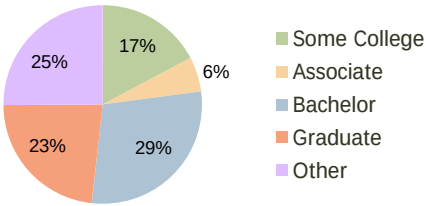
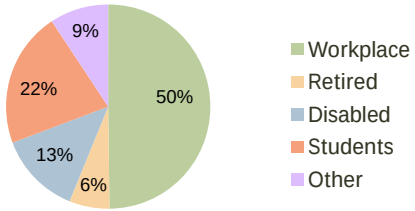
Demographic Summary Report

2000, 2010 Census, 2011 Estimates & 2016 Projections
Calculated using TAS Retrieval

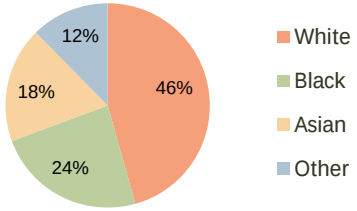
Powell Street Plaza Emeryville, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Current Year Demographics			
Current Population	16,809	198,632	391,521
Adjusted Total Pop (Carrier Route)	17,714	202,045	401,541
Total Daytime Pop	28,346	302,460	491,073
Workplace Pop	17,791	150,617	200,765
Average Household Income	$78,571	$73,347	$88,912
Median Household Income	$59,755	$52,805	$61,260
Total Housing Units	8,545	91,514	170,006
Median Home Value	$327,856	$412,448	$505,343
Bachelors Degree	31.5%	28.9%	28.1%
Graduate Degree	24.3%	23.2%	26.0%
Total Consumer Spending/Capita	$301	$307	$326
2016 Demographic Projections			
Projected Population	16,814	206,622	400,705
Projected 5 Year Pop Growth	0.0%	0.8%	0.5%
Projected Households	8,509	95,335	174,140
Projected 5 Year Household Growth	-0.1%	0.8%	0.5%



Education (3-Mile)



Daytime Population (3-Mile)



Ethnicity (3-Mile)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

©2011, Trade Area Systems

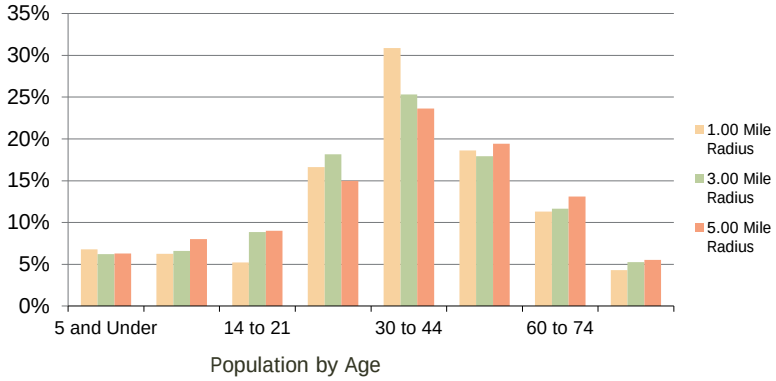
Data Source: Synergos Technologies Inc Austin, TX

Demographic Summary Report

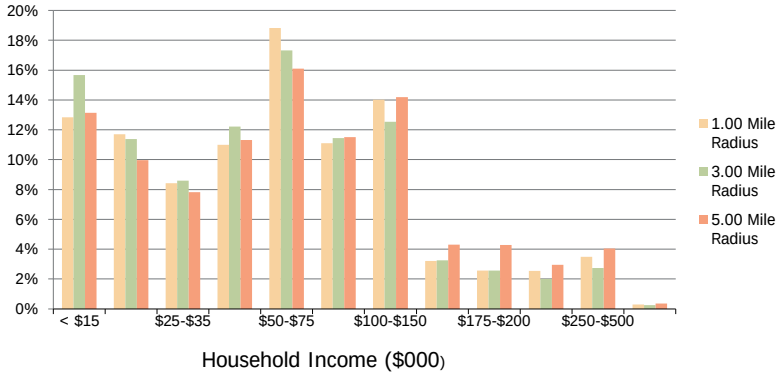
2000, 2010 Census, 2011 Estimates & 2016 Projections
Calculated using TAS Retrieval

Powell Street Plaza Emeryville, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius

Population by Age Range



Household Income by Income Range



Population	Current Estimated Population	16,809	198,632	391,521
	2010 Census Population	16,664	196,485	390,458
	2000 Census Population	13,356	182,569	372,042
	Historical Annual Growth 2000 to 2010	2.24%	0.74%	0.48%
	Estimated Annual Growth 2010 to 2011	0.50%	0.62%	0.16%
	Projected Annual Growth 2011 to 2016	0.01%	0.79%	0.46%
Households	Current Estimated Households	8,545	91,514	170,006
	2010 Census Households	8,499	90,606	169,211
	2000 Census Households	6,598	85,589	162,418
	Historical Annual Growth 2000 to 2010	2.6%	0.6%	0.4%
	Estimated Annual Growth 2010 to 2011	0.3%	0.6%	0.3%
	Projected Annual Growth 2011 to 2016	-0.1%	0.8%	0.5%
	Population per Household	1.9	2.0	2.2
Ethnicity	White	40.7%	45.6%	48.9%
	Black or African American	27.7%	23.7%	16.8%
	Asian & Pacific Islander	20.0%	18.3%	22.1%
	Other Races	11.6%	12.4%	12.1%
	Hispanic or Latino Population	10.9%	11.9%	11.9%
	Non Hispanic or Latino Population	89.1%	88.1%	88.1%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

©2011, Trade Area Systems

Data Source: Synergos Technologies Inc Austin, TX