



# Demographic and Income Profile

Prepared by Voorhees Group LLC  
Latitude: 37.4476  
Longitude: -122.260572  
Radius: 2.0 miles

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Summary	2000	2006	2011
Population	25,635	25,373	25,266
Households	9,706	9,684	9,631
Families	7,178	7,167	7,125
Average Household Size	2.61	2.59	2.59
Owner Occupied HUs	8,052	8,111	8,068
Renter Occupied HUs	1,654	1,574	1,563
Median Age	41.5	42.9	44.9

Trends: 2006-2011 Annual Rate	Area	State	National
Population	-0.08%	1.55%	1.30%
Households	-0.11%	1.41%	1.33%
Families	-0.12%	1.45%	1.08%
Owner HHs	-0.11%	1.47%	1.41%
Median Household Income	3.79%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	359	3.7%	267	2.8%	211	2.2%
\$15,000 - \$24,999	401	4.1%	248	2.6%	171	1.8%
\$25,000 - \$34,999	481	4.9%	328	3.4%	213	2.2%
\$35,000 - \$49,999	867	8.9%	592	6.1%	430	4.5%
\$50,000 - \$74,999	1,549	15.8%	1,212	12.5%	971	10.1%
\$75,000 - \$99,999	1,385	14.2%	1,260	13.0%	988	10.3%
\$100,000 - \$149,999	2,067	21.1%	1,924	19.9%	1,946	20.2%
\$150,000 - \$199,999	883	9.0%	1,427	14.7%	1,369	14.2%
\$200,000+	1,782	18.2%	2,426	25.1%	3,331	34.6%
Median Household Income	\$96,453		\$121,330		\$146,161	
Average Household Income	\$146,528		\$184,724		\$230,170	
Per Capita Income	\$56,392		\$70,748		\$88,007	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,611	6.3%	1,487	5.9%	1,473	5.8%
5 - 9	1,583	6.2%	1,882	7.4%	1,437	5.7%
10 - 14	1,566	6.1%	1,747	6.9%	1,995	7.9%
15 - 19	1,235	4.8%	1,374	5.4%	1,438	5.7%
20 - 24	865	3.4%	878	3.5%	963	3.8%
25 - 34	2,846	11.1%	2,015	7.9%	1,757	7.0%
35 - 44	4,821	18.8%	4,303	17.0%	3,593	14.2%
45 - 54	4,362	17.0%	4,401	17.3%	4,966	19.7%
55 - 64	2,692	10.5%	3,351	13.2%	3,707	14.7%
65 - 74	1,945	7.6%	1,738	6.8%	1,882	7.4%
75 - 84	1,673	6.5%	1,554	6.1%	1,263	5.0%
85+	433	1.7%	644	2.5%	793	3.1%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	22,214	86.7%	21,079	83.1%	20,131	79.7%
Black Alone	171	0.7%	180	0.7%	190	0.8%
American Indian Alone	55	0.2%	55	0.2%	55	0.2%
Asian Alone	1,417	5.5%	1,765	7.0%	2,080	8.2%
Pacific Islander Alone	94	0.4%	102	0.4%	110	0.4%
Some Other Race Alone	851	3.3%	1,087	4.3%	1,325	5.2%
Two or More Races	833	3.2%	1,105	4.4%	1,375	5.4%
Hispanic Origin (Any Race)	2,447	9.5%	3,125	12.3%	3,801	15.0%

Data Note: Income is expressed in current dollars.

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

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# Demographic and Income Profile

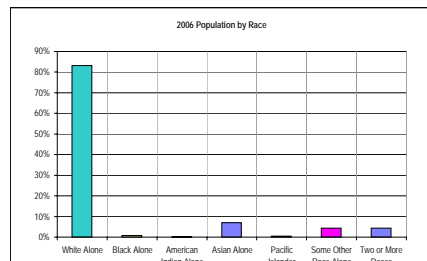
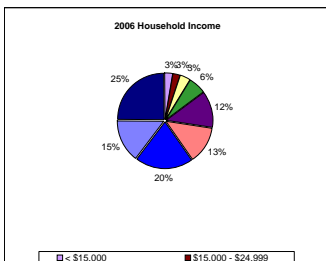
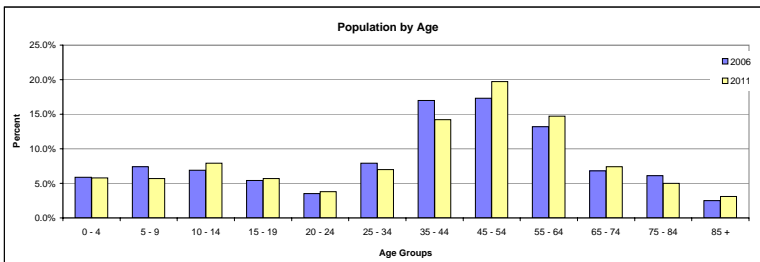
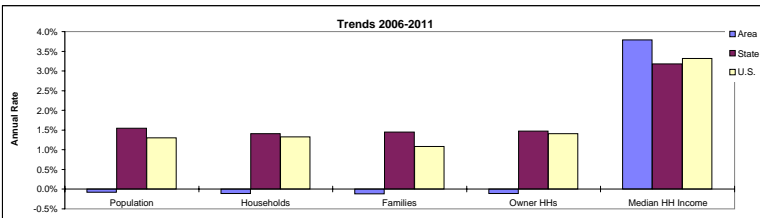
Prepared by Voorhees Group LLC



Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 2.0 miles

Site Type: Radius



	Area	State	U.S.
Population	-0.1%	1.6%	1.3%
Households	-0.1%	1.4%	1.3%
Families	-0.1%	1.5%	1.1%
Owner HHs	-0.1%	1.5%	1.4%
Median HH Ii	3.8%	3.2%	3.3%

Age Group	2006	2011
0 - 4	5.9%	5.8%
5 - 9	7.4%	5.7%
10 - 14	6.9%	7.9%
15 - 19	5.4%	5.7%
20 - 24	3.5%	3.8%
25 - 34	7.9%	7.0%
35 - 44	17.0%	14.2%
45 - 54	17.3%	19.7%
55 - 64	13.2%	14.7%
65 - 74	6.8%	7.4%
75 - 84	6.1%	5.0%
85 +	2.5%	3.1%

Income Bracket	Percent
< \$15,000	2.8%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	6.1%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	14.7%
\$200,000+	25.1%

Race	Percent
White Alone	83%
Black Alone	1%
American Inc	0%
Asian Alone	7%
Pacific Islander	0%
Some Other	4%
Two or More	4%
Hispanic	12.3

■ < \$15,000	■ \$15,000 - \$24,999
■ \$25,000 - \$34,999	■ \$35,000 - \$49,999
■ \$50,000 - \$74,999	■ \$75,000 - \$99,999
■ \$100,000 - \$149,999	■ \$150,000 - \$199,999
■ \$200,000+	

WHITE ALONE    BLACK ALONE    AMERICAN INDIAN ALONE    ASIAN ALONE    PACIFIC ISLANDER ALONE    SOME OTHER RACE ALONE    TWO OR MORE RACES

2006 Percent Hispanic Origin      12.3%

Source: ESRI forecasts for 2006 and 2011.  
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Canada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Summary	2000	2006	2011
Population	171,815	172,488	172,718
Households	62,964	63,662	63,704
Families	40,660	40,809	40,651
Average Household Size	2.57	2.56	2.56
Owner Occupied HUs	37,815	38,371	38,045
Renter Occupied HUs	25,149	25,290	25,659
Median Age	36.2	37.1	38.2

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.03%	1.55%	1.30%
Households	0.01%	1.41%	1.33%
Families	-0.08%	1.45%	1.08%
Owner HHs	-0.17%	1.47%	1.41%
Median Household Income	4%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,262	6.8%	3,129	4.9%	2,478	3.9%
\$15,000 - \$24,999	3,945	6.3%	2,896	4.5%	2,334	3.7%
\$25,000 - \$34,999	4,533	7.2%	3,382	5.3%	2,257	3.5%
\$35,000 - \$49,999	7,470	11.9%	5,835	9.2%	4,502	7.1%
\$50,000 - \$74,999	10,531	16.7%	9,141	14.4%	8,324	13.1%
\$75,000 - \$99,999	8,090	12.8%	8,478	13.3%	8,861	10.8%
\$100,000 - \$149,999	10,635	16.9%	11,005	17.3%	12,106	19.0%
\$150,000 - \$199,999	5,070	8.0%	7,315	11.5%	7,447	11.7%
\$200,000+	8,450	13.4%	12,479	19.6%	17,392	27.3%
Median Household Income	\$76,783		\$96,179		\$117,027	
Average Household Income	\$119,351		\$153,276		\$193,029	
Per Capita Income	\$44,764		\$57,616		\$72,325	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,400	6.6%	10,938	6.3%	11,146	6.5%
5 - 9	11,095	6.5%	11,432	6.6%	9,667	5.6%
10 - 14	9,903	5.8%	11,529	6.7%	11,200	6.5%
15 - 19	11,175	6.5%	12,502	7.2%	12,771	7.4%
20 - 24	12,130	7.1%	12,580	7.3%	14,734	8.5%
25 - 34	26,437	15.4%	21,497	12.5%	19,933	11.5%
35 - 44	23,509	17.2%	28,339	16.4%	24,661	14.3%
45 - 54	23,757	13.8%	24,831	14.4%	27,498	15.9%
55 - 64	14,579	8.5%	18,158	10.5%	20,115	11.6%
65 - 74	10,042	5.8%	9,367	5.4%	10,214	5.9%
75 - 84	8,515	5.0%	7,638	4.4%	6,597	3.8%
85+	3,273	1.9%	3,676	2.1%	4,181	2.4%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	129,215	75.2%	122,758	71.2%	116,921	67.7%
Black Alone	3,156	1.8%	3,287	1.9%	3,357	1.9%
American Indian Alone	730	0.4%	714	0.4%	691	0.4%
Asian Alone	13,033	7.6%	15,914	9.2%	18,312	10.6%
Pacific Islander Alone	1,117	0.7%	1,146	0.7%	1,176	0.7%
Some Other Race Alone	18,098	10.5%	20,545	11.9%	22,635	13.1%
Two or More Races	6,466	3.8%	8,123	4.7%	9,626	5.6%
Hispanic Origin (Any Race)	39,309	22.9%	45,096	26.1%	49,923	28.9%

Data Note: Income is expressed in current dollars.

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

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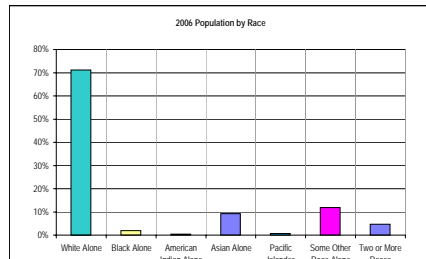
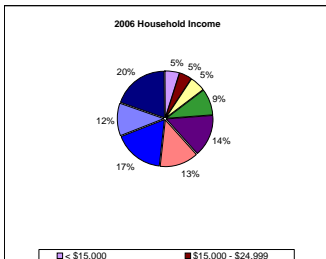
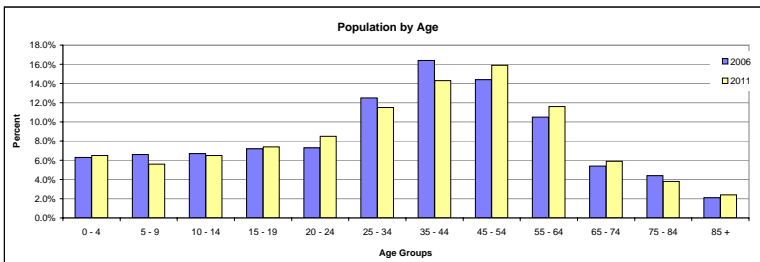
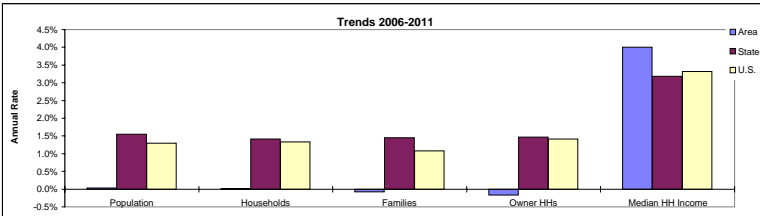
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	Area	State	U.S.
Population	0.0%	1.6%	1.3%
Households	0.0%	1.4%	1.3%
Families	-0.1%	1.5%	1.1%
Owner HHs	-0.2%	1.5%	1.4%
Median HH Ii	4.0%	3.2%	3.3%

Population by Age	2006	2011
0 - 4	6.3%	6.5%
5 - 9	6.6%	5.6%
10 - 14	6.7%	6.5%
15 - 19	7.2%	7.4%
20 - 24	7.3%	8.5%
25 - 34	12.5%	11.5%
35 - 44	16.4%	14.3%
45 - 54	14.4%	15.9%
55 - 64	10.5%	11.6%
65 - 74	5.4%	5.9%
75 - 84	4.4%	3.8%
85 +	2.1%	2.4%

Households by Income	2006
< \$15,000	4.9%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	9.2%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	11.5%
\$200,000+	19.6%

Population by Race: 2006	Percent
White Alone	71%
Black Alone	2%
American Inc	0%
Asian Alone	9%
Pacific Islander	1%
Some Other	12%
Two or More	5%
Hispanic	26.1

■ < \$15,000	■ \$15,000 - \$24,999
■ \$25,000 - \$34,999	■ \$35,000 - \$49,999
■ \$50,000 - \$74,999	■ \$75,000 - \$99,999
■ \$100,000 - \$149,999	■ \$150,000 - \$199,999
■ \$200,000+	

WHITE ALONE    BLACK ALONE    AMERICAN INDIAN ALONE    ASIAN ALONE    PACIFIC ISLANDER ALONE    SOME OTHER RACE ALONE    TWO OR MORE RACES

2006 Percent Hispanic Origin      26.1%

Source: ESRI forecasts for 2006 and 2011.  
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4200 Farm Hill Blvd  
Redwood City, CA 94061

Summary	2000	2006	2011
Population	501,605	508,611	511,673
Households	191,152	193,743	194,412
Families	120,763	122,360	122,498
Average Household Size	2.55	2.55	2.56
Owner Occupied HUs	112,243	115,479	115,328
Renter Occupied HUs	78,909	78,264	79,084
Median Age	36.7	37.6	39.0

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.12%	1.55%	1.30%
Households	0.07%	1.41%	1.33%
Families	0.02%	1.45%	1.08%
Owner HHs	-0.03%	1.47%	1.41%
Median Household Income	-4.05%	3.18%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	13,701	7.2%	10,142	5.2%	8,122	4.2%
\$15,000 - \$24,999	11,733	6.1%	8,811	4.5%	6,975	3.6%
\$25,000 - \$34,999	13,577	7.1%	9,698	5.0%	6,728	3.5%
\$35,000 - \$49,999	21,675	11.3%	16,520	8.5%	13,035	6.7%
\$50,000 - \$74,999	32,168	16.8%	28,312	14.6%	24,308	12.5%
\$75,000 - \$99,999	25,442	13.3%	25,457	13.1%	21,459	11.0%
\$100,000 - \$149,999	32,768	17.1%	34,681	17.9%	37,287	19.2%
\$150,000 - \$199,999	15,888	8.3%	22,627	11.7%	23,519	12.1%
\$200,000+	24,424	12.8%	37,493	19.4%	52,976	27.2%
Median Household Income	\$77,138		\$97,422		\$118,799	
Average Household Income	\$115,222		\$151,955		\$191,607	
Per Capita Income	\$44,620		\$58,410		\$73,377	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	32,220	6.4%	31,530	6.2%	32,474	6.3%
5 - 9	32,545	6.5%	32,166	6.3%	27,800	5.4%
10 - 14	29,743	5.9%	34,375	6.8%	31,779	6.2%
15 - 19	28,578	5.7%	32,425	6.4%	33,094	6.5%
20 - 24	30,501	6.1%	33,152	6.5%	38,817	7.6%
25 - 34	82,380	16.4%	68,874	13.5%	65,372	12.8%
35 - 44	86,293	17.2%	84,107	16.5%	74,862	14.6%
45 - 54	70,852	14.1%	74,114	14.6%	81,152	15.9%
55 - 64	44,654	8.9%	55,665	10.9%	61,187	12.0%
65 - 74	30,809	6.1%	28,813	5.7%	32,093	6.3%
75 - 84	24,097	4.8%	23,117	4.5%	20,791	4.1%
85+	8,934	1.8%	10,273	2.0%	12,253	2.4%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	343,149	68.4%	323,923	63.7%	306,601	59.9%
Black Alone	18,089	3.6%	18,143	3.6%	17,672	3.5%
American Indian Alone	2,038	0.4%	2,021	0.4%	1,964	0.4%
Asian Alone	66,697	13.3%	79,835	15.7%	90,406	17.7%
Pacific Islander Alone	5,764	1.1%	5,921	1.2%	5,870	1.1%
Some Other Race Alone	45,840	9.1%	53,527	10.5%	59,332	11.6%
Two or More Races	20,026	4.0%	25,242	5.0%	29,828	5.8%
Hispanic Origin (Any Race)	96,890	19.3%	113,990	22.4%	127,095	24.8%

Data Note: Income is expressed in current dollars.

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

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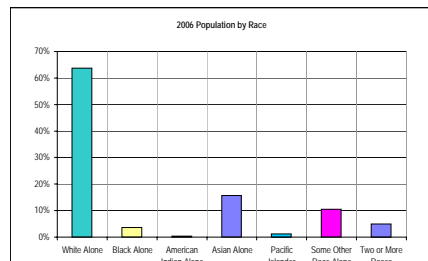
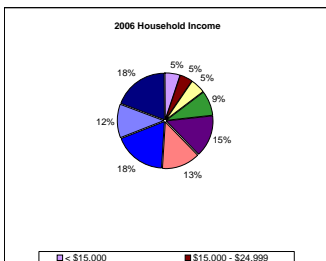
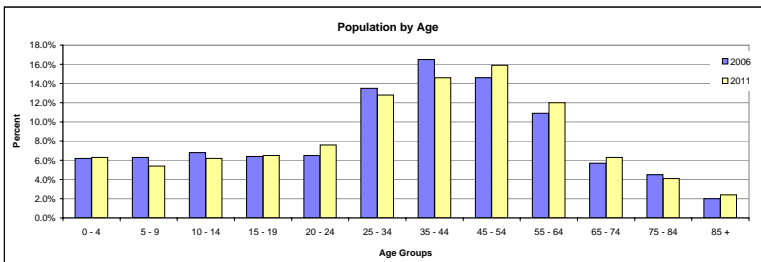
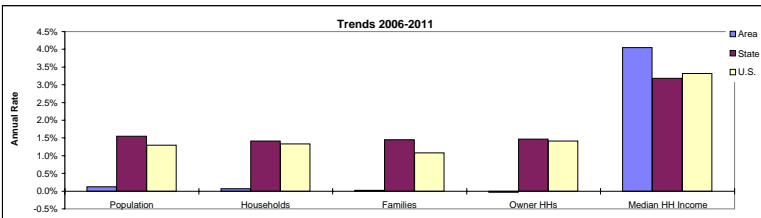
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Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Site Type: Radius



	Area	State	U.S.
Population	0.1%	1.6%	1.3%
Households	0.1%	1.4%	1.3%
Families	0.0%	1.5%	1.1%
Owner HHs	0.0%	1.5%	1.4%
Median HH Ii	4.1%	3.2%	3.3%

Population by Age	2006	2011
0 - 4	6.2%	6.3%
5 - 9	6.3%	5.4%
10 - 14	6.8%	6.2%
15 - 19	6.4%	6.5%
20 - 24	6.5%	7.6%
25 - 34	13.5%	12.8%
35 - 44	16.5%	14.6%
45 - 54	14.6%	15.9%
55 - 64	10.9%	12.0%
65 - 74	5.7%	6.3%
75 - 84	4.5%	4.1%
85 +	2.0%	2.4%

Households by Income	2006
< \$15,000	5.2%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	11.7%
\$200,000+	19.4%

Population by Race: 2006	Percent
White Alone	64%
Black Alone	4%
American Inc	0%
Asian Alone	16%
Pacific Islander	1%
Some Other	11%
Two or More	5%
Hispanic	22.4

■ < \$15,000	■ \$15,000 - \$24,999
■ \$25,000 - \$34,999	■ \$35,000 - \$49,999
■ \$50,000 - \$74,999	■ \$75,000 - \$99,999
■ \$100,000 - \$149,999	■ \$150,000 - \$199,999
■ \$200,000+	

WHITE ALONE    BLACK ALONE    AMERICAN INDIAN ALONE    ASIAN ALONE    PACIFIC ISLANDER ALONE    SOME OTHER RACE ALONE    TWO OR MORE RACES

2006 Percent Hispanic Origin      22.4%

Source: ESRI forecasts for 2006 and 2011.  
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