

Serramonte Center
Daly City, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

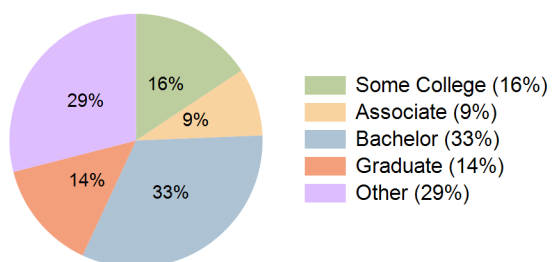
Current Year Demographics

Current Population	29,655	192,540	409,820	282,408
Total Daytime Pop	25,576	146,343	330,987	220,809
Daytime Workers	11,551	54,877	137,388	89,392
Average Household Income	\$166,455	\$170,913	\$177,678	\$178,026
Median Household Income	\$136,492	\$136,495	\$134,403	\$135,820
Total Households	9,036	60,735	132,072	92,661
Median Home Value	\$1,125,221	\$1,180,242	\$1,235,441	\$1,222,597
Bachelors Degree	33.6%	32.4%	31.3%	32.6%
Graduate Degree	9.1%	11.8%	13.7%	14.1%
Consumer Spending Index	140	143	149	150

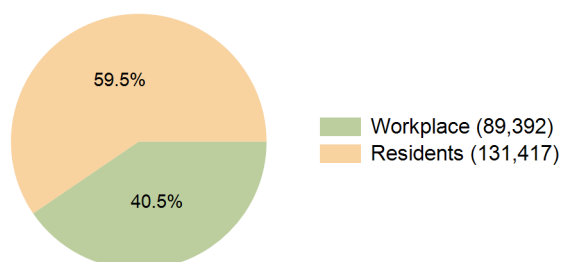
2030 Demographic Projections

Projected Population	29,354	191,439	407,483	279,659
Projected 5 Year Annual Growth Rate (Pop)	-0.2%	-0.1%	-0.1%	-0.2%
Projected Households	8,879	59,950	131,195	91,603
Projected 5 Year Annual Growth Rate (HH)	-0.4%	-0.3%	-0.1%	-0.2%

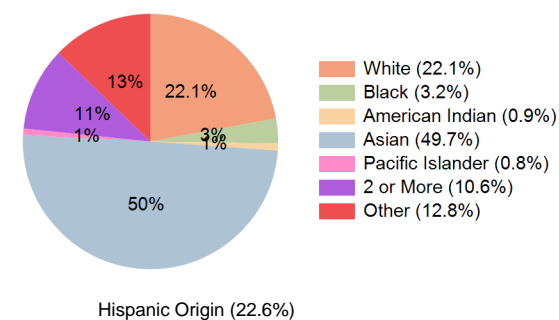
Education (10 Minute Drive)



Daytime Population (10 Minute Drive)

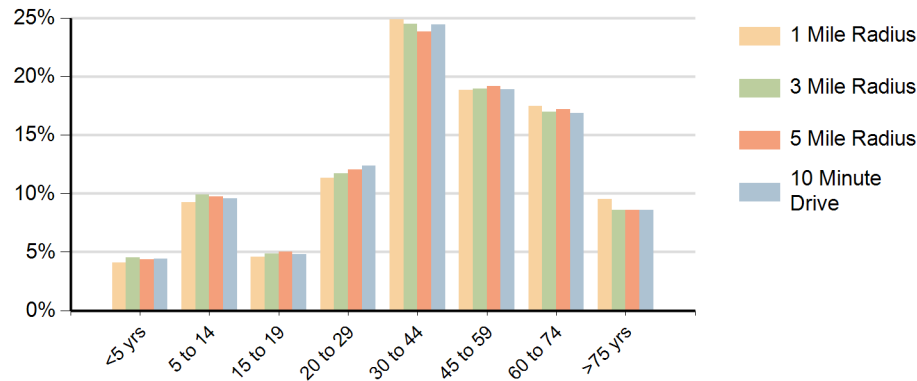


Race (10 Minute Drive)

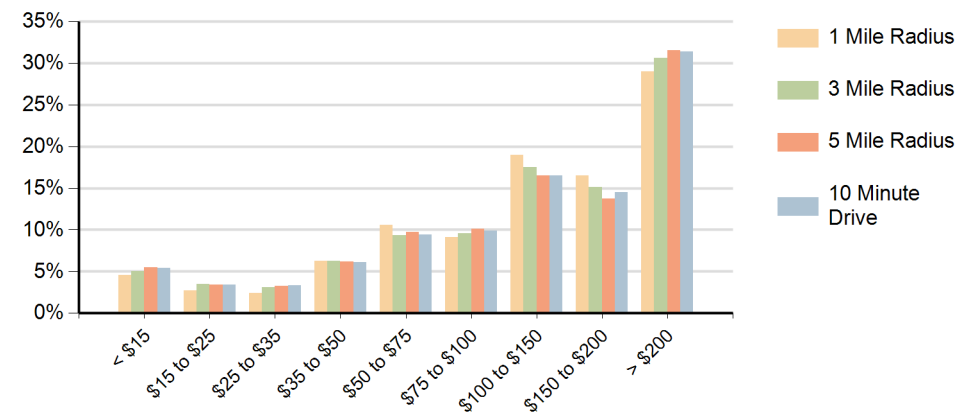


Hispanic Origin (22.6%)

Population by Age Range



Households by Income Range (\$000)



Serramonte Center Daly City, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	29,655	192,540	409,820	282,408
	2020 Census Population	29,275	188,685	406,970	278,770
	2010 Census Population	28,735	181,026	395,633	269,782
	Historical Annual Growth 2010 to 2020	0.2%	0.4%	0.3%	0.3%
	Estimated Annual Growth 2020 to 2025	0.3%	0.4%	0.1%	0.3%
	Projected Annual Growth 2025 to 2030	-0.2%	-0.1%	-0.1%	-0.2%
Households	Current Estimated Households	9,036	60,735	132,072	92,661
	2020 Census Households	9,080	60,546	131,668	92,183
	2010 Census Households	9,049	58,728	127,241	88,983
	Historical Annual Growth 2010 to 2020	0.0%	0.3%	0.3%	0.4%
	Estimated Annual Growth 2020 to 2025	-0.1%	0.1%	0.1%	0.1%
	Projected Annual Growth 2025 to 2030	-0.4%	-0.3%	-0.1%	-0.2%
Race	Population per Household	3.2	3.1	3.1	3.0
	White	14.0%	18.6%	21.6%	22.1%
	Black or African American	2.2%	2.2%	3.1%	3.2%
	American Indian	0.5%	0.9%	0.9%	0.9%
	Asian	63.6%	53.5%	48.3%	49.7%
	Pacific Islander	0.9%	0.9%	1.0%	0.8%
	2 or More Races	8.9%	10.4%	10.7%	10.6%
	Other Races	9.9%	13.5%	14.3%	12.8%
Hispanic Origin		17.2%	23.4%	24.6%	22.6%