

Geographic Profiles of Cañada Students



Office of Planning, Research & Student Success

The subsequent slides contain a series of tables highlighting newly released socioeconomic data from the 2010 Census and related data for Cañada students.

Census Data Variables

1. Population
2. Population Growth
3. Median Household Income
4. Poverty Rate
5. Pct. Ages 5-18 Yrs Old
6. Pct Minority
7. Pct Speaking a 2nd Language
8. Pct w/ High School Diploma
9. Pct w/ BA Degree

Cañada Student Variables

1. Annual Headcount (# and %)
2. Headcount Growth
3. FTES (# and %)
4. Pct Ages 18 or 19 Yrs Old
5. Pct Ages 20-24 Yrs Old
6. Pct w/ High School Diploma
7. Pct w/ BA Degree
8. Pct Minority
9. Pct in Non-English Households
10. Pct Receiving Fin Aid
11. Pct w/ Disability
12. Pct Placing into Basic Skills Courses
13. Pct Taking an ESL Course
14. Pct Taking a Basic Skills Course
15. Pct Taking a Voc Ed Course
16. Pct Taking a STEM Course
17. Pct Taking an Online Course
18. Top Degree/Certificate Awarded

Note: variable definitions provided with each table.

City Population and Income Information (2010 Census)

Rank	City of Residence	City Population 2010	Population Growth 2000 - 2010	Median Household Income	Percent of Households Below Poverty Level
1	Redwood City	76,815	1.9%	\$75,231	9.6%
2	San Mateo	97,207	5.1%	\$83,850	5.9%
3	East Palo Alto	28,155	-4.6%	\$48,734	16.6%
4	San Carlos	28,406	2.5%	\$110,929	3.3%
5	Menlo Park	32,026	4.0%	\$107,860	6.2%
6	San Francisco	805,235	3.7%	\$71,304	11.9%
7	Belmont	25,835	2.8%	\$99,913	3.6%
8	Palo Alto	64,403	9.9%	\$120,670	5.7%
9	South San Francisco	63,632	5.1%	\$74,158	6.3%
10	Burlingame	28,806	2.3%	\$81,849	7.2%
11	Foster City	30,567	6.1%	\$111,563	4.4%
12	Daly City	101,123	-2.4%	\$74,987	7.0%
13	San Jose	945,942	5.7%	\$79,405	10.8%
14	Half Moon Bay	11,324	-4.4%	\$92,875	6.5%
15	San Bruno	41,114	2.4%	\$75,576	7.2%
16	Woodside	5,287	-1.2%	\$186,359	3.7%
17	Mountain View	74,066	4.7%	\$88,244	6.8%
18	Pacifica	37,234	-3.0%	\$90,472	4.8%
19	Millbrae	21,532	3.9%	\$80,763	5.9%
20	Hayward	144,186	3.0%	\$61,268	12.5%

Note: Table sorted to correspond with the ranked list of largest enrollment centers for Canada College

Data Source: U.S. Census Bureau QuickFacts. Figures are for 2010 and available at: <http://quickfacts.census.gov/qfd/states/060001k.html>

City Demographics and Social Characteristics (2010 Census)

Rank	City of Residence	Percent Ages 5 - 18	Percent Minority*	Speak Second Language at Home**	Percent Having High School Diploma	Percent Having BA Degree or Higher
1	Redwood City	31%	43%	45%	85%	40%
2	San Mateo	28%	32%	42%	89%	43%
3	East Palo Alto	41%	89%	70%	65%	16%
4	San Carlos	30%	11%	19%	97%	59%
5	Menlo Park	32%	25%	26%	93%	70%
6	San Francisco	18%	22%	45%	86%	51%
7	Belmont	28%	14%	30%	96%	58%
8	Palo Alto	29%	9%	38%	98%	79%
9	South San Francisco	28%	39%	59%	85%	32%
10	Burlingame	28%	16%	33%	94%	53%
11	Foster City	29%	9%	46%	96%	62%
12	Daly City	25%	29%	69%	86%	34%
13	San Jose	32%	38%	55%	82%	37%
14	Half Moon Bay	29%	33%	33%	83%	40%
15	San Bruno	27%	35%	49%	91%	34%
16	Woodside	28%	5%	18%	96%	71%
17	Mountain View	27%	25%	47%	90%	59%
18	Pacifica	26%	21%	27%	94%	38%
19	Millbrae	25%	14%	50%	90%	40%
20	Hayward	32%	57%	55%	79%	23%

Data Source: U.S. Census Bureau QuickFacts. Figures are for 2010 and available at: <http://quickfacts.census.gov/qfd/states/060001k.html>

Note: * Minority refers to population categorized in the 2010 U.S. Census as any one of the following: Black, American Indian, Pacific Islander or Hispanic.

Note: ** Persons were asked to report whether they sometimes or always spoke a language other than English at home. Most people who reported speaking a language other than English at home also speak English.

College Enrollment by Place of Residence

(Academic Year 2011/12)

Rank	City of Residence	Student	Proportion of Enrollment		Five Year
		Headcount (2011/12)	Pct from City	Cummulative Pct	Growth Trend (2006/07-2011/12)
1	Redwood City	3,582	33%	33%	8%
2	San Mateo	1,063	10%	42%	41%
3	East Palo Alto	667	6%	48%	16%
4	San Carlos	616	6%	54%	0%
5	Menlo Park	564	5%	59%	-3%
6	San Francisco	437	4%	63%	53%
7	Belmont	361	3%	66%	6%
8	Palo Alto	254	2%	69%	-9%
9	South San Francisco	218	2%	71%	88%
10	Burlingame	217	2%	73%	9%
11	Foster City	215	2%	75%	-3%
12	Daly City	213	2%	77%	37%
13	San Jose	203	2%	79%	15%
14	Half Moon Bay	195	2%	80%	-8%
15	San Bruno	178	2%	82%	38%
16	Woodside	125	1%	83%	-2%
17	Mountain View	116	1%	84%	16%
18	Pacifica	115	1%	85%	8%
19	Millbrae	107	1%	86%	13%
20	Hayward	80	1%	87%	4%
--	Rest of the State	1,228	11%	97%	--
--	Outside California	211	2%	100%	--

Canada Demographics and Social Characteristics

(Academic Year 2011/12)

Rank	City of Residence	Percent Total Headcount	Percent Total FTES	Percent 18 or 19 Years Old	Percent 20 - 24 Years Old	Percent with HS Diploma	Percent with BA Degree
1	Redwood City	33%	34%	15%	27%	54%	10%
2	San Mateo	10%	9%	16%	31%	64%	17%
3	San Carlos	6%	6%	14%	26%	52%	23%
4	Menlo Park	6%	6%	11%	25%	50%	19%
5	East Palo Alto	5%	7%	17%	29%	54%	3%
6	Belmont	4%	3%	14%	24%	57%	19%
7	Palo Alto	3%	2%	7%	24%	49%	25%
8	San Francisco	2%	3%	6%	30%	50%	40%
9	Half Moon Bay	2%	2%	15%	31%	65%	12%
10	Foster City	2%	3%	12%	29%	59%	28%
11	Burlingame	2%	2%	12%	25%	56%	26%
12	San Jose	2%	2%	5%	20%	50%	31%
13	South San Francisco	2%	2%	16%	33%	66%	18%
14	Daly City	2%	2%	9%	42%	69%	20%
15	San Bruno	2%	1%	13%	33%	62%	19%
16	Woodside	1%	1%	10%	17%	37%	34%
17	Mountain View	1%	1%	3%	22%	38%	39%
18	Pacifica	1%	1%	6%	37%	66%	19%
19	Millbrae	1%	1%	11%	47%	70%	21%
20	Hayward	1%	1%	8%	23%	66%	19%

Note: * Minority refers to students choosing any one of the following categories on their application: Black, American Indian, Pacific Islander or Hispanic.

Note: ** Persons were asked to report whether they sometimes or always spoke a language other than English at home. Most people who reported speaking a language other than English at home also speak English.

Canada Demographics and Social Characteristics

(Academic Year 2011/12)

Rank	City of Residence	Percent Minority*	Percent in Non-English Household**	Percent Receiving Fin Aid***	Percent with Disability	Percent Placed in BS Course †
1	Redwood City	57%	13%	18%	4%	81%
2	San Mateo	38%	13%	20%	8%	77%
3	San Carlos	19%	5%	11%	4%	52%
4	Menlo Park	46%	10%	15%	6%	67%
5	East Palo Alto	84%	17%	29%	4%	89%
6	Belmont	25%	7%	19%	4%	54%
7	Palo Alto	40%	8%	17%	7%	47%
8	San Francisco	23%	12%	15%	4%	41%
9	Half Moon Bay	49%	10%	18%	4%	76%
10	Foster City	20%	11%	11%	3%	67%
11	Burlingame	30%	11%	13%	7%	71%
12	San Jose	37%	7%	22%	1%	70%
13	South San Francisco	50%	11%	17%	4%	76%
14	Daly City	54%	6%	25%	5%	79%
15	San Bruno	43%	12%	29%	7%	71%
16	Woodside	11%	2%	5%	2%	39%
17	Mountain View	36%	12%	16%	3%	49%
18	Pacifica	28%	7%	17%	10%	72%
19	Millbrae	28%	9%	11%	6%	71%
20	Hayward	69%	16%	25%	3%	80%

Note: * Minority refers to students choosing any one of the following categories on their application: Black, American Indian, Pacific Islander or Hispanic.

Note: ** Students indicating on their application that English is not the primary language spoken at home

Note: *** Students identified as receiving a BOG Waiver; Other forms of Financial Aid are not included in this percentage.

Note: † Students whose placement test results were placed into any non-transfer level course in Math, English & Reading

Canada Course Taking Patterns

(Academic Year 2011/12)

Rank	City of Residence	Percent Taking ESL	Percent Taking Basic Skills*	Percent Taking Voce Ed**	Percent Taking STEM***	Percent Taking Online
1	Redwood City	22%	25%	30%	24%	8%
2	San Mateo	4%	19%	37%	28%	10%
3	San Carlos	5%	18%	29%	32%	10%
4	Menlo Park	10%	23%	34%	24%	9%
5	East Palo Alto	21%	35%	31%	17%	6%
6	Belmont	5%	16%	34%	36%	13%
7	Palo Alto	7%	28%	38%	21%	11%
8	San Francisco	1%	11%	21%	31%	17%
9	Half Moon Bay	18%	22%	31%	26%	10%
10	Foster City	4%	14%	35%	34%	11%
11	Burlingame	4%	16%	34%	29%	12%
12	San Jose	1%	10%	42%	23%	9%
13	South San Francisco	2%	16%	27%	27%	18%
14	Daly City	1%	15%	26%	30%	24%
15	San Bruno	4%	15%	32%	29%	14%
16	Woodside	1%	10%	25%	22%	6%
17	Mountain View	8%	16%	45%	21%	6%
18	Pacifica	0%	14%	21%	37%	18%
19	Millbrae	0%	10%	33%	29%	15%
20	Hayward	4%	15%	35%	26%	19%

Note: * Students taking courses classified as below transfer level in Math, English & Reading.

Note: ** Students taking courses with SAM Codes indicating the course as either Advanced Occupational or Clearly Occupational.

Note: *** Students taking transfer level courses in Science, Technology, Engineering or Math. Allied Health course are not included in this category.

Canada Degree & Certificate Receiving Patterns

(Academic Years 2008/09 through 2011/12)

Rank	City of Residence	Degrees/Certificates	Degrees/Certificates	Degrees/Certificates
		Received	Received	Received
		First most	Second most	Third most
1	Redwood City	Liberal Arts	Family/Child Dev	Bus/Mgmt/Acct
2	San Mateo	Family/Child Dev	Liberal Arts	Bus/Mgmt/Acct
3	San Carlos	Liberal Arts	Family/Child Dev	Nat. & Health Sci
4	Menlo Park	Liberal Arts	Family/Child Dev	Bus/Mgmt/Acct
5	East Palo Alto	Family/Child Dev	Nat. & Health Sci	Liberal Arts
6	Belmont	Liberal Arts	Nat. & Health Sci	Family/Child Dev
7	Palo Alto	Fash & Int Design	Family/Child Dev	Liberal Arts
8	San Francisco	Liberal Arts	Nat. & Health Sci	Fash & Int Design
9	Half Moon Bay	Family/Child Dev	Liberal Arts	Nat. & Health Sci
10	Foster City	Family/Child Dev	Liberal Arts	Nat. & Health Sci
11	Burlingame	Nat. & Health Sci	Family/Child Dev	Liberal Arts
12	San Jose	Nat. & Health Sci	Family/Child Dev	Fash & Int Design
13	South San Francisco	Liberal Arts	Family/Child Dev	Nat. & Health Sci
14	Daly City	Nat. & Health Sci	Liberal Arts	Family/Child Dev
15	San Bruno	Liberal Arts	Family/Child Dev	Nat. & Health Sci
16	Woodside	Fash & Int Design	Liberal Arts	Bus/Mgmt/Acct
17	Mountain View	Family/Child Dev	Fash & Int Design	Nat. & Health Sci
18	Pacifica	Liberal Arts	Nat. & Health Sci	Family/Child Dev
19	Millbrae	Liberal Arts	Bus/Mgmt/Acct	Nat. & Health Sci
20	Hayward	Nat. & Health Sci	Family/Child Dev	Liberal Arts

Assorted City Profiles

Redwood City



Cañada Students

Size:	3,582 (33% FTES)
Growth:	Slow Growth
Age:	15% Trad Age;
HS Level:	54% HS Diploma
BA Level:	10% BA Degree
Minority:	57% Minority
English:	13% Non-English
Fin Aid:	18% BOG
% Plcmt in BS:	81%
Course Taking:	ESL, Basic Skills
Degree/Cert:	Liberal Arts

City Characteristics

Size:	76,000 population
Growth:	Moderate Growth
Age:	31% between 5-18
HS Level:	85% HS Diploma
BA Level:	40% BA Degree
Minority:	43% Minority
English:	45% w/ 2+ Languages
Poverty:	9.6% below poverty
Income:	\$75,200

Woodside



Cañada Students

Size:	125 (1.3% FTES)
Growth:	No Growth
Age:	10% Trad Age;
HS Level:	37% HS Diploma
BA Level:	34% BA Degree
Minority:	11% Minority
English:	2% Non-English
Fin Aid:	5% BOG
% Plcmt in BS:	39%
Course Taking:	STEM, Voc Ed
Degree/Cert:	Fash/Int Design

City Characteristics

Size:	5,300 population
Growth:	Slow Decline
Age:	28% between 5-18
HS Level:	96% HS Diploma
BA Level:	71% BA Degree
Minority:	5% Minority
English:	18% w/ 2+ Languages
Poverty:	3.7% below poverty
Income:	\$186,000

East Palo Alto



Cañada Students

Size:	667 (7% FTES)
Growth:	Moderate Growth
Age:	17% Trad Age;
HS Level:	54% HS Diploma
BA Level:	3% BA Degree
Minority:	57% Minority
English:	17% Non-English
Fin Aid:	29% BOG
% Plcmt in BS:	89%
Course Taking:	ESL, Basic Skills
Degree/Cert:	Family/Child Dev

City Characteristics

Size:	28,000 population
Growth:	Slow Decline
Age:	41% between 5-18
HS Level:	65% HS Diploma
BA Level:	16% BA Degree
Minority:	89% Minority
English:	70% w/ 2+ Languages
Poverty:	16.6% below poverty
Income:	\$48,700