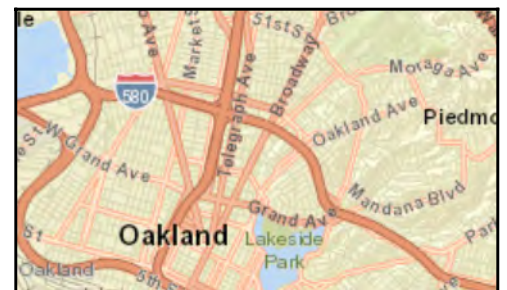
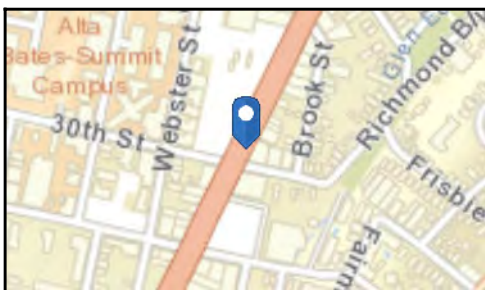
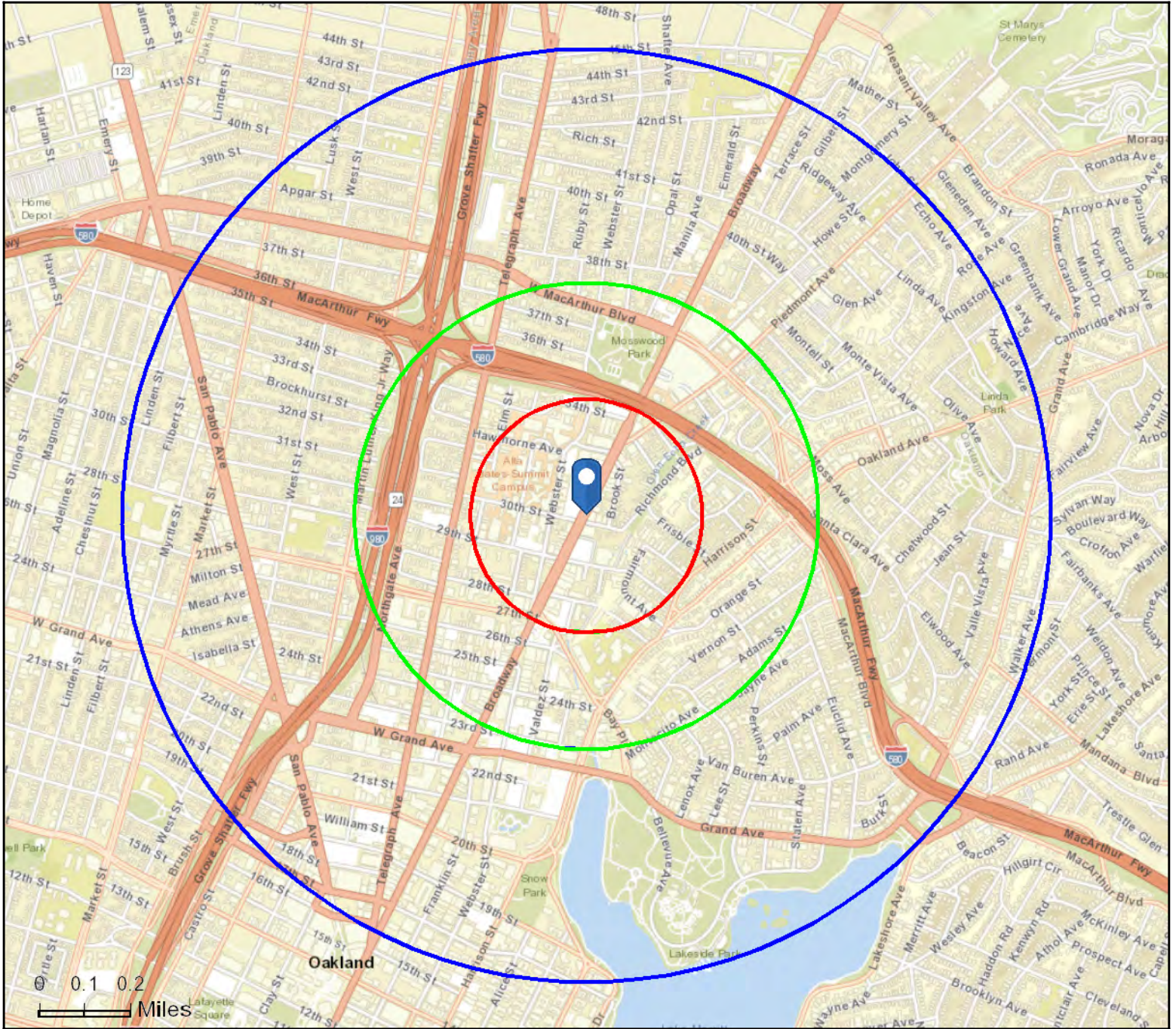


3000 Broadway, Oakland, California, 94611
Ring Bands: 0-0.25, 0.25-0.5, 0.5-1 mile radii

Prepared by Esri
Latitude: 37.81878
Longitude: -122.26207





Market Profile

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	0 - 0.25 mile	0.25 - 0.5 mile	0.5 - 1 mile
Population Summary			
2000 Total Population	2,613	8,627	34,457
2010 Total Population	2,808	8,744	35,191
2017 Total Population	3,120	9,442	38,232
2017 Group Quarters	106	459	1,350
2022 Total Population	3,355	9,960	40,530
2017-2022 Annual Rate	1.46%	1.07%	1.17%
2017 Total Daytime Population	12,015	6,827	47,810
Workers	10,641	3,033	31,172
Residents	1,374	3,794	16,638
Household Summary			
2000 Households	1,442	4,777	17,949
2000 Average Household Size	1.75	1.75	1.87
2010 Households	1,594	4,773	18,343
2010 Average Household Size	1.69	1.74	1.84
2017 Households	1,778	5,137	19,771
2017 Average Household Size	1.70	1.75	1.87
2022 Households	1,912	5,414	20,883
2022 Average Household Size	1.70	1.75	1.88
2017-2022 Annual Rate	1.46%	1.06%	1.10%
2010 Families	468	1,415	5,880
2010 Average Family Size	2.56	2.67	2.83
2017 Families	521	1,523	6,351
2017 Average Family Size	2.56	2.68	2.86
2022 Families	561	1,606	6,722
2022 Average Family Size	2.56	2.69	2.87
2017-2022 Annual Rate	1.49%	1.07%	1.14%
Housing Unit Summary			
2000 Housing Units	1,494	5,094	19,003
Owner Occupied Housing Units	6.1%	13.3%	19.1%
Renter Occupied Housing Units	90.5%	80.4%	75.4%
Vacant Housing Units	3.4%	6.2%	5.5%
2010 Housing Units	1,722	5,389	20,514
Owner Occupied Housing Units	10.8%	16.2%	20.0%
Renter Occupied Housing Units	81.8%	72.4%	69.4%
Vacant Housing Units	7.4%	11.4%	10.6%
2017 Housing Units	1,824	5,642	21,615
Owner Occupied Housing Units	10.5%	15.3%	19.1%
Renter Occupied Housing Units	87.0%	75.7%	72.4%
Vacant Housing Units	2.5%	9.0%	8.5%
2022 Housing Units	1,942	5,930	22,741
Owner Occupied Housing Units	10.5%	15.1%	18.8%
Renter Occupied Housing Units	88.0%	76.2%	73.1%
Vacant Housing Units	1.5%	8.7%	8.2%
Median Household Income			
2017	\$35,113	\$54,181	\$54,853
2022	\$39,030	\$65,854	\$66,760
Median Home Value			
2017	\$371,429	\$376,923	\$498,397
2022	\$433,766	\$406,522	\$604,034
Per Capita Income			
2017	\$37,668	\$41,277	\$42,289
2022	\$43,848	\$50,131	\$50,788
Median Age			
2010	39.1	37.0	37.1
2017	40.0	37.6	38.1
2022	40.7	37.9	38.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	1,778	5,137	19,771
<\$15,000	26.9%	13.9%	14.7%
\$15,000 - \$24,999	13.7%	9.8%	10.5%
\$25,000 - \$34,999	9.3%	9.1%	8.2%
\$35,000 - \$49,999	8.5%	12.9%	12.3%
\$50,000 - \$74,999	15.6%	18.4%	16.4%
\$75,000 - \$99,999	6.4%	10.5%	12.3%
\$100,000 - \$149,999	8.3%	15.0%	13.2%
\$150,000 - \$199,999	6.1%	7.0%	5.9%
\$200,000+	5.1%	3.3%	6.5%
Average Household Income	\$63,801	\$72,663	\$79,312
2022 Households by Income			
Household Income Base	1,912	5,414	20,883
<\$15,000	26.7%	13.0%	14.1%
\$15,000 - \$24,999	12.8%	8.6%	9.3%
\$25,000 - \$34,999	8.3%	7.5%	6.9%
\$35,000 - \$49,999	6.9%	9.7%	9.4%
\$50,000 - \$74,999	13.7%	15.8%	14.0%
\$75,000 - \$99,999	7.0%	11.7%	13.4%
\$100,000 - \$149,999	10.3%	19.0%	16.3%
\$150,000 - \$199,999	8.3%	10.0%	8.0%
\$200,000+	6.1%	4.7%	8.7%
Average Household Income	\$74,640	\$89,266	\$96,215
2017 Owner Occupied Housing Units by Value			
Total	192	866	4,123
<\$50,000	7.8%	1.0%	0.9%
\$50,000 - \$99,999	0.0%	0.7%	0.9%
\$100,000 - \$149,999	1.0%	5.8%	0.9%
\$150,000 - \$199,999	0.0%	2.7%	1.5%
\$200,000 - \$249,999	7.3%	6.9%	3.9%
\$250,000 - \$299,999	23.4%	12.1%	4.3%
\$300,000 - \$399,999	14.6%	27.0%	21.9%
\$400,000 - \$499,999	28.6%	10.7%	15.9%
\$500,000 - \$749,999	14.1%	18.5%	25.2%
\$750,000 - \$999,999	1.6%	8.3%	13.9%
\$1,000,000 +	1.6%	6.2%	10.7%
Average Home Value	\$385,156	\$470,641	\$585,781
2022 Owner Occupied Housing Units by Value			
Total	204	894	4,268
<\$50,000	3.9%	0.6%	0.5%
\$50,000 - \$99,999	0.0%	0.3%	0.4%
\$100,000 - \$149,999	0.5%	4.5%	0.3%
\$150,000 - \$199,999	0.0%	1.8%	0.7%
\$200,000 - \$249,999	3.4%	5.7%	2.2%
\$250,000 - \$299,999	15.7%	10.5%	2.9%
\$300,000 - \$399,999	13.7%	25.7%	17.5%
\$400,000 - \$499,999	37.7%	12.9%	14.9%
\$500,000 - \$749,999	20.1%	20.0%	25.8%
\$750,000 - \$999,999	2.5%	9.4%	17.7%
\$1,000,000 +	2.5%	8.5%	17.3%
Average Home Value	\$448,039	\$512,990	\$674,520

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

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	0 - 0.25 mile	0.25 - 0.5 mile	0.5 - 1 mile
2010 Population by Age			
Total	2,809	8,749	35,193
0 - 4	3.4%	4.3%	4.6%
5 - 9	2.2%	2.6%	3.5%
10 - 14	2.0%	2.2%	3.0%
15 - 24	8.9%	9.9%	10.0%
25 - 34	25.0%	26.8%	24.8%
35 - 44	17.8%	18.9%	17.6%
45 - 54	11.1%	12.8%	13.1%
55 - 64	9.0%	10.7%	11.5%
65 - 74	8.8%	5.5%	5.7%
75 - 84	8.1%	3.6%	3.7%
85 +	3.6%	2.6%	2.5%
18 +	91.0%	89.1%	87.0%
2017 Population by Age			
Total	3,120	9,441	38,231
0 - 4	3.1%	4.0%	4.3%
5 - 9	2.1%	2.7%	3.5%
10 - 14	1.9%	2.2%	3.2%
15 - 24	8.9%	9.7%	9.4%
25 - 34	24.5%	25.9%	23.5%
35 - 44	16.5%	18.0%	17.5%
45 - 54	10.0%	12.1%	12.4%
55 - 64	9.4%	11.5%	12.2%
65 - 74	11.5%	7.6%	7.8%
75 - 84	8.3%	3.6%	3.7%
85 +	3.8%	2.7%	2.5%
18 +	91.8%	89.5%	87.3%
2022 Population by Age			
Total	3,356	9,960	40,528
0 - 4	3.0%	4.0%	4.4%
5 - 9	2.0%	2.6%	3.4%
10 - 14	1.8%	2.2%	3.0%
15 - 24	8.1%	9.2%	9.0%
25 - 34	24.2%	25.9%	22.7%
35 - 44	16.7%	18.3%	17.7%
45 - 54	9.1%	11.4%	12.2%
55 - 64	9.1%	11.0%	11.7%
65 - 74	12.7%	8.5%	9.0%
75 - 84	9.6%	4.3%	4.4%
85 +	3.8%	2.6%	2.5%
18 +	92.0%	89.6%	87.5%
2010 Population by Sex			
Males	1,341	4,204	16,822
Females	1,467	4,540	18,369
2017 Population by Sex			
Males	1,481	4,554	18,377
Females	1,639	4,889	19,855
2022 Population by Sex			
Males	1,599	4,817	19,610
Females	1,756	5,143	20,920

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	0 - 0.25 mile	0.25 - 0.5 mile	0.5 - 1 mile
2010 Population by Race/Ethnicity			
Total	2,807	8,743	35,192
White Alone	36.3%	42.1%	45.0%
Black Alone	26.7%	31.9%	28.6%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	25.2%	13.6%	13.7%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	3.6%	4.8%	5.4%
Two or More Races	7.4%	6.7%	6.4%
Hispanic Origin	10.5%	11.4%	12.0%
Diversity Index	78.4	76.3	76.1
2017 Population by Race/Ethnicity			
Total	3,119	9,441	38,234
White Alone	34.6%	41.1%	43.6%
Black Alone	22.7%	28.2%	25.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	30.1%	17.0%	16.9%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	3.7%	5.2%	5.8%
Two or More Races	8.1%	7.6%	7.3%
Hispanic Origin	10.8%	12.2%	12.8%
Diversity Index	78.9	78.2	78.0
2022 Population by Race/Ethnicity			
Total	3,355	9,960	40,530
White Alone	32.8%	39.9%	42.1%
Black Alone	20.4%	26.0%	23.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	33.6%	19.5%	19.4%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	3.8%	5.5%	6.1%
Two or More Races	8.5%	8.2%	7.9%
Hispanic Origin	11.1%	12.9%	13.5%
Diversity Index	79.0	79.5	79.3
2010 Population by Relationship and Household Type			
Total	2,808	8,744	35,191
In Households	96.2%	94.8%	96.1%
In Family Households	44.2%	45.1%	49.5%
Householder	16.9%	16.0%	16.7%
Spouse	11.0%	9.4%	9.8%
Child	11.5%	13.8%	16.3%
Other relative	3.2%	4.0%	4.4%
Nonrelative	1.6%	1.9%	2.2%
In Nonfamily Households	51.9%	49.6%	46.6%
In Group Quarters	3.8%	5.2%	3.9%
Institutionalized Population	2.7%	2.4%	1.0%
Noninstitutionalized Population	1.2%	2.8%	3.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	2,624	7,688	30,459
Less than 9th Grade	8.7%	3.4%	3.1%
9th - 12th Grade, No Diploma	6.1%	5.3%	4.8%
High School Graduate	10.7%	11.1%	10.9%
GED/Alternative Credential	1.7%	2.1%	1.4%
Some College, No Degree	21.1%	20.4%	19.3%
Associate Degree	6.5%	5.6%	5.6%
Bachelor's Degree	23.2%	27.0%	30.4%
Graduate/Professional Degree	22.1%	25.2%	24.4%
2017 Population 15+ by Marital Status			
Total	2,904	8,605	34,062
Never Married	47.4%	53.0%	52.5%
Married	29.2%	28.9%	31.0%
Widowed	10.6%	4.8%	4.5%
Divorced	12.8%	13.3%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.7%	94.6%	94.8%
Civilian Unemployed (Unemployment Rate)	2.3%	5.4%	5.2%
2017 Employed Population 16+ by Industry			
Total	1,773	5,619	21,931
Agriculture/Mining	0.2%	0.1%	0.7%
Construction	2.6%	3.6%	2.8%
Manufacturing	2.1%	4.9%	4.6%
Wholesale Trade	1.2%	1.7%	1.2%
Retail Trade	7.8%	7.5%	7.8%
Transportation/Utilities	2.8%	5.2%	4.5%
Information	1.0%	2.1%	3.7%
Finance/Insurance/Real Estate	10.0%	5.5%	5.4%
Services	65.9%	65.5%	66.7%
Public Administration	6.3%	3.8%	2.5%
2017 Employed Population 16+ by Occupation			
Total	1,771	5,619	21,929
White Collar	65.9%	65.8%	72.8%
Management/Business/Financial	18.3%	17.1%	19.5%
Professional	29.1%	30.2%	36.2%
Sales	8.7%	8.2%	8.6%
Administrative Support	9.9%	10.3%	8.5%
Services	29.4%	22.2%	16.0%
Blue Collar	4.6%	12.0%	11.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.4%
Construction/Extraction	2.2%	3.1%	3.0%
Installation/Maintenance/Repair	0.1%	1.0%	1.1%
Production	0.4%	2.9%	1.7%
Transportation/Material Moving	1.9%	5.0%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	2,808	8,744	35,191
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,594	4,773	18,343
Households with 1 Person	55.1%	53.8%	51.6%
Households with 2+ People	44.9%	46.2%	48.4%
Family Households	29.4%	29.6%	32.1%
Husband-wife Families	19.2%	17.4%	18.8%
With Related Children	4.9%	6.4%	6.8%
Other Family (No Spouse Present)	10.1%	12.3%	13.3%
Other Family with Male Householder	3.1%	3.6%	3.6%
With Related Children	1.3%	1.6%	1.7%
Other Family with Female Householder	7.0%	8.7%	9.7%
With Related Children	4.4%	5.1%	5.9%
Nonfamily Households	15.5%	16.6%	16.4%
All Households with Children	10.7%	13.4%	14.7%
Multigenerational Households	1.2%	1.4%	1.6%
Unmarried Partner Households	9.6%	10.9%	10.9%
Male-female	7.7%	8.7%	8.6%
Same-sex	1.9%	2.2%	2.3%
2010 Households by Size			
Total	1,593	4,774	18,343
1 Person Household	55.2%	53.8%	51.6%
2 Person Household	31.7%	29.2%	29.8%
3 Person Household	7.7%	9.5%	9.7%
4 Person Household	3.3%	4.5%	5.0%
5 Person Household	1.4%	1.9%	2.2%
6 Person Household	0.6%	0.7%	0.9%
7 + Person Household	0.2%	0.5%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,594	4,773	18,343
Owner Occupied	11.7%	18.3%	22.4%
Owned with a Mortgage/Loan	10.7%	15.6%	18.2%
Owned Free and Clear	1.0%	2.7%	4.1%
Renter Occupied	88.3%	81.7%	77.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,722	5,389	20,514
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Social Security Set (9F)	Trendsetters (3C)	Trendsetters (3C)
2.	Trendsetters (3C)	Metro Renters (3B)	Metro Renters (3B)
3.	Metro Renters (3B)	Social Security Set (9F)	Social Security Set (9F)
2017 Consumer Spending			
Apparel & Services: Total \$	\$3,177,632	\$10,666,179	\$44,442,818
Average Spent	\$1,787.19	\$2,076.34	\$2,247.88
Spending Potential Index	83	96	104
Education: Total \$	\$2,324,368	\$7,735,291	\$32,252,287
Average Spent	\$1,307.29	\$1,505.80	\$1,631.29
Spending Potential Index	90	103	112
Entertainment/Recreation: Total \$	\$4,316,300	\$14,018,777	\$58,965,543
Average Spent	\$2,427.62	\$2,728.98	\$2,982.43
Spending Potential Index	78	87	96
Food at Home: Total \$	\$7,640,063	\$23,949,323	\$100,663,463
Average Spent	\$4,297.00	\$4,662.12	\$5,091.47
Spending Potential Index	85	93	101
Food Away from Home: Total \$	\$4,939,716	\$16,341,804	\$67,976,683
Average Spent	\$2,778.24	\$3,181.20	\$3,438.20
Spending Potential Index	83	95	103
Health Care: Total \$	\$7,223,467	\$22,370,302	\$95,700,420
Average Spent	\$4,062.69	\$4,354.74	\$4,840.44
Spending Potential Index	73	78	87
HH Furnishings & Equipment: Total \$	\$2,600,152	\$8,547,013	\$35,942,245
Average Spent	\$1,462.40	\$1,663.81	\$1,817.93
Spending Potential Index	75	86	93
Personal Care Products & Services: Total \$	\$1,172,108	\$3,818,141	\$15,952,863
Average Spent	\$659.23	\$743.26	\$806.88
Spending Potential Index	83	93	101
Shelter: Total \$	\$26,258,079	\$84,585,374	\$353,091,557
Average Spent	\$14,768.32	\$16,465.91	\$17,859.06
Spending Potential Index	91	101	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,961,758	\$9,390,392	\$40,112,215
Average Spent	\$1,665.78	\$1,827.99	\$2,028.84
Spending Potential Index	71	78	87
Travel: Total \$	\$2,729,408	\$9,407,939	\$39,429,145
Average Spent	\$1,535.10	\$1,831.41	\$1,994.29
Spending Potential Index	74	88	96
Vehicle Maintenance & Repairs: Total \$	\$1,460,053	\$4,650,357	\$19,678,901
Average Spent	\$821.18	\$905.27	\$995.34
Spending Potential Index	77	84	93

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

3000 Broadway, Oakland, California, 94611
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 37.81878
 Longitude: -122.26207

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	45,697	198,470	225,484
2010 Total Population	46,743	201,104	231,253
2017 Total Population	50,795	218,454	247,649
2017 Group Quarters	1,915	4,572	14,343
2022 Total Population	53,846	231,689	260,708
2017-2022 Annual Rate	1.17%	1.18%	1.03%
2017 Total Daytime Population	66,652	239,090	241,200
Workers	44,846	132,073	112,568
Residents	21,806	107,017	128,632
Household Summary			
2000 Households	24,168	81,387	88,169
2000 Average Household Size	1.84	2.39	2.47
2010 Households	24,710	86,223	89,076
2010 Average Household Size	1.81	2.28	2.43
2017 Households	26,686	93,285	95,120
2017 Average Household Size	1.83	2.29	2.45
2022 Households	28,209	98,699	100,055
2022 Average Household Size	1.84	2.30	2.46
2017-2022 Annual Rate	1.12%	1.13%	1.02%
2010 Families	7,763	42,920	47,205
2010 Average Family Size	2.79	3.06	3.12
2017 Families	8,395	46,301	50,202
2017 Average Family Size	2.81	3.07	3.14
2022 Families	8,889	48,950	52,729
2022 Average Family Size	2.82	3.08	3.15
2017-2022 Annual Rate	1.15%	1.12%	0.99%
Housing Unit Summary			
2000 Housing Units	25,592	85,810	91,397
Owner Occupied Housing Units	17.2%	36.7%	43.8%
Renter Occupied Housing Units	77.3%	58.1%	52.6%
Vacant Housing Units	5.6%	5.2%	3.5%
2010 Housing Units	27,625	95,267	95,712
Owner Occupied Housing Units	18.7%	35.5%	41.2%
Renter Occupied Housing Units	70.8%	55.0%	51.9%
Vacant Housing Units	10.6%	9.5%	6.9%
2017 Housing Units	29,081	101,365	100,268
Owner Occupied Housing Units	17.8%	34.4%	40.1%
Renter Occupied Housing Units	74.0%	57.6%	54.8%
Vacant Housing Units	8.2%	8.0%	5.1%
2022 Housing Units	30,613	106,971	105,449
Owner Occupied Housing Units	17.5%	34.0%	39.6%
Renter Occupied Housing Units	74.6%	58.2%	55.3%
Vacant Housing Units	7.9%	7.7%	5.1%
Median Household Income			
2017	\$53,716	\$62,607	\$63,744
2022	\$64,598	\$75,055	\$75,262
Median Home Value			
2017	\$472,416	\$690,384	\$667,190
2022	\$556,732	\$782,959	\$750,292
Per Capita Income			
2017	\$41,816	\$46,404	\$39,362
2022	\$50,233	\$52,989	\$44,740
Median Age			
2010	37.2	37.7	34.8
2017	38.1	38.8	35.3
2022	38.8	39.1	35.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	26,686	93,280	95,120
<\$15,000	15.4%	13.6%	12.9%
\$15,000 - \$24,999	10.6%	9.6%	9.5%
\$25,000 - \$34,999	8.4%	7.6%	8.0%
\$35,000 - \$49,999	12.2%	10.4%	10.6%
\$50,000 - \$74,999	16.8%	14.9%	14.2%
\$75,000 - \$99,999	11.5%	10.3%	11.0%
\$100,000 - \$149,999	13.2%	13.0%	14.9%
\$150,000 - \$199,999	6.1%	7.1%	7.8%
\$200,000+	5.8%	13.4%	11.1%
Average Household Income	\$76,998	\$106,689	\$99,476
2022 Households by Income			
Household Income Base	28,209	98,694	100,055
<\$15,000	14.7%	13.0%	12.6%
\$15,000 - \$24,999	9.4%	8.8%	8.9%
\$25,000 - \$34,999	7.1%	6.7%	7.1%
\$35,000 - \$49,999	9.3%	8.5%	8.8%
\$50,000 - \$74,999	14.3%	13.0%	12.4%
\$75,000 - \$99,999	12.6%	10.9%	11.4%
\$100,000 - \$149,999	16.4%	15.0%	16.7%
\$150,000 - \$199,999	8.4%	8.7%	9.1%
\$200,000+	7.7%	15.4%	12.9%
Average Household Income	\$93,419	\$122,496	\$113,740
2017 Owner Occupied Housing Units by Value			
Total	5,180	34,851	40,134
<\$50,000	1.2%	0.8%	0.5%
\$50,000 - \$99,999	0.8%	0.5%	0.7%
\$100,000 - \$149,999	1.7%	0.5%	0.6%
\$150,000 - \$199,999	1.7%	1.0%	1.0%
\$200,000 - \$249,999	4.5%	2.0%	2.1%
\$250,000 - \$299,999	6.4%	2.8%	3.5%
\$300,000 - \$399,999	22.5%	10.4%	7.4%
\$400,000 - \$499,999	15.5%	12.4%	11.6%
\$500,000 - \$749,999	23.6%	25.7%	33.7%
\$750,000 - \$999,999	12.5%	18.6%	23.0%
\$1,000,000 +	9.6%	25.3%	15.8%
Average Home Value	\$559,017	\$746,573	\$705,672
2022 Owner Occupied Housing Units by Value			
Total	5,366	36,379	41,746
<\$50,000	0.7%	0.4%	0.3%
\$50,000 - \$99,999	0.3%	0.1%	0.2%
\$100,000 - \$149,999	1.0%	0.1%	0.2%
\$150,000 - \$199,999	0.9%	0.3%	0.4%
\$200,000 - \$249,999	2.8%	0.9%	1.0%
\$250,000 - \$299,999	4.6%	1.6%	2.1%
\$300,000 - \$399,999	18.7%	7.4%	5.1%
\$400,000 - \$499,999	15.4%	11.6%	10.1%
\$500,000 - \$749,999	24.6%	24.9%	30.7%
\$750,000 - \$999,999	15.7%	20.1%	25.6%
\$1,000,000 +	15.3%	32.6%	24.4%
Average Home Value	\$639,075	\$823,739	\$793,429

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

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 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 37.81878
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Age			
Total	46,742	201,104	231,253
0 - 4	4.4%	5.8%	5.5%
5 - 9	3.3%	5.1%	5.1%
10 - 14	2.8%	4.6%	4.7%
15 - 24	9.9%	12.0%	20.0%
25 - 34	25.2%	18.0%	14.9%
35 - 44	17.9%	15.8%	13.8%
45 - 54	13.0%	14.0%	13.0%
55 - 64	11.2%	12.5%	11.9%
65 - 74	5.9%	6.5%	6.0%
75 - 84	4.0%	3.8%	3.3%
85 +	2.6%	1.9%	1.7%
18 +	87.7%	81.7%	81.7%
2017 Population by Age			
Total	50,797	218,452	247,649
0 - 4	4.1%	5.3%	5.0%
5 - 9	3.2%	5.1%	5.0%
10 - 14	2.9%	5.0%	4.9%
15 - 24	9.4%	11.4%	19.9%
25 - 34	24.0%	17.2%	14.8%
35 - 44	17.5%	15.0%	12.3%
45 - 54	12.2%	13.4%	12.2%
55 - 64	11.9%	12.7%	12.1%
65 - 74	8.0%	8.9%	8.4%
75 - 84	4.0%	4.0%	3.6%
85 +	2.6%	2.0%	1.8%
18 +	88.0%	81.8%	82.1%
2022 Population by Age			
Total	53,847	231,690	260,709
0 - 4	4.2%	5.4%	5.0%
5 - 9	3.2%	4.8%	4.7%
10 - 14	2.8%	4.8%	4.7%
15 - 24	9.0%	10.7%	19.0%
25 - 34	23.4%	18.0%	15.9%
35 - 44	17.7%	14.8%	12.2%
45 - 54	11.9%	12.9%	11.5%
55 - 64	11.4%	12.1%	11.7%
65 - 74	9.1%	9.8%	9.2%
75 - 84	4.7%	4.9%	4.5%
85 +	2.6%	1.9%	1.7%
18 +	88.2%	82.4%	82.8%
2010 Population by Sex			
Males	22,367	97,792	112,843
Females	24,376	103,312	118,410
2017 Population by Sex			
Males	24,412	106,422	121,544
Females	26,383	112,032	126,106
2022 Population by Sex			
Males	26,026	113,049	128,559
Females	27,819	118,641	132,149

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Race/Ethnicity			
Total	46,742	201,103	231,252
White Alone	43.9%	42.7%	48.5%
Black Alone	29.1%	21.2%	12.2%
American Indian Alone	0.7%	0.6%	0.8%
Asian Alone	14.4%	23.1%	21.9%
Pacific Islander Alone	0.2%	0.3%	0.4%
Some Other Race Alone	5.2%	6.3%	10.0%
Two or More Races	6.5%	5.8%	6.2%
Hispanic Origin	11.8%	13.2%	20.5%
Diversity Index	76.4	78.4	80.0
2017 Population by Race/Ethnicity			
Total	50,795	218,454	247,650
White Alone	42.6%	41.0%	46.0%
Black Alone	25.9%	18.6%	10.5%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	17.7%	26.6%	25.4%
Pacific Islander Alone	0.2%	0.3%	0.4%
Some Other Race Alone	5.6%	6.4%	10.2%
Two or More Races	7.4%	6.4%	6.8%
Hispanic Origin	12.6%	13.6%	21.0%
Diversity Index	78.2	79.1	80.8
2022 Population by Race/Ethnicity			
Total	53,846	231,689	260,709
White Alone	41.1%	39.4%	43.8%
Black Alone	23.8%	17.0%	9.4%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	20.3%	29.3%	28.1%
Pacific Islander Alone	0.2%	0.3%	0.4%
Some Other Race Alone	5.9%	6.6%	10.4%
Two or More Races	8.0%	6.8%	7.1%
Hispanic Origin	13.3%	14.0%	21.4%
Diversity Index	79.4	79.5	81.4
2010 Population by Relationship and Household Type			
Total	46,743	201,104	231,253
In Households	95.8%	97.7%	93.7%
In Family Households	48.4%	68.0%	66.8%
Householder	16.6%	21.3%	20.4%
Spouse	9.8%	14.1%	14.0%
Child	15.6%	24.3%	24.0%
Other relative	4.3%	5.5%	5.3%
Nonrelative	2.1%	2.7%	3.0%
In Nonfamily Households	47.5%	29.7%	26.9%
In Group Quarters	4.2%	2.3%	6.3%
Institutionalized Population	1.3%	0.7%	0.6%
Noninstitutionalized Population	2.8%	1.6%	5.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2017 Population 25+ by Educational Attainment			
Total	40,770	159,905	161,540
Less than 9th Grade	3.5%	8.1%	8.3%
9th - 12th Grade, No Diploma	5.0%	4.9%	4.9%
High School Graduate	10.9%	11.0%	10.8%
GED/Alternative Credential	1.5%	1.1%	1.5%
Some College, No Degree	19.6%	16.3%	16.5%
Associate Degree	5.7%	5.2%	5.7%
Bachelor's Degree	29.3%	28.9%	27.2%
Graduate/Professional Degree	24.4%	24.4%	25.1%
2017 Population 15+ by Marital Status			
Total	45,569	184,761	210,767
Never Married	52.3%	43.5%	47.0%
Married	30.5%	41.8%	40.0%
Widowed	5.0%	5.5%	3.7%
Divorced	12.3%	9.3%	9.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	94.3%	94.9%
Civilian Unemployed (Unemployment Rate)	5.1%	5.7%	5.1%
2017 Employed Population 16+ by Industry			
Total	29,323	112,882	121,314
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	3.0%	3.9%	5.0%
Manufacturing	4.5%	5.6%	5.7%
Wholesale Trade	1.3%	2.1%	1.6%
Retail Trade	7.8%	8.4%	8.0%
Transportation/Utilities	4.5%	4.2%	3.6%
Information	3.3%	3.0%	3.4%
Finance/Insurance/Real Estate	5.7%	6.4%	5.8%
Services	66.4%	62.3%	63.1%
Public Administration	3.0%	3.7%	3.5%
2017 Employed Population 16+ by Occupation			
Total	29,325	112,880	121,312
White Collar	71.1%	71.7%	70.9%
Management/Business/Financial	18.9%	18.6%	17.6%
Professional	34.6%	34.1%	34.2%
Sales	8.5%	9.0%	7.8%
Administrative Support	9.0%	10.0%	11.3%
Services	18.0%	17.2%	16.4%
Blue Collar	11.0%	11.1%	12.7%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	2.9%	2.5%	3.7%
Installation/Maintenance/Repair	1.0%	1.4%	1.8%
Production	1.9%	2.8%	2.9%
Transportation/Material Moving	4.8%	4.2%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	46,743	201,104	231,253
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	24,710	86,222	89,077
Households with 1 Person	52.2%	36.5%	32.0%
Households with 2+ People	47.8%	63.5%	68.0%
Family Households	31.4%	49.8%	53.0%
Husband-wife Families	18.5%	32.9%	36.2%
With Related Children	6.6%	14.8%	17.1%
Other Family (No Spouse Present)	12.9%	16.9%	16.8%
Other Family with Male Householder	3.6%	4.4%	4.6%
With Related Children	1.6%	2.1%	2.3%
Other Family with Female Householder	9.3%	12.5%	12.2%
With Related Children	5.7%	7.4%	7.3%
Nonfamily Households	16.4%	13.7%	15.0%
All Households with Children	14.2%	24.6%	27.1%
Multigenerational Households	1.6%	3.3%	3.6%
Unmarried Partner Households	10.8%	9.3%	8.5%
Male-female	8.5%	7.0%	6.4%
Same-sex	2.3%	2.3%	2.1%
2010 Households by Size			
Total	24,711	86,222	89,077
1 Person Household	52.2%	36.5%	32.0%
2 Person Household	29.8%	31.5%	31.8%
3 Person Household	9.5%	14.1%	15.5%
4 Person Household	4.8%	10.2%	11.8%
5 Person Household	2.1%	4.3%	4.7%
6 Person Household	0.8%	1.8%	2.0%
7 + Person Household	0.8%	1.6%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	24,710	86,223	89,076
Owner Occupied	20.9%	39.2%	44.3%
Owned with a Mortgage/Loan	17.2%	30.2%	33.7%
Owned Free and Clear	3.7%	9.0%	10.6%
Renter Occupied	79.1%	60.8%	55.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	27,625	95,267	95,712
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Trendsetters (3C)	Trendsetters (3C)	Urban Chic (2A)
2.	Metro Renters (3B)	Urban Chic (2A)	City Lights (8A)
3.	Social Security Set (9F)	Top Tier (1A)	Trendsetters (3C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$58,276,981	\$276,822,835	\$263,911,321
Average Spent	\$2,183.80	\$2,967.50	\$2,774.51
Spending Potential Index	101	137	128
Education: Total \$	\$42,308,440	\$206,591,165	\$210,778,536
Average Spent	\$1,585.42	\$2,214.62	\$2,215.92
Spending Potential Index	109	152	152
Entertainment/Recreation: Total \$	\$77,300,803	\$373,054,276	\$355,551,357
Average Spent	\$2,896.68	\$3,999.08	\$3,737.92
Spending Potential Index	93	128	120
Food at Home: Total \$	\$132,310,553	\$619,359,447	\$585,477,665
Average Spent	\$4,958.05	\$6,639.43	\$6,155.15
Spending Potential Index	98	132	122
Food Away from Home: Total \$	\$89,261,615	\$417,730,791	\$397,177,562
Average Spent	\$3,344.89	\$4,478.01	\$4,175.54
Spending Potential Index	100	134	125
Health Care: Total \$	\$125,317,225	\$614,995,188	\$584,651,133
Average Spent	\$4,695.99	\$6,592.65	\$6,146.46
Spending Potential Index	84	118	110
HH Furnishings & Equipment: Total \$	\$47,083,262	\$227,603,495	\$218,745,219
Average Spent	\$1,764.34	\$2,439.87	\$2,299.68
Spending Potential Index	91	125	118
Personal Care Products & Services: Total \$	\$20,945,560	\$99,383,315	\$93,693,984
Average Spent	\$784.89	\$1,065.37	\$985.01
Spending Potential Index	99	134	124
Shelter: Total \$	\$464,059,081	\$2,184,329,822	\$2,067,523,820
Average Spent	\$17,389.61	\$23,415.66	\$21,735.95
Spending Potential Index	107	144	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$52,461,173	\$262,950,931	\$251,613,623
Average Spent	\$1,965.87	\$2,818.79	\$2,645.22
Spending Potential Index	84	120	113
Travel: Total \$	\$51,536,004	\$256,873,090	\$245,237,119
Average Spent	\$1,931.20	\$2,753.64	\$2,578.19
Spending Potential Index	93	133	124
Vehicle Maintenance & Repairs: Total \$	\$25,791,777	\$124,200,931	\$119,394,903
Average Spent	\$966.49	\$1,331.41	\$1,255.20
Spending Potential Index	90	124	117

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.