

S A N M A T E O

El Granada

Cabrillo Hwy. N

Half Moon Bay city

1

Half Moon Bay

Main St

Promontet Point Rd

San Mateo Rd

92

Cabrillo Ridge Rd

Skylawn Memorial Park

Skyline Blvd

35

35

Skyline Blvd

Upper Crystal Springs Reservoir

Canada Rd

Burleigh-Murray Ranch State Park

Higgins Canyon Rd

bing

3 km  
2 mi

STDB ONLINE.com  
The Site To Do Business

POWERED BY  
esri

**City of Half Moon Bay**  
**Half Moon Bay city, CA (0631708)**  
**Geography: Place**

Total Businesses:	705
Total Employees:	4,741
Total Residential Population:	12,420
Employee/Residential Population Ratio:	0.38

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	21	3.0%	77	1.6%
Construction	59	8.4%	212	4.5%
Manufacturing	16	2.3%	57	1.2%
Transportation	12	1.7%	84	1.8%
Communication	3	0.4%	4	0.1%
Utility	2	0.3%	19	0.4%
Wholesale Trade	29	4.1%	579	12.2%
Retail Trade Summary	176	25.0%	1,119	23.6%
Home Improvement	10	1.4%	47	1.0%
General Merchandise Stores	2	0.3%	16	0.3%
Food Stores	18	2.6%	291	6.1%
Auto Dealers, Gas Stations, Auto Aftermarket	10	1.4%	63	1.3%
Apparel & Accessory Stores	8	1.1%	13	0.3%
Furniture & Home Furnishings	20	2.8%	44	0.9%
Eating & Drinking Places	50	7.1%	497	10.5%
Miscellaneous Retail	58	8.2%	148	3.1%
Finance, Insurance, Real Estate Summary	53	7.5%	207	4.4%
Banks, Savings & Lending Institutions	7	1.0%	44	0.9%
Securities Brokers	9	1.3%	9	0.2%
Insurance Carriers & Agents	8	1.1%	16	0.3%
Real Estate, Holding, Other Investment Offices	29	4.1%	138	2.9%
Services Summary	294	41.7%	2,168	45.7%
Hotels & Lodging	15	2.1%	697	14.7%
Automotive Services	13	1.8%	34	0.7%
Motion Pictures & Amusements	26	3.7%	219	4.6%
Health Services	24	3.4%	104	2.2%
Legal Services	14	2.0%	47	1.0%
Education Institutions & Libraries	12	1.7%	260	5.5%
Other Services	190	27.0%	807	17.0%
Government	20	2.8%	205	4.3%
Other	20	2.8%	10	0.2%
<b>Totals</b>	<b>705</b>	<b>100.0%</b>	<b>4,741</b>	<b>100.0%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Total Businesses:	705
Total Employees:	4,741
Total Residential Population:	12,420
Employee/Residential Population Ratio:	0.38

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.7%	1	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	18	0.4%
Construction	64	9.1%	216	4.6%
Manufacturing	14	2.0%	61	1.3%
Wholesale Trade	29	4.1%	579	12.2%
Retail Trade	123	17.4%	586	12.4%
Motor Vehicle & Parts Dealers	7	1.0%	48	1.0%
Furniture & Home Furnishings Stores	11	1.6%	24	0.5%
Electronics & Appliance Stores	11	1.6%	22	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.3%	41	0.9%
Food & Beverage Stores	17	2.4%	258	5.4%
Health & Personal Care Stores	8	1.1%	14	0.3%
Gasoline Stations	3	0.4%	15	0.3%
Clothing & Clothing Accessories Stores	12	1.7%	20	0.4%
Sport Goods, Hobby, Book, & Music Stores	12	1.7%	22	0.5%
General Merchandise Stores	2	0.3%	16	0.3%
Miscellaneous Store Retailers	29	4.1%	102	2.2%
Nonstore Retailers	2	0.3%	4	0.1%
Transportation & Warehousing	8	1.1%	85	1.8%
Information	14	2.0%	68	1.4%
Finance & Insurance	24	3.4%	69	1.5%
Central Bank/Credit Intermediation & Related Activities	7	1.0%	44	0.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	9	1.3%	9	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	8	1.1%	16	0.3%
Real Estate, Rental & Leasing	33	4.7%	173	3.6%
Professional, Scientific & Tech Services	96	13.6%	494	10.4%
Legal Services	15	2.1%	52	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	34	4.8%	125	2.6%
Educational Services	17	2.4%	252	5.3%
Health Care & Social Assistance	33	4.7%	172	3.6%
Arts, Entertainment & Recreation	21	3.0%	221	4.7%
Accommodation & Food Services	67	9.5%	1,205	25.4%
Accommodation	15	2.1%	697	14.7%
Food Services & Drinking Places	52	7.4%	508	10.7%
Other Services (except Public Administration)	82	11.6%	201	4.2%
Automotive Repair & Maintenance	10	1.4%	24	0.5%
Public Administration	20	2.8%	205	4.3%
Unclassified Establishments	20	2.8%	10	0.2%
<b>Total</b>	<b>705</b>	<b>100.0%</b>	<b>4,741</b>	<b>100.0%</b>

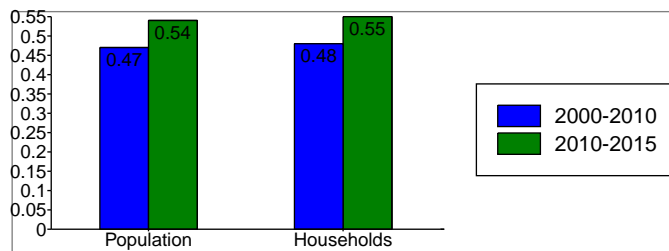
City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

**Population and Households**

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

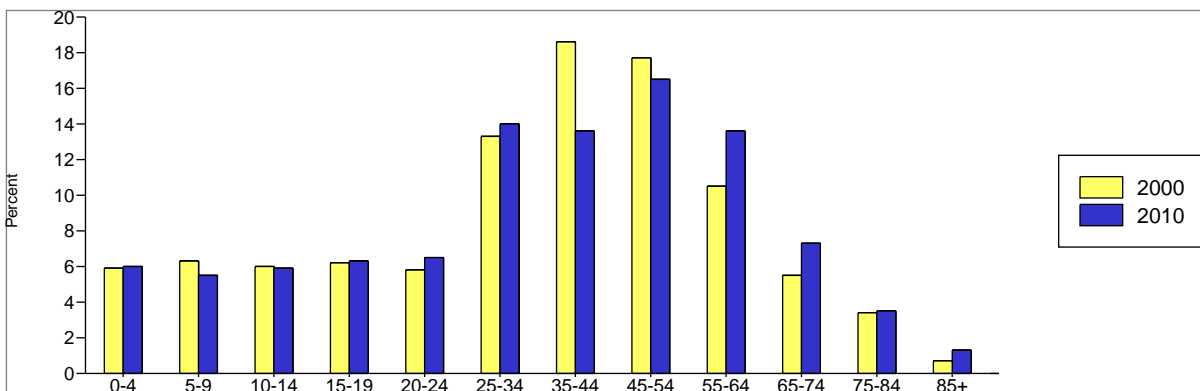
Year	Population	Households
2000	11,842	4,004
2010	12,420	4,207
2015	12,758	4,323

The difference between change in population and change in households is a result of two factors-the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 848 in 2000, or 7.2 percent of the total population. Average household size is 2.75 in 2010, compared to 2.75 in the year 2000.



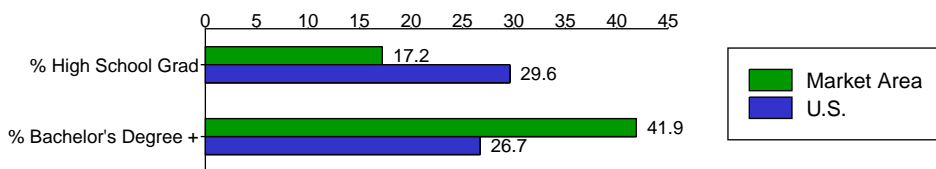
**Population by Age**

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 38.6, compared to 39.6 years currently. By age group, the changes in the percent distribution of the market area population show the following:



**Population by Education**

In 2010, the educational attainment of the population aged 25 years or older in the market area can be summarized:

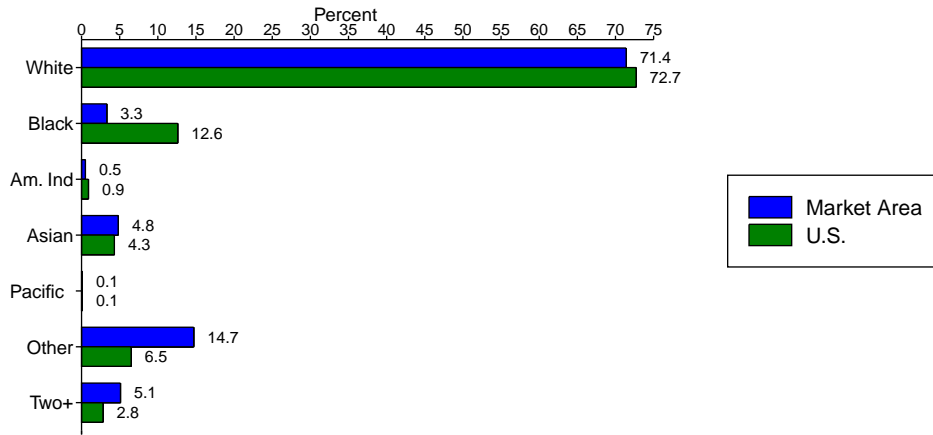


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

**Population by Race/Ethnicity**

Currently, the racial composition of the population in the market area breaks down as follows:

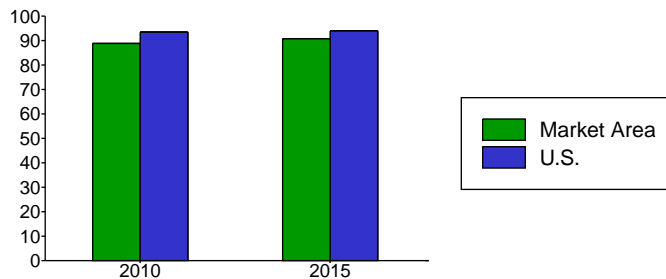


Persons of Hispanic origin represent 31.0 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 70.6 in the identified market area, compared to 59.3 in the U.S. population.

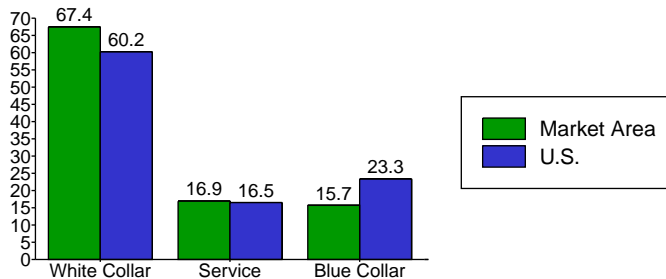
**Population by Employment**

In 2000, 65.1 percent of the population aged 16 years or older in the market area participated in the labor force; 0.0 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2010	88.8	11.2
2015	90.7	9.3



And by occupational status:



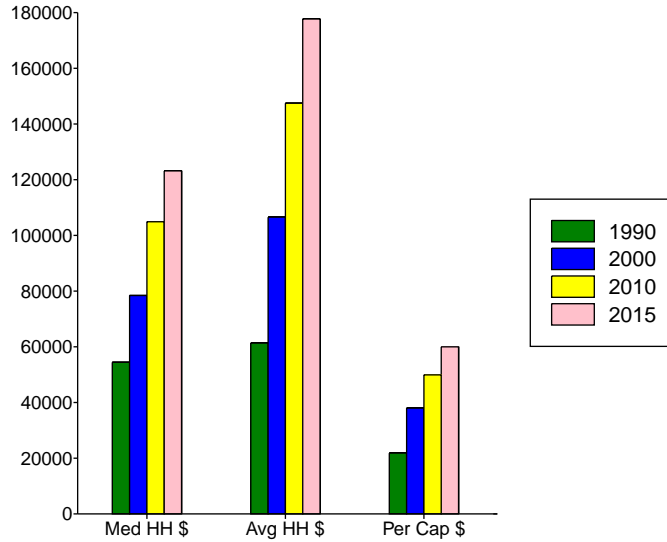
In 2000, 73.0 percent of the market area population drove alone to work, and 5.8 percent worked at home. The average travel time to work in 2000 was 30.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

**Income**

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2015:



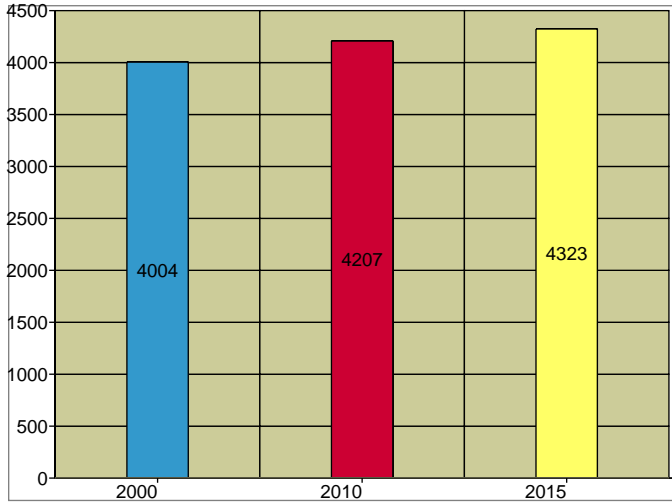
**Housing**

Currently, 68.8 percent of the 4,365 housing units in the market area are owner occupied; 27.6 percent, renter occupied; and 3.6 percent are vacant. In 2000, there were 4,114 housing units- 73.4 percent owner occupied, 23.9 percent renter occupied and 2.7 percent vacant. The annual rate of change in housing units since 2000 is 0.58 percent. Median home value in the market area is \$686,393, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.13 percent annually to \$840,385. From 2000 to the current year, median home value changed by 4.04 percent annually.

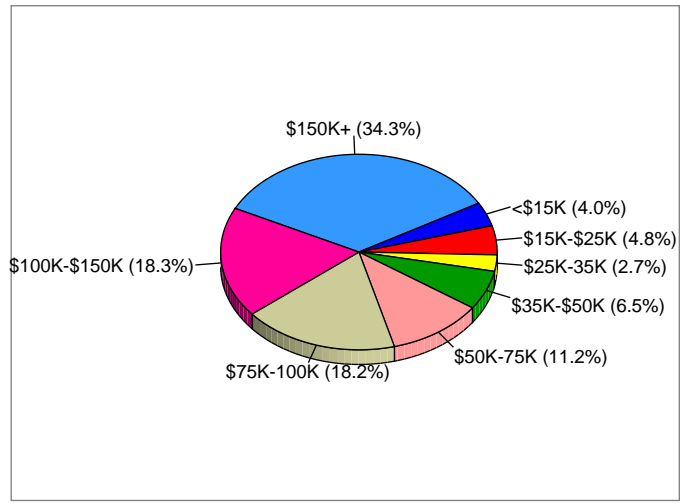
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

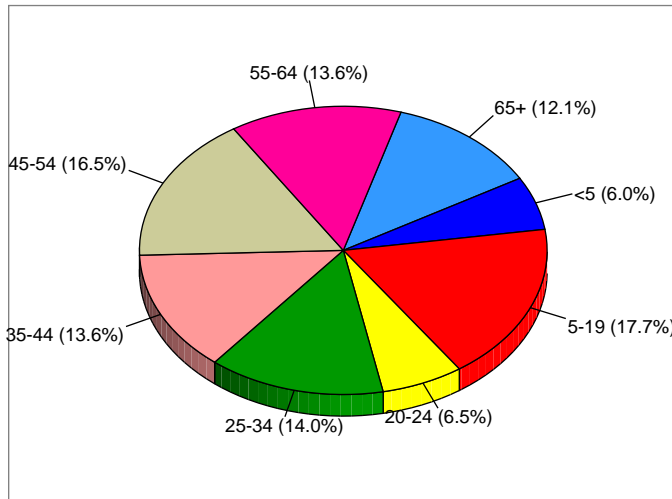
**Households**



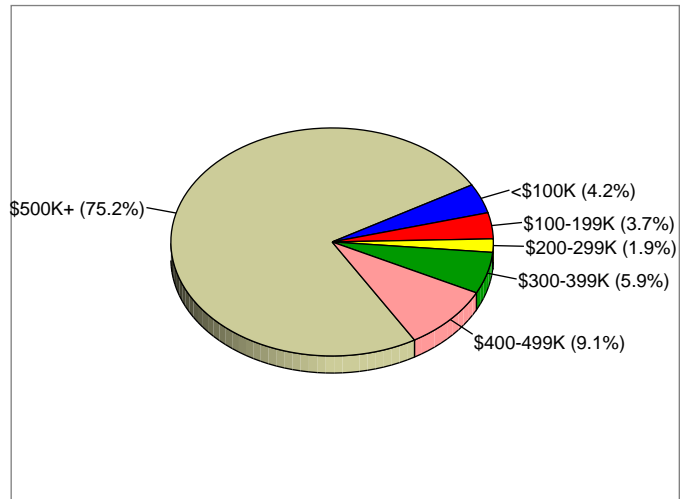
**2010 Households by Income**



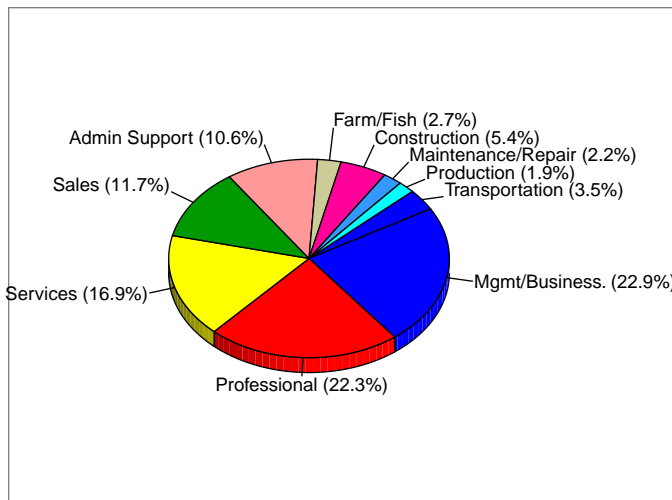
**2010 Population by Age**



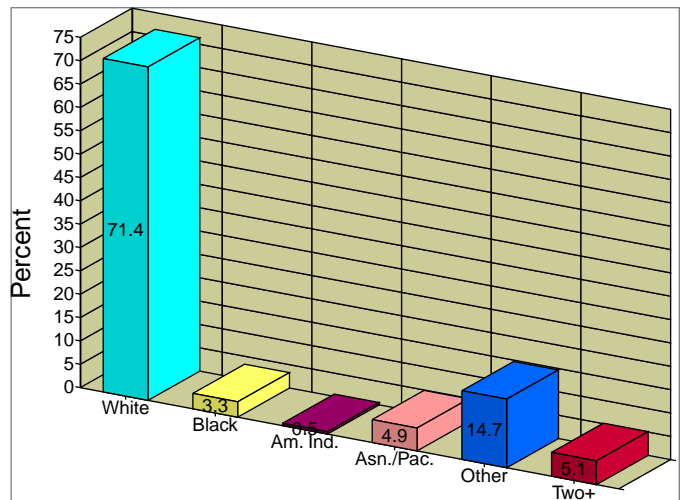
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**






**2010 Population by Race**



2010 Percent Hispanic Origin: 31.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

	2000 Total Population	11,842
	2000 Group Quarters	848
	2010 Total Population	12,420
	2015 Total Population	12,758
	2010 - 2015 Annual Rate	0.54%
	2000 Households	4,004
	2000 Average Household Size	2.75
	2010 Households	4,207
	2010 Average Household Size	2.75
	2015 Households	4,323
	2015 Average Household Size	2.75
	2010 - 2015 Annual Rate	0.55%
	2000 Families	2,773
	2000 Average Family Size	3.2
	2010 Families	2,945
	2010 Average Family Size	3.18
	2015 Families	3,009
	2015 Average Family Size	3.2
	2010 - 2015 Annual Rate	0.43%
	<b>2000 Housing Units</b>	4,114
	Owner Occupied Housing Units	73.4%
	Renter Occupied Housing Units	23.9%
	Vacant Housing Units	2.7%
	<b>2010 Housing Units</b>	4,365
	Owner Occupied Housing Units	68.8%
	Renter Occupied Housing Units	27.6%
	Vacant Housing Units	3.6%
	<b>2015 Housing Units</b>	4,487
	Owner Occupied Housing Units	67.3%
	Renter Occupied Housing Units	29.0%
	Vacant Housing Units	3.7%
	<b>Median Household Income</b>	
	2000	\$78,412
	2010	\$104,903
	2015	\$123,158
	<b>Median Home Value</b>	
	2000	\$457,233
	2010	\$686,393
	2015	\$840,385
	<b>Per Capita Income</b>	
	2000	\$37,963
	2010	\$49,919
	2015	\$59,989
	<b>Median Age</b>	
	2000	38.6
	2010	39.6
	2015	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. 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 2010 and 2015.



City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---



**2000 Households by Income**

Household Income Base	4,070
< \$15,000	7.5%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	8.5%
\$200,000+	10.8%
Average Household Income	\$106,541

**2010 Households by Income**

Household Income Base	4,207
< \$15,000	4.0%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	11.2%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	16.5%
\$200,000+	17.9%
Average Household Income	\$147,447

**2015 Households by Income**

Household Income Base	4,321
< \$15,000	2.5%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	1.7%
\$35,000 - \$49,999	4.1%
\$50,000 - \$74,999	9.6%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	17.5%
\$200,000+	24.3%
Average Household Income	\$177,695

**2000 Owner Occupied HUs by Value**

Total	3,048
<\$50,000	3.9%
\$50,000 - 99,999	7.8%
\$100,000 - 149,999	1.6%
\$150,000 - 199,999	1.5%
\$200,000 - \$299,999	8.5%
\$300,000 - 499,999	35.5%
\$500,000 - 999,999	37.1%
\$1,000,000+	3.9%
Average Home Value	\$481,760

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	950
With Cash Rent	97.1%
No Cash Rent	2.9%
Median Rent	\$1,135
Average Rent	\$1,148

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---



**2000 Population by Age**

Total	11,842
Age 0 - 4	5.9%
Age 5 - 9	6.3%
Age 10 - 14	6.0%
Age 15 - 19	6.2%
Age 20 - 24	5.8%
Age 25 - 34	13.3%
Age 35 - 44	18.6%
Age 45 - 54	17.7%
Age 55 - 64	10.5%
Age 65 - 74	5.5%
Age 75 - 84	3.4%
Age 85+	0.7%
Age 18+	77.8%

**2010 Population by Age**

Total	12,422
Age 0 - 4	6.0%
Age 5 - 9	5.5%
Age 10 - 14	5.9%
Age 15 - 19	6.3%
Age 20 - 24	6.5%
Age 25 - 34	14.0%
Age 35 - 44	13.6%
Age 45 - 54	16.5%
Age 55 - 64	13.6%
Age 65 - 74	7.3%
Age 75 - 84	3.5%
Age 85+	1.3%
Age 18+	78.7%

**2015 Population by Age**

Total	12,759
Age 0 - 4	6.0%
Age 5 - 9	5.5%
Age 10 - 14	5.3%
Age 15 - 19	5.5%
Age 20 - 24	6.6%
Age 25 - 34	15.7%
Age 35 - 44	12.5%
Age 45 - 54	14.6%
Age 55 - 64	13.1%
Age 65 - 74	9.7%
Age 75 - 84	4.0%
Age 85+	1.5%
Age 18+	79.8%

**2000 Population by Sex**

Males	53.0%
Females	47.0%

**2010 Population by Sex**

Males	53.0%
Females	47.0%

**2015 Population by Sex**

Males	52.8%
Females	47.2%

---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---



**2000 Population by Race/Ethnicity**

Total	11,842
White Alone	77.3%
Black Alone	3.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	3.5%
Some Other Race Alone	11.0%
Two or More Races	3.8%
Hispanic Origin	23.2%
Diversity Index	61.4

**2010 Population by Race/Ethnicity**

Total	12,419
White Alone	71.4%
Black Alone	3.3%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	14.7%
Two or More Races	5.1%
Hispanic Origin	31.0%
Diversity Index	70.6

**2015 Population by Race/Ethnicity**

Total	12,758
White Alone	68.9%
Black Alone	3.1%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	5.8%
Some Other Race Alone	16.0%
Two or More Races	5.7%
Hispanic Origin	33.5%
Diversity Index	73.4



**2000 Population 3+ by School Enrollment**

Total	11,588
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	10.4%
Enrolled in Grade 9-12	6.5%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	74.6%

**2010 Population 25+ by Educational Attainment**

Total	8,678
Less than 9th Grade	10.6%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	17.2%
Some College, No Degree	17.8%
Associate Degree	6.2%
Bachelor's Degree	25.4%
Graduate/Professional Degree	16.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---



**2010 Population 15+ by Marital Status**

Total	10,263
Never Married	31.6%
Married	55.6%
Widowed	4.2%
Divorced	8.6%



**2000 Population 16+ by Employment Status**

Total	9,613
In Labor Force	65.1%
Civilian Employed	62.5%
Civilian Unemployed	2.6%
In Armed Forces	0.0%
Not in Labor Force	34.9%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	88.8%
Civilian Unemployed	11.2%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	90.7%
Civilian Unemployed	9.3%

**2000 Females 16+ by Employment Status and Age of Children**

Total	4,489
Own Children < 6 Only	8.2%
Employed/in Armed Forces	5.5%
Unemployed	0.5%
Not in Labor Force	2.2%
Own Children < 6 and 6-17 Only	6.5%
Employed/in Armed Forces	2.3%
Unemployed	0.7%
Not in Labor Force	3.5%
Own Children 6-17 Only	14.2%
Employed/in Armed Forces	10.1%
Unemployed	0.3%
Not in Labor Force	3.8%
No Own Children < 18	71.1%
Employed/in Armed Forces	42.4%
Unemployed	0.4%
Not in Labor Force	28.3%



**2010 Employed Population 16+ by Industry**

Total	5,451
Agriculture/Mining	2.3%
Construction	6.8%
Manufacturing	5.5%
Wholesale Trade	8.3%
Retail Trade	8.7%
Transportation/Utilities	4.4%
Information	2.9%
Finance/Insurance/Real Estate	9.5%
Services	48.4%
Public Administration	3.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---

**2010 Employed Population 16+ by Occupation**

Total	5,452
White Collar	67.4%
Management/Business/Financial	22.9%
Professional	22.3%
Sales	11.7%
Administrative Support	10.6%
Services	16.9%
Blue Collar	15.7%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	2.2%
Production	1.9%
Transportation/Material Moving	3.5%



**2000 Workers 16+ by Means of Transportation to Work**

Total	5,849
Drove Alone - Car, Truck, or Van	73.0%
Carpooled - Car, Truck, or Van	14.2%
Public Transportation	1.6%
Walked	3.1%
Other Means	2.2%
Worked at Home	5.8%

**2000 Workers 16+ by Travel Time to Work**

Total	5,849
Did Not Work at Home	94.2%
Less than 5 minutes	4.0%
5 to 9 minutes	15.5%
10 to 19 minutes	12.4%
20 to 24 minutes	6.1%
25 to 34 minutes	18.0%
35 to 44 minutes	13.1%
45 to 59 minutes	14.4%
60 to 89 minutes	8.2%
90 or more minutes	2.5%
Worked at Home	5.8%
Average Travel Time to Work (in min)	30.6

**2000 Households by Vehicles Available**

Total	4,025
None	3.4%
1	27.8%
2	43.9%
3	19.7%
4	3.7%
5+	1.6%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---



**2000 Households by Type**

Total	4,004
Family Households	69.3%
Married-couple Family	58.3%
With Related Children	27.1%
Other Family (No Spouse)	10.9%
With Related Children	5.9%
Nonfamily Households	30.7%
Householder Living Alone	23.1%
Householder Not Living Alone	7.7%
Households with Related Children	33.0%
Households with Persons 65+	22.2%

**2000 Households by Size**

Total	4,004
1 Person Household	23.1%
2 Person Household	36.2%
3 Person Household	15.1%
4 Person Household	13.3%
5 Person Household	5.9%
6 Person Household	2.6%
7+ Person Household	3.8%

**2000 Households by Year Householder Moved In**

Total	4,025
Moved in 1999 to March 2000	15.8%
Moved in 1995 to 1998	27.4%
Moved in 1990 to 1994	20.8%
Moved in 1980 to 1989	21.8%
Moved in 1970 to 1979	9.3%
Moved in 1969 or Earlier	4.8%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

Total	4,151
1, Detached	62.6%
1, Attached	13.0%
2	1.6%
3 or 4	4.6%
5 to 9	5.0%
10 to 19	0.8%
20+	2.0%
Mobile Home	10.4%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	4,151
1999 to March 2000	2.1%
1995 to 1998	4.3%
1990 to 1994	9.7%
1980 to 1989	19.2%
1970 to 1979	32.0%
1969 or Earlier	32.6%
Median Year Structure Built	1975


---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

**Top 3 Tapestry Segments**

- |    |  |              |
|----|--|--------------|
| 1. |  | Urban Chic   |
| 2. |  | Connoisseurs |

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$14,652,150
Average Spent	\$3,482.80
Spending Potential Index	145
Computers & Accessories: Total \$	\$2,099,824
Average Spent	\$499.13
Spending Potential Index	227
Education: Total \$	\$10,294,016
Average Spent	\$2,446.88
Spending Potential Index	201
Entertainment/Recreation: Total \$	\$30,209,385
Average Spent	\$7,180.74
Spending Potential Index	223
Food at Home: Total \$	\$37,135,346
Average Spent	\$8,827.04
Spending Potential Index	197
Food Away from Home: Total \$	\$27,004,850
Average Spent	\$6,419.03
Spending Potential Index	199
Health Care: Total \$	\$29,903,216
Average Spent	\$7,107.97
Spending Potential Index	191
HH Furnishings & Equipment: Total \$	\$17,260,544
Average Spent	\$4,102.82
Spending Potential Index	199
Investments: Total \$	\$20,586,636
Average Spent	\$4,893.42
Spending Potential Index	281
Retail Goods: Total \$	\$207,599,660
Average Spent	\$49,346.25
Spending Potential Index	198
Shelter: Total \$	\$153,148,568
Average Spent	\$36,403.27
Spending Potential Index	231
TV/Video/Audio: Total \$	\$10,157,348
Average Spent	\$2,414.39
Spending Potential Index	194
Travel: Total \$	\$19,952,299
Average Spent	\$4,742.64
Spending Potential Index	251
Vehicle Maintenance & Repairs: Total \$	\$8,357,164
Average Spent	\$1,986.49
Spending Potential Index	211

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Demographic Summary	2010	2015
Population	12,420	12,758
Total Number of Adults	9,771	10,176
Households	4,207	4,323
Median Household Income	\$104,903	\$123,158

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	4,687	48.0%	95
Bought any women's apparel in last 12 months	4,683	47.9%	105
Bought apparel for child <13 in last 6 months	2,258	23.1%	82
Bought any shoes in last 12 months	5,086	52.1%	100
Bought costume jewelry in last 12 months	1,975	20.2%	97
Bought any fine jewelry in last 12 months	2,117	21.7%	94
Bought a watch in last 12 months	1,579	16.2%	78
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,866	91.9%	105
HH bought new vehicle in last 12 months	388	9.2%	112
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	8,929	91.4%	105
Bought/changed motor oil in last 12 months	4,028	41.2%	80
Had tune-up in last 12 months	3,659	37.4%	119
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,907	70.7%	112
Drank regular cola in last 6 months	3,490	35.7%	68
Drank beer/ale in last 6 months	4,642	47.5%	112
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,459	14.9%	101
Bought film in last 12 months	2,120	21.7%	92
Bought digital camera in last 12 months	924	9.5%	134
Bought memory card for camera in last 12 months	837	8.6%	113
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	3,167	32.4%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,786	28.5%	110
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,411	34.9%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	1,707	17.5%	114
<b>Computers (Households)</b>			
HH owns a personal computer	3,645	86.6%	120
HH spent <\$500 on home PC	303	7.2%	80
HH spent \$500-\$999 on home PC	869	20.7%	113
HH spent \$1000-\$1499 on home PC	816	19.4%	132
HH spent \$1500-\$1999 on home PC	457	10.9%	131
Spent \$2000+ on home PC	549	13.0%	169

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	4,746	48.6%	81
Bought cigarettes at convenience store in last 30 days	704	7.2%	49
Bought gas at convenience store in last 30 days	1,676	17.2%	52
Spent at convenience store in last 30 days: <\$20	1,324	13.6%	140
Spent at convenience store in last 30 days: \$20-39	874	8.9%	90
Spent at convenience store in last 30 days: \$40+	1,828	18.7%	53
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	6,494	66.5%	114
Went to live theater in last 6 months	2,087	21.4%	170
Went to a bar/night club in last 12 months	1,875	19.2%	105
Dined out in last 12 months	6,052	61.9%	127
Gambled at a casino in last 12 months	2,187	22.4%	139
Visited a theme park in last 12 months	2,443	25.0%	113
DVDs rented in last 30 days: 1	288	2.9%	111
DVDs rented in last 30 days: 2	627	6.4%	137
DVDs rented in last 30 days: 3	340	3.5%	112
DVDs rented in last 30 days: 4	453	4.6%	116
DVDs rented in last 30 days: 5+	1,274	13.0%	99
DVDs purchased in last 30 days: 1	561	5.7%	107
DVDs purchased in last 30 days: 2	512	5.2%	100
DVDs purchased in last 30 days: 3-4	387	4.0%	81
DVDs purchased in last 30 days: 5+	397	4.1%	75
Spent on toys/games in last 12 months: <\$50	537	5.5%	88
Spent on toys/games in last 12 months: \$50-\$99	115	1.2%	43
Spent on toys/games in last 12 months: \$100-\$199	687	7.0%	99
Spent on toys/games in last 12 months: \$200-\$499	1,121	11.5%	110
Spent on toys/games in last 12 months: \$500+	561	5.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,435	24.9%	137
Used ATM/cash machine in last 12 months	6,330	64.8%	128
Own any stock	1,590	16.3%	181
Own U.S. savings bond	821	8.4%	119
Own shares in mutual fund (stock)	1,778	18.2%	193
Own shares in mutual fund (bonds)	1,084	11.1%	192
Used full service brokerage firm in last 12 months	1,056	10.8%	178
Used discount brokerage firm in last 12 months	371	3.8%	193
Have 401K retirement savings	2,196	22.5%	136
Own any credit/debit card (in own name)	8,396	85.9%	117
Avg monthly credit card expenditures: <\$111	1,011	10.3%	71
Avg monthly credit card expenditures: \$111-225	741	7.6%	84
Avg monthly credit card expenditures: \$226-450	935	9.6%	111
Avg monthly credit card expenditures: \$451-700	943	9.7%	135
Avg monthly credit card expenditures: \$701+	2,655	27.2%	198

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,987	61.3%	88
Used bread in last 6 months	9,299	95.2%	99
Used chicken/turkey (fresh or frozen) in last 6 months	7,226	74.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	4,927	50.4%	99
Used fresh fruit/vegetables in last 6 months	8,600	88.0%	102
Used fresh milk in last 6 months	8,592	87.9%	97
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,242	33.2%	113
Exercise at club 2+ times per week	2,072	21.2%	183
Visited a doctor in last 12 months	7,916	81.0%	103
Used vitamin/dietary supplement in last 6 months	5,676	58.1%	122
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,400	33.3%	107
Used housekeeper/maid/professional cleaning service in last 12 months	1,225	29.1%	185
Purchased any HH furnishing in last 12 months	452	10.7%	102
Purchased bedding/bath goods in last 12 months	2,379	56.5%	104
Purchased cooking/serving product in last 12 months	1,155	27.5%	101
Bought any kitchen appliance in last 12 months	719	17.1%	96
<b>Insurance (Adults)</b>			
Currently carry any life insurance	4,658	47.7%	99
Have medical/hospital/accident insurance	8,011	82.0%	113
Carry homeowner insurance	5,724	58.6%	110
Carry renter insurance	588	6.0%	100
Have auto/other vehicle insurance	8,695	89.0%	106
<b>Pets (Households)</b>			
HH owns any pet	1,867	44.4%	93
HH owns any cat	879	20.9%	90
HH owns any dog	1,243	29.5%	85
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	6,242	63.9%	129
Read any daily newspaper	5,265	53.9%	126
Heavy magazine reader	2,399	24.6%	123
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	7,318	74.9%	103
Went to family restaurant/steak house last mo: <2 times	2,936	30.0%	115
Went to family restaurant/steak house last mo: 2-4 times	2,523	25.8%	94
Went to family restaurant/steak house last mo: 5+ times	1,862	19.1%	98
Went to fast food/drive-in restaurant in last 6 mo	8,328	85.2%	95
Went to fast food/drive-in restaurant <5 times/mo	3,385	34.6%	113
Went to fast food/drive-in 5-12 times/mo	2,873	29.4%	93
Went to fast food/drive-in restaurant 13+ times/mo	2,070	21.2%	76
Fast food/drive-in last 6 mo: eat in	3,293	33.7%	88
Fast food/drive-in last 6 mo: home delivery	655	6.7%	60
Fast food/drive-in last 6 mo: take-out/drive-thru	4,241	43.4%	83
Fast food/drive-in last 6 mo: take-out/walk-in	2,902	29.7%	121

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,006	71.5%	111
HH average monthly long distance phone bill: <\$16	1,258	29.9%	107
HH average monthly long distance phone bill: \$16-25	692	16.4%	140
HH average monthly long distance phone bill: \$26-59	584	13.9%	143
HH average monthly long distance phone bill: \$60+	251	6.0%	136
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	786	18.7%	94
HH owns 2 TVs	1,217	28.9%	109
HH owns 3 TVs	982	23.3%	104
HH owns 4+ TVs	776	18.4%	88
HH subscribes to cable TV	3,042	72.3%	125
HH watched 15+ hours of cable TV last week	2,466	58.6%	98
Purchased audio equipment in last 12 months	349	8.3%	100
Purchased CD player in last 12 months	209	5.0%	94
Purchased DVD player in last 12 months	396	9.4%	89
Purchased MP3 player in last 12 months	450	10.7%	123
Purchased video game system in last 12 months	356	8.5%	97
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,531	66.8%	126
Took 3+ domestic trips in last 12 months	2,803	28.7%	138
Spent on domestic vacations last 12 mo: <\$1000	1,315	13.5%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	855	8.8%	126
Spent on domestic vacations last 12 mo: \$1500-\$1999	514	5.3%	131
Spent on domestic vacations last 12 mo: \$2000-\$2999	640	6.5%	159
Spent on domestic vacations last 12 mo: \$3000+	840	8.6%	178
Foreign travel in last 3 years	4,477	45.8%	183
Took 3+ foreign trips by plane in last 3 years	1,278	13.1%	289
Spent on foreign vacations last 12 mo: <\$1000	989	10.1%	184
Spent on foreign vacations last 12 mo: \$1000-\$2999	648	6.6%	166
Spent on foreign vacations: \$3000+	1,216	12.4%	267
Stayed 1+ nights at hotel/motel in last 12 months	5,080	52.0%	126

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

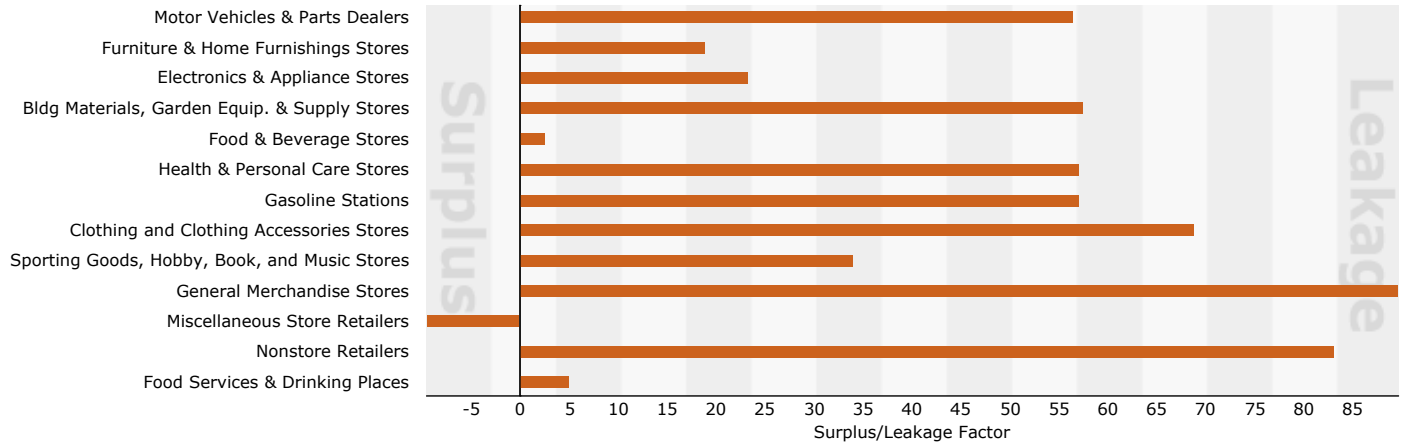
Prepared by Randy Kinghorn

Summary Demographics						
2015 Population						12,757
2015 Households						4,323
2015 Per Capita Income						\$59,990
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$275,897,021	\$130,304,059	145,592,962	35.8	170
Total Retail Trade	44-45	\$235,602,820	\$93,895,724	141,707,096	43.0	120
Total Food & Drink	722	\$40,294,201	\$36,408,335	3,885,866	5.1	50
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$56,943,771	\$15,814,000	41,129,770	56.5	6
Automobile Dealers	4411	\$48,071,474	\$14,115,287	33,956,187	54.6	3
Other Motor Vehicle Dealers	4412	\$5,397,903	\$1,347,896	4,050,008	60.0	3
Auto Parts, Accessories & Tire Stores	4413	\$3,474,394	\$350,817	3,123,576	81.7	1
Furniture & Home Furnishings Stores	442	\$6,627,302	\$4,521,211	2,106,090	18.9	10
Furniture Stores	4421	\$3,278,617	\$3,176,334	102,282	1.6	5
Home Furnishings Stores	4422	\$3,348,685	\$1,344,877	2,003,808	42.7	5
Electronics & Appliance Stores	4431	\$9,023,816	\$5,600,487	3,423,329	23.4	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,145,358	\$3,008,441	8,136,917	57.5	12
Bldg Material & Supplies Dealers	4441	\$10,601,882	\$2,105,810	8,496,072	66.9	8
Lawn & Garden Equip & Supply Stores	4442	\$543,476	\$902,631	-359,155	-24.8	4
Food & Beverage Stores	445	\$43,072,283	\$40,929,085	2,143,197	2.6	16
Grocery Stores	4451	\$40,508,564	\$38,506,604	2,001,961	2.5	6
Specialty Food Stores	4452	\$1,055,322	\$1,419,529	-364,207	-14.7	7
Beer, Wine & Liquor Stores	4453	\$1,508,396	\$1,002,953	505,444	20.1	3
Health & Personal Care Stores	446,4461	\$9,738,772	\$2,656,964	7,081,808	57.1	8
Gasoline Stations	447,4471	\$32,560,960	\$8,899,899	23,661,061	57.1	2
Clothing & Clothing Accessories Stores	448	\$11,647,054	\$2,142,434	9,504,620	68.9	11
Clothing Stores	4481	\$9,333,788	\$1,645,833	7,687,955	70.0	8
Shoe Stores	4482	\$1,070,916	\$0	1,070,916	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,242,351	\$496,601	745,750	42.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,456,457	\$1,206,335	1,250,122	34.1	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,976,578	\$292,275	1,684,303	74.2	7
Book, Periodical & Music Stores	4512	\$479,879	\$914,060	-434,181	-31.1	3
General Merchandise Stores	452	\$22,557,686	\$1,224,226	21,333,460	89.7	2
Department Stores Excluding Leased Depts.	4521	\$9,404,232	\$402,468	9,001,764	91.8	1
Other General Merchandise Stores	4529	\$13,153,453	\$821,758	12,331,695	88.2	1
Miscellaneous Store Retailers	453	\$4,603,641	\$5,580,723	-977,082	-9.6	31
Florists	4531	\$472,565	\$1,110,715	-638,151	-40.3	5
Office Supplies, Stationery & Gift Stores	4532	\$1,734,387	\$2,842,650	-1,108,263	-24.2	8
Used Merchandise Stores	4533	\$139,486	\$160,919	-21,432	-7.1	4
Other Miscellaneous Store Retailers	4539	\$2,257,203	\$1,466,438	790,764	21.2	14
Nonstore Retailers	454	\$25,225,721	\$2,311,918	22,913,803	83.2	2
Electronic Shopping & Mail-Order Houses	4541	\$11,008,140	\$2,112,492	8,895,648	67.8	1
Vending Machine Operators	4542	\$440,995	\$0	440,995	100.0	0
Direct Selling Establishments	4543	\$13,776,586	\$199,426	13,577,160	97.1	1
Food Services & Drinking Places	722	\$40,294,201	\$36,408,335	3,885,866	5.1	50
Full-Service Restaurants	7221	\$18,885,126	\$18,977,490	-92,364	-0.2	30
Limited-Service Eating Places	7222	\$14,962,884	\$13,721,996	1,240,888	4.3	14
Special Food Services	7223	\$6,051,153	\$2,763,177	3,287,976	37.3	4
Drinking Places - Alcoholic Beverages	7224	\$395,038	\$945,672	-550,634	-41.1	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

## Leakage/Surplus Factor by Industry Subsector

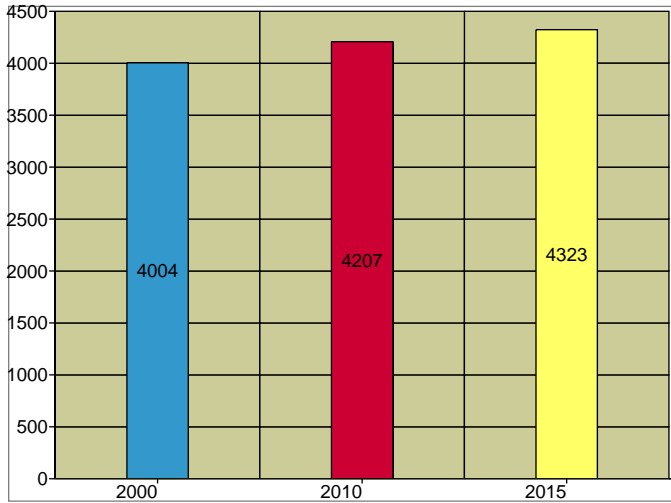


## Leakage/Surplus Factor by Industry Group

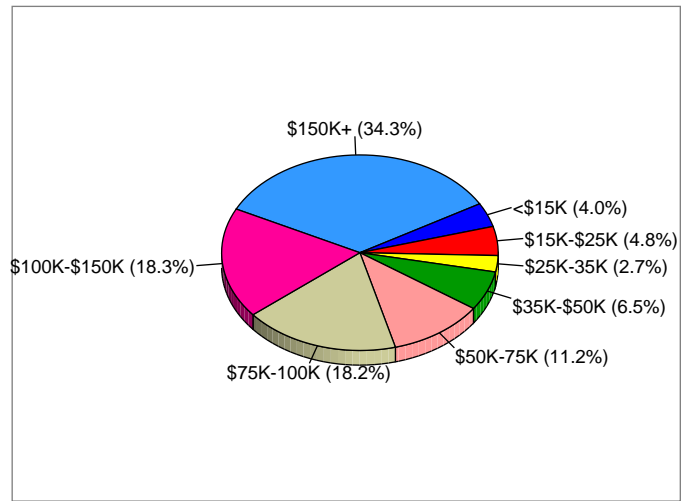


City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

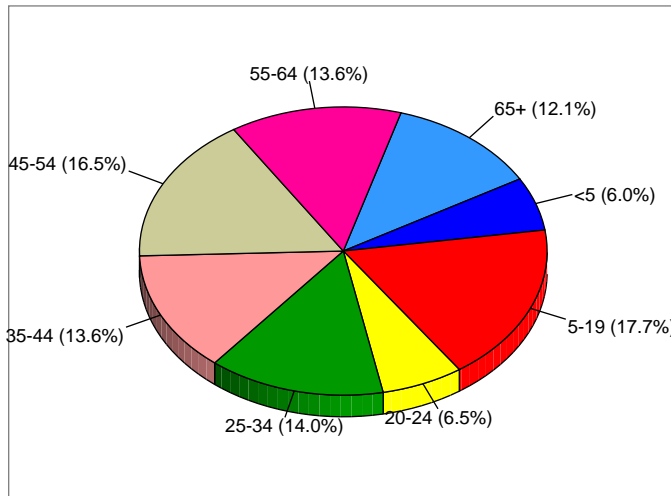
**Households**



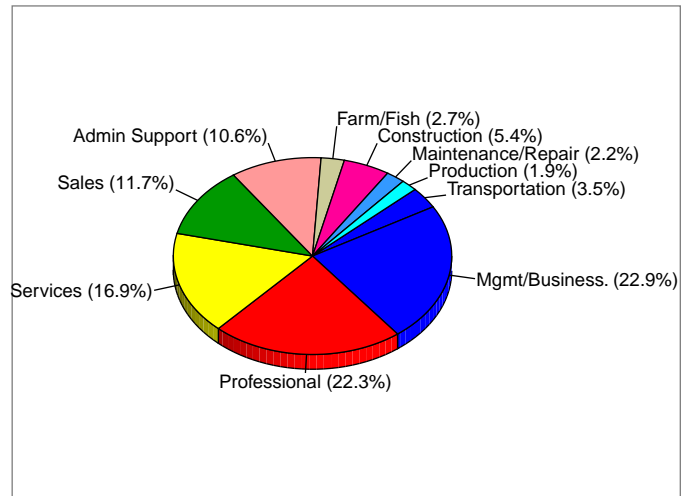
**2010 Households by Income**



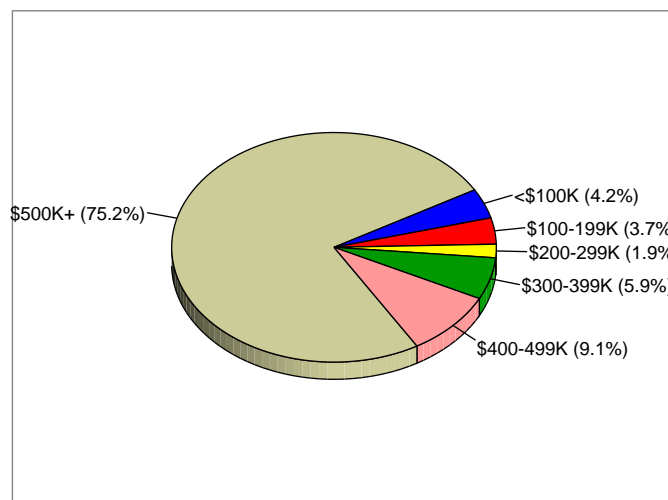
**2010 Population by Age**



**2010 Employed 16+ by Occupation**



**2010 Owner Occupied HUs by Value**



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Top Tapestry Segments:		Demographic Summary	2010	2015
Urban Chic	95.3%	Population	12,420	12,758
Connoisseurs	4.7%	Households	4,207	4,323
		Families	2,945	3,009
		Median Age	39.6	39.4
		Median Household Income	\$104,903	\$123,158

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	145	\$3,482.80	\$14,652,150
Men's	139	\$639.07	\$2,688,588
Women's	132	\$1,095.36	\$4,608,173
Children's	137	\$546.99	\$2,301,188
Footwear	100	\$415.87	\$1,749,558
Watches & Jewelry	229	\$445.23	\$1,873,091
Apparel Products and Services <sup>1</sup>	364	\$340.28	\$1,431,553
<b>Computer</b>			
Computers and Hardware for Home Use	225	\$431.30	\$1,814,461
Software and Accessories for Home Use	238	\$67.83	\$285,363
<b>Entertainment &amp; Recreation</b>	223	\$7,180.74	\$30,209,385
<b>Fees and Admissions</b>	246	\$1,519.64	\$6,393,128
Membership Fees for Clubs <sup>2</sup>	251	\$410.97	\$1,728,930
Fees for Participant Sports, excl. Trips	252	\$269.03	\$1,131,812
Admission to Movie/Theatre/Opera/Ballet	238	\$361.50	\$1,520,827
Admission to Sporting Events, excl. Trips	208	\$123.96	\$521,513
Fees for Recreational Lessons	258	\$352.71	\$1,483,872
Dating Services	191	\$1.47	\$6,174
<b>TV/Video/Audio</b>	194	\$2,414.39	\$10,157,348
Community Antenna or Cable TV	181	\$1,307.75	\$5,501,698
Televisions	222	\$428.77	\$1,803,841
VCRs, Video Cameras, and DVD Players	223	\$45.45	\$191,221
Video Cassettes and DVDs	204	\$107.12	\$450,658
Video and Computer Game Hardware and Software	185	\$103.46	\$435,264
Satellite Dishes	244	\$3.08	\$12,939
Rental of Video Cassettes and DVDs	215	\$88.46	\$372,140
Streaming/Downloaded Video	211	\$2.96	\$12,435
Audio <sup>3</sup>	210	\$308.11	\$1,296,238
Rental and Repair of TV/Radio/Audio	254	\$19.23	\$80,912
Pets	262	\$1,128.88	\$4,749,189
Toys and Games <sup>4</sup>	187	\$271.71	\$1,143,096
Recreational Vehicles and Fees <sup>5</sup>	279	\$900.19	\$3,787,096
Sports/Recreation/Exercise Equipment <sup>6</sup>	181	\$328.87	\$1,383,564
Photo Equipment and Supplies <sup>7</sup>	225	\$233.10	\$980,672
Reading <sup>8</sup>	222	\$343.98	\$1,447,122
Catered Affairs <sup>9</sup>	162	\$39.97	\$168,171
<b>Food</b>	198	\$15,246.07	\$64,140,197
<b>Food at Home</b>	197	\$8,827.04	\$37,135,346
Bakery and Cereal Products	194	\$1,154.50	\$4,857,000
Meat, Poultry, Fish, and Eggs	193	\$2,004.56	\$8,433,183
Dairy Products	195	\$969.00	\$4,076,595
Fruit and Vegetables	208	\$1,635.02	\$6,878,512
Snacks and Other Food at Home <sup>10</sup>	197	\$3,063.95	\$12,890,056
<b>Food Away from Home</b>	199	\$6,419.03	\$27,004,850
Alcoholic Beverages	209	\$1,190.85	\$5,009,918
Nonalcoholic Beverages at Home	194	\$847.25	\$3,564,385

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	281	\$4,893.42	\$20,586,636
Vehicle Loans	184	\$9,039.24	\$38,028,097
<b>Health</b>			
Nonprescription Drugs	189	\$194.84	\$819,701
Prescription Drugs	167	\$832.22	\$3,501,165
Eyeglasses and Contact Lenses	204	\$157.27	\$661,636
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	235	\$22,004.27	\$92,571,981
Maintenance and Remodeling Services	253	\$5,022.10	\$21,127,970
Maintenance and Remodeling Materials <sup>12</sup>	226	\$839.09	\$3,530,039
Utilities, Fuel, and Public Services	180	\$8,141.03	\$34,249,296
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	234	\$310.85	\$1,307,750
Furniture	232	\$1,395.21	\$5,869,630
Floor Coverings	211	\$158.36	\$666,206
Major Appliances <sup>14</sup>	212	\$642.11	\$2,701,356
Housewares <sup>15</sup>	203	\$175.07	\$736,522
Small Appliances	203	\$66.62	\$280,263
Luggage	240	\$22.27	\$93,696
Telephones and Accessories	146	\$62.31	\$262,121
<b>Household Operations</b>			
Child Care	204	\$941.17	\$3,959,503
Lawn and Garden <sup>16</sup>	236	\$986.05	\$4,148,317
Moving/Storage/Freight Express	307	\$186.58	\$784,930
Housekeeping Supplies <sup>17</sup>	193	\$1,351.55	\$5,685,971
<b>Insurance</b>			
Owners and Renters Insurance	188	\$871.43	\$3,666,091
Vehicle Insurance	198	\$2,307.12	\$9,706,064
Life/Other Insurance	196	\$817.14	\$3,437,729
Health Insurance	186	\$3,595.77	\$15,127,390
Personal Care Products <sup>18</sup>	204	\$813.95	\$3,424,280
School Books and Supplies <sup>19</sup>	179	\$190.82	\$802,780
Smoking Products	152	\$649.38	\$2,731,932
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	203	\$8,894.58	\$37,419,512
Gasoline and Motor Oil	180	\$5,152.87	\$21,678,107
Vehicle Maintenance and Repairs	211	\$1,986.49	\$8,357,164
<b>Travel</b>			
Airline Fares	270	\$1,240.50	\$5,218,770
Lodging on Trips	249	\$1,085.64	\$4,567,305
Auto/Truck/Van Rental on Trips	278	\$102.69	\$431,996
Food and Drink on Trips	241	\$1,049.82	\$4,416,598

**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:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

---

<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>**Audio** includes satellite radio service, 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 Equipment** 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>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</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>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</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>13</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>14</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>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</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>17</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>18</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>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Prepared by Randy Kinghorn

Summary	2000	2010	2015
Population	11,842	12,420	12,758
Households	4,004	4,207	4,323
Families	2,773	2,945	3,009
Average Household Size	2.75	2.75	2.75
Owner Occupied Housing Units	3,021	3,004	3,021
Renter Occupied Housing Units	983	1,203	1,302
Median Age	38.6	39.6	39.4
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.54%	0.70%	0.76%
Households	0.55%	0.63%	0.78%
Families	0.43%	0.55%	0.64%
Owner HHs	0.11%	0.68%	0.82%
Median Household Income	3.26%	2.59%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	307	7.5%	167	4.0%	109	2.5%
\$15,000 - \$24,999	280	6.9%	201	4.8%	136	3.1%
\$25,000 - \$34,999	246	6.0%	113	2.7%	73	1.7%
\$35,000 - \$49,999	361	8.9%	273	6.5%	178	4.1%
\$50,000 - \$74,999	716	17.6%	472	11.2%	414	9.6%
\$75,000 - \$99,999	691	17.0%	766	18.2%	685	15.9%
\$100,000 - \$149,999	682	16.8%	770	18.3%	923	21.4%
\$150,000 - \$199,999	347	8.5%	694	16.5%	755	17.5%
\$200,000+	440	10.8%	751	17.9%	1,048	24.3%
Median Household Income	\$78,412		\$104,903		\$123,158	
Average Household Income	\$106,541		\$147,447		\$177,695	
Per Capita Income	\$37,963		\$49,919		\$59,989	

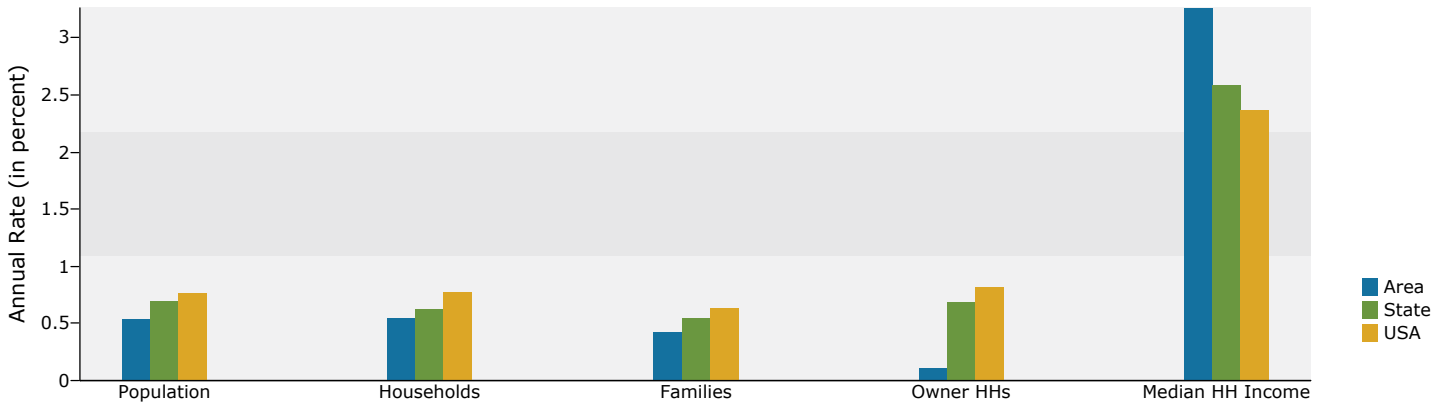
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	699	5.9%	743	6.0%	769	6.0%
5 - 9	744	6.3%	677	5.5%	704	5.5%
10 - 14	716	6.0%	737	5.9%	675	5.3%
15 - 19	740	6.2%	780	6.3%	696	5.5%
20 - 24	692	5.8%	805	6.5%	843	6.6%
25 - 34	1,575	13.3%	1,742	14.0%	2,003	15.7%
35 - 44	2,197	18.6%	1,692	13.6%	1,597	12.5%
45 - 54	2,095	17.7%	2,051	16.5%	1,861	14.6%
55 - 64	1,247	10.5%	1,688	13.6%	1,676	13.1%
65 - 74	657	5.5%	913	7.4%	1,242	9.7%
75 - 84	400	3.4%	435	3.5%	504	4.0%
85+	80	0.7%	159	1.3%	189	1.5%

Data Note: Income is expressed in current dollars

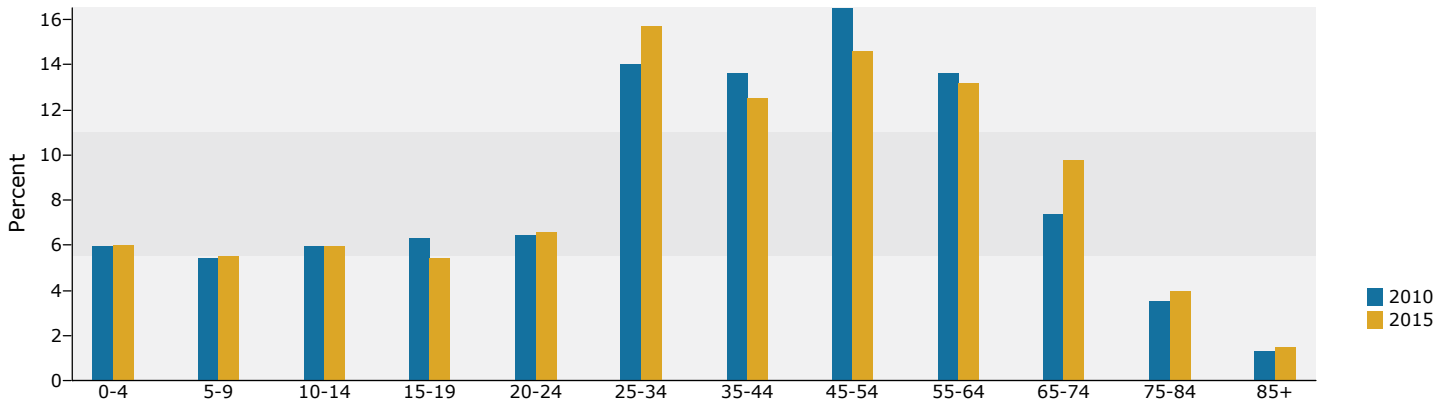
City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Prepared by Randy Kinghorn

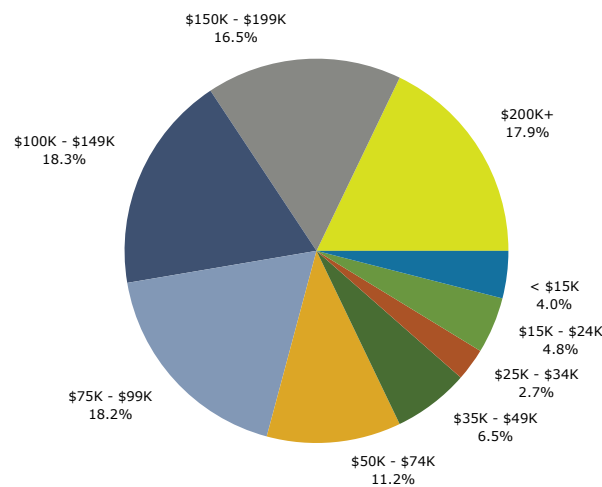
## Trends 2010-2015



## Population by Age



## 2010 Household Income



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

City of Half Moon Bay  
 Half Moon Bay city, CA (0631708)  
 Geography: Place

Prepared by Randy Kinghorn

Summary	2010	2011	2016
Population	11,324	11,371	11,546
Households	4,149	4,178	4,267
Families	2,822	2,872	2,927
Average Household Size	2.72	2.70	2.69
Owner Occupied Housing Units	2,944	2,890	2,977
Renter Occupied Housing Units	1,205	1,289	1,290
Median Age	43.3	43.1	44.0
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.31%	0.66%	0.67%
Households	0.42%	0.63%	0.71%
Families	0.38%	0.63%	0.57%
Owner HHs	0.60%	0.99%	0.91%
Median Household Income	2.53%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	201	4.8%	177	4.1%
\$15,000 - \$24,999	331	7.9%	229	5.4%
\$25,000 - \$34,999	184	4.4%	140	3.3%
\$35,000 - \$49,999	408	9.8%	320	7.5%
\$50,000 - \$74,999	577	13.8%	524	12.3%
\$75,000 - \$99,999	586	14.0%	692	16.2%
\$100,000 - \$149,999	790	18.9%	884	20.7%
\$150,000 - \$199,999	453	10.8%	590	13.8%
\$200,000+	648	15.5%	712	16.7%
Median Household Income	\$89,931		\$101,902	
Average Household Income	\$116,554		\$138,359	
Per Capita Income	\$42,547		\$50,771	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	717	6.3%	731	6.4%	741	6.4%
5 - 9	667	5.9%	683	6.0%	681	5.9%
10 - 14	735	6.5%	737	6.5%	737	6.4%
15 - 19	640	5.7%	644	5.7%	600	5.2%
20 - 24	570	5.0%	591	5.2%	574	5.0%
25 - 34	1,172	10.4%	1,188	10.4%	1,229	10.6%
35 - 44	1,415	12.5%	1,396	12.3%	1,347	11.7%
45 - 54	1,889	16.7%	1,893	16.6%	1,739	15.1%
55 - 64	1,755	15.5%	1,783	15.7%	1,911	16.5%
65 - 74	1,099	9.7%	1,096	9.6%	1,332	11.5%
75 - 84	492	4.3%	465	4.1%	480	4.2%
85+	173	1.5%	163	1.4%	179	1.6%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,580	75.8%	8,568	75.4%	8,479	73.4%
Black Alone	82	0.7%	78	0.7%	81	0.7%
American Indian Alone	71	0.6%	69	0.6%	77	0.7%
Asian Alone	490	4.3%	487	4.3%	533	4.6%
Pacific Islander Alone	9	0.1%	14	0.1%	14	0.1%
Some Other Race Alone	1,710	15.1%	1,756	15.4%	1,943	16.8%
Two or More Races	382	3.4%	399	3.5%	420	3.6%
Hispanic Origin (Any Race)	3,563	31.5%	3,698	32.5%	4,078	35.3%

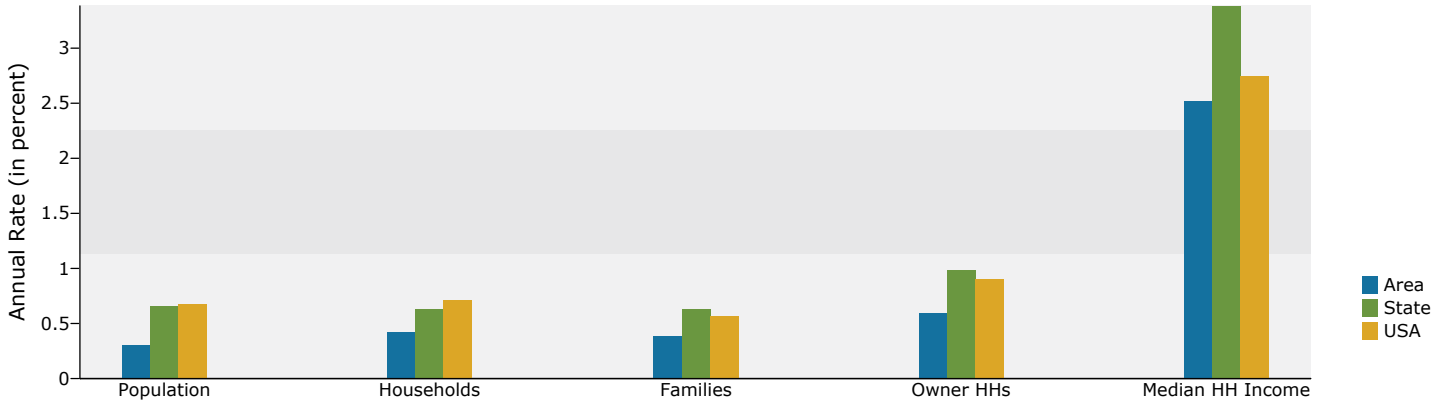
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

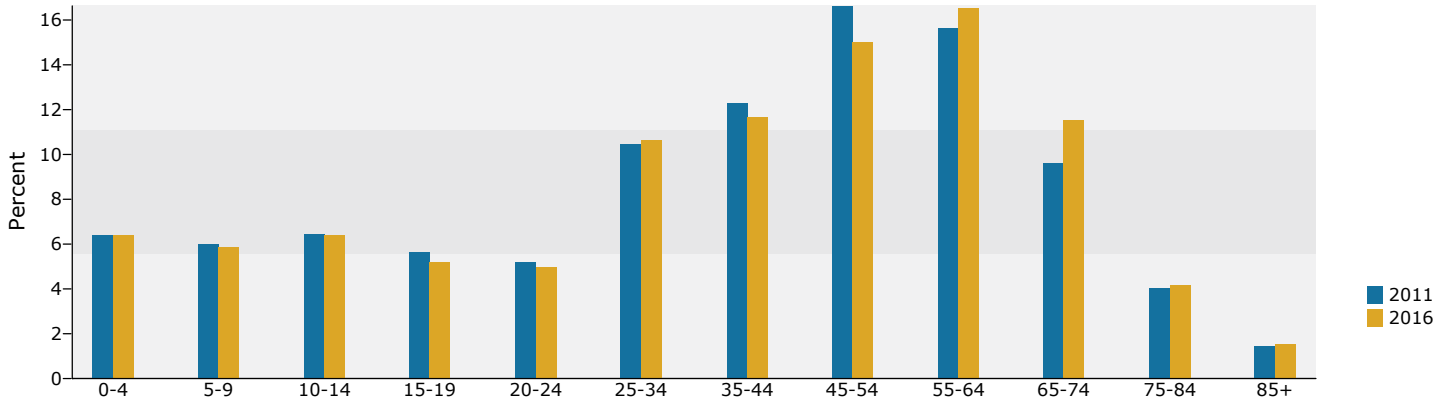
City of Half Moon Bay  
Half Moon Bay city, CA (0631708)  
Geography: Place

Prepared by Randy Kinghorn

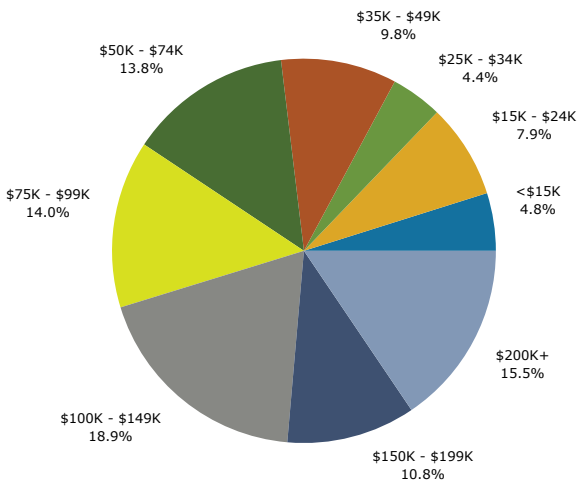
## Trends 2011-2016



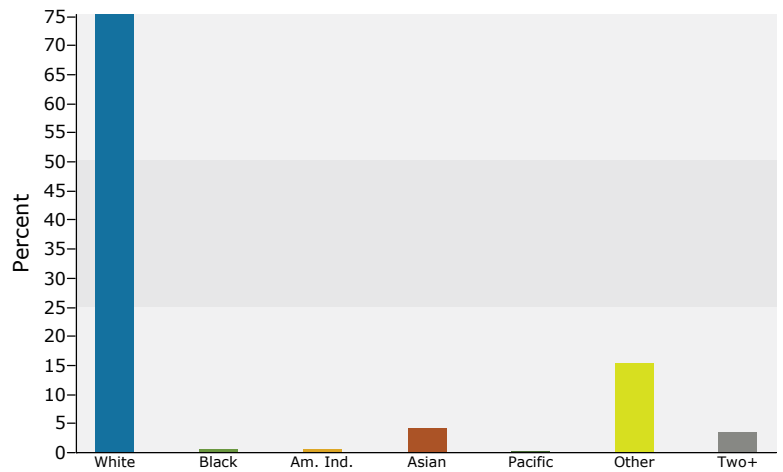
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 32.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.