






Market Profile

4200 Farm Hill Blvd 4200 Farm Hill Blvd Prepared by Voorhees

Latitude: 37.4476 Redwood City, CA 94061 Redwood City, CA 94061 Redwood City, CA 94061
Longitude: -122.260572 Radius: 2.0 miles Radius: 5.0 miles Radius: 10.0 miles

	2000 Total Population	25,635	171,815	501,605
	2000 Group Quarters	307	9,779	14,180
	2006 Total Population	25,373	172,488	508,611
	2011 Total Population	25,266	172,718	511,673
	2006 - 2011 Annual Rate	-0.08%	0.03%	0.12%
	2000 Households	9,706	62,964	191,152
	2000 Average Household Size	2.61	2.57	2.55
	2006 Households	9,684	63,662	193,743
	2006 Average Household Size	2.59	2.56	2.55
	2011 Households	9,631	63,704	194,412
	2011 Average Household Size	2.59	2.56	2.56
	2006 - 2011 Annual Rate	-0.11%	0.01%	0.07%
	2000 Families	7,178	40,660	120,763
	2000 Average Family Size	2.96	3.13	3.13
	2006 Families	7,167	40,809	122,360
	2006 Average Family Size	2.94	3.13	3.14
	2011 Families	7,125	40,651	122,498
	2011 Average Family Size	2.94	3.14	3.16
	2006 - 2011 Annual Rate	-0.12%	-0.08%	0.02%
	2000 Housing Units	9,890	64,680	196,321
	Owner Occupied Housing Units	81.4%	58.4%	57.2%
	Renter Occupied Housing Units	16.7%	38.9%	40.2%
	Vacant Housing Units	1.8%	2.7%	2.7%
	2006 Housing Units	9,940	66,132	201,253
	Owner Occupied Housing Units	81.6%	58.0%	57.4%
	Renter Occupied Housing Units	15.8%	38.2%	38.9%
	Vacant Housing Units	2.6%	3.7%	3.7%
	2011 Housing Units	9,929	66,606	203,192
	Owner Occupied Housing Units	81.3%	57.1%	56.8%
	Renter Occupied Housing Units	15.7%	38.5%	38.9%
	Vacant Housing Units	3.0%	4.4%	4.3%
	Median Household Income			
	2000	\$96,453	\$76,783	\$77,138
	2006	\$121,330	\$96,179	\$97,422
	2011	\$146,161	\$117,027	\$118,799
	Median Home Value			
	2000	\$602,782	\$601,468	\$574,746
	2006	\$1,000,001	\$1,000,001	\$1,000,001
	2011	\$1,000,001	\$1,000,001	\$1,000,001
	Per Capita Income			
	2000	\$56,392	\$44,764	\$44,620
	2006	\$70,748	\$57,616	\$58,410
	2011	\$88,007	\$72,325	\$73,377
	Median Age			
	2000	41.5	36.2	36.7
	2006	42.9	37.1	37.6
	2011	44.9	38.2	39.0

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 2006 and 2011.



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	2000 Households by Income			
	Household Income Base	9,774	62,986	191,376
	< \$15,000	3.7%	6.8%	7.2%
	\$15,000 - \$24,999	4.1%	6.3%	6.1%
	\$25,000 - \$34,999	4.9%	7.2%	7.1%
	\$35,000 - \$49,999	8.9%	11.9%	11.3%
	\$50,000 - \$74,999	15.8%	16.7%	16.8%
	\$75,000 - \$99,999	14.2%	12.8%	13.3%
	\$100,000 - \$149,999	21.1%	16.9%	17.1%
	\$150,000 - \$199,999	9.0%	8.0%	8.3%
	\$200,000 +	18.2%	13.4%	12.8%
	Average Household Income	\$146,528	\$119,351	\$115,222
	2006 Households by Income			
	Household Income Base	9,684	63,660	193,741
	< \$15,000	2.8%	4.9%	5.2%
	\$15,000 - \$24,999	2.6%	4.5%	4.5%
	\$25,000 - \$34,999	3.4%	5.3%	5.0%
	\$35,000 - \$49,999	6.1%	9.2%	8.5%
	\$50,000 - \$74,999	12.5%	14.4%	14.6%
	\$75,000 - \$99,999	13.0%	13.3%	13.1%
	\$100,000 - \$149,999	19.9%	17.3%	17.9%
	\$150,000 - \$199,999	14.7%	11.5%	11.7%
	\$200,000 +	25.1%	19.6%	19.4%
	Average Household Income	\$184,724	\$153,276	\$151,955
	2011 Households by Income			
	Household Income Base	9,630	63,701	194,409
	< \$15,000	2.2%	3.9%	4.2%
	\$15,000 - \$24,999	1.8%	3.7%	3.6%
	\$25,000 - \$34,999	2.2%	3.5%	3.5%
	\$35,000 - \$49,999	4.5%	7.1%	6.7%
	\$50,000 - \$74,999	10.1%	13.1%	12.5%
	\$75,000 - \$99,999	10.3%	10.8%	11.0%
	\$100,000 - \$149,999	20.2%	19.0%	19.2%
	\$150,000 - \$199,999	14.2%	11.7%	12.1%
	\$200,000 +	34.6%	27.3%	27.2%
	Average Household Income	\$230,170	\$193,029	\$191,607
	2000 Owner Occupied HUs by Value			
	Total	8,095	37,914	112,353
	< \$50,000	0.4%	1.7%	1.3%
	\$50,000 - \$99,999	0.5%	1.1%	1.1%
	\$100,000 - \$149,999	0.1%	0.5%	0.6%
	\$150,000 - \$199,999	0.3%	1.0%	1.5%
	\$200,000 - \$299,999	3.1%	5.1%	6.7%
	\$300,000 - \$499,999	28.5%	25.7%	27.5%
	\$500,000 - \$999,999	47.2%	44.1%	42.1%
	\$1,000,000+	20.0%	20.7%	19.1%
	Average Home Value	\$711,310	\$695,111	\$672,038

2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,602	24,983	78,485
With Cash Rent	97.2%	97.8%	97.9%
No Cash Rent	2.8%	2.2%	2.1%
Median Rent	\$1,345	\$1,065	\$1,122
Average Rent	\$1,454	\$1,195	\$1,213

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 2006 and 2011.



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2000 Population by Age			
Total	25,632	171,815	501,606
0 - 4	6.3%	6.6%	6.4%
5 - 9	6.2%	6.5%	6.5%
10 - 14	6.1%	5.8%	5.9%
15 - 19	4.8%	6.5%	5.7%
20 - 24	3.4%	7.1%	6.1%
25 - 34	11.1%	15.4%	16.4%
35 - 44	18.8%	17.2%	17.2%
45 - 54	17.0%	13.8%	14.1%
55 - 64	10.5%	8.5%	8.9%
65 - 74	7.6%	5.8%	6.1%
75 - 84	6.5%	5.0%	4.8%
85+	1.7%	1.9%	1.8%
18+	78.1%	78.0%	77.8%

2006 Population by Age			
Total	25,374	172,487	508,611
0 - 4	5.9%	6.3%	6.2%
5 - 9	7.4%	6.6%	6.3%
10 - 14	6.9%	6.7%	6.3%
15 - 19	5.4%	7.2%	6.4%
20 - 24	3.5%	7.3%	6.5%
25 - 34	7.9%	12.5%	13.5%
35 - 44	17.0%	16.4%	16.5%
45 - 54	17.3%	14.4%	14.6%
55 - 64	13.2%	10.5%	10.9%
65 - 74	6.8%	5.4%	5.7%
75 - 84	6.1%	4.4%	4.5%
85+	2.5%	2.1%	2.0%
18+	76.2%	76.8%	77.1%

2011 Population by Age			
Total	25,267	172,717	511,674
0 - 4	5.8%	6.5%	6.3%
5 - 9	5.7%	5.6%	5.4%
10 - 14	7.9%	6.5%	6.2%
15 - 19	5.7%	7.4%	6.5%
20 - 24	3.8%	8.5%	7.6%
25 - 34	7.0%	11.5%	12.8%
35 - 44	14.2%	14.3%	14.6%
45 - 54	19.7%	15.9%	15.9%
55 - 64	14.7%	11.6%	12.0%
65 - 74	7.4%	5.9%	6.3%
75 - 84	5.0%	3.8%	4.1%
85+	3.1%	2.4%	2.4%
18+	76.8%	77.8%	78.3%

2000 Population by Sex			
Males	48.9%	49.8%	49.8%
Females	51.1%	50.2%	50.2%
2006 Population by Sex			
Males	48.8%	50.1%	50.0%
Females	51.2%	49.9%	50.0%
2011 Population by Sex			
Males	48.6%	50.2%	50.1%
Females	51.4%	49.8%	49.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Race/Ethnicity			
Total	25,635	171,815	501,603
White Alone	86.7%	75.2%	68.4%
Black Alone	0.7%	1.8%	3.6%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	5.9%	8.2%	14.4%
Some Other Race Alone	3.3%	10.5%	9.1%
Two or More Races	3.2%	3.8%	4.0%
Hispanic Origin	9.5%	22.9%	19.3%
Diversity Index	37.6	63.0	66.5

2006 Population by Race/Ethnicity			
Total	25,373	172,487	508,612
White Alone	83.1%	71.2%	63.7%
Black Alone	0.7%	1.9%	3.6%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	7.4%	9.9%	16.9%
Some Other Race Alone	4.3%	11.9%	10.5%
Two or More Races	4.4%	4.7%	5.0%
Hispanic Origin	12.3%	26.1%	22.4%
Diversity Index	45.5	68.4	71.8

2011 Population by Race/Ethnicity			
Total	25,266	172,718	511,673
White Alone	79.7%	67.7%	59.9%
Black Alone	0.8%	1.9%	3.5%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	8.7%	11.3%	18.8%
Some Other Race Alone	5.2%	13.1%	11.6%
Two or More Races	5.4%	5.6%	5.8%
Hispanic Origin	15.0%	28.9%	24.8%
Diversity Index	52.2	72.3	75.5

2000 Population 3+ by School Enrollment			
Total	24,659	165,000	482,207
Enrolled in Nursery/Preschool	2.4%	2.1%	2.0%



Enrolled in Kindergarten	1.5%	1.3%	1.4%
Enrolled in Grade 1-8	10.4%	10.6%	10.7%
Enrolled in Grade 9-12	4.3%	4.5%	4.8%
Enrolled in College	4.7%	8.4%	5.8%
Enrolled in Grad/Prof School	1.7%	1.9%	2.8%
Not Enrolled in School	75.0%	71.3%	72.5%

2000 Population 25+ by Educational Attainment

Total	18,817	116,423	349,097
Less than 9th Grade	2.3%	7.0%	6.4%
9th - 12th Grade, No Diploma	4.6%	6.4%	6.1%
High School Graduate	13.9%	14.4%	12.9%
Some College, No Degree	22.3%	19.5%	17.8%
Associate Degree	8.3%	6.7%	6.1%
Bachelor's Degree	25.9%	25.2%	27.2%
Master's/Prof/Doctorate Degree	22.7%	20.8%	23.6%

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 2006 and 2011.



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2000 Population 15+ by Sex and Marital Status

Total	20,923	139,645	406,554
Females	51.9%	50.8%	50.7%
Never Married	10.1%	13.4%	12.8%
Married, not Separated	31.6%	26.3%	26.9%
Married, Separated	0.7%	1.0%	1.0%
Widowed	4.8%	4.6%	4.6%
Divorced	4.7%	5.5%	5.4%
Males	48.1%	49.2%	49.3%
Never Married	12.0%	16.8%	16.4%
Married, not Separated	31.4%	27.0%	27.6%
Married, Separated	0.5%	0.7%	0.7%
Widowed	1.1%	1.0%	1.0%
Divorced	3.0%	3.5%	3.6%



2000 Population 16+ by Employment Status

Total	20,697	137,904	401,387
In Labor Force	66.8%	66.4%	66.5%
Civilian Employed	65.6%	63.8%	64.4%
Civilian Unemployed	1.2%	2.6%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	33.2%	33.6%	33.5%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	97.2%	95.3%	95.6%
Civilian Unemployed	2.8%	4.7%	4.4%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	97.4%	95.7%	96.0%
Civilian Unemployed	2.6%	4.3%	4.0%

2000 Females 16+ by Employment Status and Age of Children

Total	10,765	70,159	203,818
Own Children < 6 Only	9.3%	7.9%	7.9%
Employed/in Armed Forces	5.8%	4.8%	4.5%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	3.3%	3.0%	3.3%
Own Children <6 and 6-17	5.0%	5.8%	5.6%
Employed/in Armed Forces	2.9%	3.0%	2.9%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.1%	2.7%	2.6%
Own Children 6-17 Only	14.3%	13.8%	14.8%
Employed/in Armed Forces	10.7%	9.4%	10.3%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	3.6%	4.2%	4.2%
No Own Children <18	71.4%	72.5%	71.7%
Employed/in Armed Forces	38.2%	38.9%	39.1%
Unemployed	0.7%	2.0%	1.6%
Not in Labor Force	32.5%	31.6%	31.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2006 Employed Population 16+ by Industry

Total	12,162	80,839	234,938
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	8.4%	7.2%	6.0%
Manufacturing	10.1%	9.8%	10.5%
Wholesale Trade	2.8%	3.1%	3.3%
Retail Trade	9.7%	10.7%	10.4%
Transportation/Utilities	4.0%	3.2%	3.6%
Information	4.3%	3.9%	4.2%
Finance/Insurance/Real Estate	8.7%	8.3%	8.5%
Services	49.1%	51.2%	50.7%
Public Administration	2.7%	2.2%	2.4%

2006 Employed Population 16+ by Occupation

Total	12,159	80,837	234,941
White Collar	77.8%	72.5%	75.9%
Management/Business/Financial	26.8%	22.3%	22.6%
Professional	29.9%	28.5%	31.9%
Sales	10.1%	10.8%	10.6%
Administrative Support	11.0%	10.9%	10.7%
Services	9.6%	13.3%	12.2%
Blue Collar	12.6%	14.1%	12.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.8%	5.8%	4.6%
Installation/Maintenance/Repair	2.3%	2.1%	1.8%
Production	2.1%	2.9%	2.5%
Transportation/Material Moving	2.3%	3.2%	2.8%

2000 Workers 16+ by Means of Transportation to Work



Total	13,314	86,155	253,399
Drove Alone - Car, Truck, or Van	82.3%	74.0%	74.6%
Carpooled - Car, Truck, or Van	8.1%	9.2%	9.8%
Public Transportation	2.2%	3.8%	4.4%
Walked	1.3%	3.9%	2.8%
Other Means	1.3%	3.9%	3.6%
Worked at Home	4.8%	5.1%	4.8%
2000 Workers 16+ by Travel Time to Work			
Total	13,314	86,154	253,401
Did not Work at Home	95.2%	94.9%	95.2%
Less than 5 minutes	1.6%	2.1%	1.7%
5 to 9 minutes	4.6%	8.8%	8.5%
10 to 19 minutes	27.7%	29.3%	30.9%
20 to 24 minutes	17.7%	14.9%	15.0%
25 to 34 minutes	22.4%	20.9%	19.7%
35 to 44 minutes	8.7%	6.9%	6.8%
45 to 59 minutes	7.2%	6.8%	6.9%
60 to 89 minutes	3.5%	3.8%	4.1%
90 or more minutes	1.7%	1.3%	1.5%
Worked at Home	4.8%	5.1%	4.8%
Average Travel Time to Work (in min)	26.7	24.5	24.7
2000 Households by Vehicles Available			
Total	9,704	62,958	191,097
None	2.7%	6.2%	6.0%
1	21.5%	31.4%	33.0%
2	43.0%	40.0%	40.5%
3	21.2%	15.3%	14.3%
4	8.3%	5.0%	4.4%
5+	3.3%	2.1%	1.8%
Average Number of Vehicles Available	2.2	1.9	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



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2000 Households by Type			
Total	9,707	62,964	191,151
Family Households	73.9%	64.6%	63.2%
Married-couple Family	63.1%	52.6%	51.4%
With Related Children	26.7%	24.9%	24.2%
Other Family (No Spouse)	10.8%	12.0%	11.8%
With Related Children	5.6%	6.9%	6.7%
Nonfamily Households	26.1%	35.4%	36.8%
Householder Living Alone	18.7%	26.6%	27.5%
Householder Not Living Alone	7.3%	8.8%	9.3%
Households with Related Children	32.3%	31.8%	30.9%
Households with Persons 65+	27.6%	24.0%	23.5%

2000 Households by Size			
Total	9,706	62,964	191,152
1 Person Household	18.7%	26.6%	27.5%
2 Person Household	38.9%	34.2%	34.1%
3 Person Household	18.2%	15.3%	15.3%
4 Person Household	15.7%	13.4%	13.1%
5 Person Household	5.8%	5.7%	5.4%
6 Person Household	1.6%	2.4%	2.2%
7+ Person Household	1.1%	2.4%	2.4%

2000 Households by Year Householder Moved In			
Total	9,704	62,957	191,095
Moved in 1999 to March 2000	13.9%	18.1%	19.9%
Moved in 1995 to 1998	24.8%	28.9%	29.1%
Moved in 1990 to 1994	13.5%	15.9%	15.2%
Moved in 1980 to 1989	18.5%	16.0%	15.6%
Moved in 1970 to 1979	13.2%	10.5%	10.4%
Moved in 1969 or Earlier	16.1%	10.6%	9.8%
Median Year Householder Moved In	1991	1994	1995



2000 Housing Units by Units in Structure			
Total	9,882	64,692	196,306
1, Detached	88.0%	58.8%	54.6%
1, Attached	5.1%	7.3%	8.1%
2	1.5%	2.7%	2.0%
3 or 4	0.5%	4.8%	4.6%
5 to 9	1.0%	6.5%	6.7%
10 to 19	1.8%	7.0%	6.6%
20+	2.1%	11.0%	16.3%
Mobile Home	0.0%	1.4%	0.9%
Other	0.0%	0.6%	0.2%

2000 Housing Units by Year Structure Built			
Total	9,886	64,672	196,268
1999 to March 2000	0.9%	0.9%	1.0%
1995 to 1998	2.2%	2.0%	2.9%
1990 to 1994	3.6%	2.9%	3.5%
1980 to 1989	8.6%	8.5%	10.0%
1970 to 1979	10.3%	14.4%	17.7%
1969 or Earlier	74.3%	71.4%	64.9%
Median Year Structure Built	1957	1959	1962

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



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Top 3 Tapestry Segments

1.	Connoisseurs	Urban Chic	Urban Chic
2.	Urban Chic	Connoisseurs	Laptops and Lattes
3.	Wealthy Seaboard Suburbs	Trendsetters	Trendsetters



2006 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 \$	\$49,840,570	\$281,328,451	\$848,450,654
Average Spent	\$5,146.69	\$4,419.10	\$4,379.26

Spending Potential Index	189	162	161
Computers & Accessories: Total \$	\$6,769,175	\$37,631,636	\$114,300,702
Average Spent	\$699.01	\$591.12	\$589.96
Spending Potential Index	272	230	229
Education: Total \$	\$29,834,978	\$161,379,084	\$489,636,401
Average Spent	\$3,080.85	\$2,534.94	\$2,527.25
Spending Potential Index	273	224	224
Entertainment/Recreation: Total \$	\$85,457,361	\$455,916,416	\$1,375,436,095
Average Spent	\$8,824.59	\$7,161.52	\$7,099.28
Spending Potential Index	267	217	215
Food at Home: Total \$	\$113,755,487	\$651,713,002	\$1,964,879,071
Average Spent	\$11,746.75	\$10,237.08	\$10,141.68
Spending Potential Index	239	208	206
Food Away from Home: Total \$	\$80,483,659	\$459,906,873	\$1,389,832,590
Average Spent	\$8,310.99	\$7,224.20	\$7,173.59
Spending Potential Index	249	217	215
Health Care: Total \$	\$86,630,488	\$453,494,739	\$1,365,237,773
Average Spent	\$8,945.73	\$7,123.48	\$7,046.64
Spending Potential Index	243	194	192
HH Furnishings & Equipment: Total \$	\$52,327,457	\$276,751,245	\$836,391,784
Average Spent	\$5,403.50	\$4,347.20	\$4,317.02
Spending Potential Index	245	197	196
Investments: Total \$	\$198,083,209	\$953,276,300	\$2,899,745,303
Average Spent	\$20,454.69	\$14,974.02	\$14,966.97
Spending Potential Index	438	320	320
Retail Goods: Total \$	\$595,479,267	\$3,280,785,936	\$9,906,911,012
Average Spent	\$61,491.04	\$51,534.45	\$51,134.29
Spending Potential Index	236	198	196
Shelter: Total \$	\$390,075,416	\$2,158,171,781	\$6,514,955,387
Average Spent	\$40,280.40	\$33,900.47	\$33,626.79
Spending Potential Index	282	238	236
TV/Video/Sound Equipment: Total \$	\$25,595,836	\$145,091,102	\$438,591,213
Average Spent	\$2,643.11	\$2,279.08	\$2,263.78
Spending Potential Index	242	209	207
Travel: Total \$	\$50,689,066	\$261,706,134	\$787,771,889
Average Spent	\$5,234.31	\$4,110.87	\$4,066.07
Spending Potential Index	293	230	227
Vehicle Maintenance & Repairs: Total \$	\$26,775,662	\$150,792,797	\$457,367,121
Average Spent	\$2,764.94	\$2,368.65	\$2,360.69
Spending Potential Index	258	221	220

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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.