

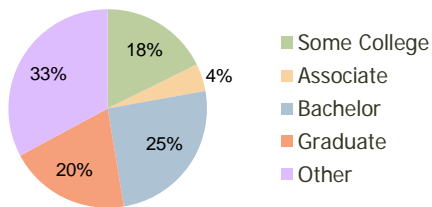
Strawflower Village Half Moon Bay, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

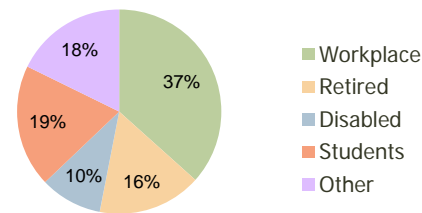
Current Population	6,958	13,103	18,635
Adjusted Total Pop (Carrier Route)	8,375	15,539	19,396
Total Daytime Pop	6,188	10,470	14,119
Workplace Pop	2,681	3,835	4,925
Average Household Income	\$107,512	\$126,208	\$128,828
Median Household Income	\$86,162	\$94,057	\$100,882
Total Housing Units	2,371	4,749	6,699
Median Home Value	\$771,455	\$797,092	\$792,597
Bachelors Degree	21.2%	25.2%	25.6%
Graduate Degree	14.2%	19.7%	22.1%
Total Consumer Spending/Capita	\$368	\$378	\$379

2016 Demographic Projections

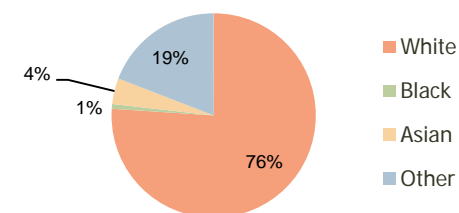
Projected Population	6,816	12,852	18,313
Projected 5 Year Pop Growth	-0.4%	-0.4%	-0.3%
Projected Households	2,327	4,657	6,581
Projected 5 Year Household Growth	-0.4%	-0.4%	-0.4%



Education (3-Mile)



Daytime Population (3-Mile)



Ethnicity (3-Mile)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

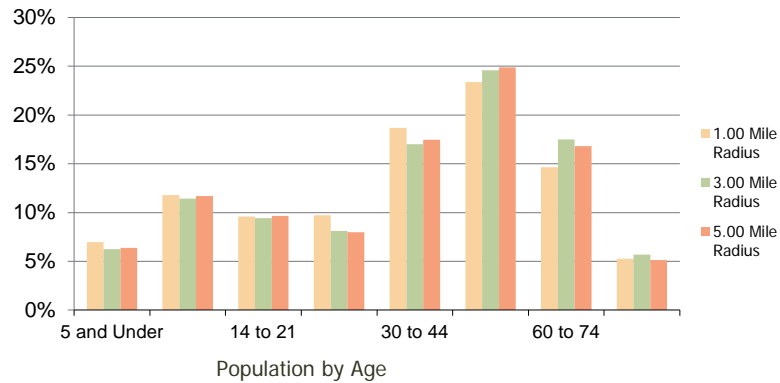
Strawflower Village
Half Moon Bay, CA

1.00 Mile
Radius

3.00 Mile
Radius

5.00 Mile
Radius

Population by Age Range



Household Income by Income Range



Population	Current Estimated Population	6,958	13,103	18,635
	2010 Census Population	6,901	13,010	18,485
	2000 Census Population	6,994	12,608	17,782
	Historical Annual Growth 2000 to 2010	-0.13%	0.31%	0.39%
	Estimated Annual Growth 2010 to 2011	0.46%	0.41%	0.46%
Households	Projected Annual Growth 2011 to 2016	-0.41%	-0.39%	-0.35%
	Current Estimated Households	2,371	4,749	6,699
	2010 Census Households	2,349	4,716	6,647
	2000 Census Households	2,202	4,368	6,090
	Historical Annual Growth 2000 to 2010	0.6%	0.8%	0.9%
Ethnicity	Estimated Annual Growth 2010 to 2011	0.5%	0.4%	0.4%
	Projected Annual Growth 2011 to 2016	-0.4%	-0.4%	-0.4%
	Population per Household	2.9	2.7	2.8
	White	72.8%	76.0%	75.7%
	Black or African American	0.8%	0.7%	0.7%
	Asian & Pacific Islander	4.3%	4.1%	3.8%
	Other Races	22.1%	19.1%	19.8%
Hispanic or Latino Population	36.1%	31.3%	30.9%	
Non Hispanic or Latino Population	63.9%	68.7%	69.1%	

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