

REDWOOD CITY – MARKET PROFILE

POPULATION, HOUSEHOLDS, HOUSING

Population

2000	75,400
2004 – Estm.	77,200

Average Household Size

2000	2.62
2004 – Estm.	2.70

Housing Units 2000

Rent	47%
Own	53%

Median Home Price

2002	\$575,000
2003	\$603,000

Sources: U.S. Census 2000, ABAG Projections 2003, CA Assoc. of Realtors

DENSITY (per sq. mile of land area)

Land Area	19.5 sq. miles
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Year	Population	Housing Units
1990	3,388	1,377
2000	3,871	1,485

Source: U.S. Census 1990 and 2000

RACE

White	54%
Hispanic or Latino (of any race)	31%
Asian/Pacific Islander	10%
Black or African American	2%
Two or more races	2%
Am Ind./ Other Race	1%

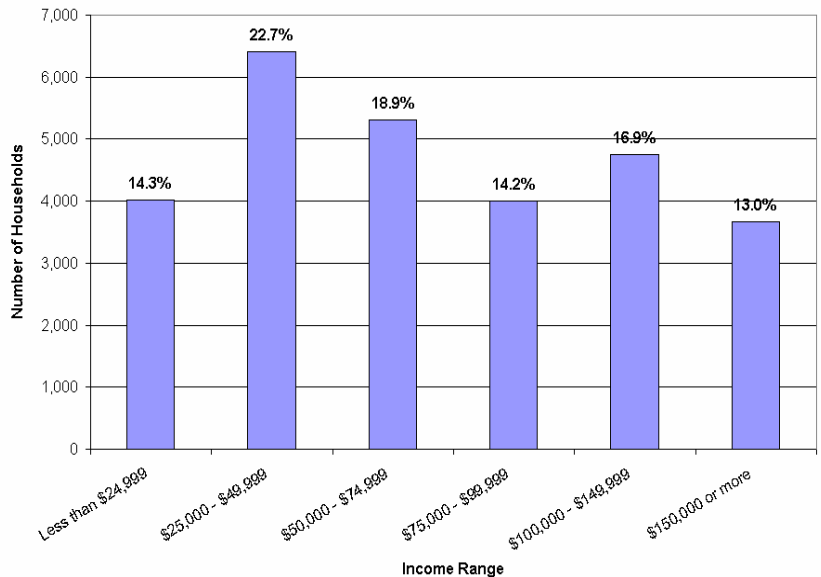
Source: U.S. Census 2000

EDUCATION – AGES 25 AND UP

Less than 9 th Grade	9%
Some H.S.	8%
H.S. Graduate or Equivalent	18%
Some College/AA	30%
Bachelor's Degree or Higher	36%

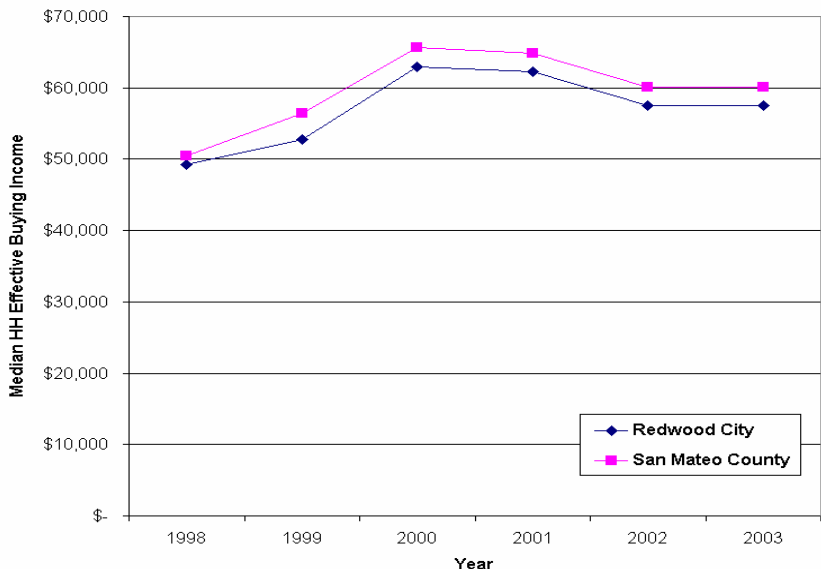
Source: U.S. Census 2000

HOUSEHOLD INCOME – Median HH Income \$67,000



Source: U.S. Census 2000

EFFECTIVE BUYING INCOME (in nominal \$)



RWC Total EBI	\$2.1 billion
RWC Median HH EBI	\$57,500

Source: Sales & Marketing Management Survey of Buying Power

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BUILDING PERMITS – 2003

Residential Pmt Valuations	\$31M
Nonresidential Pmt Valuations	\$25M
New Dwelling Units	
Single Family	15
Multiple Family	1

Source: City of Redwood City

COMMERCIAL BUILDING INVENTORY

Total Inventory (sq. ft.)	14.6 million
Leasable Sq. Footage	4.1 million
Vacancy	28.0%

Source: BT Commercial San Mateo County Report 4Q-03

HOTELS

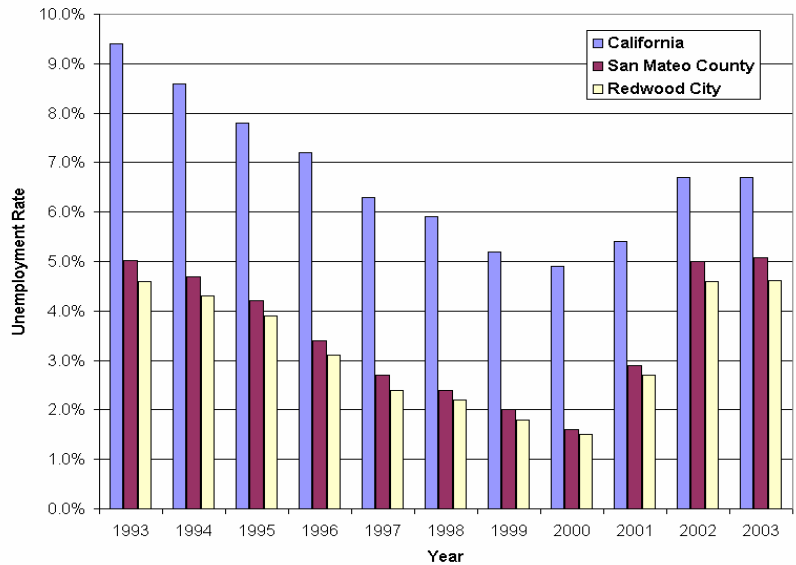
# Hotels and Motels	18
# Rooms	1,270

Source: City of Redwood City

LABOR FORCE, JOBS, UNEMPLOYMENT RATE

Labor Force – April 2004	37,500
Jobs – 2004	61,000
Unemployment Rate – April 2004	3.7%

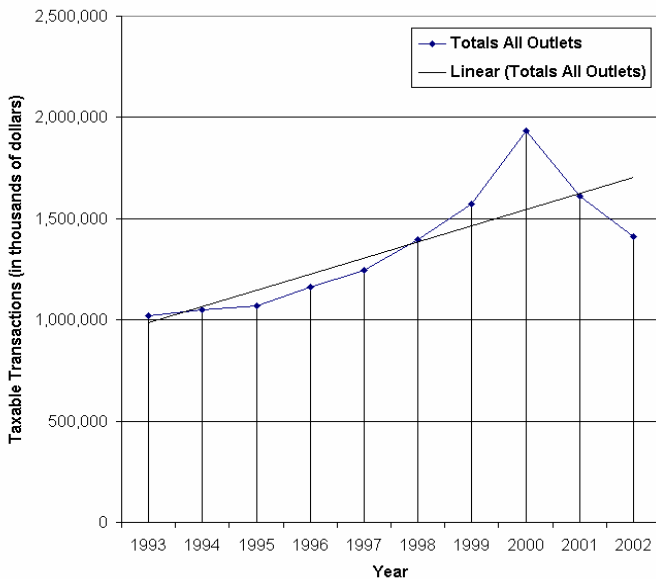
Historical Unemployment Rate



Sources: CA EDD Preliminary Estimates and ABAG Projections 2003

SALES TAX

Annual Taxable Transactions (in nominal \$)

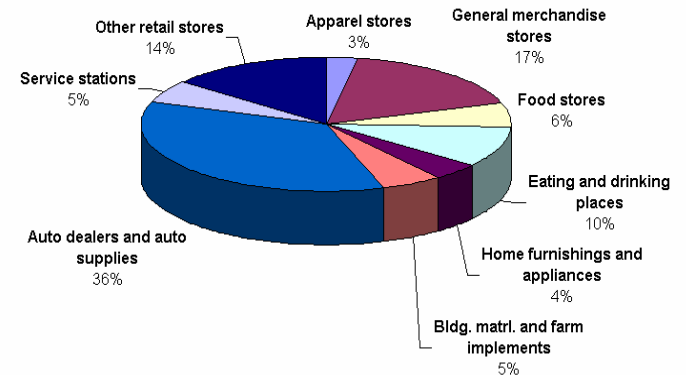


Source: CA State Board of Equalization

Taxable Transactions 2002

Retail Stores	\$970 million
Other Outlets	\$440 million

Retail Sales by Category



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BUSINESSES BY ZIP CODE AND # OF EMPLOYEES – 2001

Zip	# Firms	Employees
94061	500	4,100
94063	1,500	34,000
94065	400	23,200

% of Firms by Industry

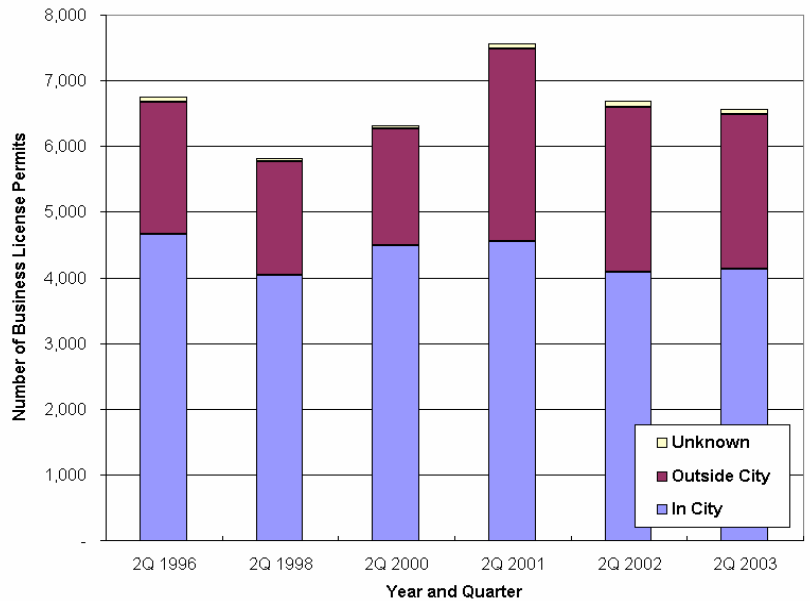
Professional, scientific & technical service	15%
Other services (except public admin)	9%
Retail trade	9%
Accommodation & food services	8%
Construction	7%
Admin, support, waste mgt	7%
Manufacturing	6%
Real estate & rental & leasing	6%
Wholesale trade	5%
Forestry, fishing, mining	5%
Finance & insurance	4%
Health care and social assistance	4%
Information	4%
Auxiliaries (exc corporate, subsidiary)	3%
Management of companies & enterprises	3%
Educational services	2%
Transportation & warehousing	1%
Arts, entertainment & recreation	1%
Unclassified establishments	1%

% of Firms by Employee Size

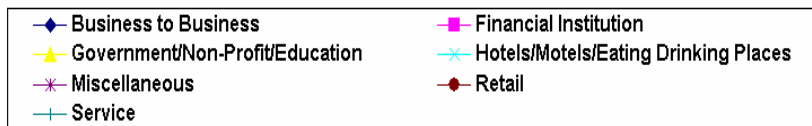
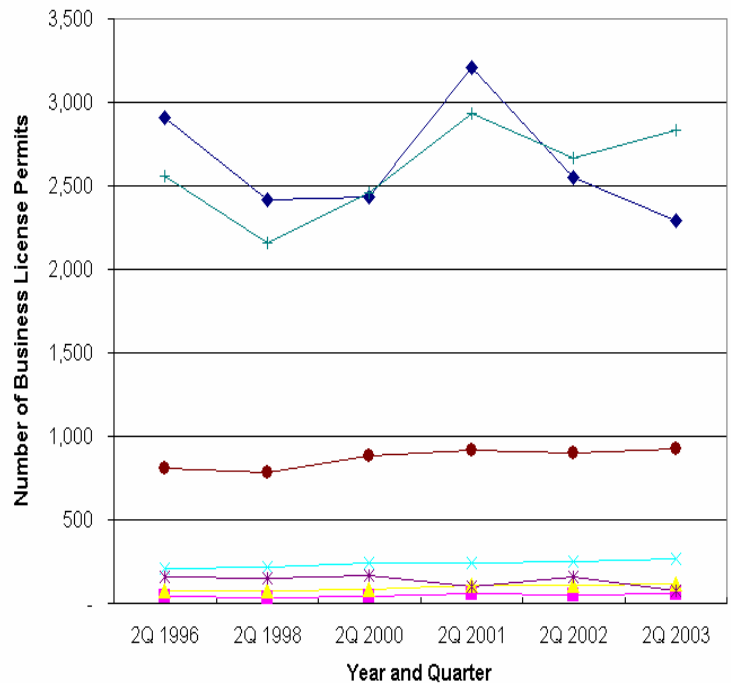
1 – 99	96%
100 – 499	3%
500 – 999	0.6%
1000 +	0.4%

Source: U.S. Census Bureau County Business Patterns 2001
– Zip Code may include other jurisdictions

BUSINESS LICENSES



Business License by Category.



Source: City of Redwood City