

East Bay Bridge
3838 Hollis St, Emeryville, California, 94608
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.82914
Longitude: -122.28508

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	21,005	197,303	416,975
2010 Total Population	22,842	208,928	432,629
2019 Total Population	25,762	228,230	461,625
2019 Group Quarters	869	8,410	20,189
2024 Total Population	27,645	247,784	487,324
2017-2022 Annual Rate	1.42%	1.66%	1.09%
2019 Total Daytime Population	34,772	294,866	502,719
Workers	23,837	198,232	291,229
Residents	10,935	96,634	211,490
Household Summary			
2000 Households	8,282	92,337	176,583
2000 Average Household Size	2.47	2.07	2.29
2010 Households	9,678	98,618	183,867
2010 Average Household Size	2.27	2.03	2.24
2019 Households	10,962	107,009	195,518
2019 Average Household Size	2.27	2.05	2.26
2024 Households	11,722	116,448	206,806
2024 Average Household Size	2.28	2.06	2.26
2017-2022 Annual Rate	1.35%	1.71%	1.13%
2010 Families	4,378	38,284	87,708
2010 Average Family Size	3.07	2.87	3.01
2019 Families	4,912	41,396	92,556
2019 Average Family Size	3.09	2.91	3.04
2024 Families	5,288	45,082	97,535
2024 Average Family Size	3.09	2.91	3.05
2017-2022 Annual Rate	1.49%	1.72%	1.05%
Housing Unit Summary			
2000 Housing Units	9,016	97,755	185,593
Owner Occupied Housing Units	27.1%	27.4%	36.1%
Renter Occupied Housing Units	64.7%	67.1%	59.0%
Vacant Housing Units	8.2%	5.5%	4.9%
2010 Housing Units	11,376	109,354	201,050
Owner Occupied Housing Units	27.1%	27.0%	34.9%
Renter Occupied Housing Units	58.0%	63.2%	56.6%
Vacant Housing Units	14.9%	9.8%	8.5%
2019 Housing Units	12,689	118,379	213,084
Owner Occupied Housing Units	28.3%	27.0%	34.7%
Renter Occupied Housing Units	58.1%	63.4%	57.0%
Vacant Housing Units	13.6%	9.6%	8.2%
2024 Housing Units	13,463	127,703	224,158
Owner Occupied Housing Units	28.3%	26.0%	34.1%
Renter Occupied Housing Units	58.7%	65.2%	58.2%
Vacant Housing Units	12.9%	8.8%	7.7%
Median Household Income			
2019	\$62,693	\$74,779	\$82,412
2024	\$80,552	\$91,059	\$99,831
Median Home Value			
2019	\$614,774	\$816,376	\$879,091
2024	\$675,578	\$853,060	\$905,148
Per Capita Income			
2019	\$39,153	\$51,962	\$53,324
2024	\$47,555	\$60,667	\$60,982
Median Age			
2010	34.9	36.0	36.3
2019	37.3	37.4	37.5
2024	37.8	37.9	37.9

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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2019 Households by Income			
Household Income Base	10,959	107,004	195,513
<\$15,000	13.1%	13.2%	11.1%
\$15,000 - \$24,999	11.2%	8.1%	7.2%
\$25,000 - \$34,999	7.7%	6.8%	6.4%
\$35,000 - \$49,999	8.2%	8.6%	8.5%
\$50,000 - \$74,999	16.4%	13.4%	13.2%
\$75,000 - \$99,999	10.4%	10.8%	10.5%
\$100,000 - \$149,999	15.4%	16.2%	16.0%
\$150,000 - \$199,999	8.6%	9.0%	9.7%
\$200,000+	9.0%	13.9%	17.4%
Average Household Income	\$91,500	\$110,498	\$125,065
2024 Households by Income			
Household Income Base	11,719	116,443	206,801
<\$15,000	10.1%	10.5%	8.8%
\$15,000 - \$24,999	8.5%	6.5%	5.8%
\$25,000 - \$34,999	6.6%	5.8%	5.4%
\$35,000 - \$49,999	6.9%	7.3%	7.3%
\$50,000 - \$74,999	14.9%	12.1%	12.1%
\$75,000 - \$99,999	11.4%	11.2%	10.8%
\$100,000 - \$149,999	18.2%	18.7%	18.0%
\$150,000 - \$199,999	11.5%	11.4%	12.0%
\$200,000+	12.0%	16.5%	19.9%
Average Household Income	\$111,925	\$128,846	\$142,900
2019 Owner Occupied Housing Units by Value			
Total	3,586	31,903	73,979
<\$50,000	1.0%	0.4%	0.5%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.4%	0.1%	0.1%
\$150,000 - \$199,999	0.4%	0.2%	0.2%
\$200,000 - \$249,999	1.8%	1.0%	0.8%
\$250,000 - \$299,999	1.5%	0.8%	0.8%
\$300,000 - \$399,999	9.2%	6.2%	4.6%
\$400,000 - \$499,999	18.8%	9.0%	6.9%
\$500,000 - \$749,999	36.5%	24.8%	20.9%
\$750,000 - \$999,999	19.8%	27.5%	28.9%
\$1,000,000 +	6.9%	18.3%	23.0%
Average Home Value	\$689,560	\$919,334	\$981,720
2024 Owner Occupied Housing Units by Value			
Total	3,811	33,121	76,359
<\$50,000	0.3%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.0%	0.0%
\$200,000 - \$249,999	0.6%	0.3%	0.3%
\$250,000 - \$299,999	0.6%	0.3%	0.4%
\$300,000 - \$399,999	5.2%	3.9%	3.0%
\$400,000 - \$499,999	15.3%	7.3%	5.8%
\$500,000 - \$749,999	39.8%	24.9%	20.4%
\$750,000 - \$999,999	26.5%	31.8%	32.0%
\$1,000,000 +	7.5%	19.7%	24.7%
Average Home Value	\$752,256	\$957,169	\$1,016,594

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.

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2010 Population by Age			
Total	22,838	208,929	432,632
0 - 4	5.5%	4.8%	5.3%
5 - 9	4.8%	3.9%	4.7%
10 - 14	4.7%	3.5%	4.3%
15 - 24	13.9%	15.4%	15.9%
25 - 34	21.3%	20.9%	17.6%
35 - 44	16.8%	15.7%	15.0%
45 - 54	14.1%	12.8%	13.2%
55 - 64	10.7%	11.5%	12.1%
65 - 74	4.5%	6.0%	6.3%
75 - 84	2.4%	3.6%	3.6%
85 +	1.2%	2.0%	1.9%
18 +	82.0%	85.7%	83.0%
2019 Population by Age			
Total	25,763	228,230	461,626
0 - 4	5.1%	4.3%	4.7%
5 - 9	4.8%	3.9%	4.6%
10 - 14	4.8%	3.7%	4.6%
15 - 24	11.8%	14.2%	15.4%
25 - 34	19.3%	19.8%	17.0%
35 - 44	17.2%	15.5%	13.9%
45 - 54	14.2%	12.3%	12.4%
55 - 64	11.7%	11.7%	12.1%
65 - 74	7.3%	8.6%	9.1%
75 - 84	2.8%	4.0%	4.2%
85 +	1.1%	2.0%	2.0%
18 +	82.6%	85.8%	83.4%
2024 Population by Age			
Total	27,646	247,785	487,326
0 - 4	5.1%	4.3%	4.8%
5 - 9	4.4%	3.6%	4.3%
10 - 14	4.3%	3.4%	4.2%
15 - 24	11.3%	13.8%	14.9%
25 - 34	20.1%	20.0%	17.6%
35 - 44	16.4%	15.4%	13.9%
45 - 54	14.1%	11.9%	11.8%
55 - 64	11.5%	11.2%	11.6%
65 - 74	8.0%	9.2%	9.5%
75 - 84	3.7%	5.1%	5.3%
85 +	1.1%	2.1%	2.0%
18 +	83.7%	86.5%	84.2%
2010 Population by Sex			
Males	11,344	101,546	210,442
Females	11,498	107,382	222,187
2019 Population by Sex			
Males	12,723	111,359	225,423
Females	13,038	116,871	236,201
2024 Population by Sex			
Males	13,617	121,027	238,388
Females	14,028	126,757	248,937

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2010 Population by Race/Ethnicity			
Total	22,841	208,927	432,630
White Alone	30.1%	45.1%	47.4%
Black Alone	43.5%	23.7%	16.6%
American Indian Alone	0.9%	0.6%	0.6%
Asian Alone	11.1%	19.1%	22.4%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	7.5%	5.1%	6.5%
Two or More Races	6.6%	6.2%	6.1%
Hispanic Origin	15.2%	11.6%	14.3%
Diversity Index	78.3	76.5	77.1
2019 Population by Race/Ethnicity			
Total	25,760	228,231	461,624
White Alone	30.0%	42.4%	44.1%
Black Alone	37.5%	20.4%	14.1%
American Indian Alone	0.8%	0.5%	0.6%
Asian Alone	15.5%	24.0%	27.5%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	8.1%	5.4%	6.6%
Two or More Races	7.7%	7.1%	6.8%
Hispanic Origin	16.5%	12.3%	14.5%
Diversity Index	81.5	78.1	78.2
2024 Population by Race/Ethnicity			
Total	27,644	247,783	487,325
White Alone	29.5%	40.1%	41.7%
Black Alone	34.3%	18.5%	12.8%
American Indian Alone	0.8%	0.5%	0.5%
Asian Alone	18.0%	27.6%	30.8%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	8.7%	5.6%	6.7%
Two or More Races	8.3%	7.5%	7.1%
Hispanic Origin	17.6%	12.7%	14.8%
Diversity Index	83.1	78.9	78.7
2010 Population by Relationship and Household Type			
Total	22,842	208,928	432,629
In Households	96.1%	95.9%	95.2%
In Family Households	62.0%	54.9%	63.7%
Householder	19.0%	18.2%	20.3%
Spouse	8.7%	11.5%	13.8%
Child	24.7%	18.7%	22.2%
Other relative	6.3%	4.1%	4.8%
Nonrelative	3.3%	2.3%	2.6%
In Nonfamily Households	34.1%	41.0%	31.6%
In Group Quarters	3.9%	4.1%	4.8%
Institutionalized Population	0.0%	0.9%	0.7%
Noninstitutionalized Population	3.9%	3.2%	4.1%

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.

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2019 Population 25+ by Educational Attainment			
Total	18,954	168,556	326,514
Less than 9th Grade	4.1%	4.6%	5.7%
9th - 12th Grade, No Diploma	5.5%	3.8%	4.2%
High School Graduate	15.4%	9.5%	9.7%
GED/Alternative Credential	1.3%	1.2%	1.1%
Some College, No Degree	21.3%	15.5%	15.1%
Associate Degree	7.4%	5.8%	5.5%
Bachelor's Degree	27.9%	32.6%	31.0%
Graduate/Professional Degree	17.1%	27.0%	27.6%
2019 Population 15+ by Marital Status			
Total	21,988	200,993	397,574
Never Married	55.8%	51.5%	47.0%
Married	29.0%	34.7%	39.6%
Widowed	4.7%	4.1%	4.1%
Divorced	10.5%	9.6%	9.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	94.9%	94.8%
Civilian Unemployed (Unemployment Rate)	4.9%	5.1%	5.2%
2019 Employed Population 16+ by Industry			
Total	15,121	133,807	254,457
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	4.7%	3.4%	4.3%
Manufacturing	6.2%	4.6%	4.9%
Wholesale Trade	2.5%	1.8%	1.8%
Retail Trade	9.3%	7.4%	7.4%
Transportation/Utilities	4.6%	4.2%	4.4%
Information	3.4%	4.2%	3.8%
Finance/Insurance/Real Estate	4.9%	5.8%	5.9%
Services	62.2%	64.8%	63.6%
Public Administration	2.2%	3.5%	3.6%
2019 Employed Population 16+ by Occupation			
Total	15,119	133,808	254,454
White Collar	67.6%	76.0%	73.4%
Management/Business/Financial	15.9%	19.3%	18.8%
Professional	31.7%	39.0%	36.8%
Sales	10.6%	8.1%	7.9%
Administrative Support	9.5%	9.6%	9.9%
Services	21.1%	15.5%	16.3%
Blue Collar	11.3%	8.5%	10.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.6%	1.9%	2.6%
Installation/Maintenance/Repair	1.1%	1.0%	1.4%
Production	2.7%	2.1%	2.4%
Transportation/Material Moving	3.7%	3.3%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	22,842	208,928	432,629
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%

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2010 Households by Type			
Total	9,678	98,619	183,866
Households with 1 Person	37.3%	43.5%	37.2%
Households with 2+ People	62.7%	56.5%	62.8%
Family Households	45.2%	38.8%	47.7%
Husband-wife Families	20.8%	24.5%	32.4%
With Related Children	9.3%	10.0%	14.5%
Other Family (No Spouse Present)	24.5%	14.4%	15.3%
Other Family with Male Householder	5.7%	3.7%	4.1%
With Related Children	2.6%	1.7%	2.0%
Other Family with Female Householder	18.7%	10.6%	11.2%
With Related Children	11.8%	6.3%	6.7%
Nonfamily Households	17.5%	17.6%	15.1%
All Households with Children	24.2%	18.2%	23.5%
Multigenerational Households	4.1%	2.2%	2.8%
Unmarried Partner Households	10.8%	9.8%	9.0%
Male-female	8.6%	7.6%	6.9%
Same-sex	2.2%	2.2%	2.1%
2010 Households by Size			
Total	9,677	98,620	183,867
1 Person Household	37.3%	43.5%	37.2%
2 Person Household	30.9%	31.4%	31.8%
3 Person Household	14.8%	12.3%	14.1%
4 Person Household	8.5%	7.7%	10.0%
5 Person Household	4.6%	2.9%	3.9%
6 Person Household	1.9%	1.2%	1.6%
7 + Person Household	2.1%	1.0%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	9,678	98,618	183,867
Owner Occupied	31.8%	29.9%	38.1%
Owned with a Mortgage/Loan	27.0%	23.5%	29.0%
Owned Free and Clear	4.9%	6.4%	9.2%
Renter Occupied	68.2%	70.1%	61.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,376	109,354	201,050
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.

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Top 3 Tapestry Segments			
1.	Trendsetters (3C)	Trendsetters (3C)	Trendsetters (3C)
2.	City Strivers (11A)	Metro Renters (3B)	Urban Chic (2A)
3.	Metro Fusion (11C)	Social Security Set (9F)	City Lights (8A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$26,191,181	\$305,560,523	\$621,152,120
Average Spent	\$2,389.27	\$2,855.47	\$3,176.96
Spending Potential Index	112	133	148
Education: Total \$	\$19,384,228	\$234,965,363	\$493,567,282
Average Spent	\$1,768.31	\$2,195.75	\$2,524.41
Spending Potential Index	111	138	158
Entertainment/Recreation: Total \$	\$36,086,862	\$422,747,682	\$875,832,431
Average Spent	\$3,292.00	\$3,950.58	\$4,479.55
Spending Potential Index	101	121	137
Food at Home: Total \$	\$60,771,859	\$704,899,875	\$1,432,254,274
Average Spent	\$5,543.87	\$6,587.30	\$7,325.43
Spending Potential Index	107	127	142
Food Away from Home: Total \$	\$43,919,685	\$522,925,991	\$1,058,702,362
Average Spent	\$4,006.54	\$4,886.75	\$5,414.86
Spending Potential Index	109	133	147
Health Care: Total \$	\$60,321,677	\$701,539,231	\$1,459,139,738
Average Spent	\$5,502.80	\$6,555.89	\$7,462.94
Spending Potential Index	93	110	126
HH Furnishings & Equipment: Total \$	\$22,958,427	\$271,510,188	\$563,856,808
Average Spent	\$2,094.36	\$2,537.26	\$2,883.91
Spending Potential Index	98	119	135
Personal Care Products & Services: Total \$	\$9,881,505	\$117,361,617	\$240,721,715
Average Spent	\$901.43	\$1,096.75	\$1,231.20
Spending Potential Index	102	124	139
Shelter: Total \$	\$233,865,847	\$2,754,198,631	\$5,613,515,818
Average Spent	\$21,334.23	\$25,738.01	\$28,710.99
Spending Potential Index	115	139	155
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,207,780	\$306,185,927	\$639,612,640
Average Spent	\$2,390.78	\$2,861.31	\$3,271.37
Spending Potential Index	96	115	132
Travel: Total \$	\$24,872,186	\$296,228,894	\$625,209,127
Average Spent	\$2,268.95	\$2,768.26	\$3,197.71
Spending Potential Index	101	123	142
Vehicle Maintenance & Repairs: Total \$	\$12,106,470	\$145,340,944	\$298,867,781
Average Spent	\$1,104.40	\$1,358.21	\$1,528.59
Spending Potential Index	97	119	134

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.