

The Marketplace
Davis, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

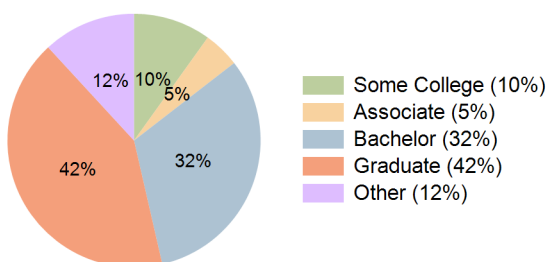
Current Year Demographics

Current Population	19,498	67,820	81,187	73,149
Total Daytime Pop	17,190	83,249	94,725	89,284
Daytime Workers	5,474	44,391	49,339	47,725
Average Household Income	\$130,296	\$122,825	\$133,207	\$124,271
Median Household Income	\$86,672	\$82,343	\$92,542	\$84,862
Total Households	7,298	23,541	28,752	25,415
Median Home Value	\$870,405	\$813,584	\$848,309	\$804,585
Bachelors Degree	34.3%	33.0%	33.1%	31.9%
Graduate Degree	47.8%	42.9%	43.0%	41.7%
Consumer Spending Index	113	106	115	107

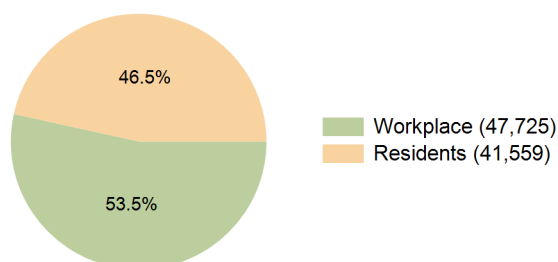
2030 Demographic Projections

Projected Population	19,322	68,597	82,383	73,773
Projected 5 Year Annual Growth Rate (Pop)	-0.2%	0.2%	0.3%	0.2%
Projected Households	7,301	24,128	29,545	25,940
Projected 5 Year Annual Growth Rate (HH)	0.0%	0.5%	0.6%	0.4%

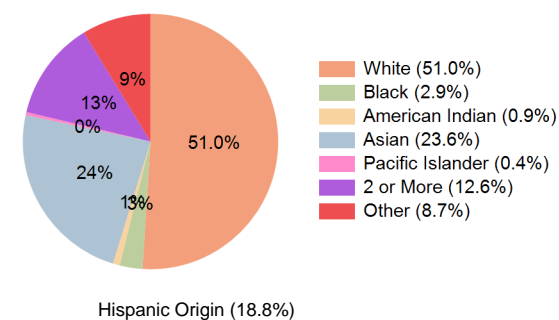
Education (10 Minute Drive)



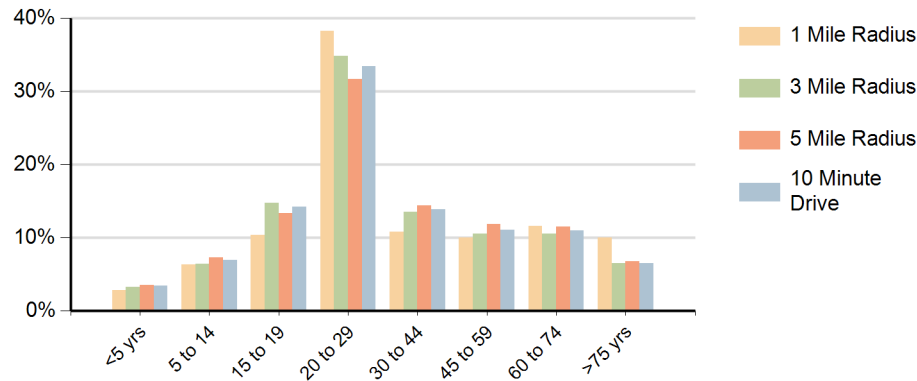
Daytime Population (10 Minute Drive)



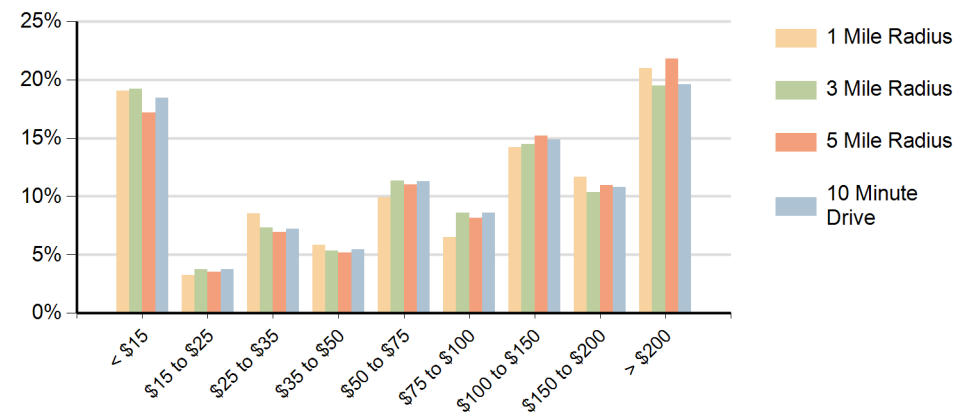
Race (10 Minute Drive)



Population by Age Range



Households by Income Range (\$000)



The Marketplace Davis, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	19,498	67,820	81,187	73,149
	2020 Census Population	19,335	66,199	78,639	70,962
	2010 Census Population	19,949	62,742	74,543	67,108
	Historical Annual Growth 2010 to 2020	-0.3%	0.5%	0.5%	0.6%
	Estimated Annual Growth 2020 to 2025	0.2%	0.5%	0.6%	0.6%
	Projected Annual Growth 2025 to 2030	-0.2%	0.2%	0.3%	0.2%
Households	Current Estimated Households	7,298	23,541	28,752	25,415
	2020 Census Households	7,254	23,544	28,303	25,211
	2010 Census Households	7,222	22,642	27,178	24,197
	Historical Annual Growth 2010 to 2020	0.0%	0.4%	0.4%	0.4%
	Estimated Annual Growth 2020 to 2025	0.1%	0.0%	0.3%	0.2%
	Projected Annual Growth 2025 to 2030	0.0%	0.5%	0.6%	0.4%
Race	Population per Household	2.4	2.5	2.5	2.5
	White	52.0%	51.5%	51.7%	51.0%
	Black or African American	2.7%	2.9%	2.8%	2.9%
	American Indian	0.6%	0.9%	0.8%	0.9%
	Asian	25.0%	23.7%	23.8%	23.6%
	Pacific Islander	0.1%	0.4%	0.4%	0.4%
	2 or More Races	12.5%	12.2%	12.5%	12.6%
	Other Races	7.2%	8.5%	8.1%	8.7%
Hispanic Origin		17.0%	18.1%	17.7%	18.8%