

Serramonte Center
Daly City, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

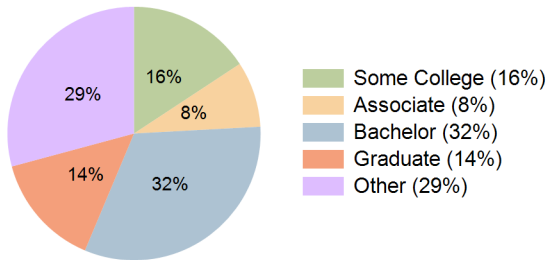
Current Year Demographics

Current Population	29,853	193,272	405,854	277,012
Total Daytime Pop	23,905	139,725	315,501	205,967
Daytime Workers	10,338	51,672	134,832	84,202
Average Household Income	\$159,146	\$162,131	\$166,579	\$167,468
Median Household Income	\$123,851	\$122,678	\$122,507	\$124,114
Total Households	9,062	60,845	131,226	91,267
Median Home Value	\$1,122,795	\$1,178,195	\$1,231,663	\$1,219,452
Bachelors Degree	34.9%	32.1%	31.4%	32.2%
Graduate Degree	9.4%	12.2%	13.9%	14.5%
Consumer Spending Index	137	140	144	145

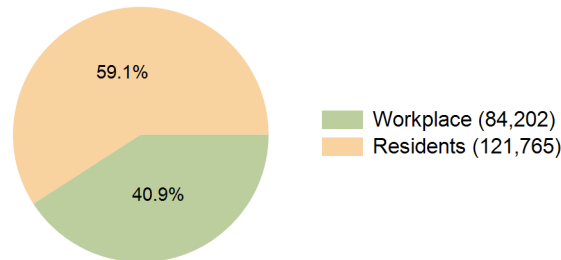
2029 Demographic Projections

Projected Population	30,019	195,391	411,214	280,559
Projected 5 Year Annual Growth Rate (Pop)	0.1%	0.2%	0.3%	0.3%
Projected Households	8,959	60,464	131,420	91,313
Projected 5 Year Annual Growth Rate (HH)	-0.2%	-0.1%	0.0%	0.0%

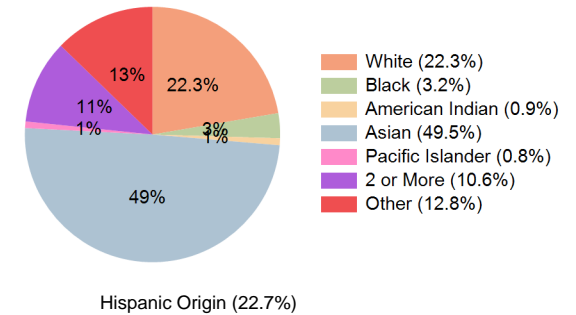
Education (10 Minute Drive)



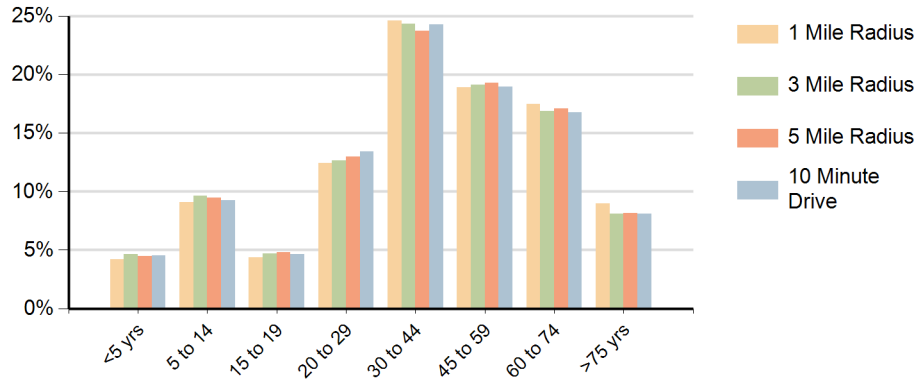
Daytime Population (10 Minute Drive)



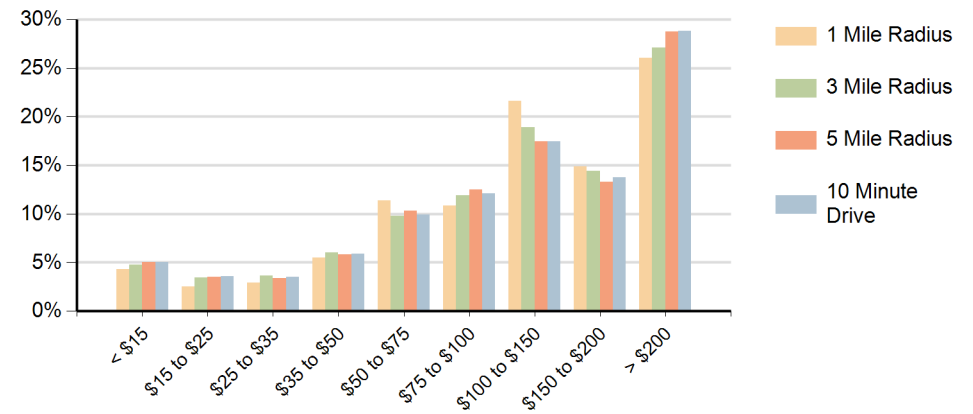
Race (10 Minute Drive)



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	29,853	193,272	405,854	277,012
	2020 Census Population	29,275	188,685	406,970	275,627
	2010 Census Population	28,735	181,026	395,633	266,435
	Historical Annual Growth 2010 to 2020	0.2%	0.4%	0.3%	0.3%
	Estimated Annual Growth 2020 to 2024	0.5%	0.6%	-0.1%	0.1%
	Projected Annual Growth 2024 to 2029	0.1%	0.2%	0.3%	0.3%
Households	Current Estimated Households	9,062	60,845	131,226	91,267
	2020 Census Households	9,080	60,546	131,668	91,352
	2010 Census Households	9,049	58,728	127,241	88,119
	Historical Annual Growth 2010 to 2020	0.0%	0.3%	0.3%	0.4%
	Estimated Annual Growth 2020 to 2024	-0.1%	0.1%	-0.1%	0.0%
	Projected Annual Growth 2024 to 2029	-0.2%	-0.1%	0.0%	0.0%
Population per Household		3.3	3.2	3.1	3.0
Race	White	14.3%	18.9%	21.8%	22.3%
	Black or African American	2.2%	2.2%	3.1%	3.2%
	American Indian	0.5%	0.9%	0.9%	0.9%
	Asian	63.1%	53.0%	48.0%	49.5%
	Pacific Islander	0.9%	1.0%	1.0%	0.8%
	2 or More Races	9.0%	10.5%	10.8%	10.6%
	Other Races	10.0%	13.6%	14.4%	12.8%
	Hispanic Origin	17.5%	23.7%	24.8%	22.7%