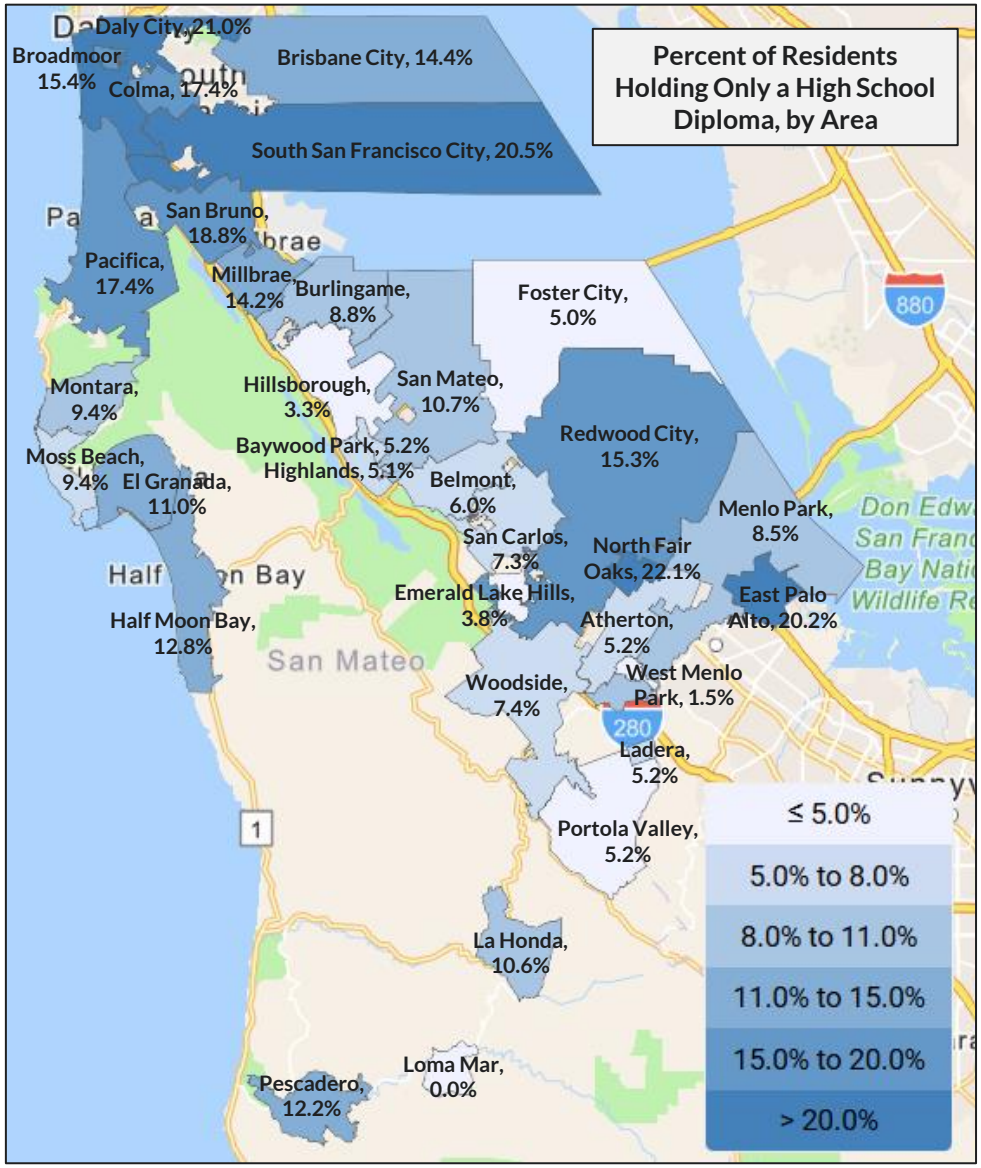
DEMOGRAPHIC OVERVIEW

EDUCATIONAL ATTAINMENT

In San Mateo County, over 62 percent of residents hold an associate's degree, bachelor's degree, or postgraduate degree, as compared with 44.6 percent in the state. Only 8.4 percent of county residents hold only a high school diploma. However, residents who hold only a high school diploma are not distributed evenly throughout the county. The map to the right displays the percent of residents in each area that hold only a high school diploma. These residents are concentrated in the northern part of the county, as well as in North Fair Oaks, East Palo Alto, and Redwood City.

Educational Attainment in San Mateo County



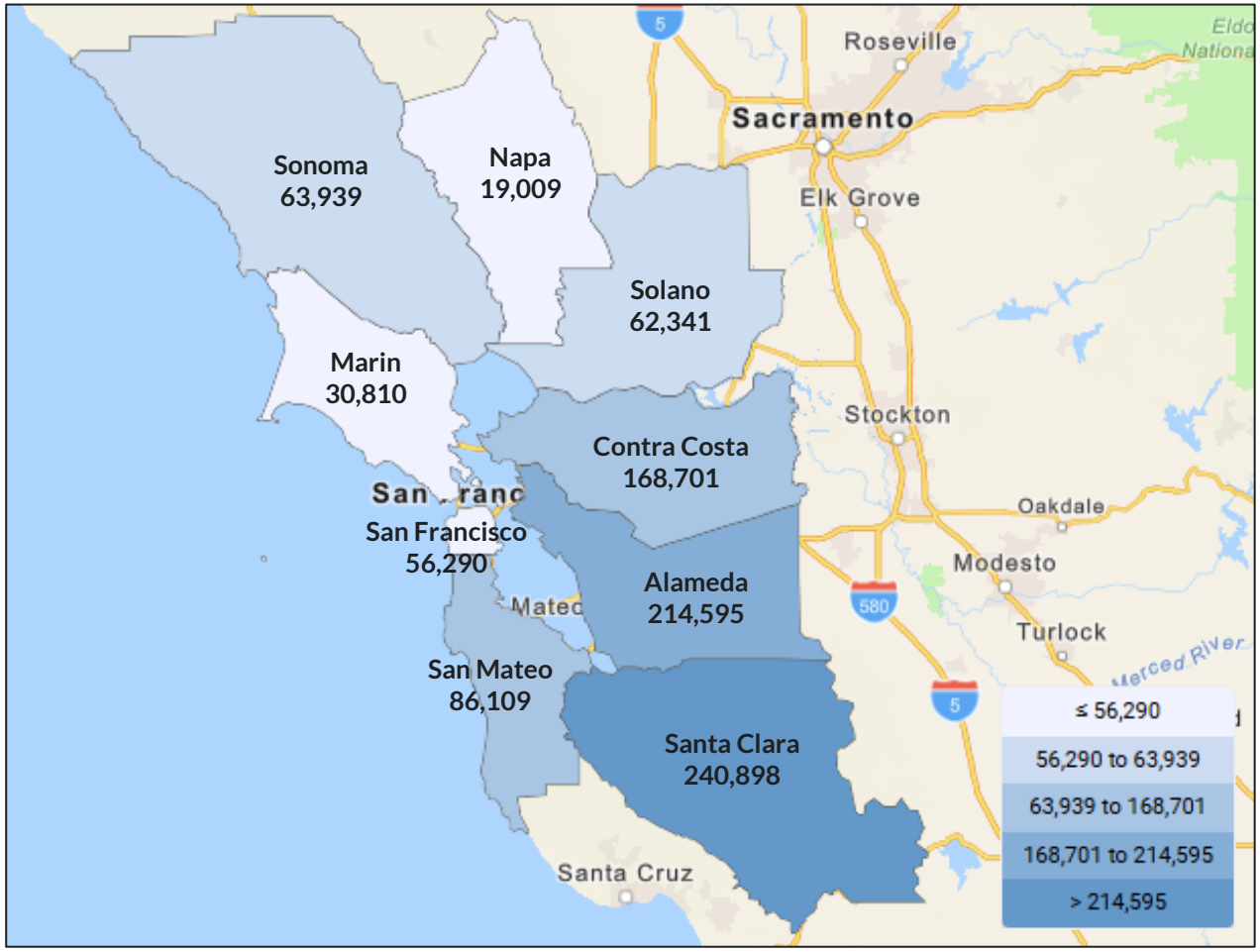


Source: JobsEQ

DEMOGRAPHIC OVERVIEW

K-12 ENROLLMENT

Across the San Francisco Bay area, San Mateo county has the fourth highest K-12 enrollment as of 2022. The average enrollment across the region is 104,743. However, the adjacent counties of Alameda and Santa Clara have the highest K-12 enrollments in the region, suggesting greater demand for postsecondary training in those areas.



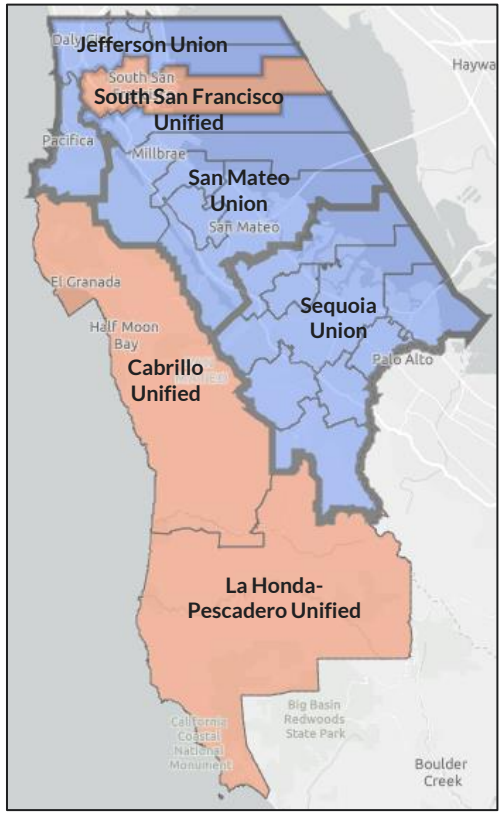
Source: JobsEQ

HIGH SCHOOL DEMOGRAPHIC TRENDS

HIGH SCHOOL GRADUATION TRENDS

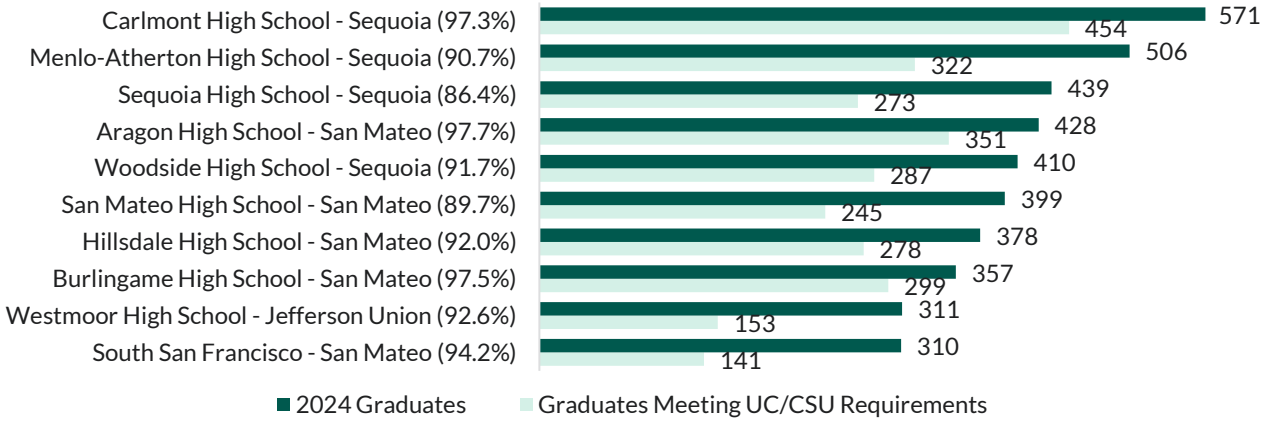
OVERVIEW OF COUNTY DISTRICTS AND HIGH SCHOOLS

San Mateo County has six school districts that include high schools, displayed in the map to the right. Sequoia Union High School District has the highest number of high schools in the county (10). The following slides include four-year adjusted cohort graduation rates and number and percent of graduates meeting University of California/California State University (UC/CSU) entrance requirements. The chart below indicates that the largest high schools in the county are concentrated in the Sequoia Union and San Mateo Union districts.



Top 10 High Schools by Number of Graduates in San Mateo County

With School District and Graduation Rate



County School Districts with High Schools

Cabrillo Unified School District –
- Half Moon Bay High School
- Pilarcitos Alternative High (Continuation)

Jefferson Union High School District –
- Jefferson High School
- Oceana High School
- Summit Public School: Shasta
- Terra Nova High School
- Thornton High School
- Westmoor High School

La Honda – Pescadero Unified -
- Pescadero High School

San Mateo County Office of Education

South San Francisco Unified School District -
- Baden High School (Continuation)
- El Camino High School
- South San Francisco High School

San Mateo Union High School District -
- Aragon High School
- Burlingame High School
- Capuchino High School
- Design Tech High School
- Hillsdale High School
- Mills High School
- Peninsula High School (Continuation)
- San Mateo High School

Sequoia Union High School District -
- Carlmont High School
- East Palo Alto Academy
- Everest Public High School
- KIPP Esperanza High School
- Menlo-Atherton High School
- Redwood High School
- Sequoia High School
- Summit Preparatory Charter High
- Tide Academy
- Woodside High School

Source: San Mateo County Office of Education

HIGH SCHOOL GRADUATION TRENDS

DISTRICT-LEVEL GRADUATION TRENDS

In San Mateo County, the four-year adjusted cohort graduation rate is slightly over 90 percent, higher than the state cohort graduation rate. In addition, over 65 percent of graduates meet the UC/CSU entrance requirements in San Mateo County, far higher than the almost 52 percent of students who meet requirements statewide. Within the county, San Mateo Union High School District has both the highest graduation rates and highest percentage of graduates meeting UC/CSU entrance requirements.

Name	Cohort Students	Regular HS Diploma Graduates	Cohort Graduation Rate	Graduates Meeting UC/CSU Requirements	Percent of Graduates Meeting UC/CSU Requirements	Graduates Earning a Seal of Biliteracy	Graduates Earning a Golden State Seal Merit Diploma
Statewide Total	506,803	438,065	86.4%	227,463	51.9%	64,261	144,422
San Mateo County	7,351	6,684	90.9%	4,397	65.8%	1,342	2,874
School Districts							
Cabrillo Unified School District	293	261	89.1%	102	39.1%	26	106
Jefferson Union High School District	1,091	995	91.2%	587	59.0%	73	345
La Honda – Pescadero Unified	18	15	83.3%	9	60.0%	3	4
San Mateo County Office of Education	20	9	45.0%	0	0.0%	0	0
San Mateo Union High School District	2,489	2,303	92.5%	1,685	73.2%	548	1,256
Sequoia Union High District	2,602	2,364	90.9%	1,634	69.1%	633	837
South San Francisco Unified	699	636	91.0%	353	55.5%	57	298

Source: California Department of Education

HIGH SCHOOL GRADUATION TRENDS

School	Cohort Students	Regular Diploma Graduate and Cohort Graduate Rate (No./%)	Graduates Meeting UC/CSU Requirements and Rate (No./%)	Graduates Earning a Seal of Biliteracy	Graduates Earning a Golden State Seal Merit Diploma
Cabrillo Unified School District					
Half Moon Bay High School	260	239 (91.9%)	102 (42.7%)	26	106
Pilarcitos Alternative High (Continuation)	22	14 (63.6%)	0 (0.0%)	0	0
Jefferson Union High School District					
Jefferson High School	261	243 (93.1%)	156 (64.2%)	26	111
Oceana High School	121	115 (95.0%)	90 (78.3%)	20	60
Summit Public School: Shasta	103	102 (99.0%)	102 (100.0%)	3	71
Terra Nova High School	166	155 (93.4%)	86 (55.5%)	6	43
Thornton High School	103	69 (67.0%)	0 (0.0%)	0	0
Westmoor High School	336	311 (92.6%)	153 (49.2%)	18	60
La Honda – Pescadero Unified					
Pescadero High School	18	15 (83.3%)	9 (60.0%)	3	4
San Mateo County Office of Education					
San Mateo County Office of Education	20	9 (45.0%)	0 (0.0%)	0	0
South San Francisco Unified					
Baden High School (Continuation)	65	34 (52.3%)	0 (0.0%)	0	0
El Camino High School	302	291 (96.4%)	211 (72.5%)	23	193
South San Francisco High School	329	310 (94.2%)	141 (45.5%)	34	104

Source: California Department of Education

K12 EDUCATION TRENDS

School	Cohort Students	Regular Diploma Graduates and Cohort Graduate Rate (No./%)	Graduates Meeting UC/CSU Requirements and Rate (No. / %)	Graduates Earning a Seal of Biliteracy	Graduates Earning a Golden State Seal Merit Diploma
San Mateo Union High School District					
Aragon High School	438	428 (97.7%)	351 (82.0%)	131	274
Burlingame High School	366	357 (97.5%)	299 (83.8%)	109	166
Capuchino High School	280	266 (95.0%)	187 (70.3%)	60	120
Design Tech High School	120	118 (98.3%)	115 (97.5%)	0	99
Hillsdale High School	411	378 (92.0%)	278 (73.5%)	75	256
Mills High School	293	275 (93.9%)	210 (76.4%)	44	160
Peninsula High School (Continuation)	130	77 (59.2%)	0 (0.0%)	0	0
San Mateo High School	445	399 (89.7%)	245 (61.4%)	129	181

Source: California Department of Education

K12 EDUCATION TRENDS

School	Cohort Students	Regular Diploma Graduates and Cohort Graduate Rate (No./%)	Graduates Meeting UC/CSU Requirements and Rate (No./%)	Graduates Earning a Seal of Biliteracy	Graduates Earning a Golden State Seal Merit Diploma
Sequoia Union High School District					
Carlmont High School	587	571 (97.3%)	454 (79.5%)	135	366
East Palo Alto Academy	63	62 (98.4%)	35 (56.5%)	12	5
Everest Public High School	76	69 (90.8%)	68 (98.6%)	27	23
KIPP Esperanza High School	76	69 (90.8%)	68 (98.6%)	0	0
Menlo-Atherton High School	558	506 (90.7%)	322 (63.6%)	166	193
Redwood High School	129	94 (72.9%)	0 (0.0%)	0	0
Sequoia High School	508	439 (86.4%)	273 (62.2%)	130	37
Summit Preparatory Charter High	110	103 (93.6%)	103 (100.0%)	33	22
Tide Academy	39	39 (100.0%)	24 (61.5%)	7	0
Woodside High School	447	410 (91.7%)	287 (70.0%)	123	191

Source: California Department of Education

MUNICIPALITY DEMOGRAPHIC TRENDS

DEMOGRAPHIC PROFILE

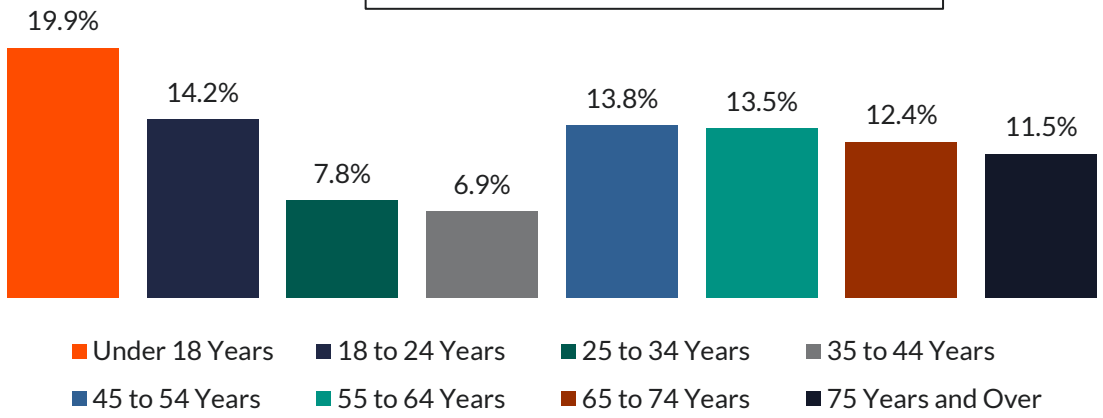
TOWN OF ATHERTON, CA

7,124
Total Population (2022)

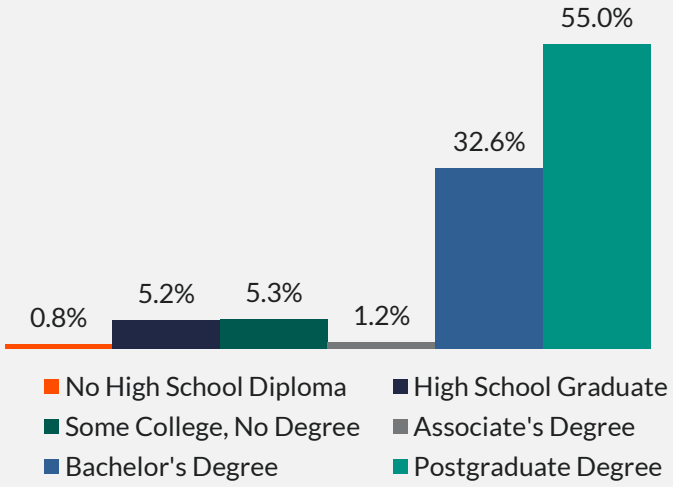
$250,001
Median Household Income

46.2
Median Age

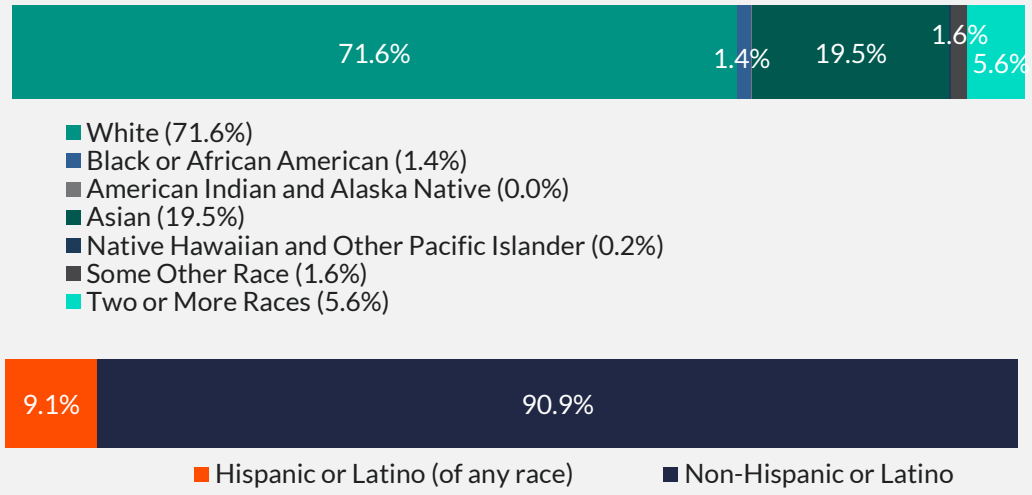
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

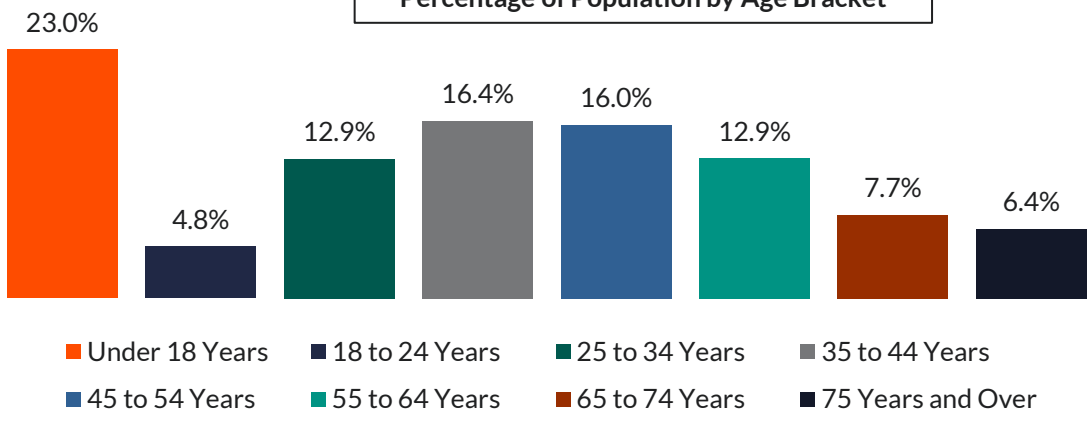
CITY OF BELMONT, CA

27,820
Total Population (2022)

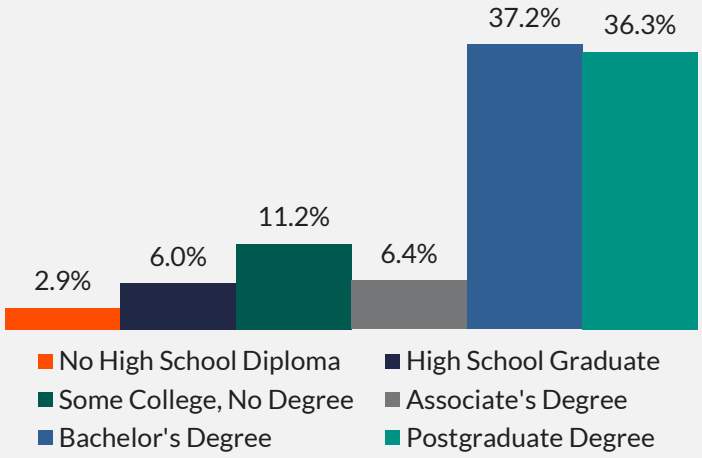
$185,944
Median Household Income

40.9
Median Age

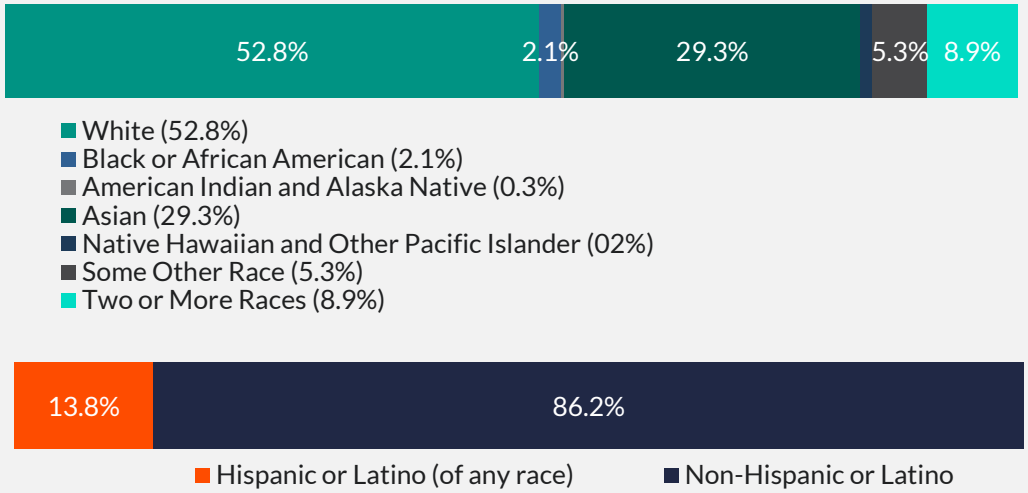
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

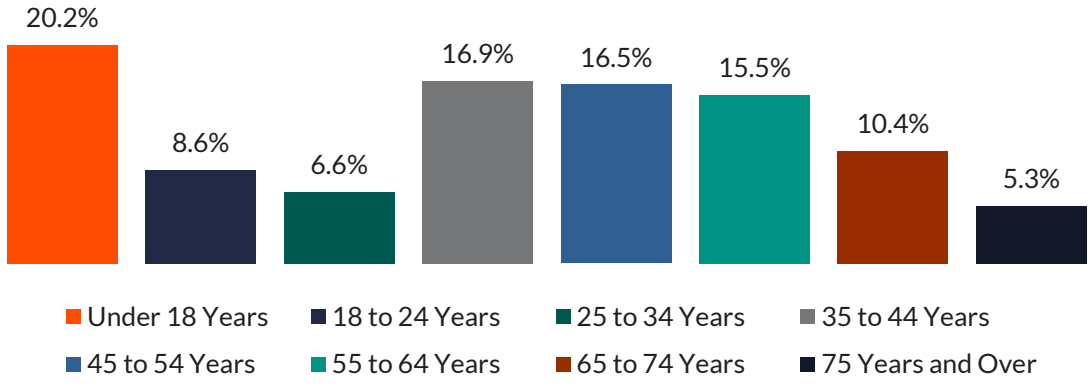
CITY OF BRISBANE, CA

4,756
Total Population (2022)

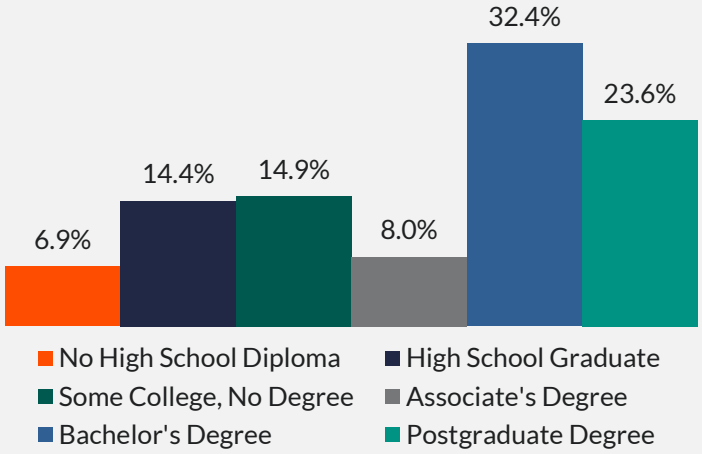
$137,583
Median Household Income

42.9
Median Age

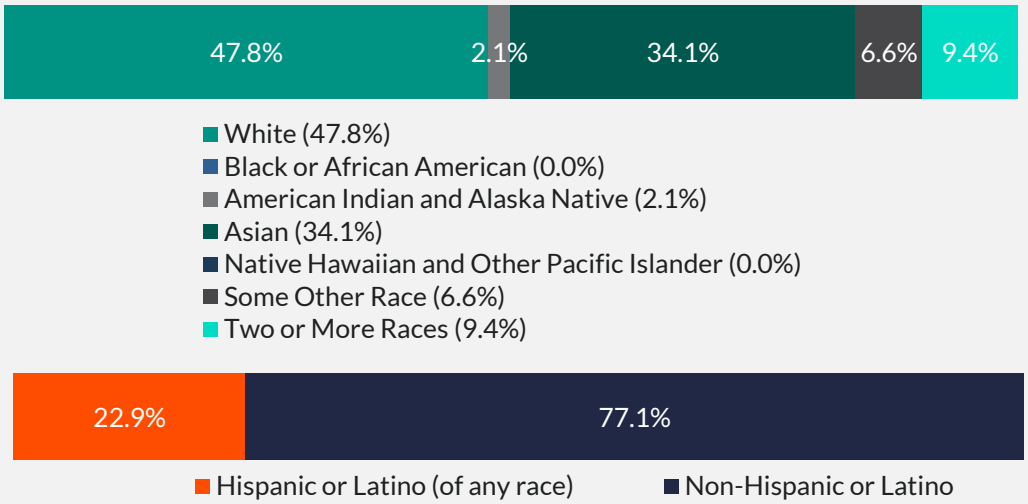
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

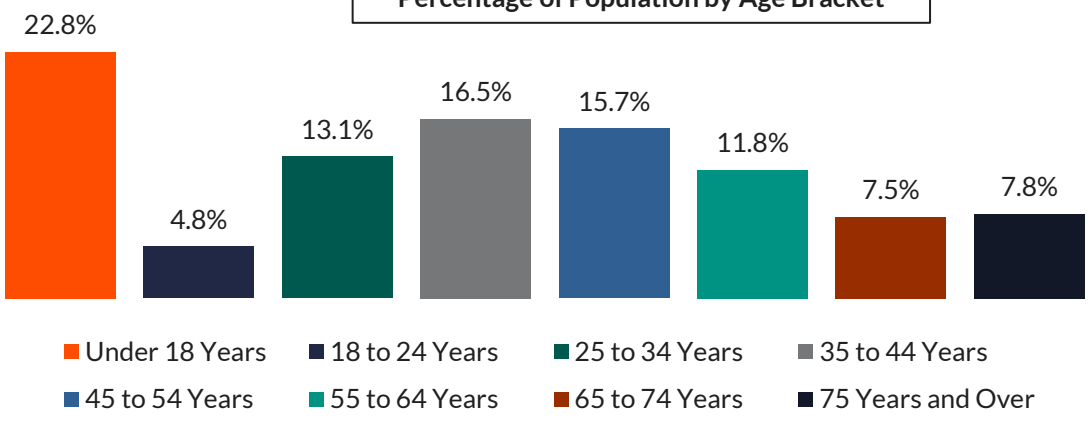
CITY OF BURLINGAME, CA

30,995
Total Population (2022)

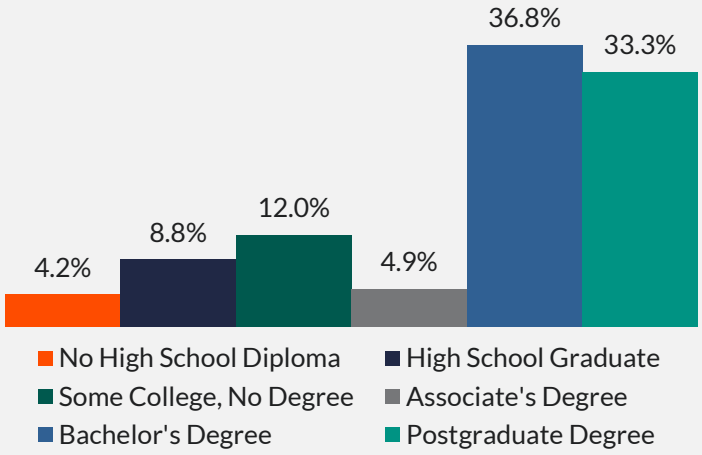
$165,940
Median Household Income

40.9
Median Age

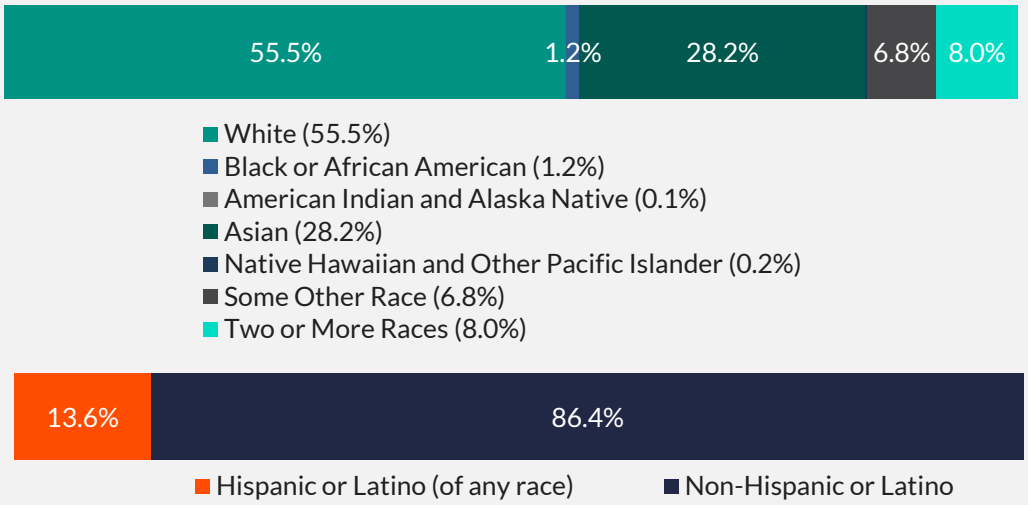
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

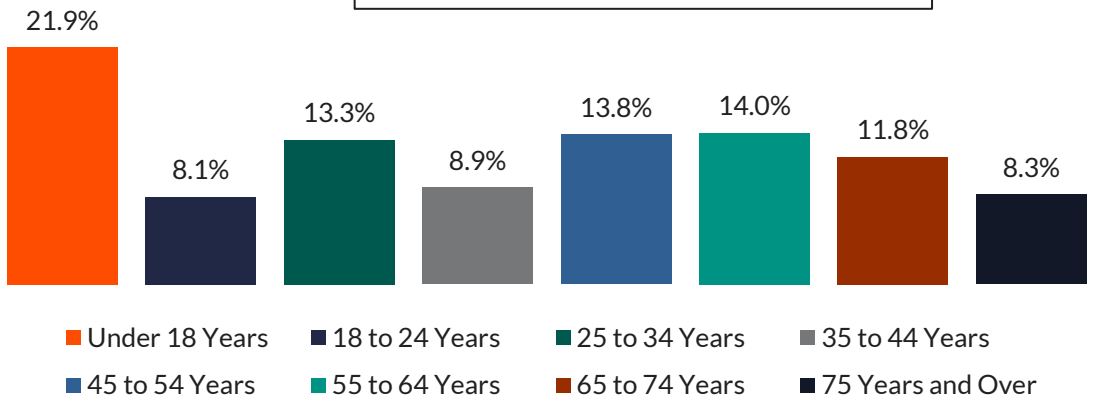
TOWN OF COLMA, CA

1,376
Total Population (2022)

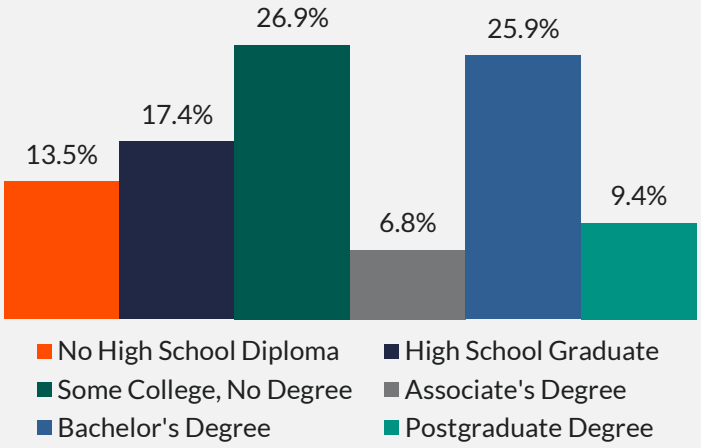
$123,864
Median Household Income

42.4
Median Age

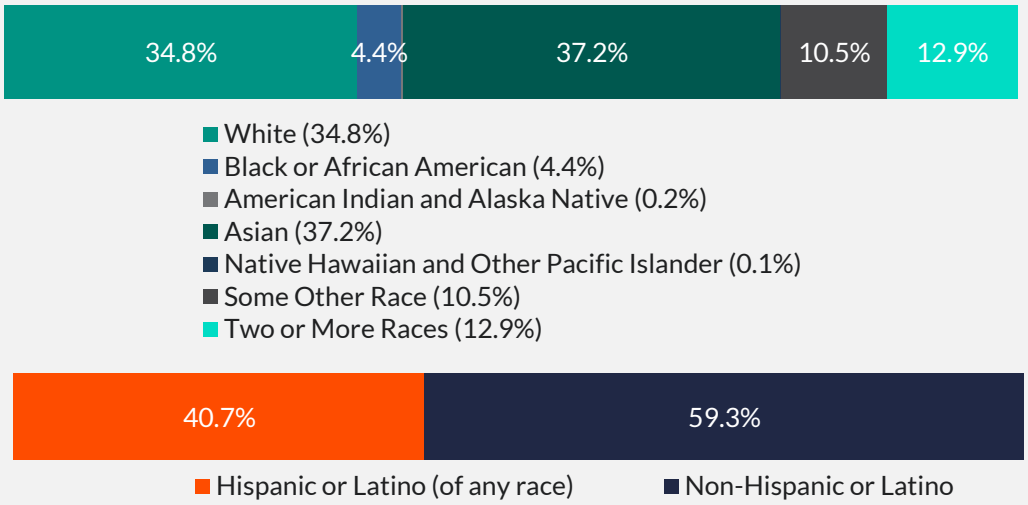
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

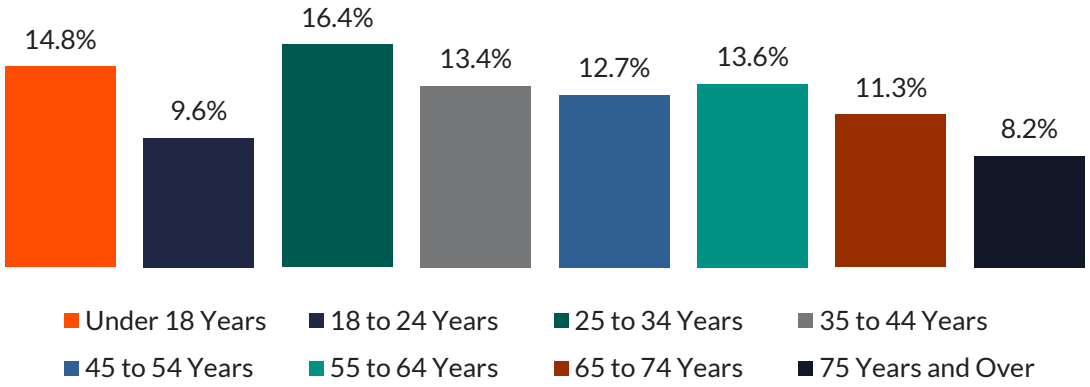
CITY OF DALY CITY, CA

103,648
Total Population (2022)

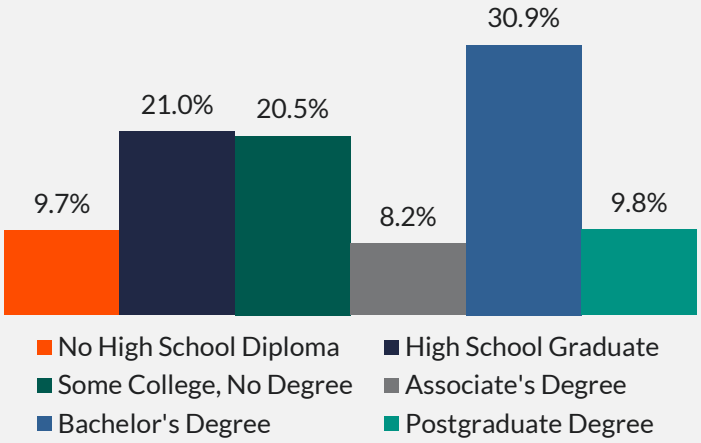
$114,910
Median Household Income

41.4
Median Age

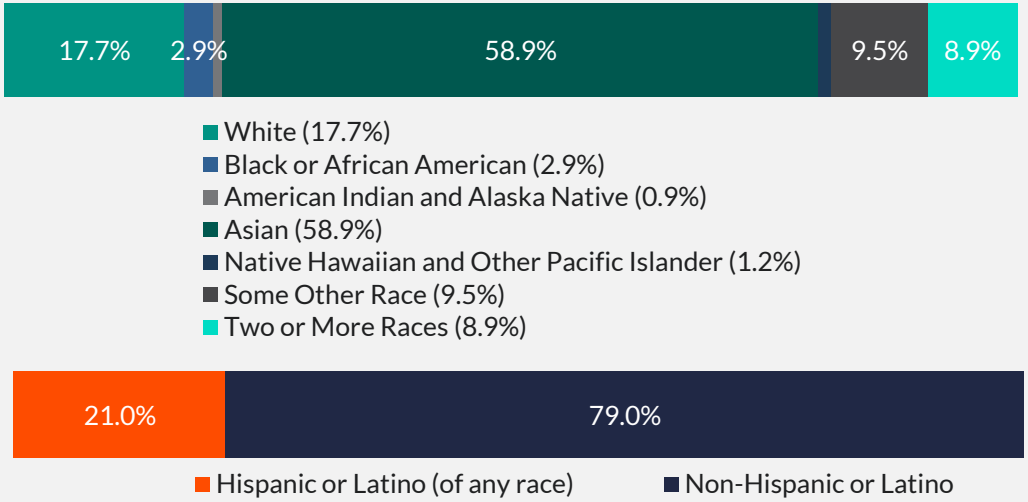
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

VILLAGE OF EL GRANADA, CA

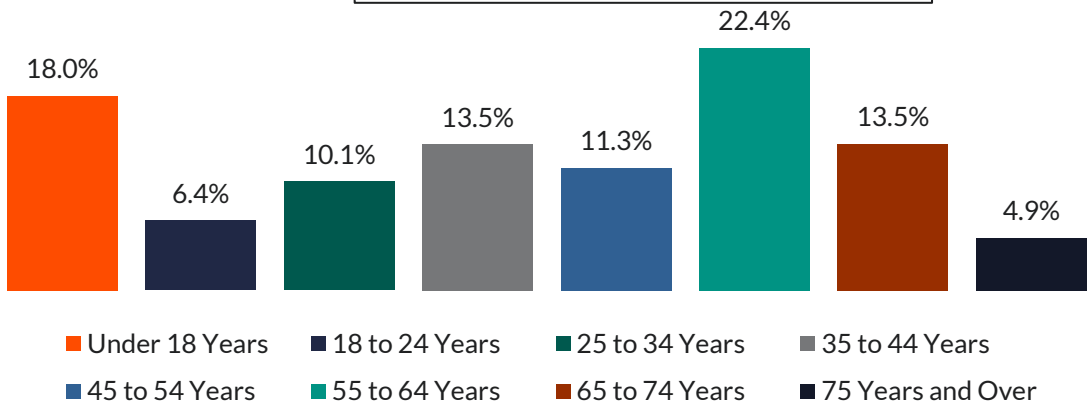
(Census-Designated Place)

5,651
Total Population (2022)

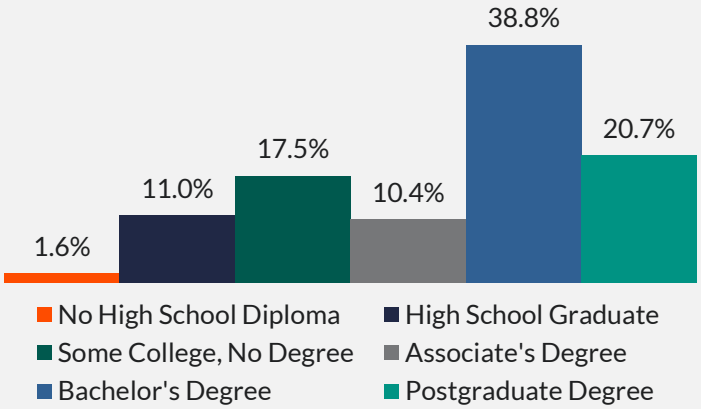
$216,104
Median Household Income

48.4
Median Age

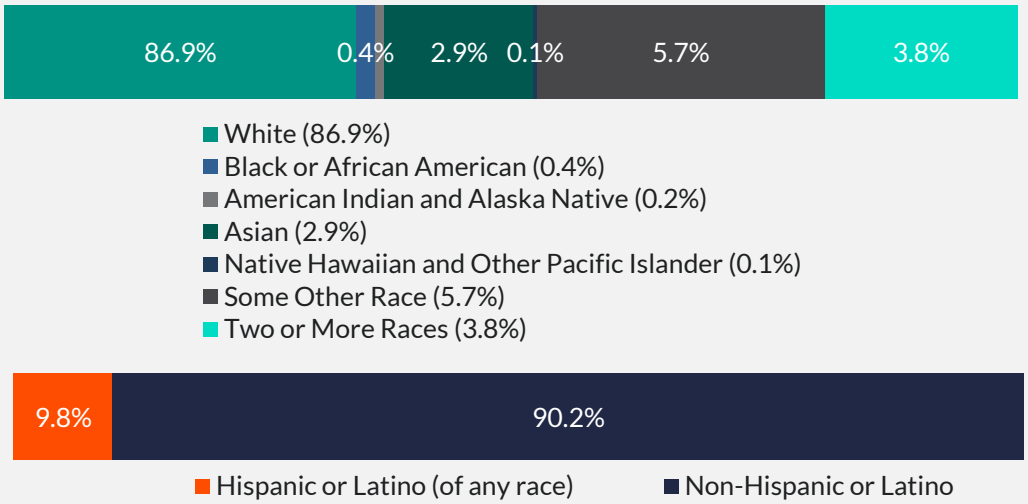
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

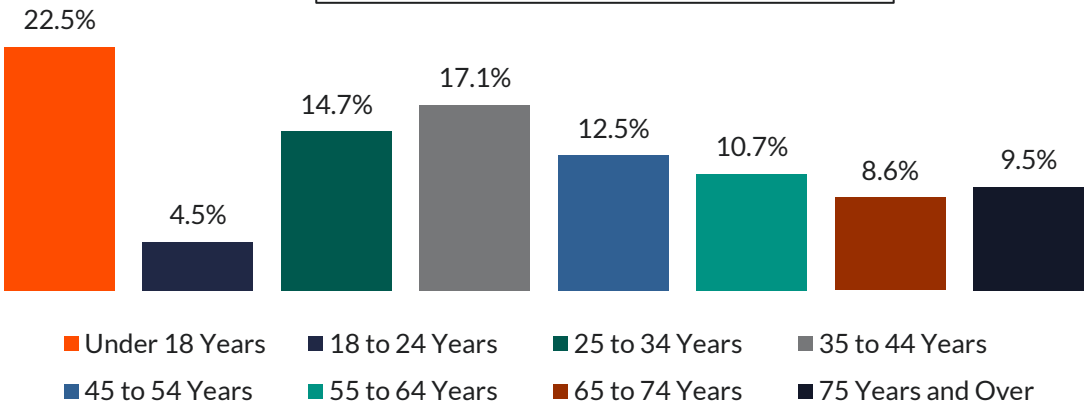
CITY OF FOSTER CITY, CA

33,215
Total Population (2022)

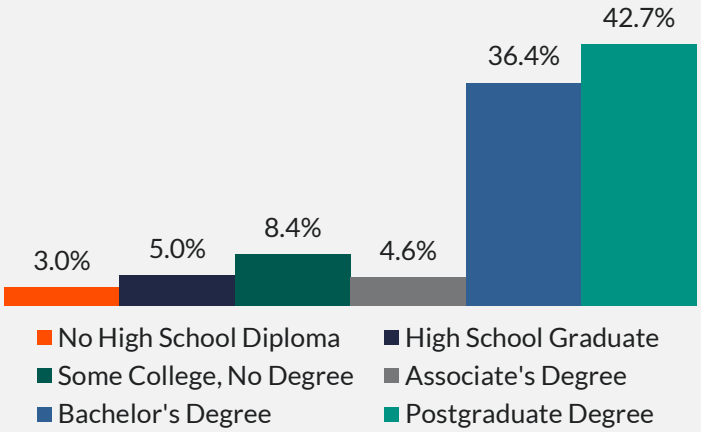
$191,267
Median Household Income

39.9
Median Age

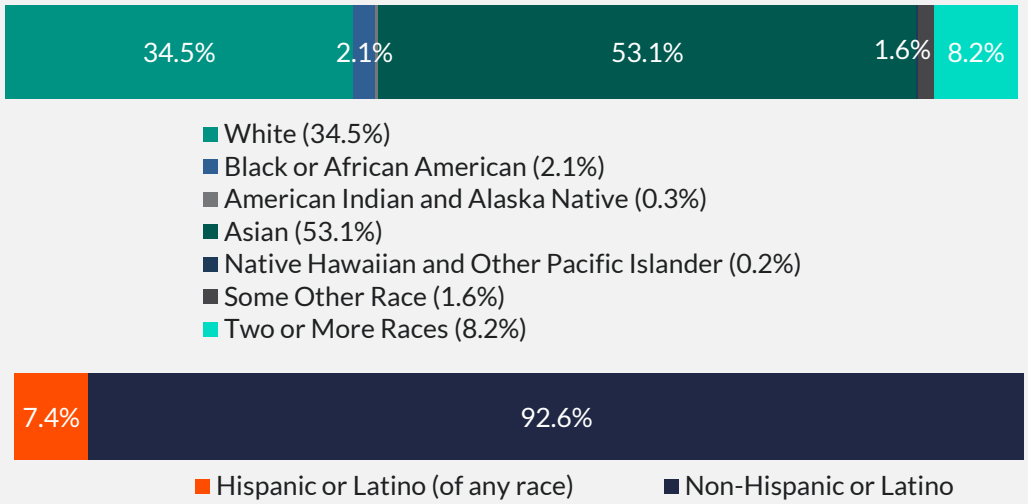
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

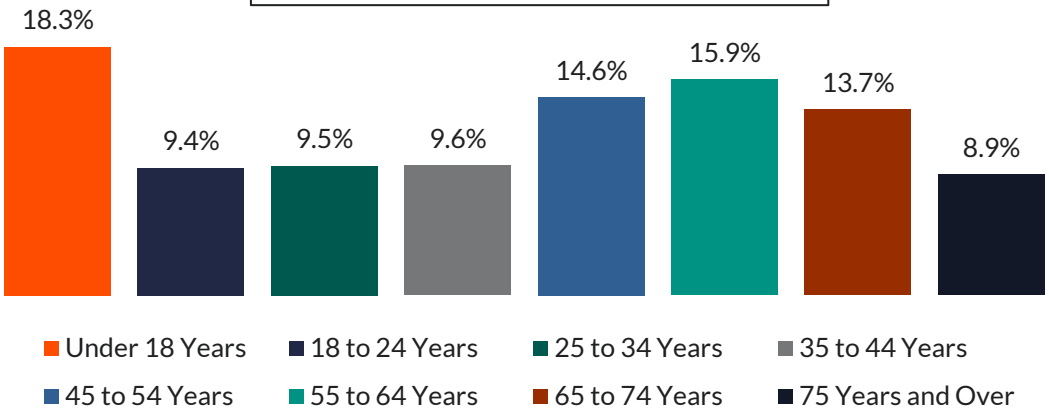
CITY OF HALF MOON BAY, CA

11,633
Total Population (2022)

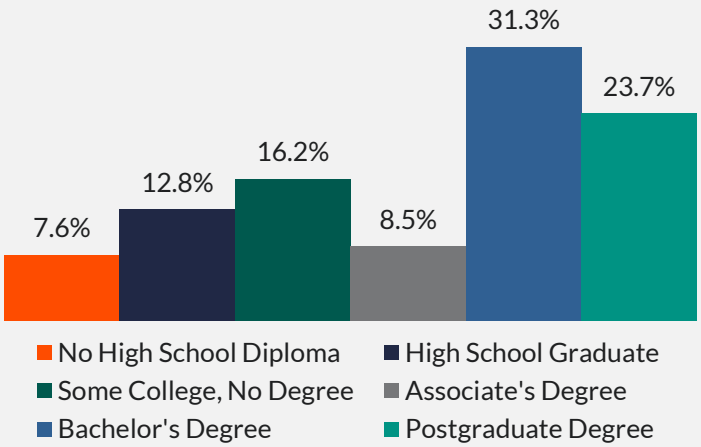
$148,702
Median Household Income

48.3
Median Age

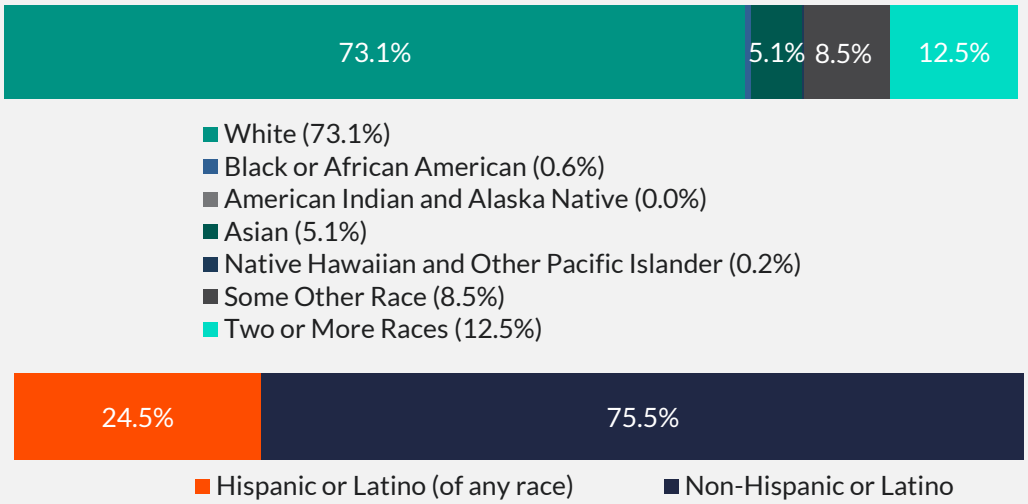
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

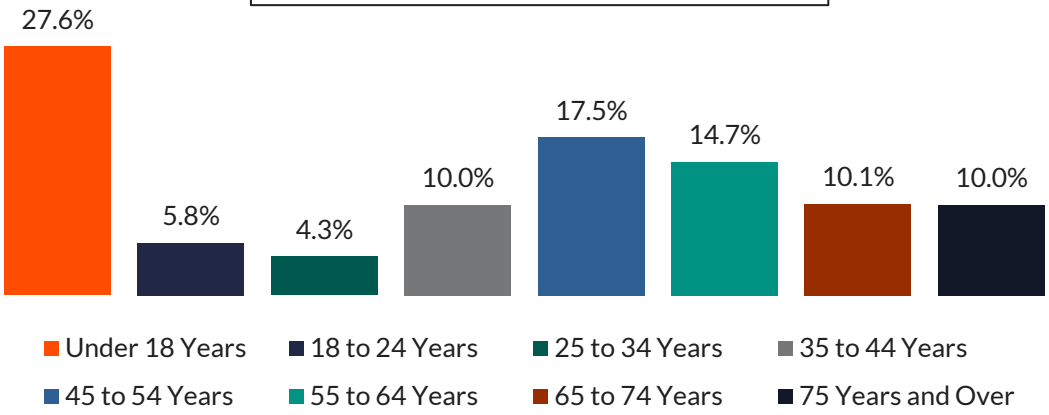
TOWN OF HILLSBOROUGH, CA

11,258
Total Population (2022)

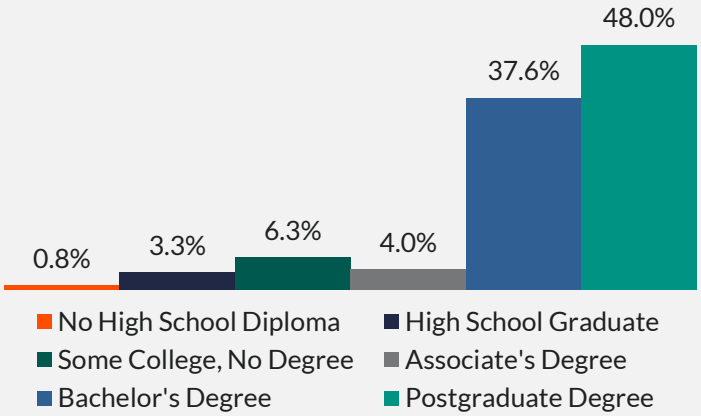
$250,001
Median Household Income

46.5
Median Age

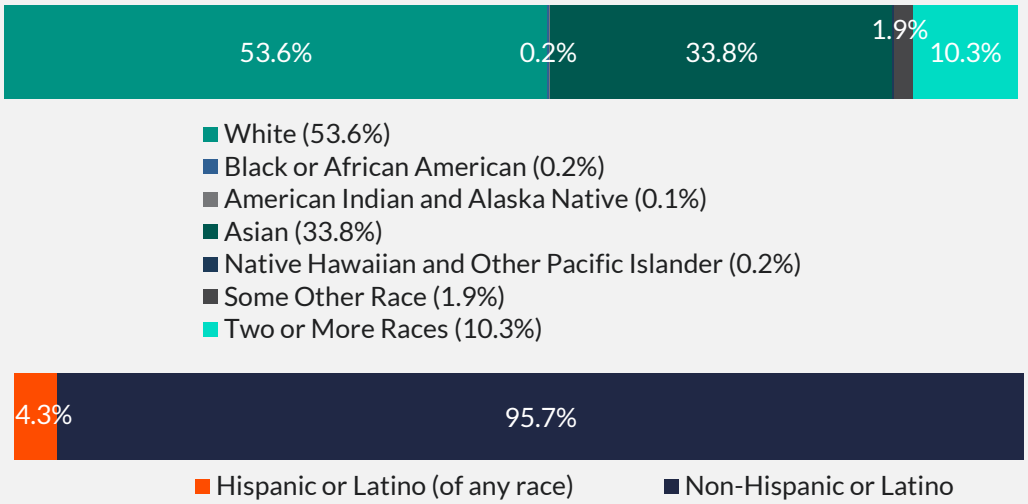
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

VILLAGE OF LA HONDA, CA

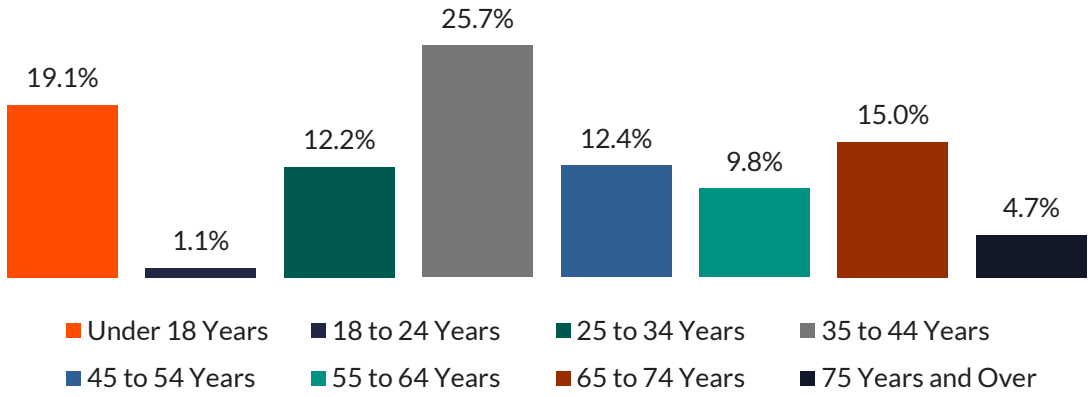
(Census-Designated Place)

1,422
Total Population (2022)

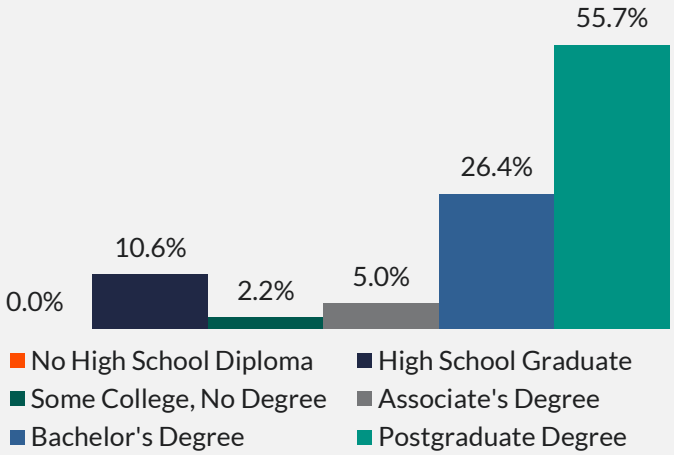
$250,001
Median Household Income

41.4
Median Age

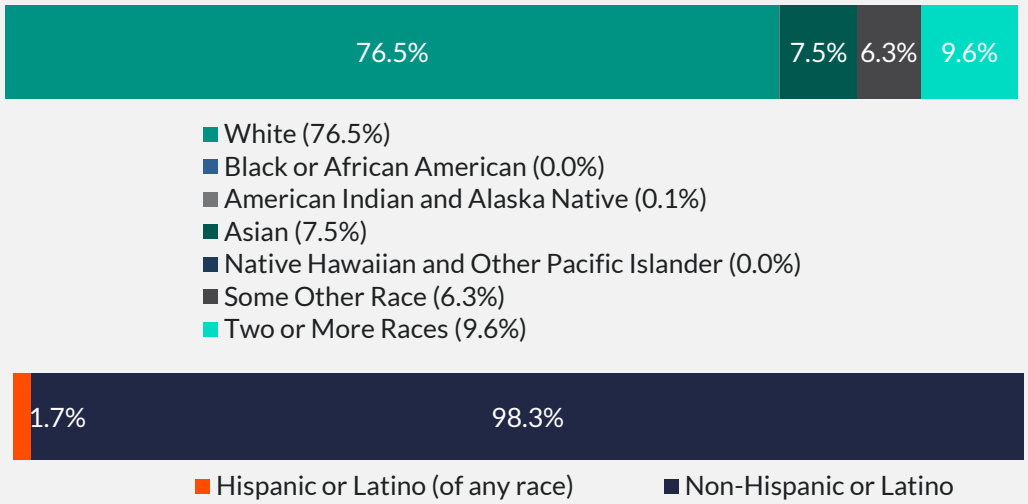
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

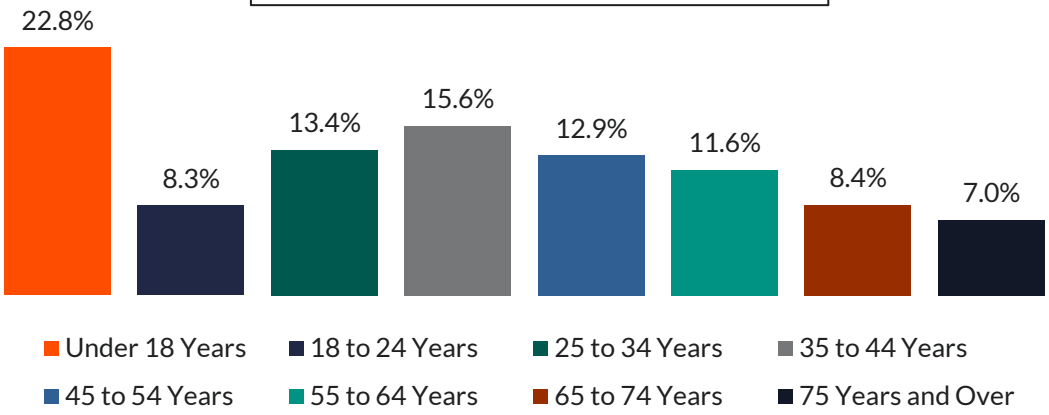
CITY OF MENLO PARK, CA

33,324
Total Population (2022)

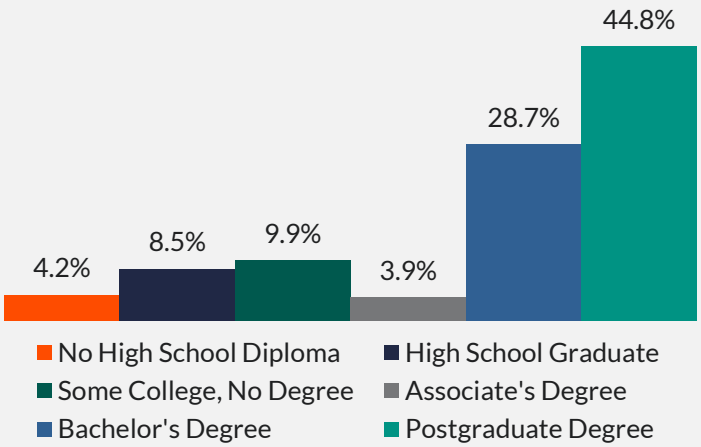
$198,273
Median Household Income

38.5
Median Age

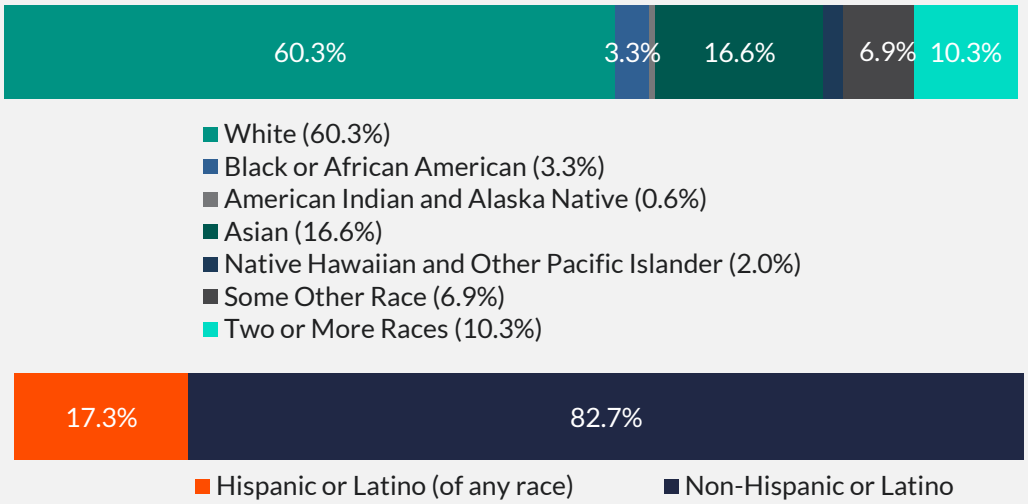
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

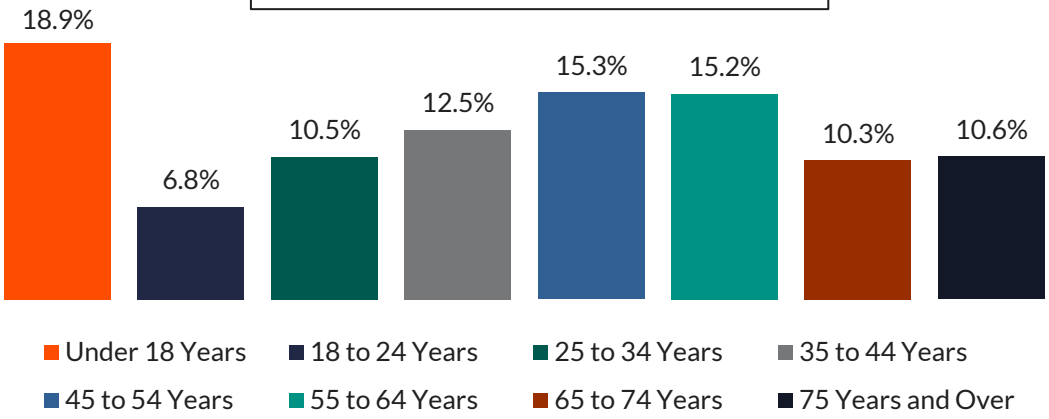
CITY OF MILLBRAE, CA

22,825
Total Population (2022)

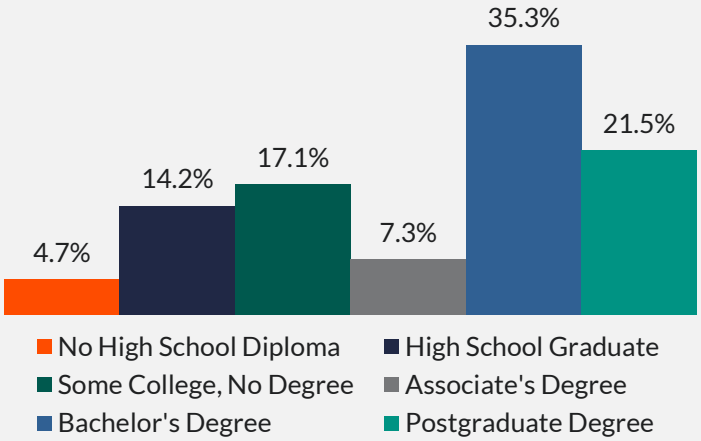
$146,649
Median Household Income

45.7
Median Age

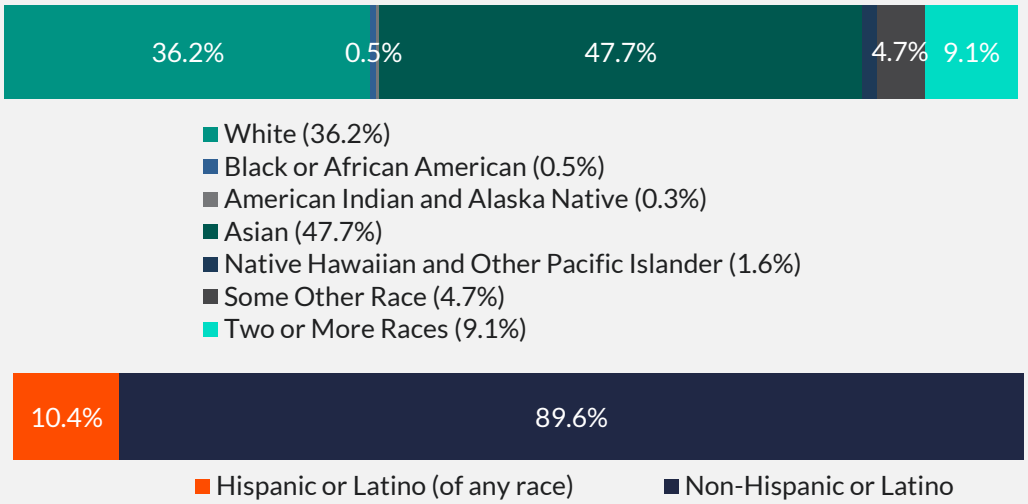
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

VILLAGE OF MONTARA, CA

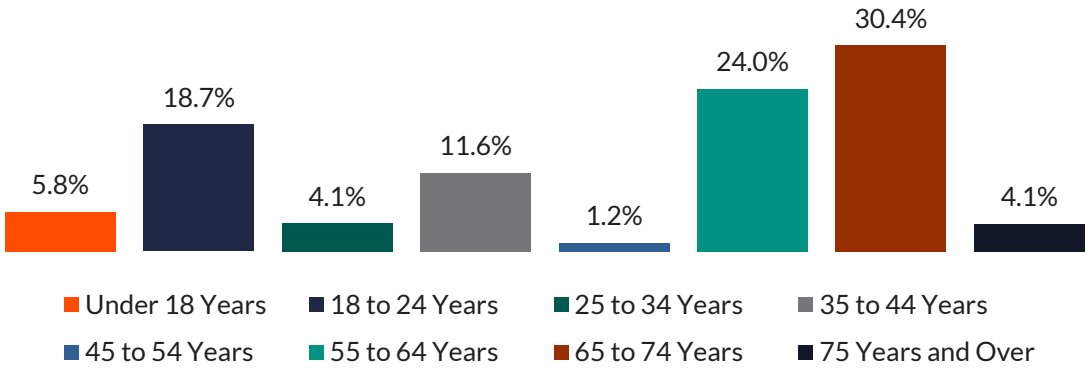
(Census-Designated Place)

2,649
Total Population (2022)

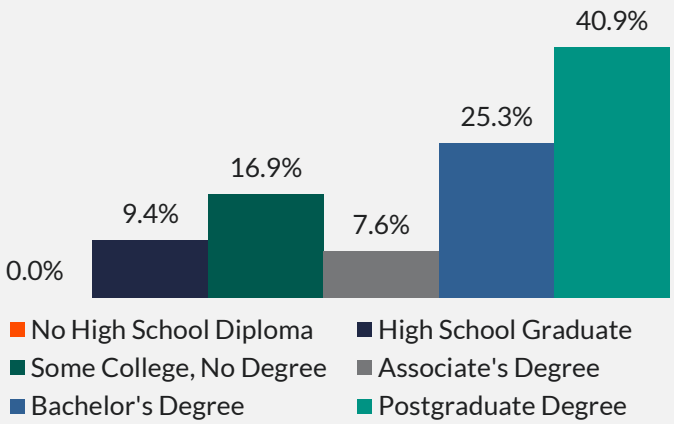
$184,692
Median Household Income

59.1
Median Age

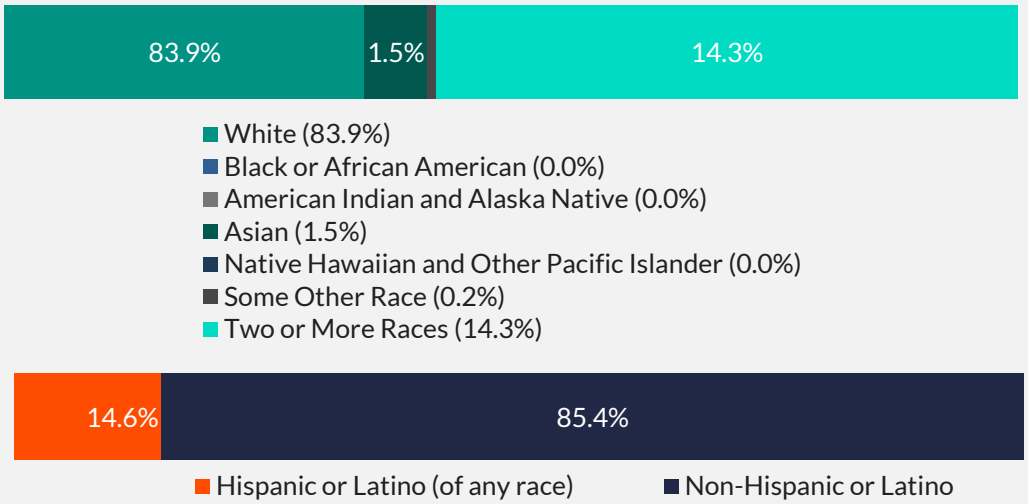
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

VILLAGE OF MOSS BEACH, CA

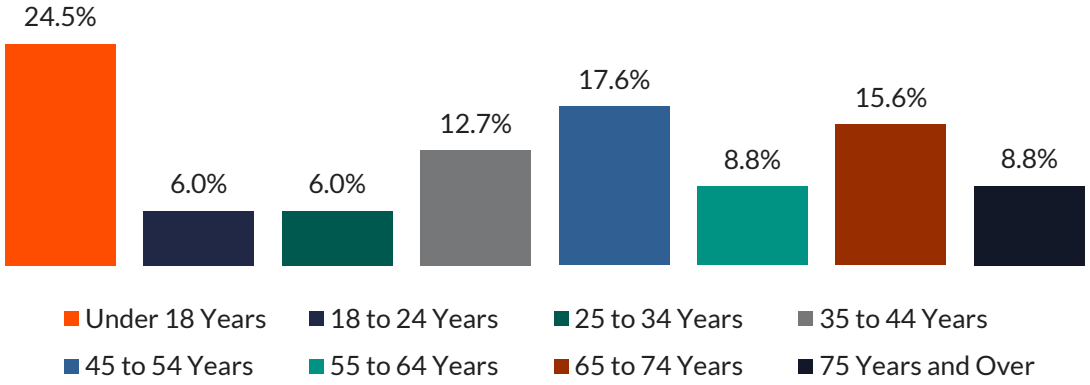
(Census-Designated Place)

3,165
Total Population (2022)

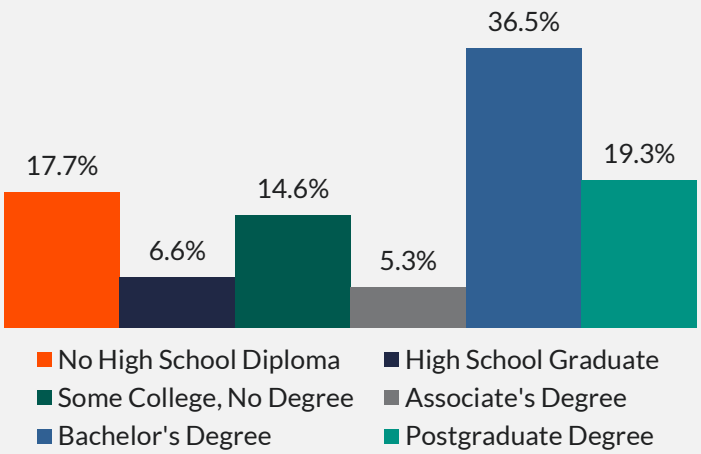
$116,950
Median Household Income

46.6
Median Age

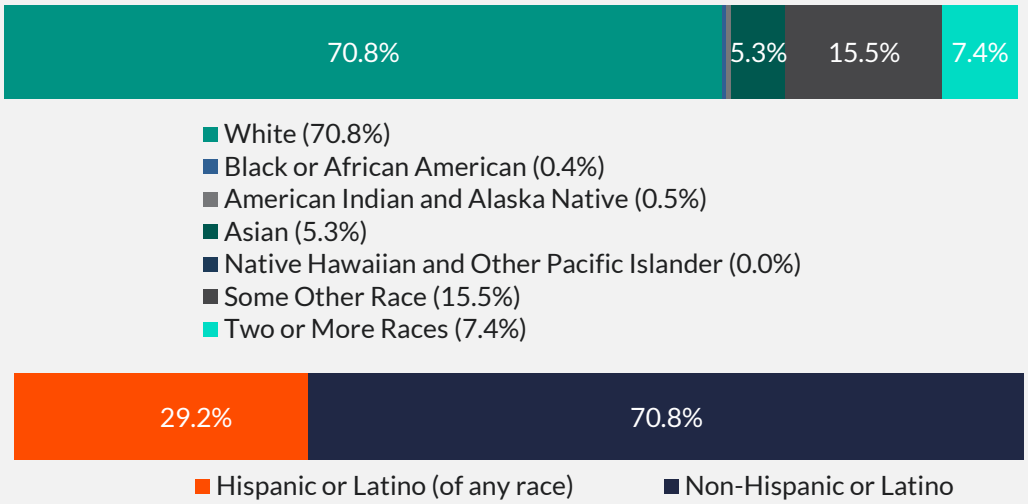
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

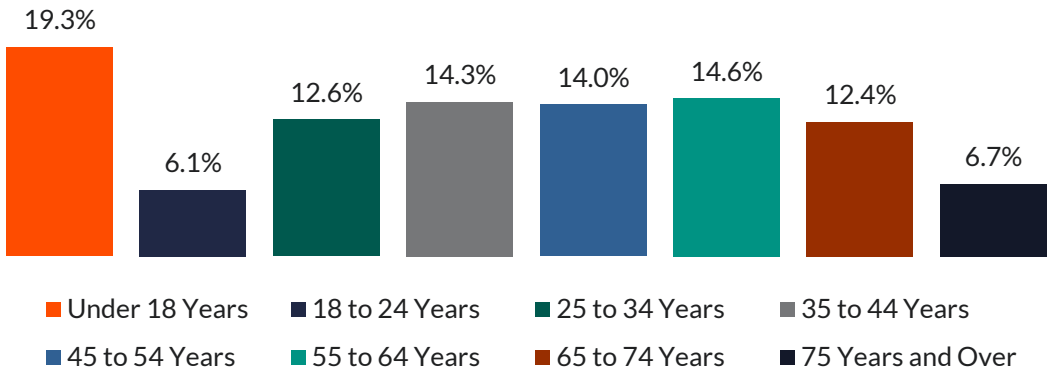
CITY OF PACIFICA, CA

38,048
Total Population (2022)

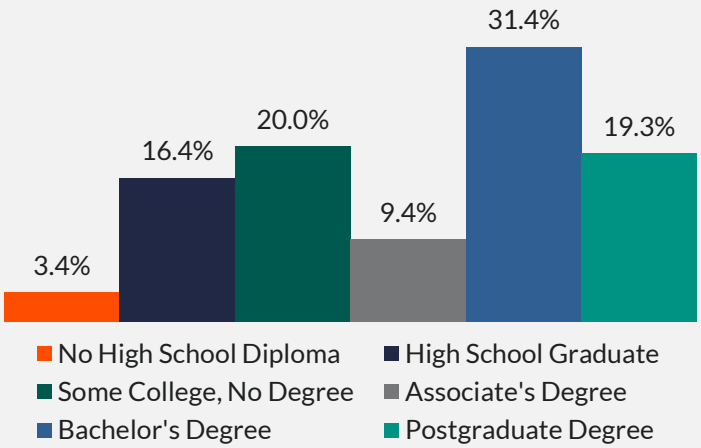
$151,849
Median Household Income

43.2
Median Age

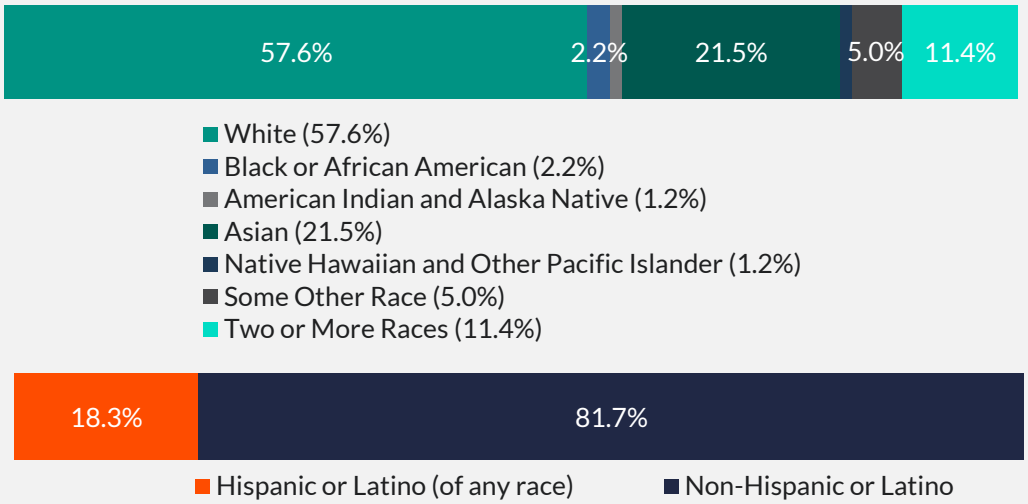
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

VILLAGE OF PESCADERO, CA

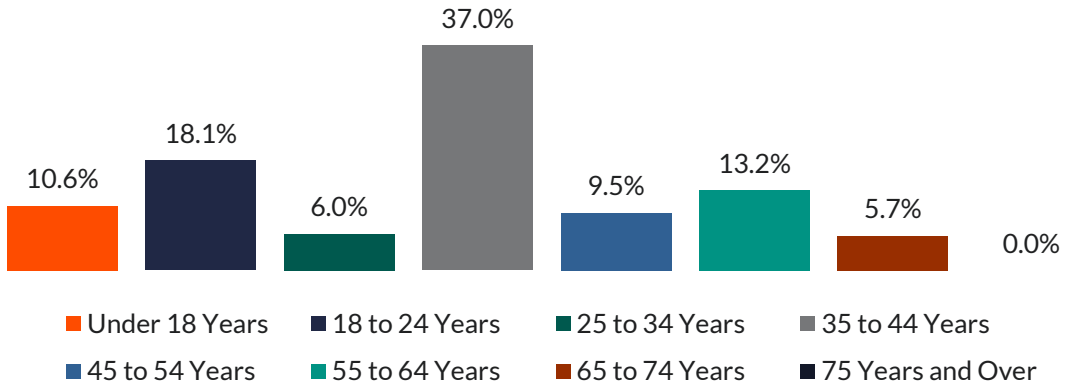
(Census-Designated Place)

349
Total Population (2022)

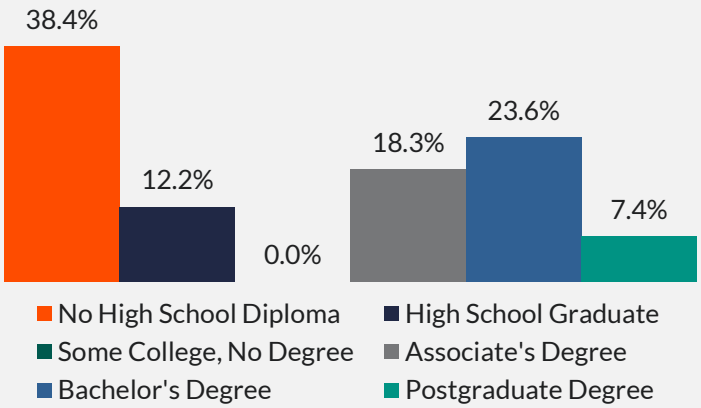
$50,067
Median Household Income

41.3
Median Age

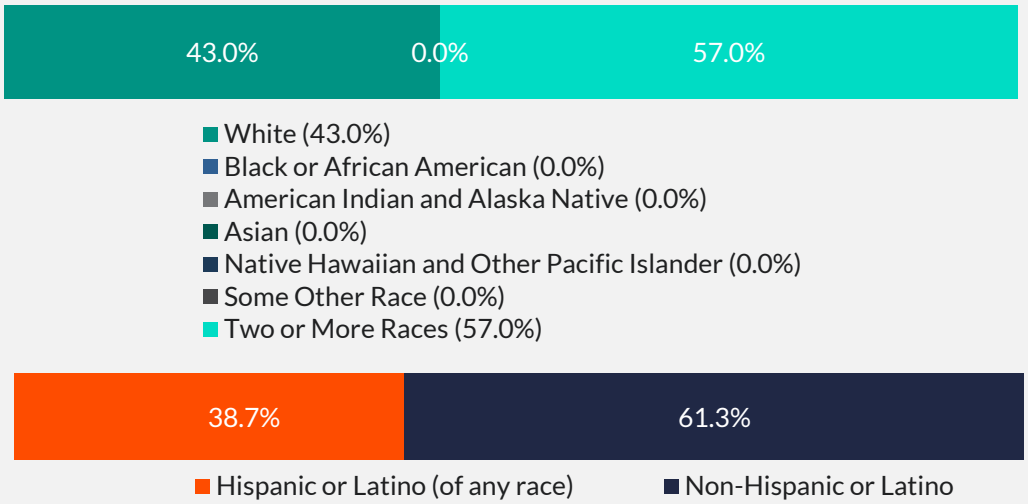
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

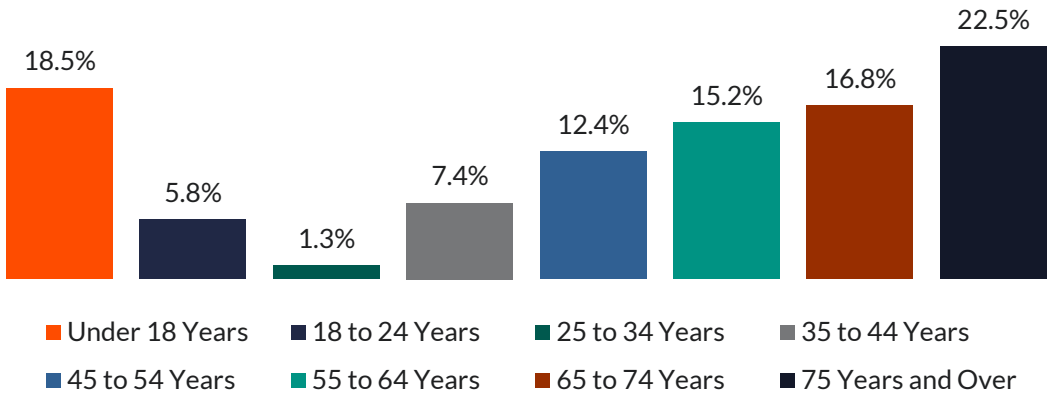
TOWN OF PORTOLA VALLEY, CA

4,397
Total Population (2022)

$250,001
Median Household Income

57.8
Median Age

Percentage of Population by Age Bracket



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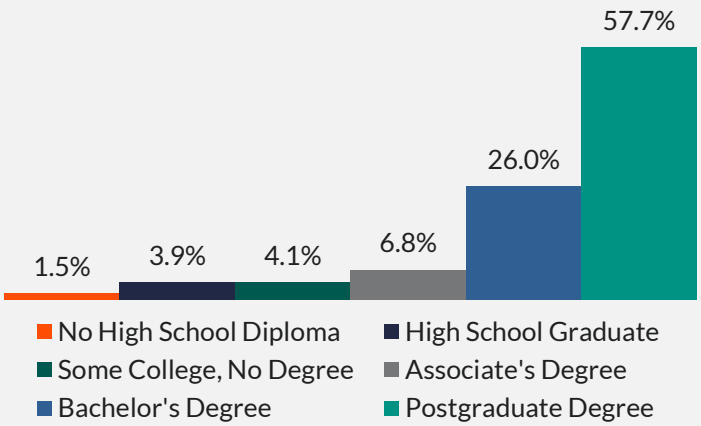
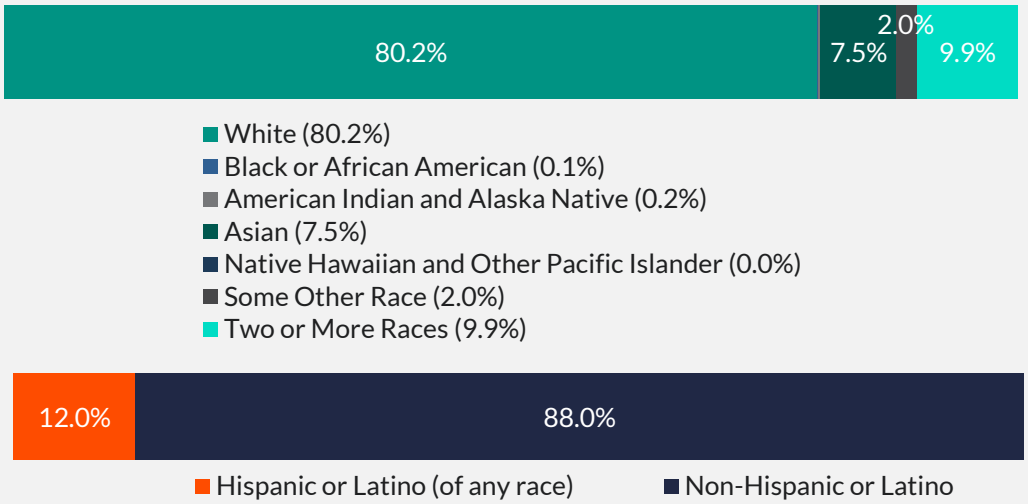


Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

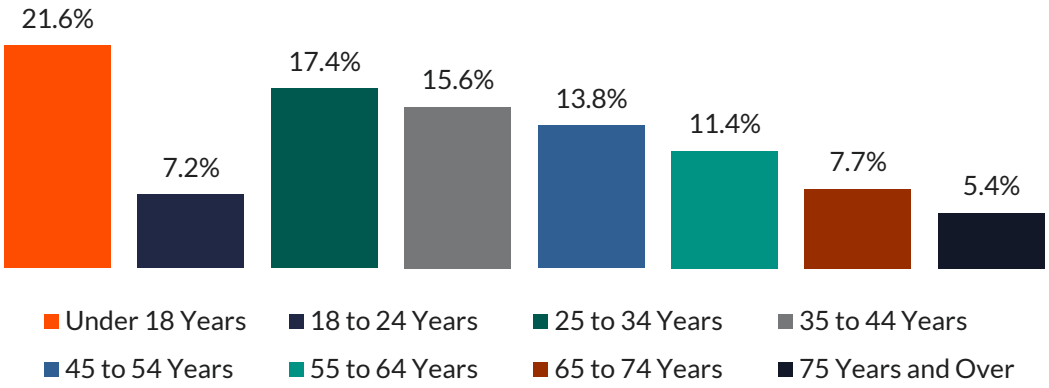
CITY OF REDWOOD CITY, CA

83,077
Total Population (2022)

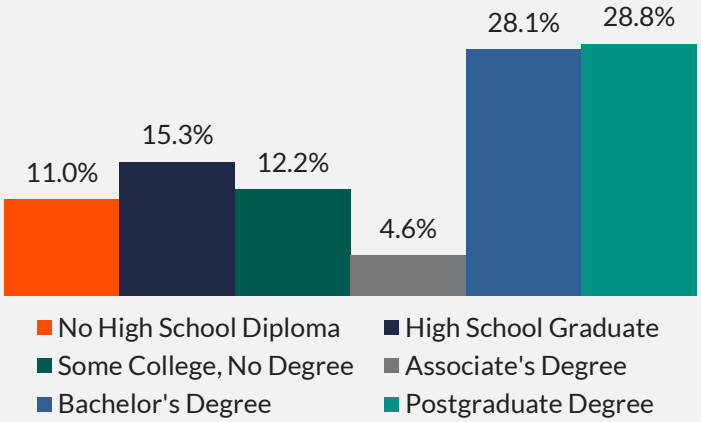
$145,620
Median Household Income

37.1
Median Age

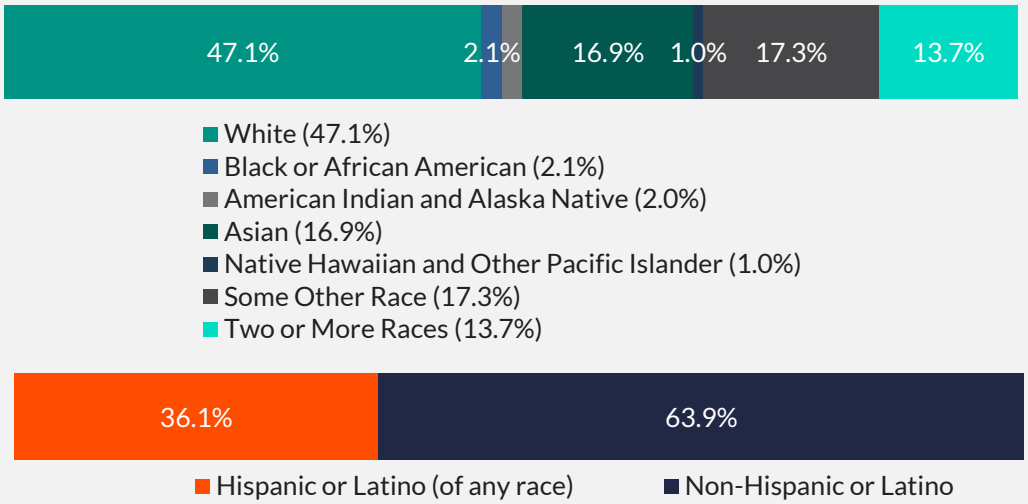
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

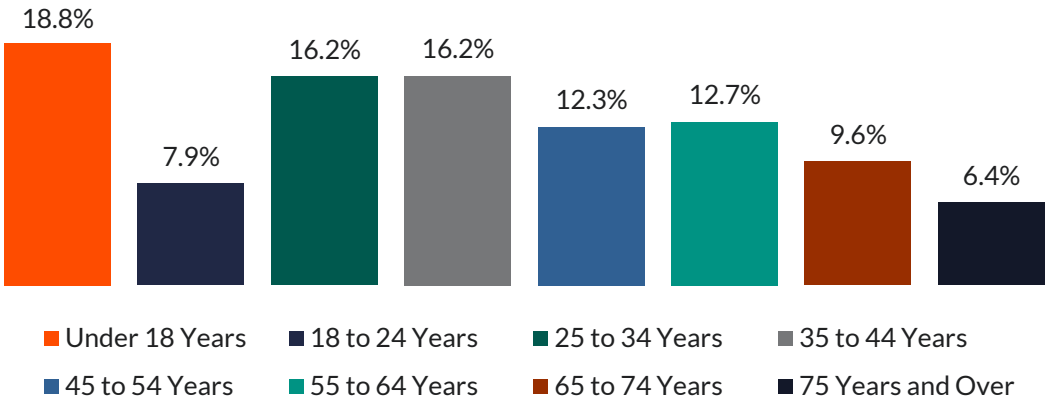
CITY OF SAN BRUNO, CA

43,218
Total Population (2022)

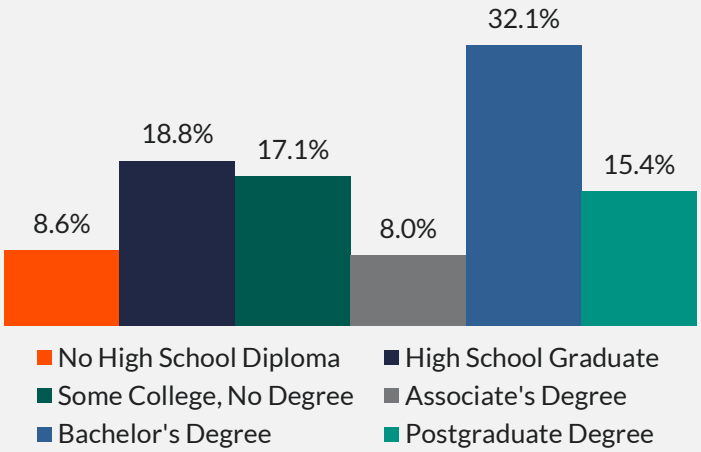
$131,669
Median Household Income

39.0
Median Age

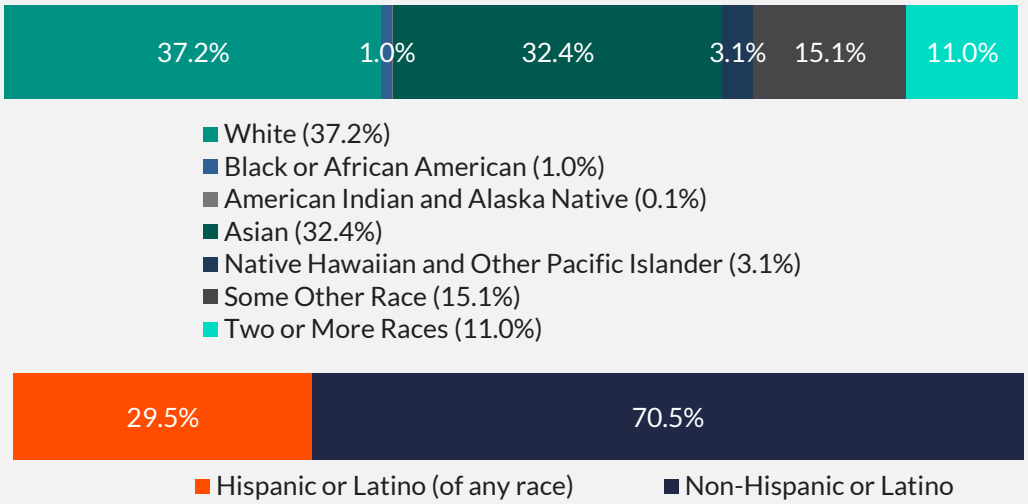
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

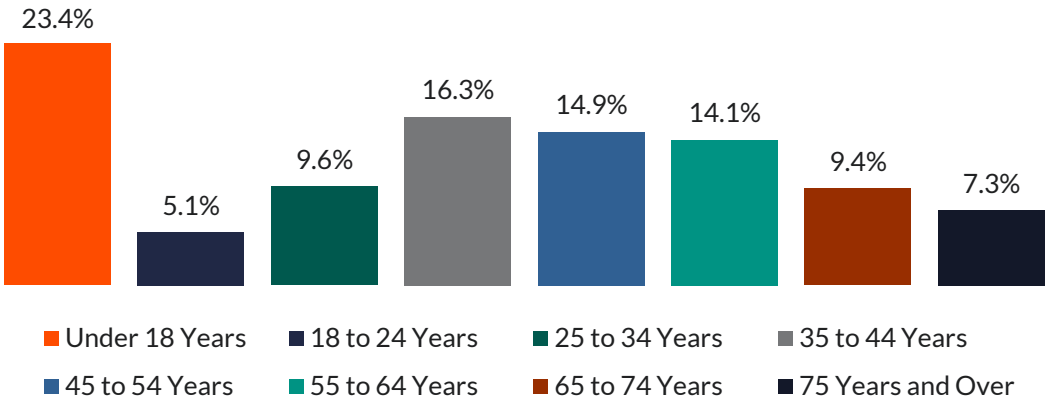
CITY OF SAN CARLOS, CA

30,490
Total Population (2022)

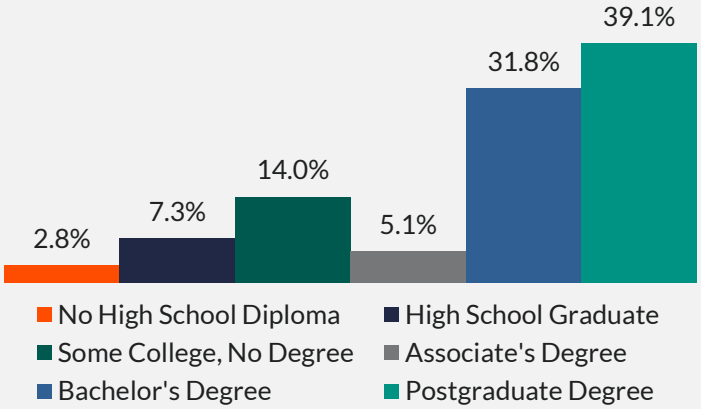
$219,413
Median Household Income

41.7
Median Age

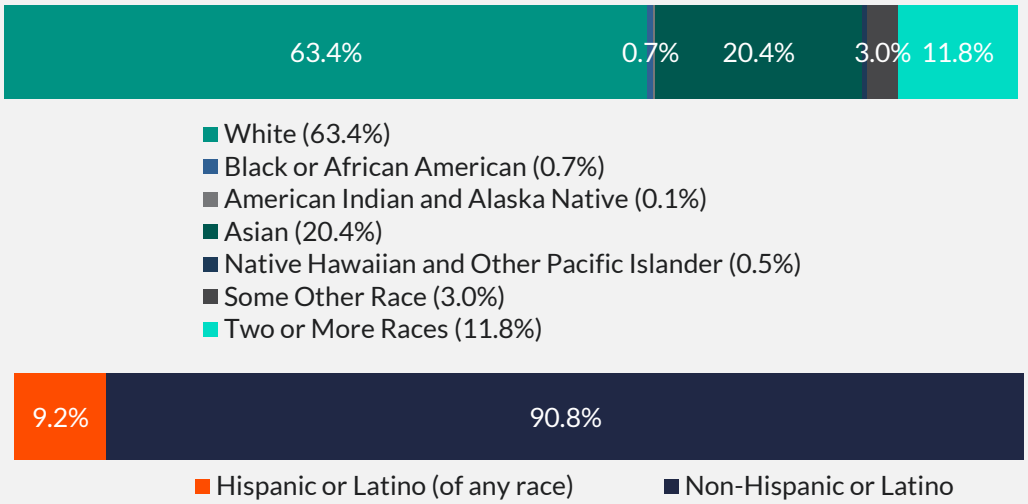
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

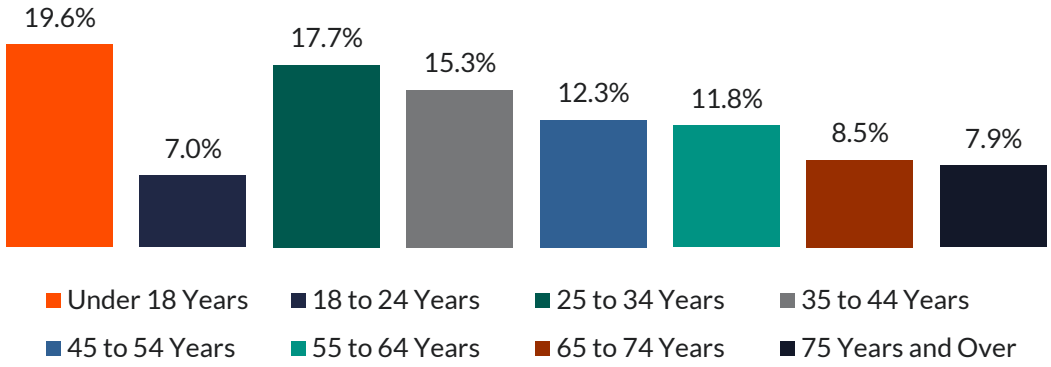
CITY OF SAN MATEO, CA

104,165
Total Population (2022)

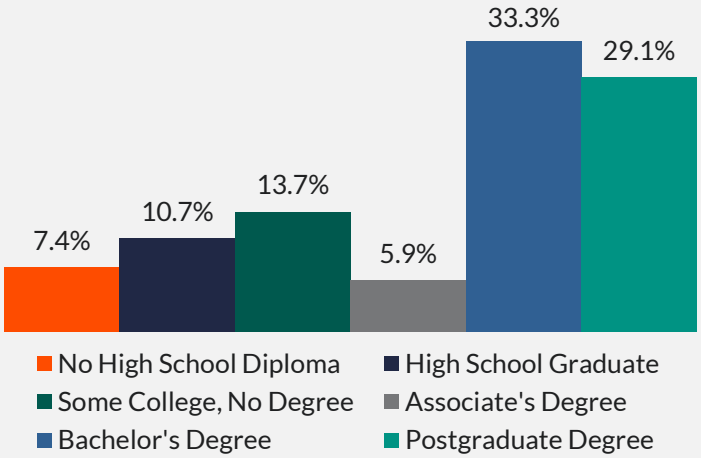
$149,152
Median Household Income

38.1
Median Age

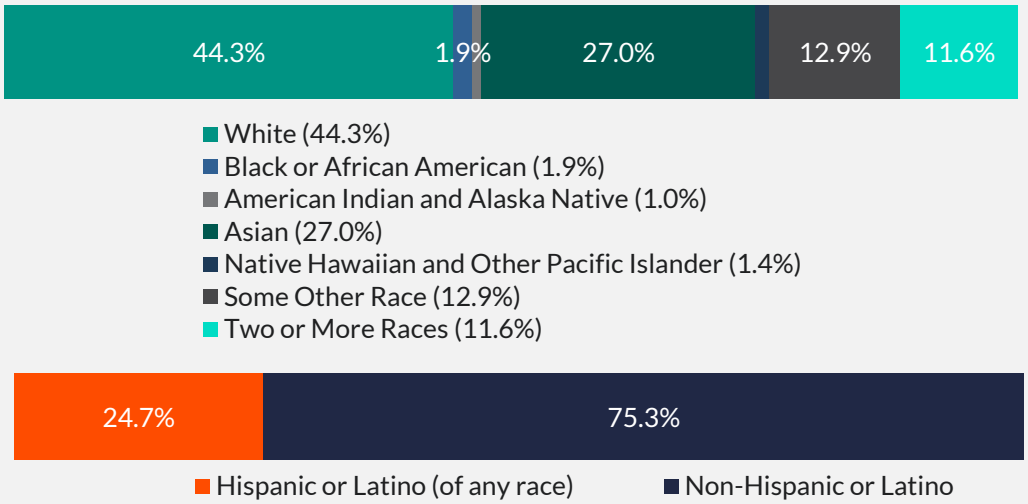
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

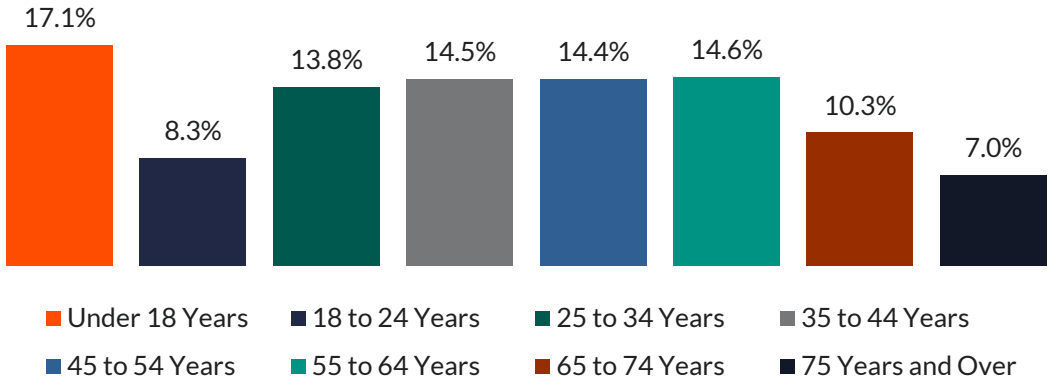
CITY OF SOUTH SAN FRANCISCO, CA

65,596
Total Population (2022)

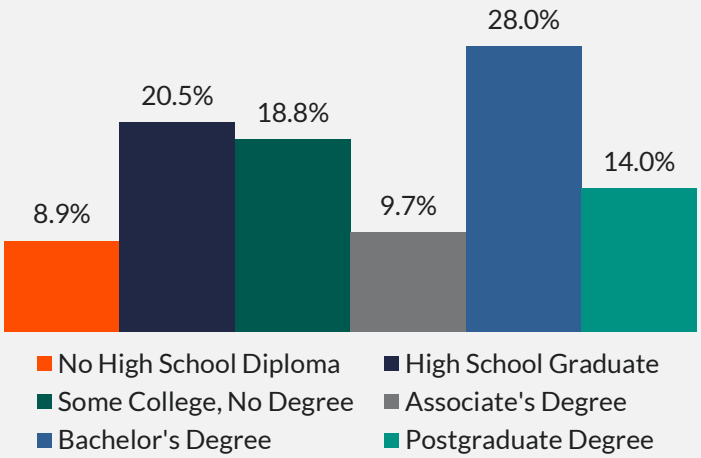
$127,062
Median Household Income

42.3
Median Age

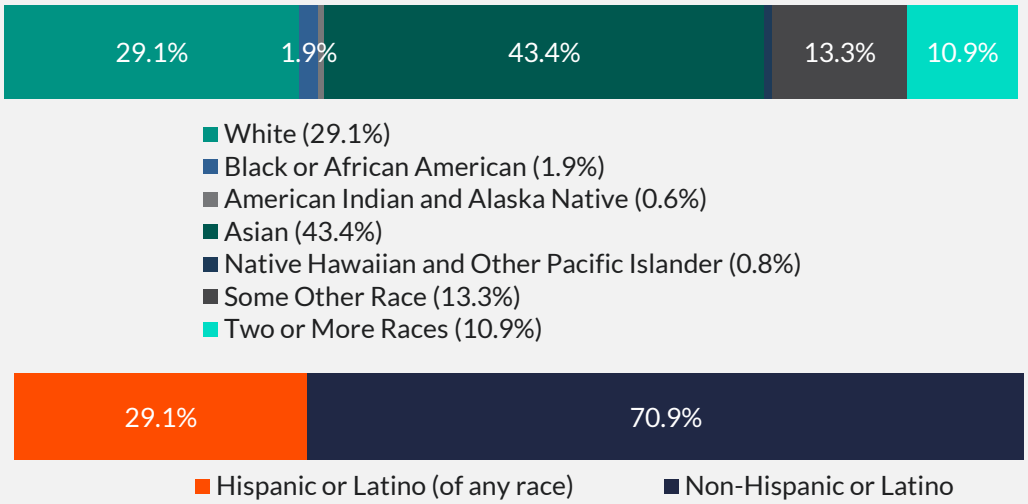
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

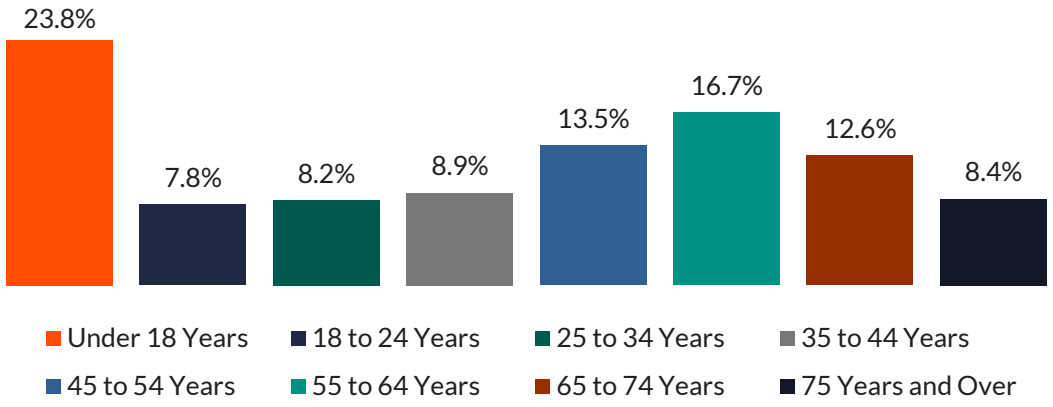
TOWN OF WOODSIDE, CA

5,256
Total Population (2022)

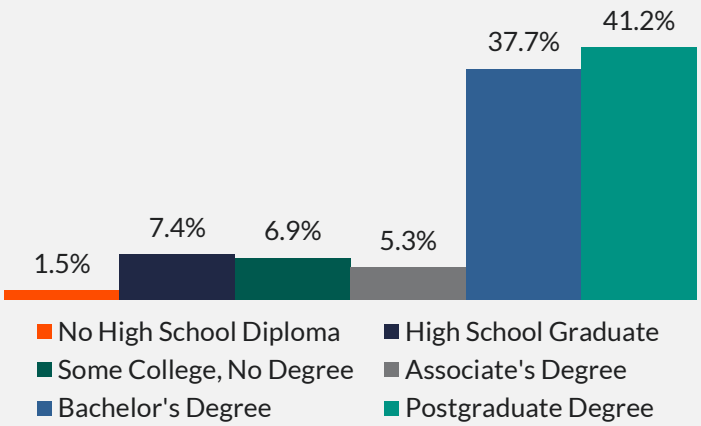
$250,001
Median Household Income

46.4
Median Age

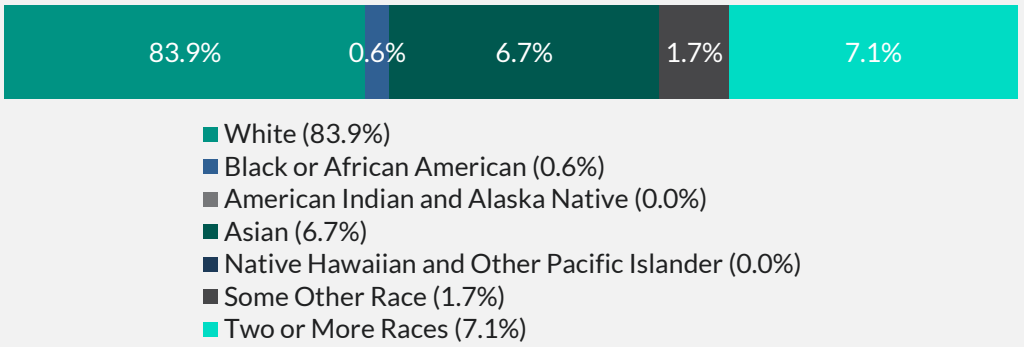
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

UNINCORPORATED AREAS DEMOGRAPHIC TRENDS

DEMOGRAPHIC PROFILE

BROADMOOR, CA

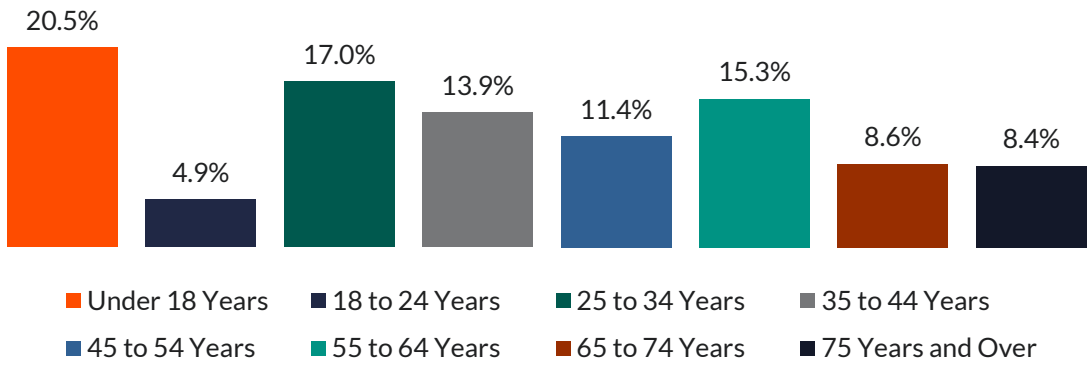
(Census-Designated Place)

4,419
Total Population (2022)

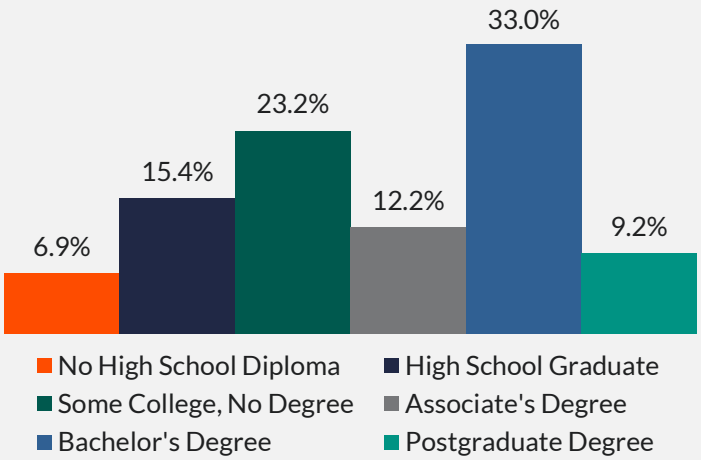
$155,137
Median Household Income

41.2
Median Age

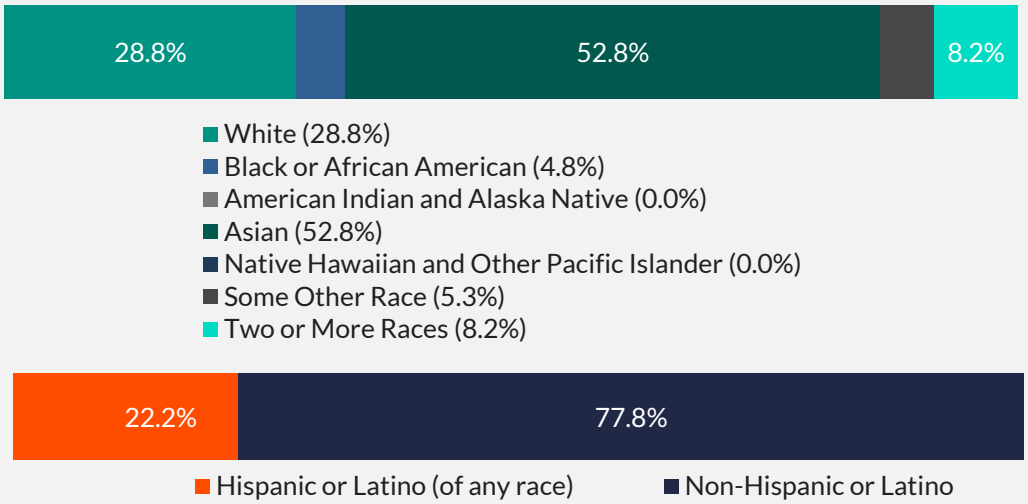
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

FAIR OAKS, CA

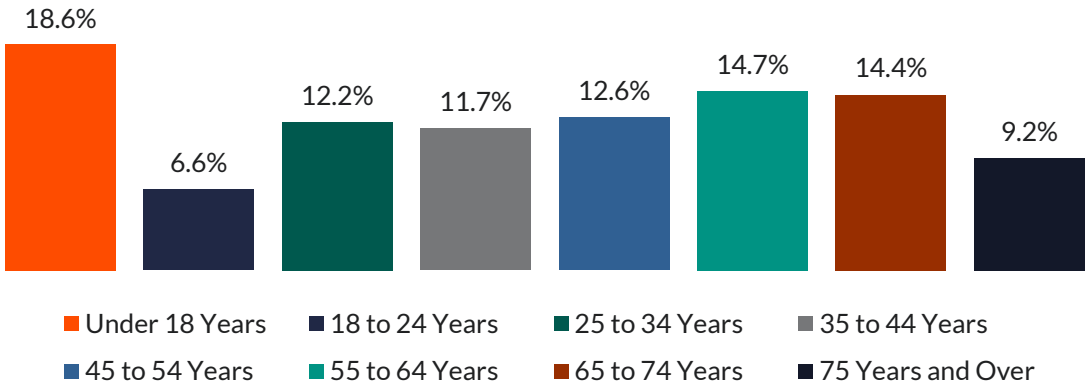
(Census-Designated Place)

32,754
Total Population (2022)

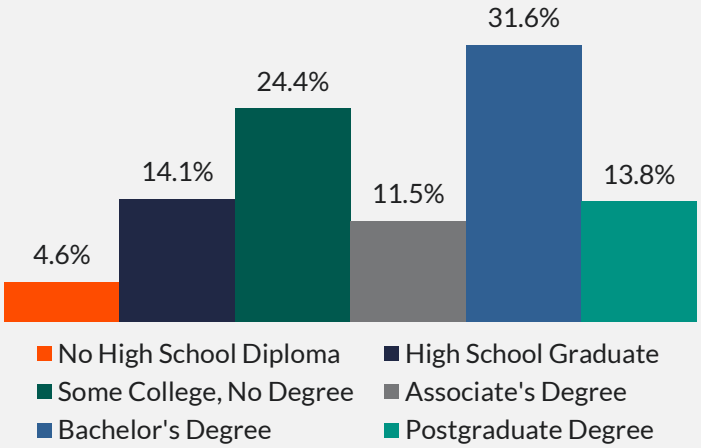
$112,138
Median Household Income

45.7
Median Age

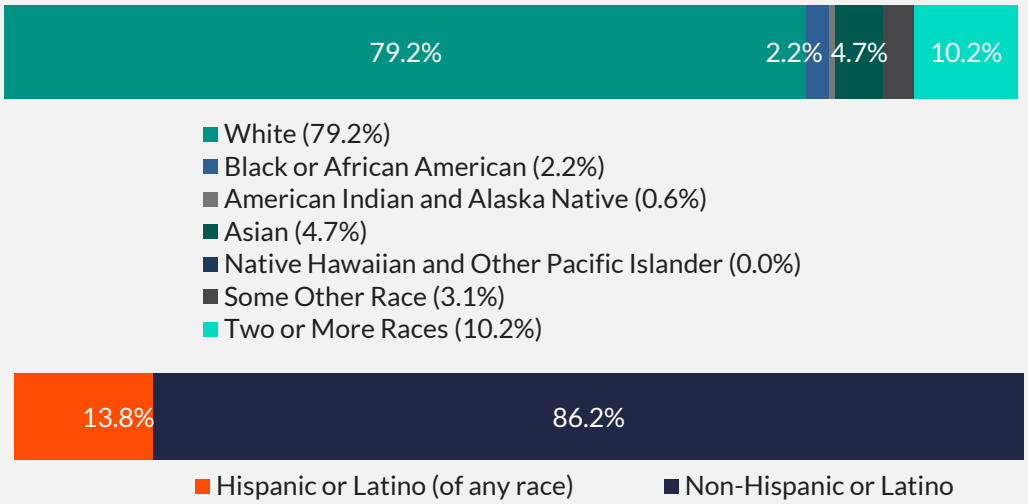
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

HIGHLANDS, CA

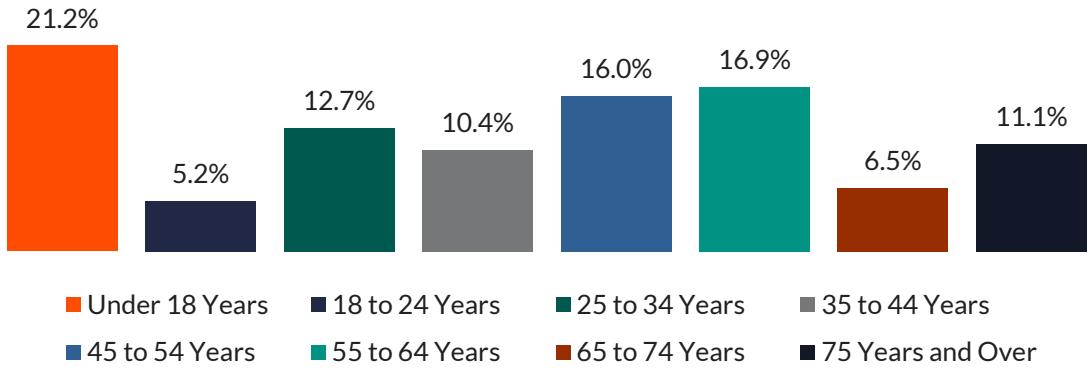
(Census-Designated Place)

2,730
Total Population (2022)

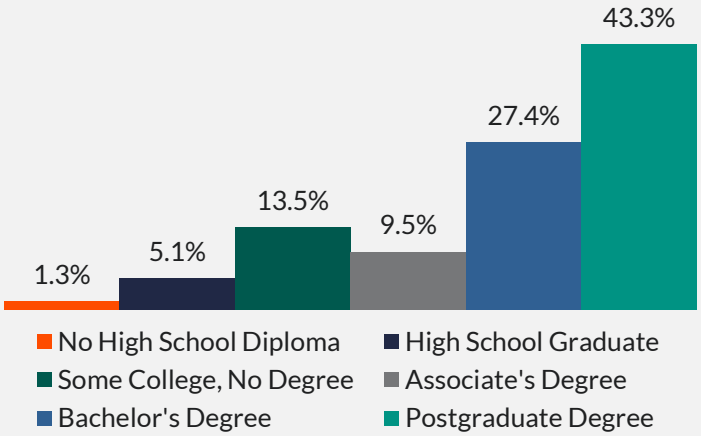
$250,001
Median Household Income

45.3
Median Age

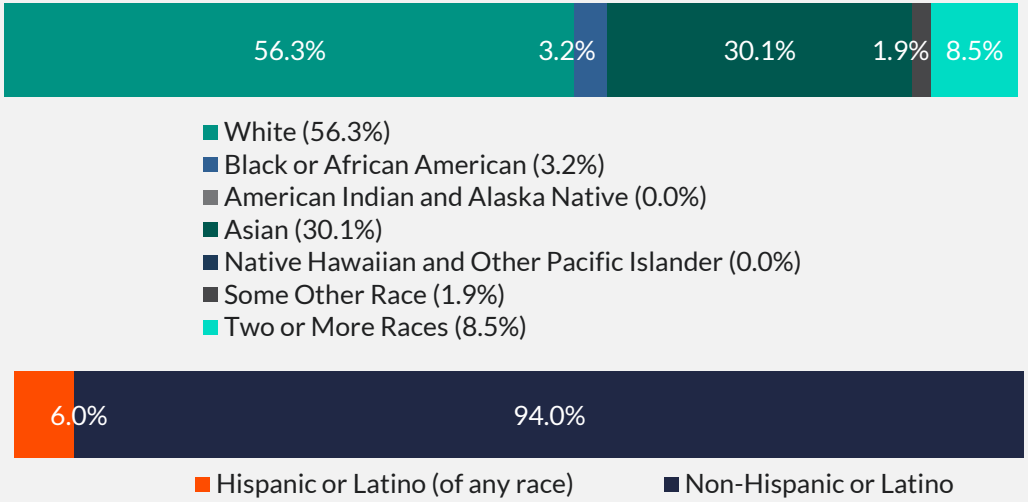
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

BAYWOOD PARK, CA

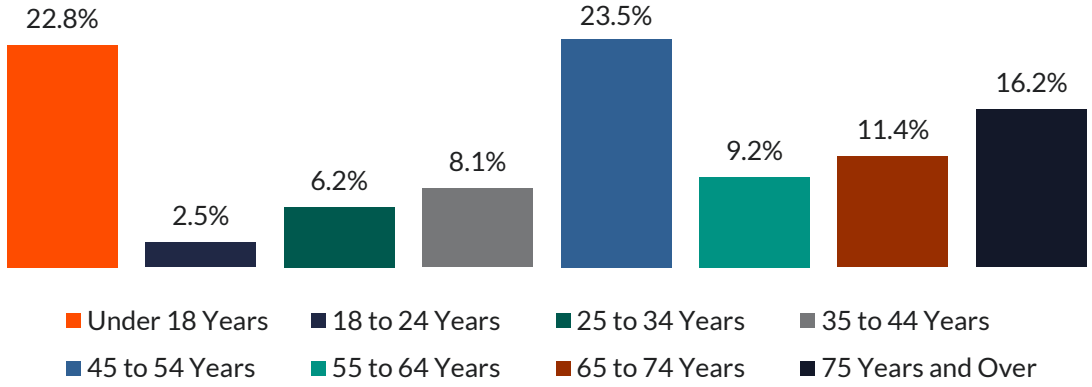
(Census-Designated Place)

1,687
Total Population (2022)

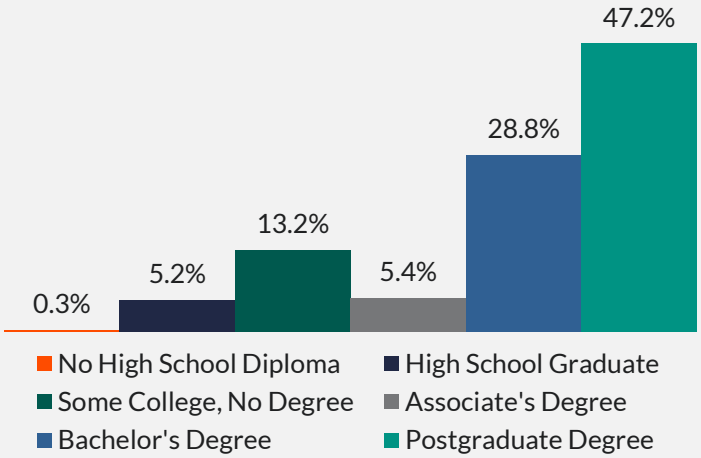
$198,750
Median Household Income

49.2
Median Age

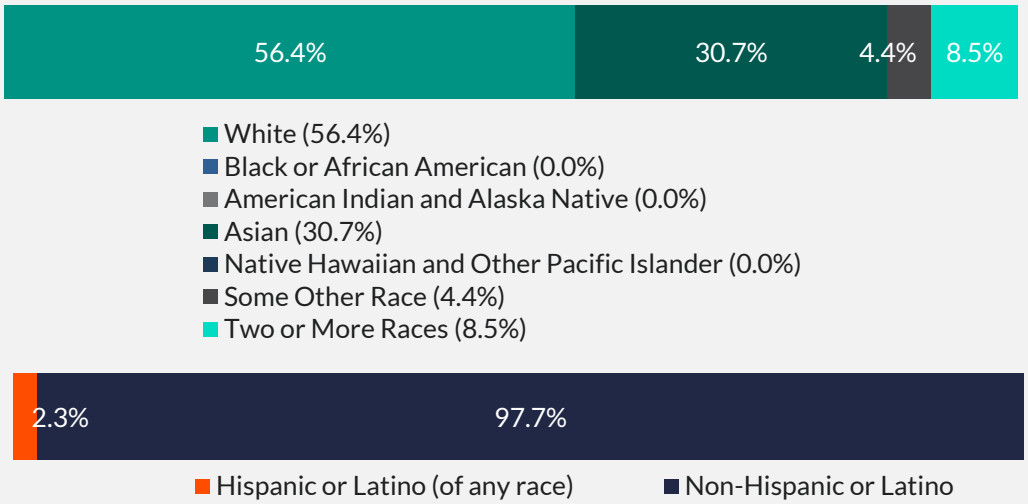
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

LADERA, CA

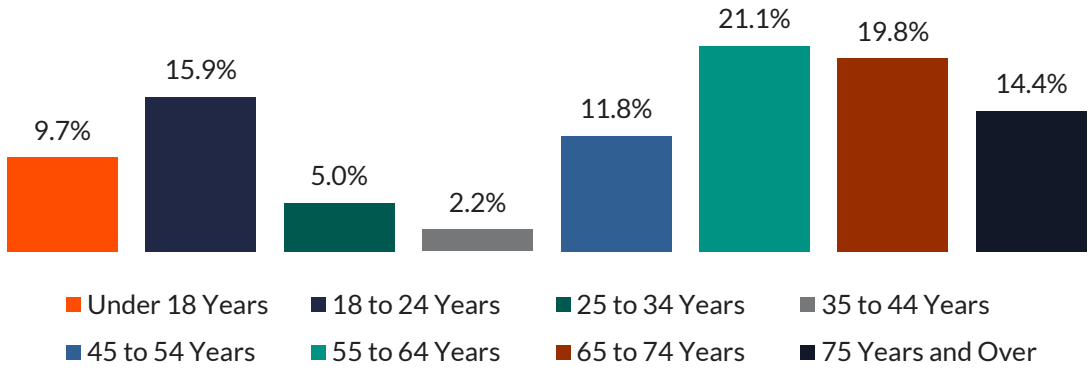
(Census-Designated Place)

1,427
Total Population (2022)

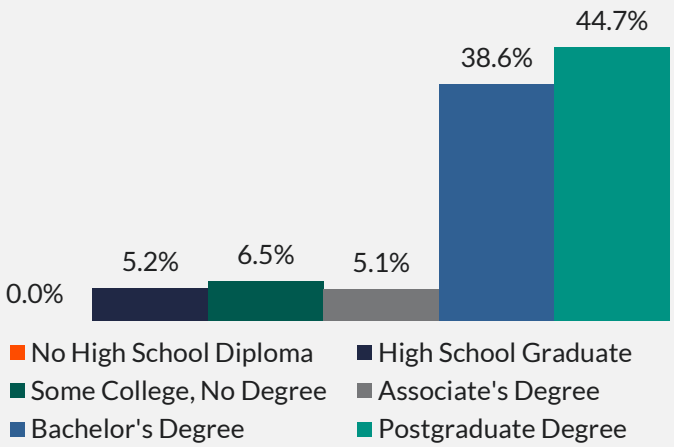
$190,486
Median Household Income

58.5
Median Age

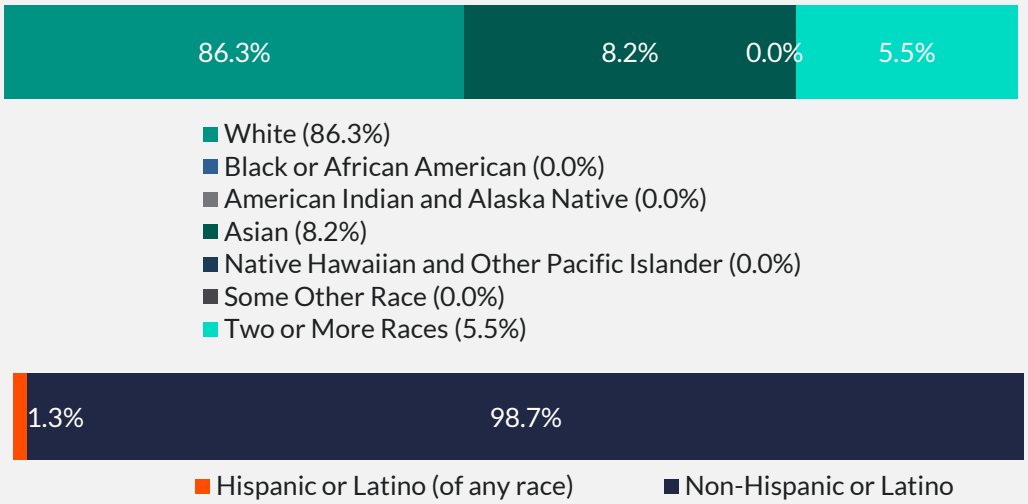
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

LOMA MAR, CA

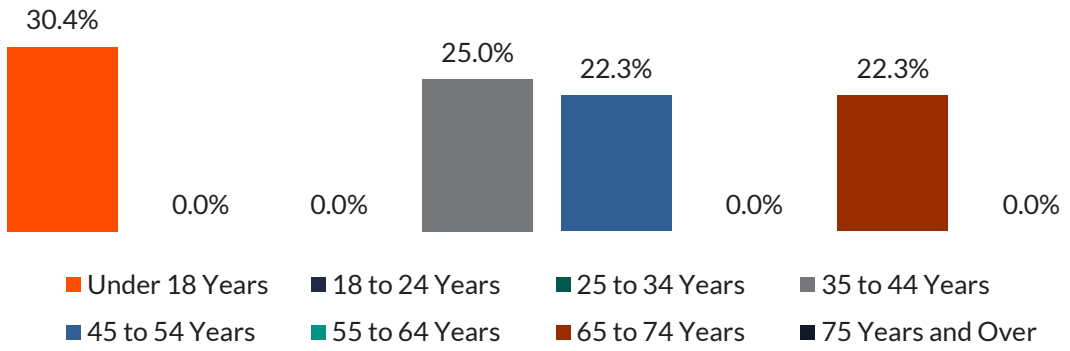
(Census-Designated Place)

112
Total Population (2022)

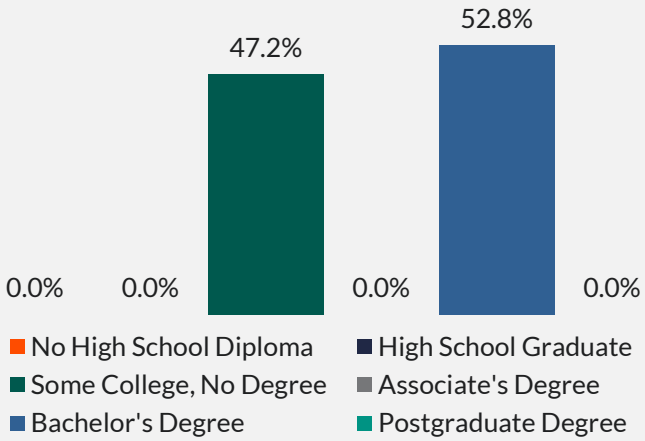
Median Household Income

44.8
Median Age

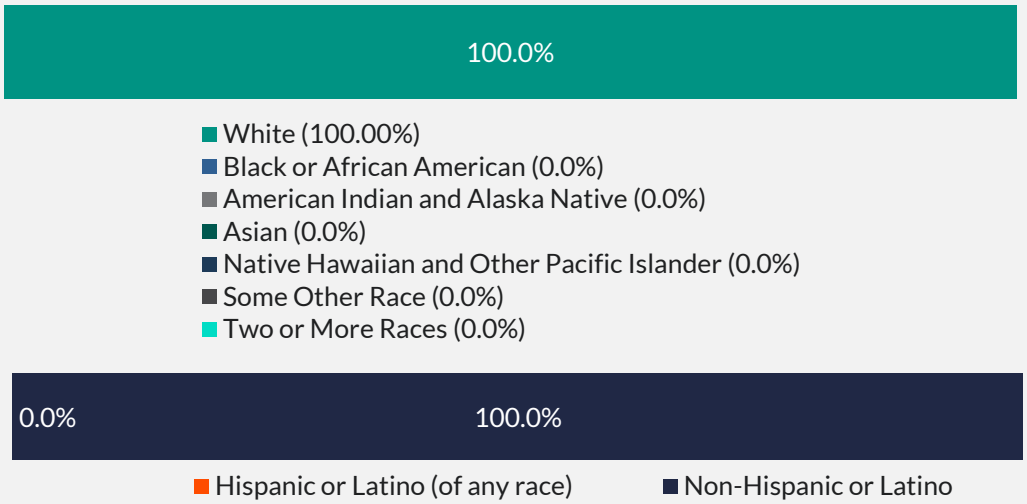
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

NORTH FAIR OAKS, CA

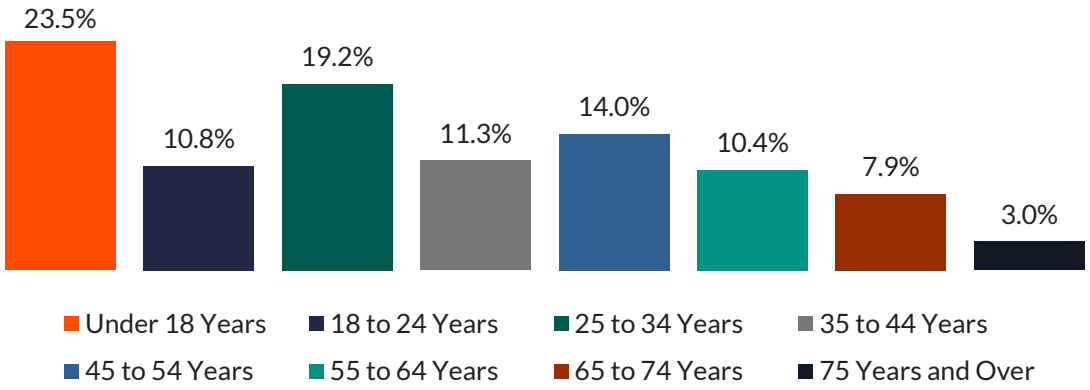
(Census-Designated Place)

13,718
Total Population (2022)

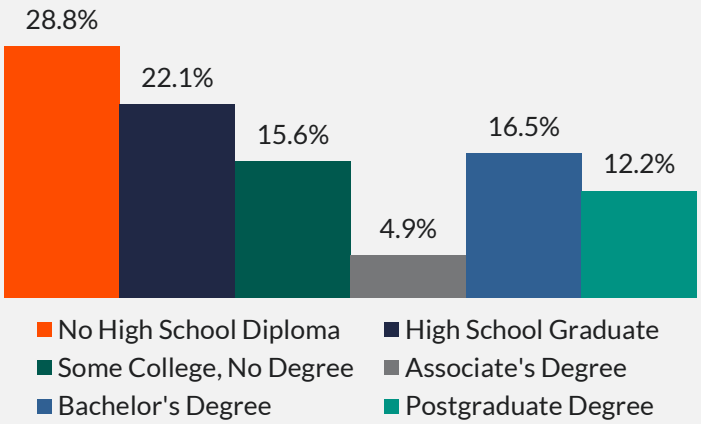
$114,925
Median Household Income

31.7
Median Age

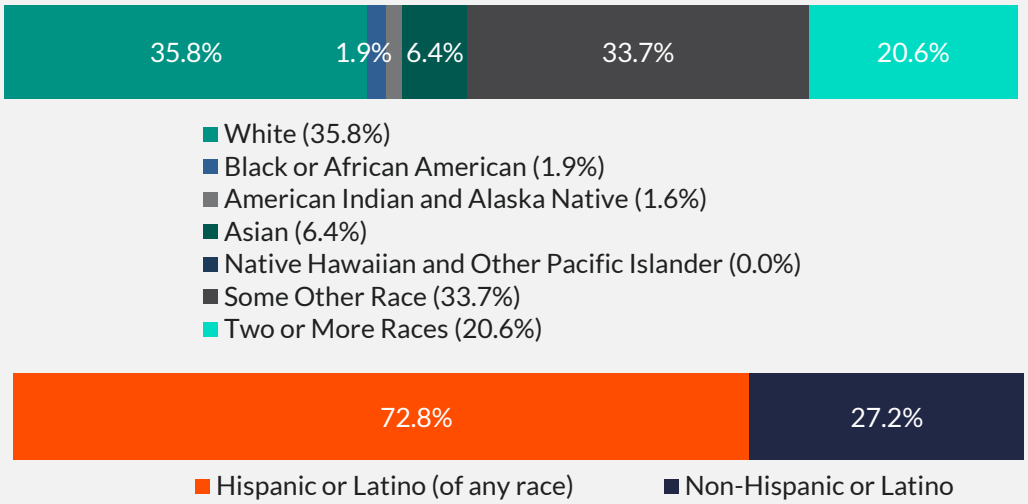
Percentage of Population by Age Bracket



Educational Attainment



Race/Ethnicity Demographics



Source: JobsEQ

DEMOGRAPHIC PROFILE

WEST MENLO PARK, CA

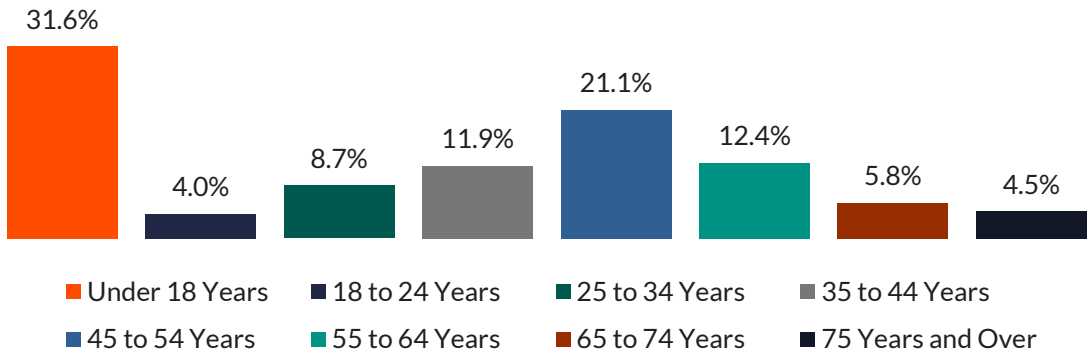
(Census-Designated Place)

3,401
Total Population (2022)

$250,001
Median Household Income

39.4
Median Age

Percentage of Population by Age Bracket



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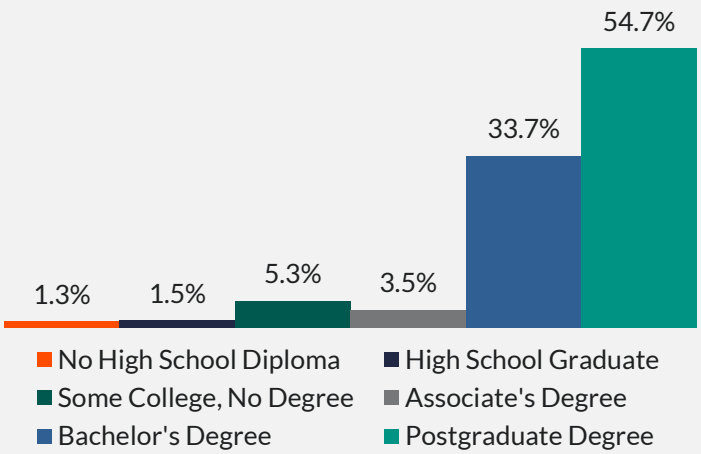
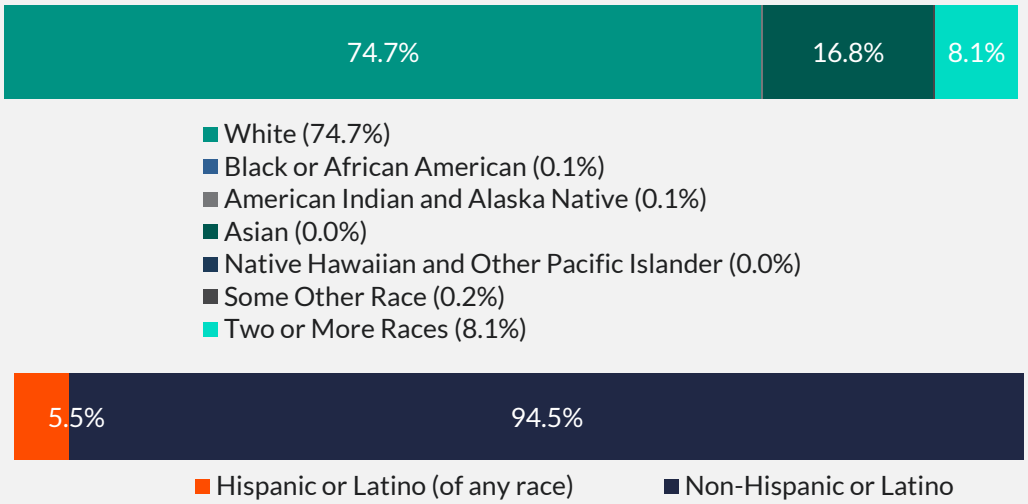


Race/Ethnicity Demographics



Source: JobsEQ

HANOVER RESEARCH

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