

Powell Street Plaza
Emeryville, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

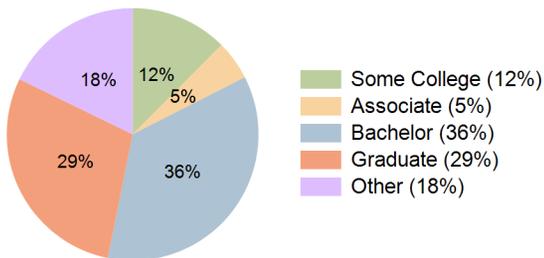
Current Year Demographics

Current Population	21,527	232,252	448,190	187,224
Total Daytime Pop	30,205	315,145	511,595	223,437
Daytime Workers	22,228	212,274	307,572	144,153
Average Household Income	\$165,722	\$152,108	\$168,648	\$158,445
Median Household Income	\$121,989	\$104,214	\$113,413	\$112,335
Total Households	10,685	104,412	187,898	84,937
Median Home Value	\$906,250	\$1,306,416	\$1,439,435	\$1,239,384
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

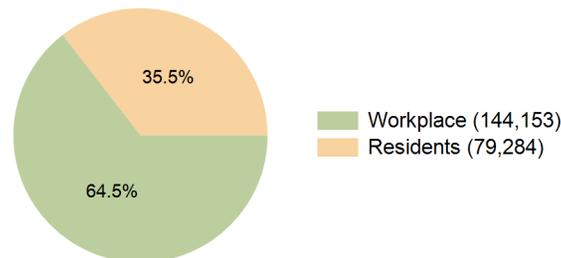
2030 Demographic Projections

Projected Population	21,830	243,185	464,336	191,626
Projected 5 Year Annual Growth Rate (Pop)	0.3%	0.9%	0.7%	0.5%
Projected Households	10,845	110,007	195,401	86,942
Projected 5 Year Annual Growth Rate (HH)	0.3%	1.1%	0.8%	0.5%

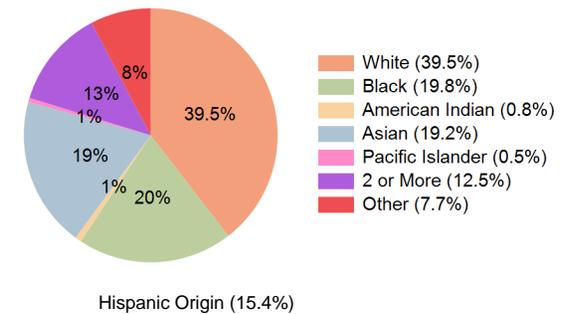
Education (10 Minute Drive)



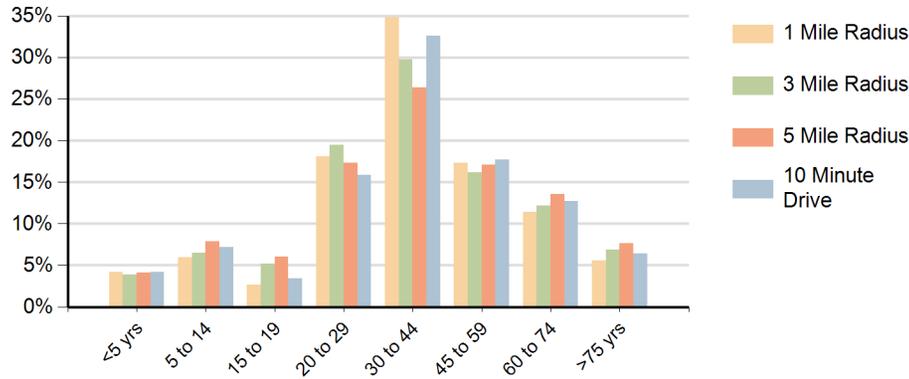
Daytime Population (10 Minute Drive)



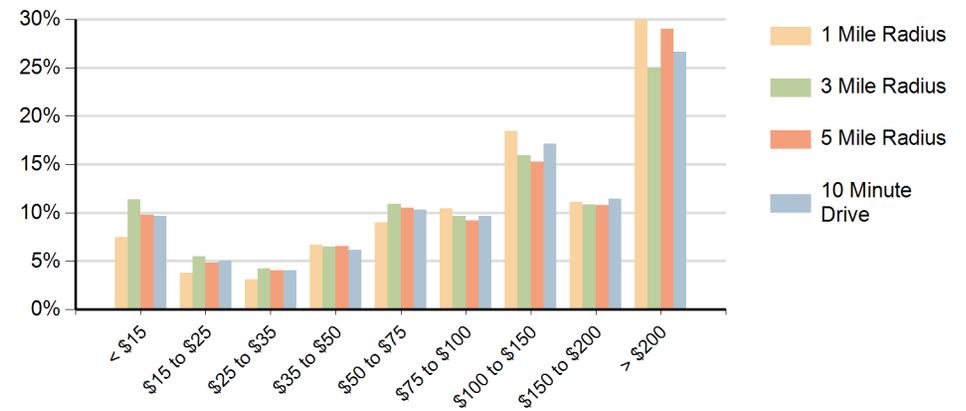
Race (10 Minute Drive)



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	187,224
	2020 Census Population	19,752	222,132	435,289	179,651
	2010 Census Population	15,887	191,172	388,520	153,059
	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	84,937
	2020 Census Households	9,800	98,779	180,591	80,610
	2010 Census Households	8,309	89,441	168,307	71,947
	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%
	Population per Household	1.9	2.1	2.2	2.1
Race	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%