

**Zip: 94038, 94019**

Summary	2000	2008	2013
Population	23,729	24,919	25,564
Households	8,126	8,598	8,818
Families	5,832	6,167	6,300
Average Household Size	2.79	2.78	2.78
Owner Occupied HUs	6,275	6,848	6,956
Renter Occupied HUs	1,851	1,750	1,862
Median Age	38.6	40.9	41.8

Trends: 2008-2013 Annual Rate	Area	National
Population	0.51%	1.23%
Households	0.51%	1.26%
Families	0.43%	1.05%
Owner HHs	0.31%	1.07%
Median Household Income	3.56%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	478	5.9%	290	3.4%	236	2.7%
\$15,000 - \$24,999	404	5.0%	356	4.1%	240	2.7%
\$25,000 - \$34,999	506	6.2%	283	3.3%	273	3.1%
\$35,000 - \$49,999	657	8.1%	519	6.0%	294	3.3%
\$50,000 - \$74,999	1,459	18.0%	948	11.0%	997	11.3%
\$75,000 - \$99,999	1,340	16.5%	1,031	12.0%	755	8.6%
\$100,000 - \$149,999	1,570	19.3%	1,927	22.4%	1,852	21.0%
\$150,000 - \$199,000	780	9.6%	1,500	17.4%	1,265	14.3%
\$200,000+	920	11.3%	1,744	20.3%	2,906	33.0%
Median Household Income	\$83,473		\$119,817		\$142,729	
Average Household Income	\$111,466		\$166,438		\$217,884	
Per Capita Income	\$38,810		\$58,275		\$76,091	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,488	6.3%	1,407	5.6%	1,463	5.7%
5 - 9	1,642	6.9%	1,533	6.2%	1,383	5.4%
10 - 14	1,639	6.9%	1,730	6.9%	1,594	6.2%
15 - 19	1,558	6.6%	1,636	6.6%	1,601	6.3%
20 - 24	1,140	4.8%	1,482	5.9%	1,508	5.9%
25 - 34	2,854	12.0%	2,693	10.8%	3,151	12.3%
35 - 44	4,568	19.3%	3,557	14.3%	3,220	12.6%
45 - 54	4,571	19.3%	4,525	18.2%	4,363	17.1%
55 - 64	2,331	9.8%	3,835	15.4%	3,998	15.6%
65 - 74	1,118	4.7%	1,506	6.0%	2,093	8.2%
75 - 84	644	2.7%	744	3.0%	841	3.3%
85+	176	0.7%	271	1.1%	349	1.4%

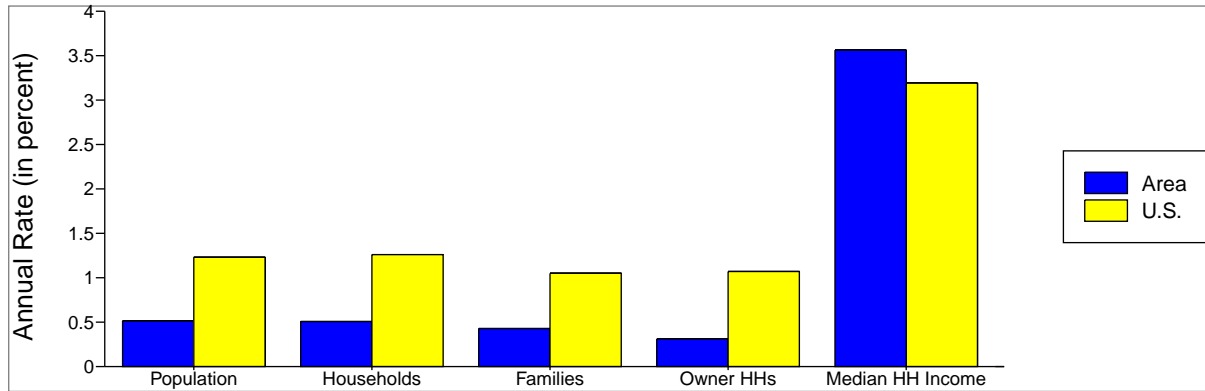
Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,210	81.0%	18,768	75.3%	18,300	71.6%
Black Alone	536	2.3%	579	2.3%	600	2.3%
American Indian Alone	146	0.6%	159	0.6%	164	0.6%
Asian Alone	749	3.2%	1,016	4.1%	1,194	4.7%
Pacific Islander Alone	40	0.2%	51	0.2%	57	0.2%
Some Other Race Alone	2,072	8.7%	2,917	11.7%	3,490	13.7%
Two or More Races	975	4.1%	1,429	5.7%	1,759	6.9%
Hispanic Origin (Any Race)	4,708	19.8%	6,568	26.4%	7,829	30.6%

**Data Note:** Income is expressed in current dollars.

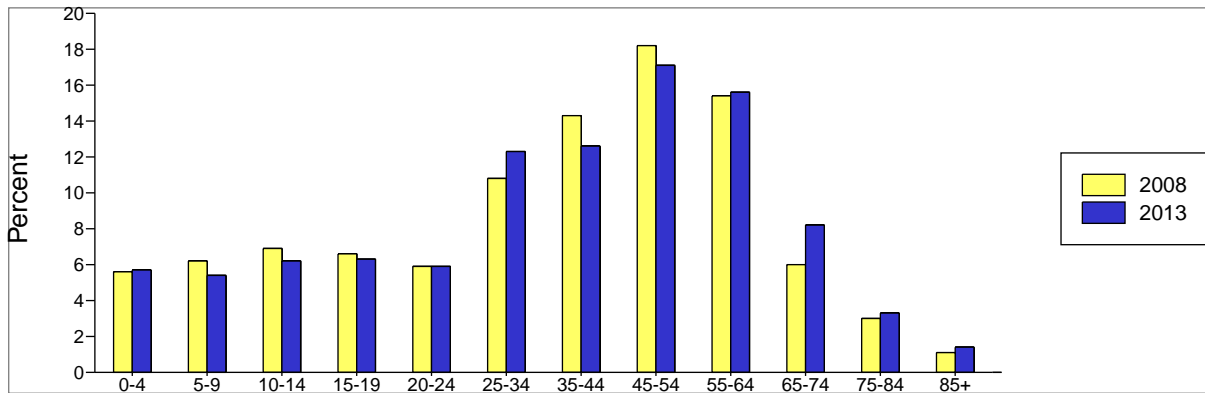
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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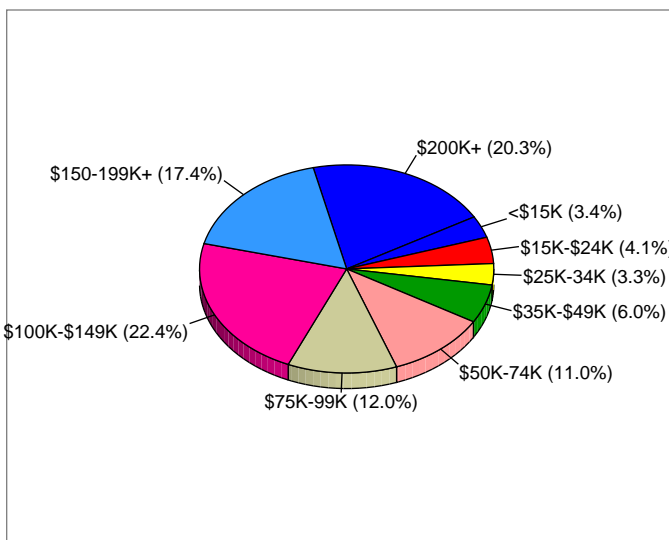
Trends 2008-2013



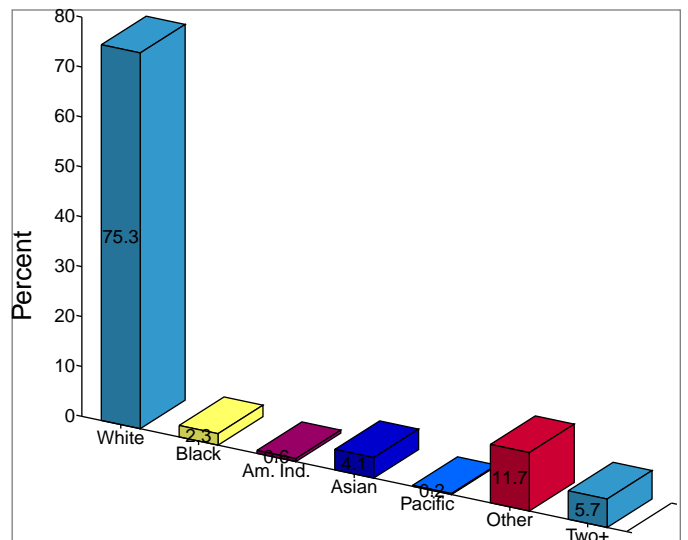
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 26.4%

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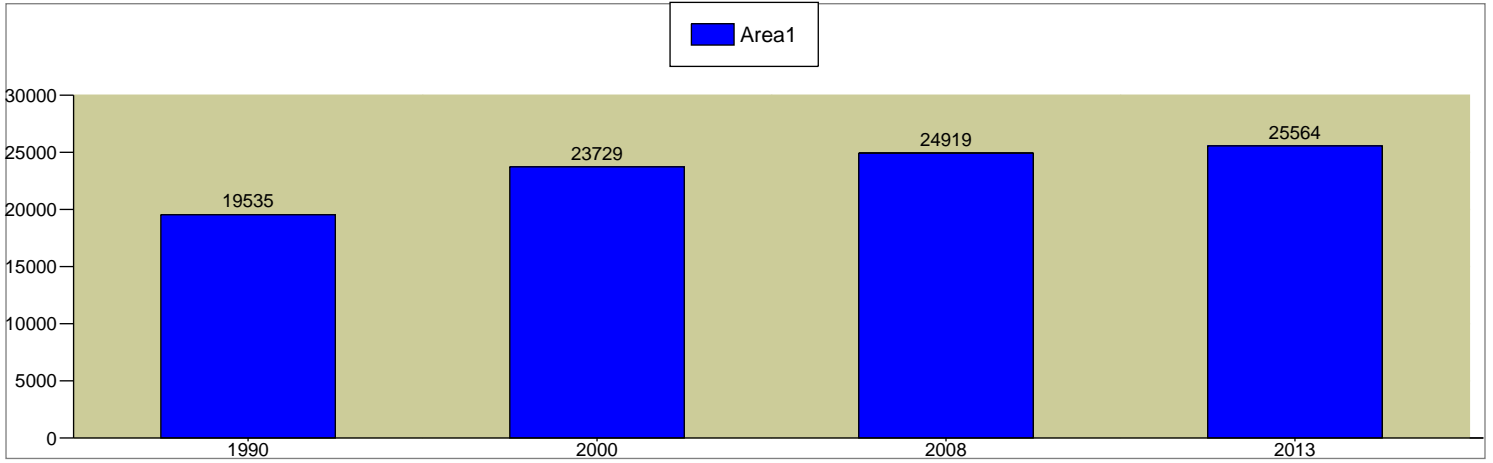
2000 - 2008 Population: Annual Rate

0.59%

2008 - 2013 Population: Annual Rate

0.51%

### Total Population



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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**2000 Population by Sex**

Males	51.6%
Females	48.4%

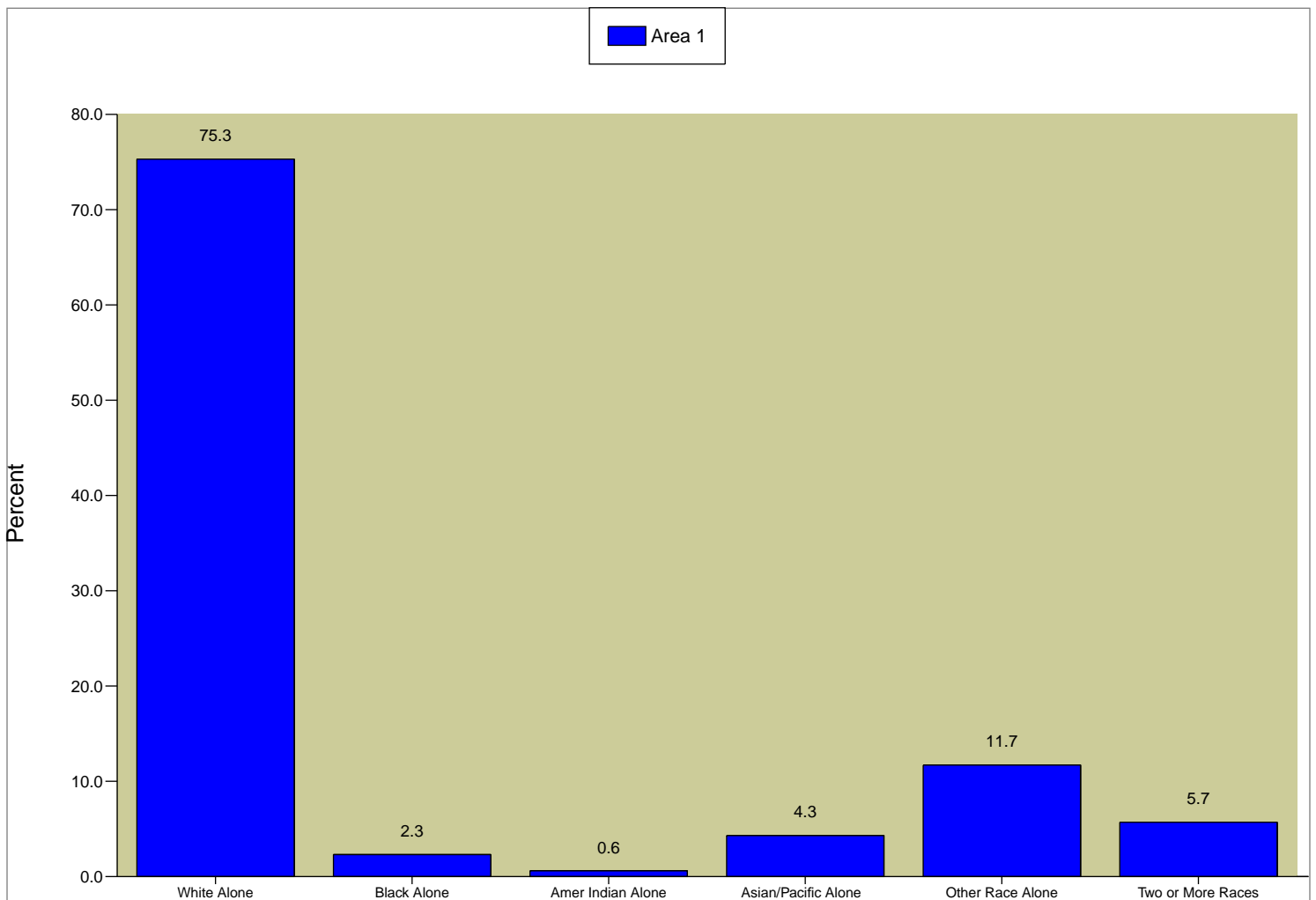
**2008 Population by Sex**

Males	51.7%
Females	48.3%

**2013 Population by Sex**

Males	51.5%
Females	48.5%

**2008 Population by Race**



2008 Hispanic Origin

26.4%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2000 Population by Age**

Total	23,729
0 - 4	6.3%
5 - 9	6.9%
10 - 14	6.9%
15 - 19	6.6%
20 - 24	4.8%
25 - 34	12.0%
35 - 44	19.3%
45 - 54	19.3%
55 - 64	9.8%
65 - 74	4.7%
75 - 84	2.7%
85+	0.7%

**2008 Population by Age**

Total	24,919
0 - 4	5.6%
5 - 9	6.2%
10 - 14	6.9%
15 - 19	6.6%
20 - 24	5.9%
25 - 34	10.8%
35 - 44	14.3%
45 - 54	18.2%
55 - 64	15.4%
65 - 74	6.0%
75 - 84	3.0%
85+	1.1%

**2013 Population by Age**

Total	25,564
0 - 4	5.7%
5 - 9	5.4%
10 - 14	6.2%
15 - 19	6.3%
20 - 24	5.9%
25 - 34	12.3%
35 - 44	12.6%
45 - 54	17.1%
55 - 64	15.6%
65 - 74	8.2%
75 - 84	3.3%
85+	1.4%

**Median Age**

2000	38.6
2008	40.9
2013	41.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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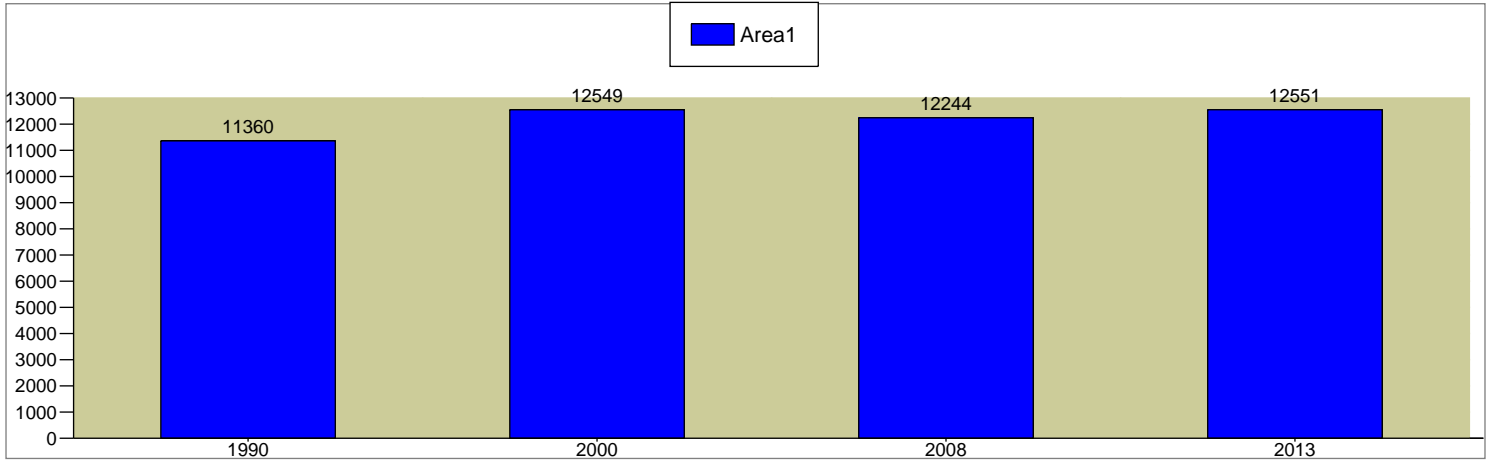
2000 - 2008 Civilian Employed Population 16+ Annual Rate

-0.3%

2008 - 2013 Civilian Employed Population 16+ Annual Rate

0.5%

### Total Civilian Employed Population 16+



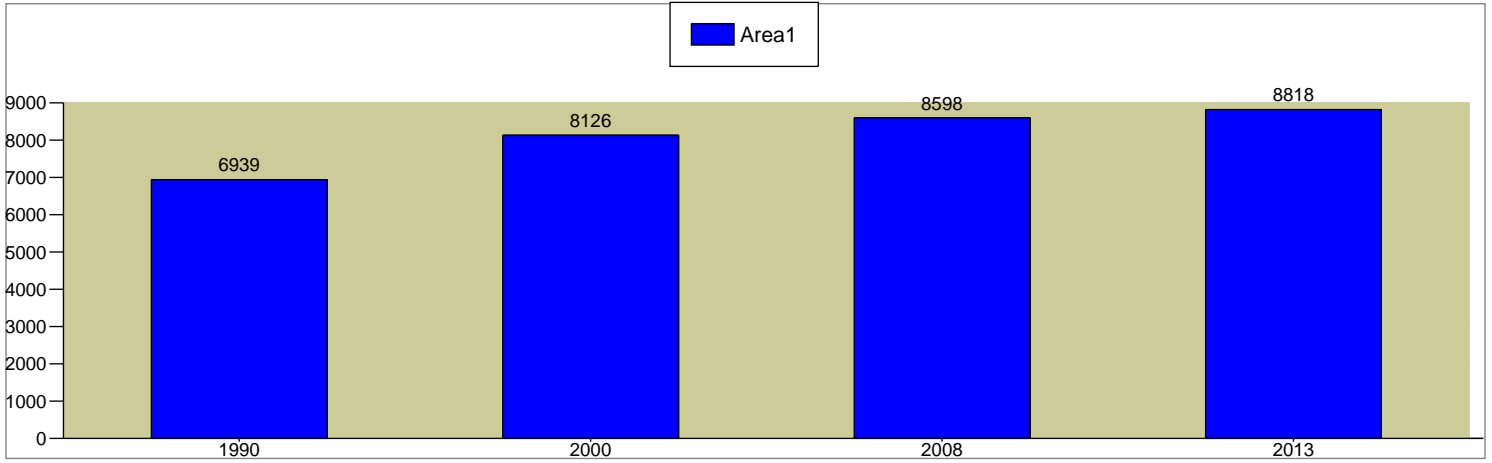
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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2000 - 2008 Households Annual Rate  
2008 - 2013 Households Annual Rate

0.69%  
0.51%

Total Households



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

**1990 Households by Income**

Household Income Base	6,990
< \$15,000	8.7%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	26.4%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	11.0%
\$150,000+	4.0%
Median Household Income	\$57,898

**2000 Households by Income**

Household Income Base	8,114
< \$15,000	5.9%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	9.6%
\$200,000+	11.3%
Median Household Income	\$83,473

**2008 Households by Income**

Household Income Base	8,598
< \$15,000	3.4%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.3%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	17.4%
\$200,000+	20.3%
Median Household Income	\$119,817

**2013 Households by Income**

Household Income Base	8,818
< \$15,000	2.7%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	3.3%
\$50,000 - \$74,999	11.3%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	14.3%
\$200,000+	33.0%
Median Household Income	\$142,729

2000 - 2008 Median Household Income Annual Rate	4.48%
2008 - 2013 Median Household Income Annual Rate	3.56%

Data Note: Detail may not sum to totals due to rounding. Income represents annual income for the preceding year. Income for 2008 and 2013 is expressed in current dollars, including an adjustment for inflation.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 Geography. ESRI forecasts for 2008 and 2013.



**2008 Households by Net Worth**

Total	8,598
< \$15,000	4.0%
\$15,000 - \$34,999	1.9%
\$35,000 - \$49,999	1.5%
\$50,000 - \$74,999	2.1%
\$75,000 - \$99,999	1.7%
\$100,000 - \$149,999	3.6%
\$150,000 - \$249,999	7.5%
\$250,000 - \$499,999	19.1%
\$500,000 - \$999,999	28.6%
\$1,000,000+	30.1%
Median Net Worth	\$590,750
Average Net Worth	\$1,514,520

**2008 Households by Disposable Income**

Total	8,598
< \$15,000	4.1%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	25.5%
\$150,000 - \$199,999	10.2%
\$200,000+	9.6%
Median Disposable Income	\$91,044
Average Disposable Income	\$114,722

**2000 Housing Units**

Owner Occupied Housing Units	8,421
Renter Occupied Housing Units	74.7%
Vacant Housing Units	22.0%
	3.3%

**2008 Housing Units**

Owner Occupied Housing Units	8,958
Renter Occupied Housing Units	76.4%
Vacant Housing Units	19.5%
	4.0%

**2013 Housing Units**

Owner Occupied Housing Units	9,227
Renter Occupied Housing Units	75.4%
Vacant Housing Units	20.2%
	4.4%

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Net Worth is total household wealth minus debt, secured and unsecured. Net Worth includes the home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

# Retail Goods and Services Expenditures

Prepared by STDBOnline

Zip: 94038, 94019

Top Tapestry Segments:		Demographic Summary		
Urban Chic	64.3%	Population	2008	2013
Suburban Splendor	26.4%	Households	24,919	25,564
Connoisseurs	6.3%	Families	8,598	8,818
Crossroads	3.0%	Median Age	6,167	6,300
		Median Household Income	40.9	41.8
			\$119,817	\$142,729

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	184	\$4,946.54	\$42,530,372
Men's	195	\$968.82	\$8,329,926
Women's	173	\$1,630.36	\$14,017,799
Children's	192	\$796.78	\$6,850,719
Footwear	143	\$690.85	\$5,939,916
Watches & Jewelry	248	\$553.81	\$4,761,636
Apparel Products and Services <sup>1</sup>	242	\$305.93	\$2,630,376
<b>Computer</b>			
Computers and Hardware for Home Use	242	\$508.91	\$4,375,615
Software and Accessories for Home Use	254	\$73.22	\$629,548
<b>Entertainment &amp; Recreation</b>	227	\$8,443.83	\$72,600,051
<b>Fees and Admissions</b>	258	\$1,595.56	\$13,718,648
Membership Fees for Clubs <sup>2</sup>	251	\$416.94	\$3,584,810
Fees for Participant Sports, excl. Trips	259	\$295.66	\$2,542,079
Admission to Movie/Theatre/Opera/Ballet	251	\$375.15	\$3,225,537
Admission to Sporting Events, excl. Trips	275	\$167.85	\$1,443,146
Fees for Recreational Lessons	266	\$338.53	\$2,910,675
Dating Services	244	\$1.44	\$12,401
<b>TV/Video/Sound Equipment</b>	215	\$3,094.88	\$26,609,762
Community Antenna or Cable TV	199	\$1,463.61	\$12,584,101
Televisions	245	\$721.72	\$6,205,310
VCRs, Video Cameras, and DVD Players	211	\$70.26	\$604,116
Video Cassettes and DVDs	218	\$142.62	\$1,226,282
Video Game Hardware and Software	210	\$75.41	\$648,398
Satellite Dishes	228	\$2.53	\$21,714
Rental of Video Cassettes and DVDs	216	\$109.62	\$942,540
Streaming/Downloaded Video	265	\$2.15	\$18,477
Sound Equipment <sup>3</sup>	233	\$495.53	\$4,260,606
Rental and Repair of TV/Radio/Sound Equipment	196	\$11.42	\$98,218
Pets	238	\$1,051.15	\$9,037,815
Toys and Games	208	\$310.17	\$2,666,844
Recreational Vehicles and Fees <sup>4</sup>	224	\$978.37	\$8,411,989
Sports/Recreation/Exercise Equipment <sup>5</sup>	209	\$451.45	\$3,881,563
Photo Equipment and Supplies <sup>6</sup>	233	\$296.82	\$2,552,085
Reading <sup>7</sup>	231	\$665.43	\$5,721,345
<b>Food</b>	211	\$17,496.04	\$150,430,953
<b>Food at Home</b>	208	\$10,175.62	\$87,489,960
Bakery and Cereal Products	205	\$1,385.13	\$11,909,385
Meat, Poultry, Fish, and Eggs	204	\$2,496.20	\$21,462,335
Dairy Products	210	\$1,170.36	\$10,062,723
Fruit and Vegetables	217	\$1,797.99	\$15,459,140
Snacks and Other Food at Home <sup>8</sup>	208	\$3,325.93	\$28,596,377
<b>Food Away from Home</b>	214	\$7,320.42	\$62,940,993
Alcoholic Beverages	224	\$1,334.75	\$11,476,208
Nonalcoholic Beverages at Home	205	\$903.75	\$7,770,404

# Retail Goods and Services Expenditures

Prepared by STDBOnline

Zip: 94038, 94019

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	289	\$2,931.46	\$25,204,655
Vehicle Loans	207	\$11,976.43	\$102,973,386
<b>Health</b>			
Nonprescription Drugs	197	\$223.21	\$1,919,186
Prescription Drugs	185	\$1,048.13	\$9,011,824
Eyeglasses and Contact Lenses	217	\$166.90	\$1,435,012
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	257	\$23,498.68	\$202,041,616
Maintenance and Remodeling Services	282	\$5,830.07	\$50,126,938
Maintenance and Remodeling Materials <sup>10</sup>	245	\$1,018.88	\$8,760,328
Utilities, Fuel, and Public Services	199	\$9,067.40	\$77,961,541
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	237	\$332.26	\$2,856,781
Furniture	250	\$1,647.54	\$14,165,533
Floor Coverings	268	\$259.75	\$2,233,352
Major Appliances <sup>12</sup>	234	\$707.83	\$6,085,964
Housewares <sup>13</sup>	223	\$211.34	\$1,817,097
Small Appliances	228	\$80.27	\$690,170
Luggage	266	\$26.70	\$229,541
Telephones and Accessories	157	\$67.78	\$582,786
<b>Household Operations</b>			
Child Care	217	\$891.38	\$7,664,051
Lawn and Garden <sup>14</sup>	229	\$969.84	\$8,338,697
Moving/Storage/Freight Express	268	\$140.30	\$1,206,278
Housekeeping Supplies <sup>15</sup>	207	\$1,583.55	\$13,615,349
<b>Insurance</b>			
Owners and Renters Insurance	213	\$1,047.10	\$9,002,967
Vehicle Insurance	213	\$2,974.33	\$25,573,328
Life/Other Insurance	219	\$1,258.26	\$10,818,533
Health Insurance	202	\$4,095.27	\$35,211,096
Personal Care Products <sup>16</sup>	214	\$928.74	\$7,985,341
School Books and Supplies <sup>17</sup>	208	\$245.05	\$2,106,917
Smoking Products	168	\$760.21	\$6,536,282
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	225	\$11,652.06	\$100,184,421
Gasoline and Motor Oil	203	\$5,115.19	\$43,980,412
Vehicle Maintenance and Repairs	229	\$2,271.78	\$19,532,763
<b>Travel</b>			
Airline Fares	279	\$1,165.65	\$10,022,292
Lodging on Trips	258	\$1,099.37	\$9,452,413
Auto/Truck/Van Rental on Trips	292	\$113.60	\$976,773
Food and Drink on Trips	253	\$1,186.00	\$10,197,213

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.

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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

