

TABLE 1: CITY OF FREMONT AND MISSION SAN JOSE NEIGHBORHOOD MARKET AREA POPULATION GROWTH AND CHARACTERISTICS

	2000	2010	2018	2023 Projection	2000-2018 Avg Annual Growth Rate
Population					
Fremont	203,413	214,089	230,734	241,309	0.7%
Neighborhood Market Area	17,742	18,561	19,901	20,804	0.6%
Households					
Fremont	68,237	71,004	75,934	79,030	0.6%
Neighborhood Market Area	5,344	5,667	6,039	6,282	0.7%
Median Age					
Fremont		36.8	38.5	39.6	
Neighborhood Market Area		41.4	43.7	45.2	
Median Household Income					
Fremont			\$112,225	\$125,553	
Neighborhood Market Area			\$165,602	\$181,755	

Source: U.S. Census and Esri Business Analyst

TABLE 2: CITY OF FREMONT AND MISSION SAN JOSE NEIGHBORHOOD MARKET DEMOGRAPHICS

Households by Income 2018	Fremont	Neighborhood Market Area
Household Income Base	75,934	6,039
< \$15,000	4.5%	2.1%
\$15,000-\$24,999	3.7%	2.6%
\$25,000-\$34,999	4.2%	2.2%
\$35,000-\$49,999	6.2%	2.8%
\$50,000-\$74,999	12.3%	5.7%
\$75,000-\$99,999	11.5%	6.5%
\$100,000-\$149,999	22.7%	21.0%
\$150,000-\$199,999	15.4%	18.4%
\$200,000+	19.6%	38.7%
Average Household Income	\$142,969	\$215,164

Population by Race/Ethnicity 2018	Fremont	Neighborhood Market Area
Total	230,734	19,920
White Alone	28.5%	17.1%
Black Alone	2.6%	0.6%
American indian Alone	0.4%	0.1%
Asian Alone	56.0%	77.9%
Pacific Islander Alone	0.5%	0.1%
Some Other Race Alone	6.1%	0.9%
Two or More Races	5.9%	3.2%
Hispanic Origin	14.1%	3.6%

Population 25+ By Educational Attainment 2018	Fremont	Neighborhood Market Area
Total	158,092	13,749
Less than 9th Grade	3.1%	1.5%
9th-12th Grade, No Diploma	3.5%	2.4%
High School Graduate	15.8%	5.8%
GED/ Alternative Credential	1.4%	0.7%
Some College, No Degree	14.1%	10.1%
Associates Degree	5.9%	4.5%
Bachelor's Degree	29.4%	33.8%
Graduate/Professional Degree	26.4%	41.3%

Source: U.S. Census and Esri Business Analyst

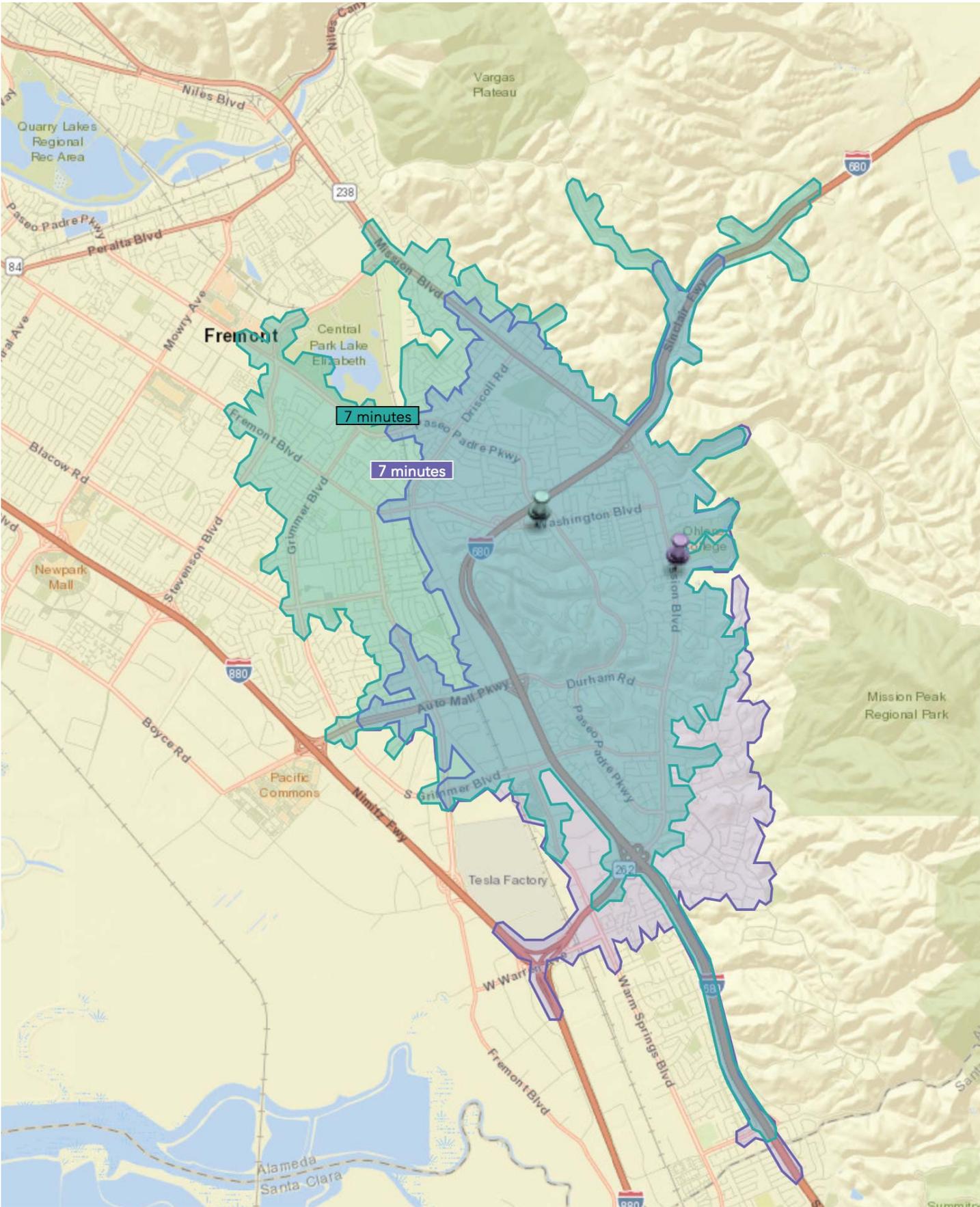
Approximately 19,900 residents live within the neighborhood market area. The area's share of the citywide population has been fairly constant since 2000, at 8.6 percent. In comparison to the City of Fremont as a whole, the residents here are generally older, more highly educated, have significantly higher incomes, and the population has an even larger share of Asian ancestry.

The median age of residents within the neighborhood market area was 43.7, about five years older than the median age of Fremont residents. The median household income was \$165,600, nearly 48 percent higher than that for the city as a whole. While 20 percent of residents in Fremont have household incomes greater than \$200,000, in the neighborhood market area that number is nearly double at 39 percent. Asians make up 78 percent of the population in the Mission San Jose neighborhood market area compared to 56 percent citywide. According to projections by ESRI Business Analyst, these trends are expected to continue.

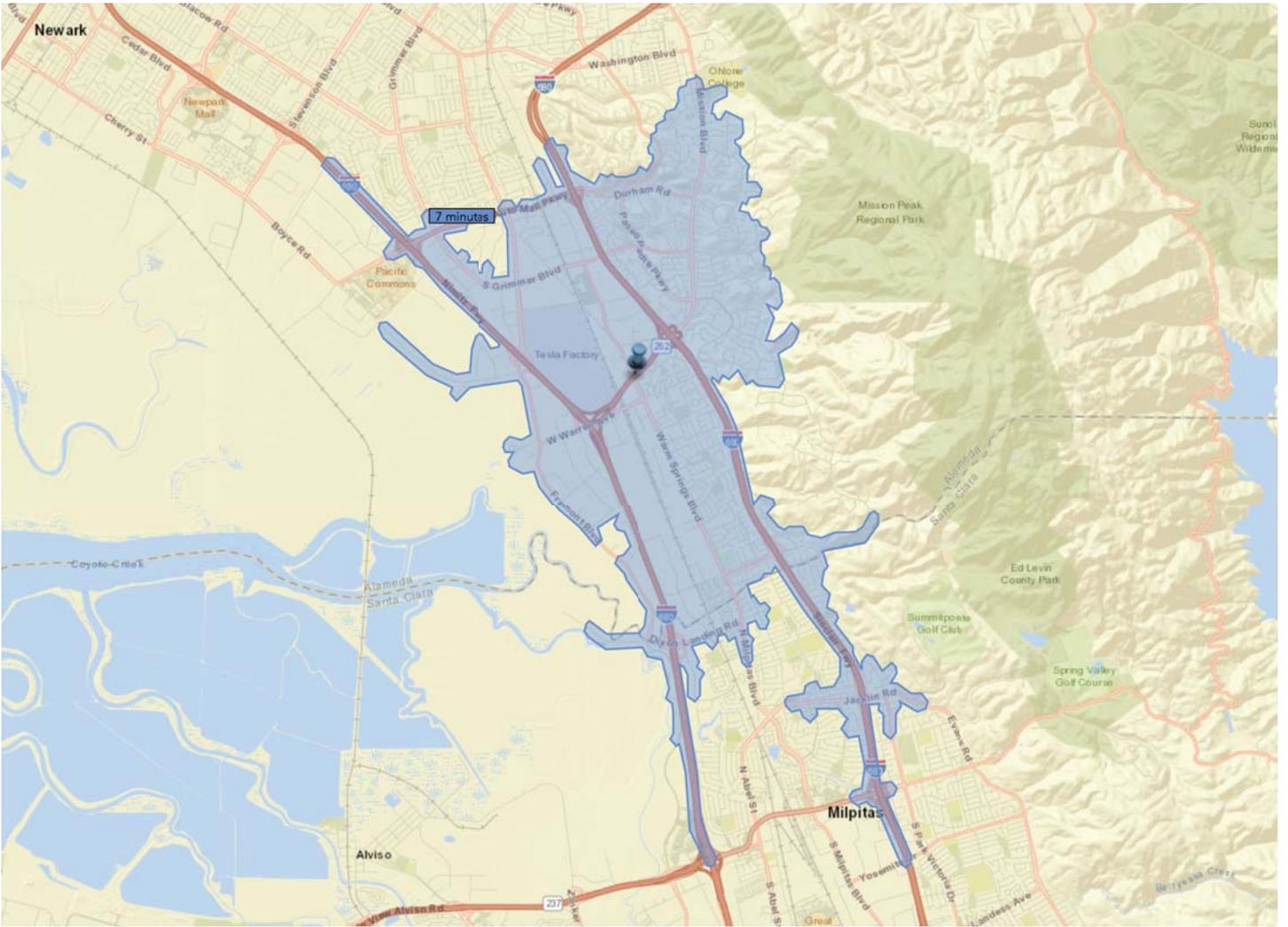
TABLE 3: SEVEN MINUTE DRIVE TIME MARKET AREA COMPARISON IN 2018

	Mission San Jose	Ohlone Village	Difference
Population	37,231	59,013	58.5%
Households	11,531	18,671	61.9%
Per Capita income	\$61,439	\$49,960	-18.7%
Median Household Income	\$153,430	\$118,875	-22.5%
Total Income in Millions	\$2,287	\$2,948	28.9%
Projected Population Growth 2018-23	1,827	3,198	75.0%
Ethnic Concentration			
Asian Percentage	75.4%	61.1%	
Hispanic Origin Percentage	4.8%	13.3%	

Source: US Census and ESRI



Comparison of Market Areas for Mission San Jose Town Center and Ohlone Village Shopping Center- 7-Minute Drive Time



Comparison of Market Areas Within Seven-Minute Drive Time around the Warm Springs Safeway