

**Powell Street Plaza**  
Emeryville, California

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

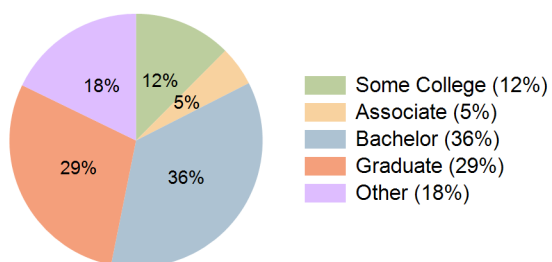
### Current Year Demographics

Current Population	21,527	232,252	448,190	187,076
Total Daytime Pop	30,205	315,145	511,595	223,352
Daytime Workers	22,228	212,274	307,572	144,136
Average Household Income	\$165,722	\$152,108	\$168,648	\$158,427
Median Household Income	\$121,989	\$104,214	\$113,413	\$112,319
Total Households	10,685	104,412	187,898	84,880
Median Home Value	\$906,250	\$1,306,416	\$1,439,435	\$1,238,769
Bachelors Degree	39.3%	35.4%	34.6%	35.6%
Graduate Degree	31.4%	31.7%	32.7%	29.0%
Consumer Spending Index	141	130	143	135

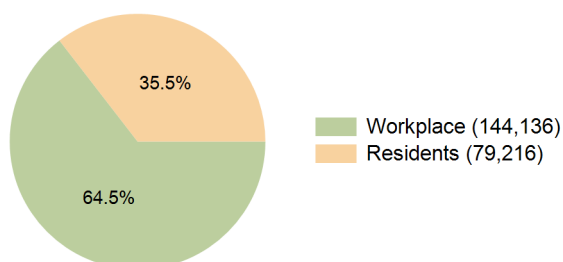
### 2030 Demographic Projections

Projected Population	21,830	243,185	464,336	191,478
Projected 5 Year Annual Growth Rate (Pop)	0.3%	0.9%	0.7%	0.5%
Projected Households	10,845	110,007	195,401	86,886
Projected 5 Year Annual Growth Rate (HH)	0.3%	1.1%	0.8%	0.5%

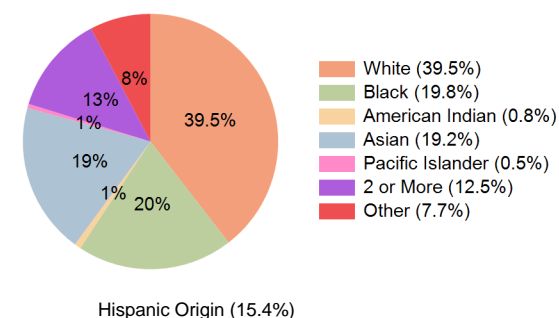
**Education (10 Minute Drive)**



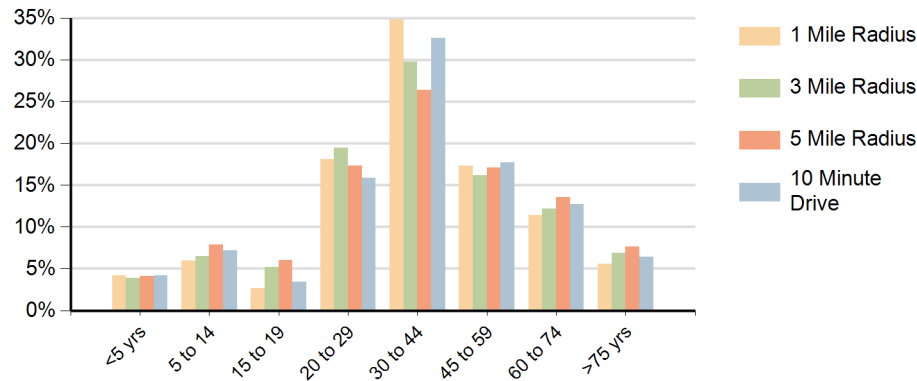
**Daytime Population (10 Minute Drive)**



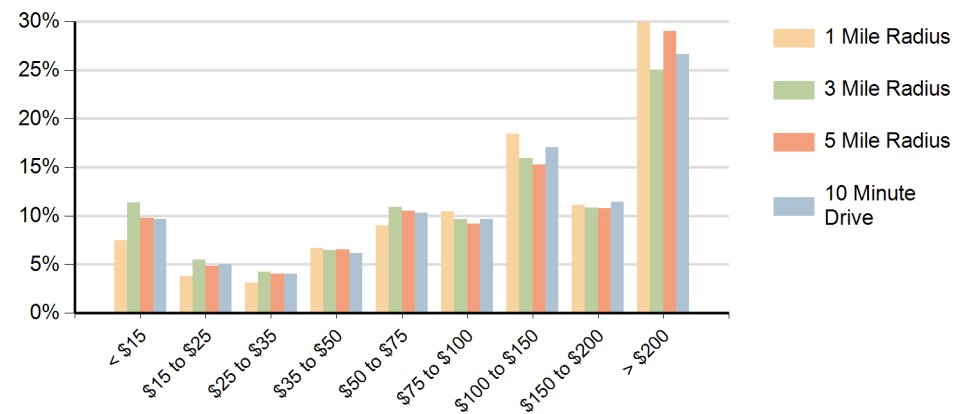
**Race (10 Minute Drive)**



### Population by Age Range



### Households by Income Range (\$000)



Powell Street Plaza Emeryville, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	21,527	232,252	448,190	187,076
	2020 Census Population	19,752	222,132	435,289	179,479
	2010 Census Population	15,887	191,172	388,520	152,904
	Historical Annual Growth 2010 to 2020	2.2%	1.5%	1.1%	1.6%
	Estimated Annual Growth 2020 to 2025	1.7%	0.9%	0.6%	0.8%
	Projected Annual Growth 2025 to 2030	0.3%	0.9%	0.7%	0.5%
Households	Current Estimated Households	10,685	104,412	187,898	84,880
	2020 Census Households	9,800	98,779	180,591	80,552
	2010 Census Households	8,309	89,441	168,307	71,894
	Historical Annual Growth 2010 to 2020	1.7%	1.0%	0.7%	1.1%
	Estimated Annual Growth 2020 to 2025	1.7%	1.1%	0.8%	1.0%
	Projected Annual Growth 2025 to 2030	0.3%	1.1%	0.8%	0.5%
Race	Population per Household	1.9	2.1	2.2	2.1
	White	36.6%	41.1%	42.2%	39.5%
	Black or African American	17.4%	16.9%	12.7%	19.8%
	American Indian	0.7%	0.7%	0.8%	0.8%
	Asian	26.5%	21.4%	24.5%	19.2%
	Pacific Islander	0.6%	0.5%	0.4%	0.5%
	2 or More Races	11.9%	12.2%	12.3%	12.5%
	Other Races	6.5%	7.3%	7.2%	7.7%
Hispanic Origin		13.6%	15.0%	14.8%	15.4%