

**Powell Street Plaza**  
Emeryville, California

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

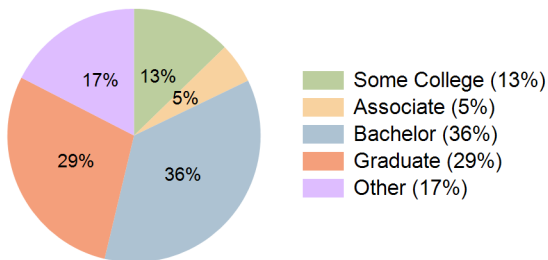
### Current Year Demographics

Current Population	20,693	228,192	441,639	179,158
Total Daytime Pop	31,613	297,764	517,866	220,116
Daytime Workers	24,153	198,270	319,711	145,456
Average Household Income	\$182,965	\$157,977	\$174,479	\$165,160
Median Household Income	\$123,915	\$102,538	\$112,607	\$110,162
Total Households	10,147	101,224	182,684	79,917
Median Home Value	\$904,224	\$1,303,760	\$1,432,134	\$1,227,947
Bachelors Degree	39.9%	35.7%	35.0%	35.9%
Graduate Degree	30.3%	31.3%	32.4%	28.8%
Consumer Spending Index	160	138	152	144

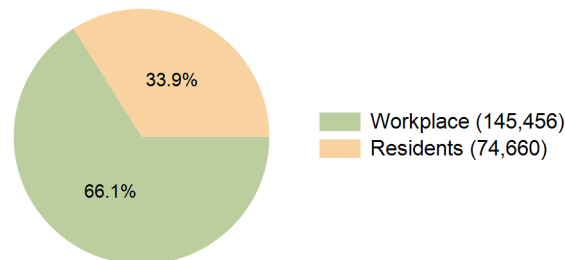
### 2029 Demographic Projections

Projected Population	21,522	238,900	461,044	186,552
Projected 5 Year Annual Growth Rate (Pop)	0.8%	0.9%	0.9%	0.8%
Projected Households	10,472	105,295	189,265	82,437
Projected 5 Year Annual Growth Rate (HH)	0.6%	0.8%	0.7%	0.6%

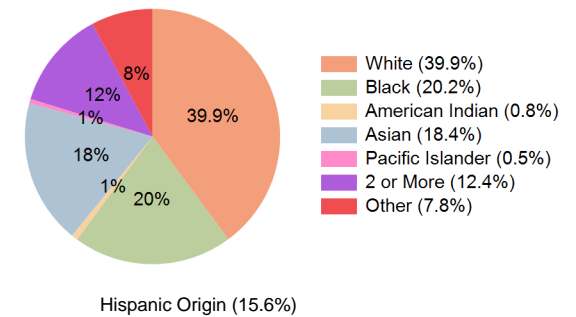
**Education (10 Minute Drive)**



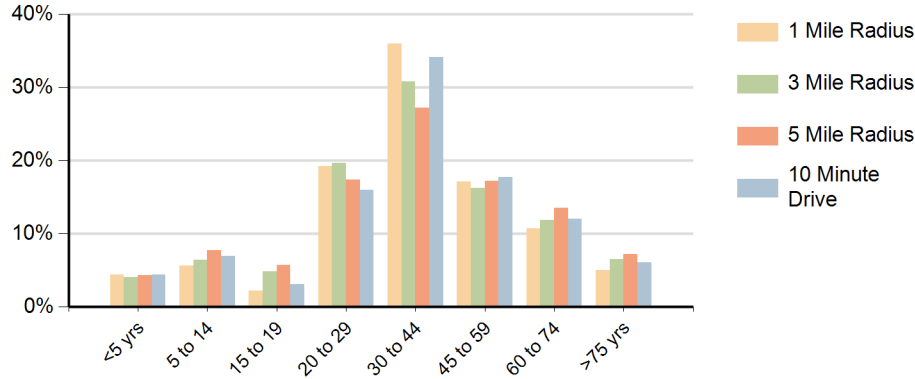
**Daytime Population (10 Minute Drive)**



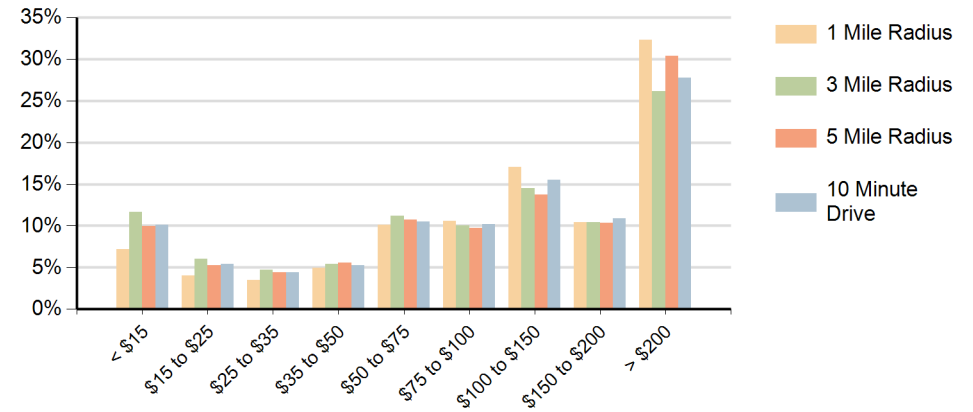
**Race (10 Minute Drive)**



## 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	20,693	228,192	441,639	179,158
	2020 Census Population	19,752	222,132	435,289	175,005
	2010 Census Population	15,887	191,172	388,520	148,251
	Historical Annual Growth 2010 to 2020	2.2%	1.5%	1.1%	1.7%
	Estimated Annual Growth 2020 to 2024	1.1%	0.6%	0.3%	0.6%
	Projected Annual Growth 2024 to 2029	0.8%	0.9%	0.9%	0.8%
Households	Current Estimated Households	10,147	101,224	182,684	79,917
	2020 Census Households	9,800	98,779	180,591	78,161
	2010 Census Households	8,309	89,441	168,307	69,623
	Historical Annual Growth 2010 to 2020	1.7%	1.0%	0.7%	1.2%
	Estimated Annual Growth 2020 to 2024	0.8%	0.6%	0.3%	0.5%
	Projected Annual Growth 2024 to 2029	0.6%	0.8%	0.7%	0.6%
	Population per Household	1.9	2.1	2.3	2.1
Race	White	36.8%	41.4%	42.6%	39.9%
	Black or African American	17.6%	17.0%	12.8%	20.2%
	American Indian	0.6%	0.7%	0.8%	0.8%
	Asian	26.1%	20.9%	24.1%	18.4%
	Pacific Islander	0.6%	0.5%	0.4%	0.5%
	2 or More Races	11.8%	12.2%	12.2%	12.4%
	Other Races	6.6%	7.4%	7.2%	7.8%
	Hispanic Origin	13.8%	15.1%	14.9%	15.6%