



THE OAKLAND DRILLDOWN SNAPSHOT

August, 2005

Oakland Neighborhood Market **DRILLDOWN** Snapshot

Thanks to the sponsors of the Oakland **DRILLDOWN** for making this work possible:

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A special thanks to First American for providing its valuable property data at no cost to the project.

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How Does The DRILLDOWN Assess Market Strength?

The DRILLDOWN focuses on Market Size, Buying Power, and Stability/Risk, the core market drivers that resonate across industry lines.



Market Size

Market size figures indicate the volume of a neighborhood's population of residential consumers, effectively describing neighborhood mass and density.



Market Buying Power

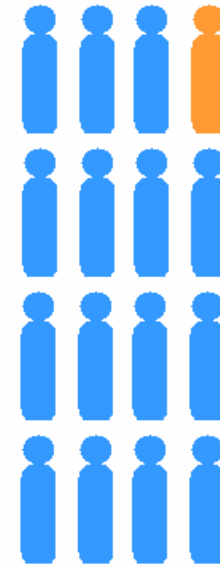
Market buying power assesses the population's consumer potential with regard to household incomes, actual retail sales versus retail expenditures, and weighing the scope of informal economies operating in the market.



Market Stability/Risk

Stability/Risk indicators further measure the viability of business investment in a neighborhood, demonstrating trends in real estate property values, presence of community stakeholders, and crime levels.

Population



13,043

**more customers in
Oakland's
DRILLDOWN
neighborhoods not
captured by
Census 2000**

In Oakland, for every 15 people counted by Census 2000, the DRILLDOWN identified one additional person; the result, 13,043 more people located in Oakland's DRILLDOWN neighborhoods.*

* DRILLDOWN identified 165,178 people living in the four Oakland neighborhoods compared with Census 2000's count: 152,135

Neighborhood Spotlight: East Oakland



The DRILLDOWN identified

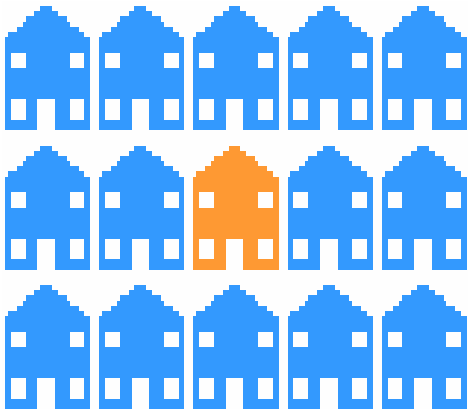
62,183 people living in East Oakland,

20.4% more than

Census 2000 **

** Census 2000 count: 51,645

Households



3,829
 more
 households
 than counted
 by Census
 2000

For every 14 households counted by Census 2000 in the four neighborhoods, the DRILLDOWN identified one additional household; that's an 8% increase.

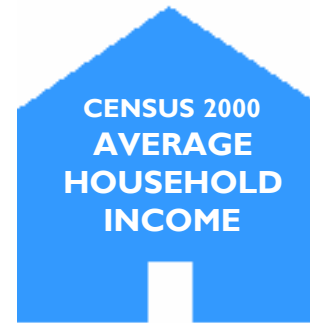
Neighborhood Spotlight: East Oakland



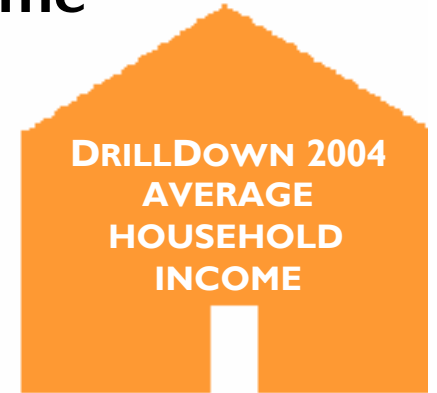
In East Oakland, for every five households counted by Census 2000, the DRILLDOWN identified one additional household.*

* DRILLDOWN identified 19,918 households in East Oakland compared with the Census 2000 that count of 16,549 households.

Average Household Income



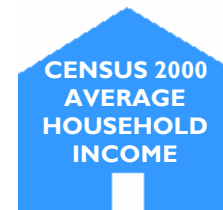
\$40,438



\$51,064

The DRILLDOWN's average household income finding of \$51,064 across the four neighborhoods, is 26.3% higher than Census 2000 figures.

Neighborhood Spotlight: Lower San Antonio



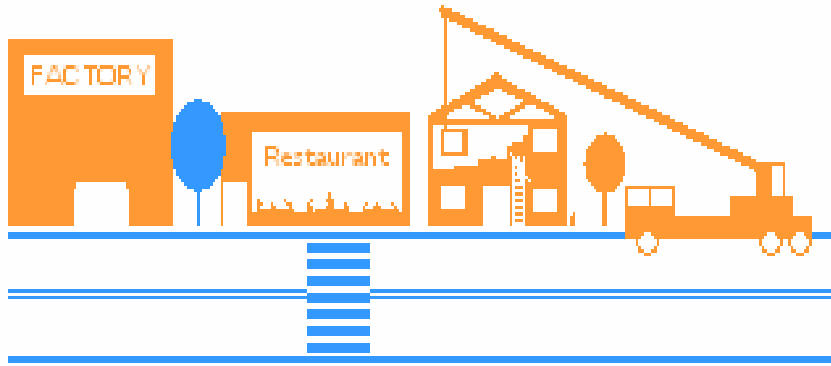
\$40,083



\$54,616

Lower San Antonio, average household income is 36.3% higher than the Census 2000 figure.

Informal Economy



18% The average percentage of the DRILLDOWN neighborhoods' aggregated income contributed by the informal economy*; that is a

\$405 million informal economy

* Social Compact's informal economy estimates capture unreported income including, but not limited to under-the-table transactions such as day laborer earnings and tips.

Neighborhood Spotlight: Fruitvale

Earnings from Fruitvale's informal economy account for 22% of its aggregate income; that's

\$129 million



Aggregate Income



Including the informal economy estimates, aggregate income in the DRILLDOWN neighborhoods in 2004 was \$2.65 billion - 36% larger than Census 2000 figures.

Neighborhood Spotlight: Lower San Antonio



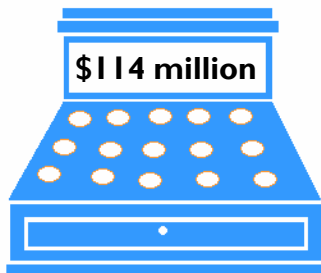
At \$560 million, Lower San Antonio's aggregate income in 2004 was 22.5% larger than Census 2000 indications.

Retail Leakage



In 2004, an estimated total of \$520 million of total income was spent on retail **outside** the DRILLDOWN neighborhoods.

Neighborhood Spotlight: Lower San Antonio



In 2004, an estimated \$114 million was spent on retail outside the neighborhood by Lower San Antonio residents.

Home Sale Values



The DRILLDOWN found a median home sale value in the four neighborhoods of \$328,452, more than double (\$162,154) that of Census 2000.*

Neighborhood Spotlight: Fruitvale



In Fruitvale, the DRILLDOWN found a median home sale value of \$350,000, 137% higher than Census 2000 (\$147,963) Census.

* DRILLDOWN figures are derived from actual home sales in the Oakland DRILLDOWN neighborhoods between March, 2003 and October, 2004.

Residential Investment



1 in 6 residential buildings in the four DRILLDOWN neighborhoods combined received permits for improvements in 2004 *

* In total, 14,252 building permits (excluding demolitions) were reported in 2004 by the City of Oakland Community Economic Development Agency Building Services Department.

Neighborhood Spotlight: West Oakland



1 in 5

residential buildings in West Oakland received permits for improvements in 2004**

** In West Oakland, 4,165 building permits (excluding demolitions) were issued and reported in 2004 by the City of Oakland Community Economic Development Agency Building Services Department.

Owner Occupancy by Building



On average,

67% of all residential

buildings in the four DRILLDOWN neighborhoods are

owner occupied

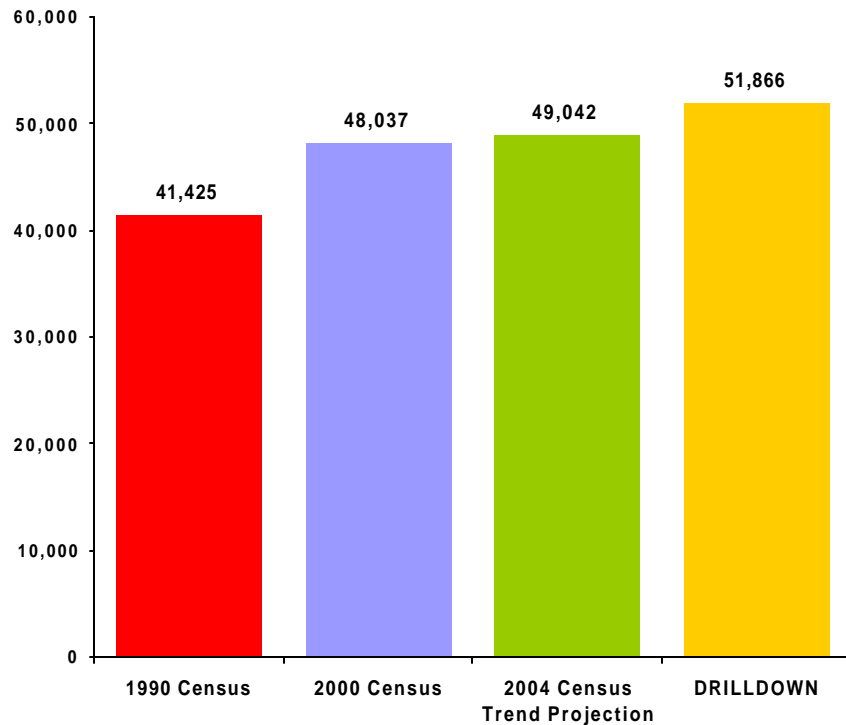
Neighborhood Spotlight: East Oakland



3 in 4 residential buildings in East Oakland

are **owner occupied**

Oakland DRILLDOWN Market Households

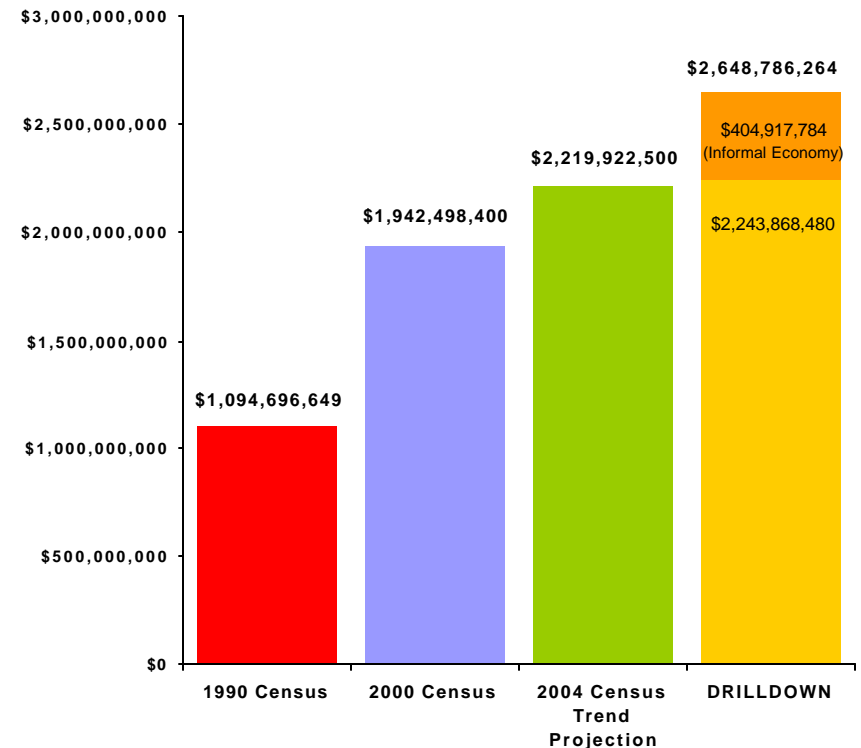


DRILLDOWN neighborhoods' household density of 6.55 households per acre far exceeds density citywide at 4.21 households per acre.

Methodology: Social Compact blends multiple municipal and private data sets to determine the number of households at a census block group level. The resulting information is verified against supplemental data and then street-tested for accuracy.

Sources: Acxiom Corporation, 2004; Census 1990 and 2000, U.S. Census Bureau; Claritas, 2004; City of Oakland Community Economic Development Agency Building Services, 1999-2004; www.craigslist.org, 2004-2005; eNeighborhoods, Inc., 2004-2005; Equifax Corporation, 2004; First American Real Estate, 2004; Oakland Housing Authority, 2004; Social Compact Analysis, 2004-2005

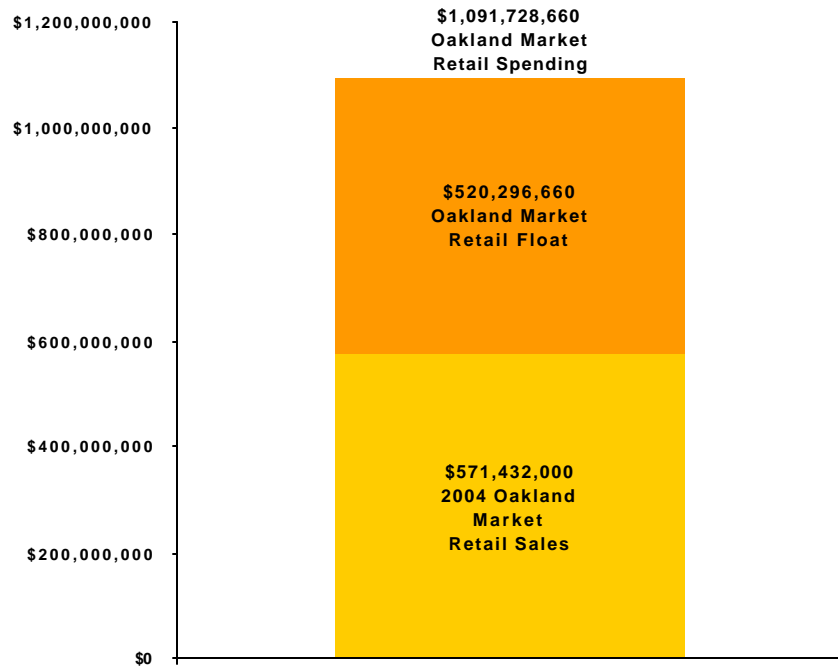
Oakland DRILLDOWN Market Aggregate Income



Methodology: Social Compact determines neighborhood aggregate income from an integrated analysis of established commercial credit databases and residential property data.

Sources: Acxiom Corporation, 2004; Census 1990 and 2000, U.S. Census Bureau; Checks Etc, 2005; Claritas, 2004; City of Oakland Community Economic Development Agency Building Services, 1999-2004; www.craigslist.org, 2004-2005; eNeighborhoods, Inc., 2004-2005; Equifax Corporation, 2004; First American Real Estate, 2004; Oakland Housing Authority, 2004; Shop Rite, 2005; Social Compact Analysis, 2004-2005; Y & S Check Cashing, 2005

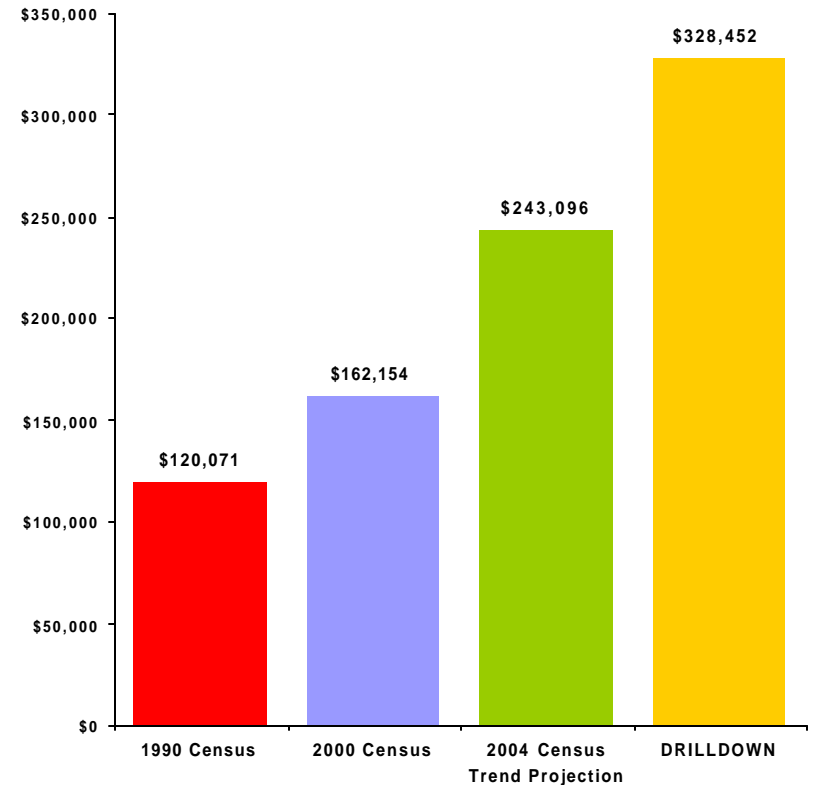
Oakland DRILLDOWN Market Retail Float



Methodology: Social Compact analyzes the retail potential of a given market based on an examination of reported retail sales and disposable income.

Sources: Axiom Corporation, 2004; Checks Etc, 2005; City of Oakland Community Economic Development Agency Building Services, 1999-2004; Claritas, 2004; Equifax Corporation, 2004; First American Real Estate, 2004; eNeighborhoods, 2004-5; Info USA, 2004; Oakland Housing Authority, 2004; Shop Rite, 2005; U.S. Department of Labor 2003 Consumer Expenditure Survey; Social Compact Analysis, 2004-2005; Y & S Check Cashing, 2005

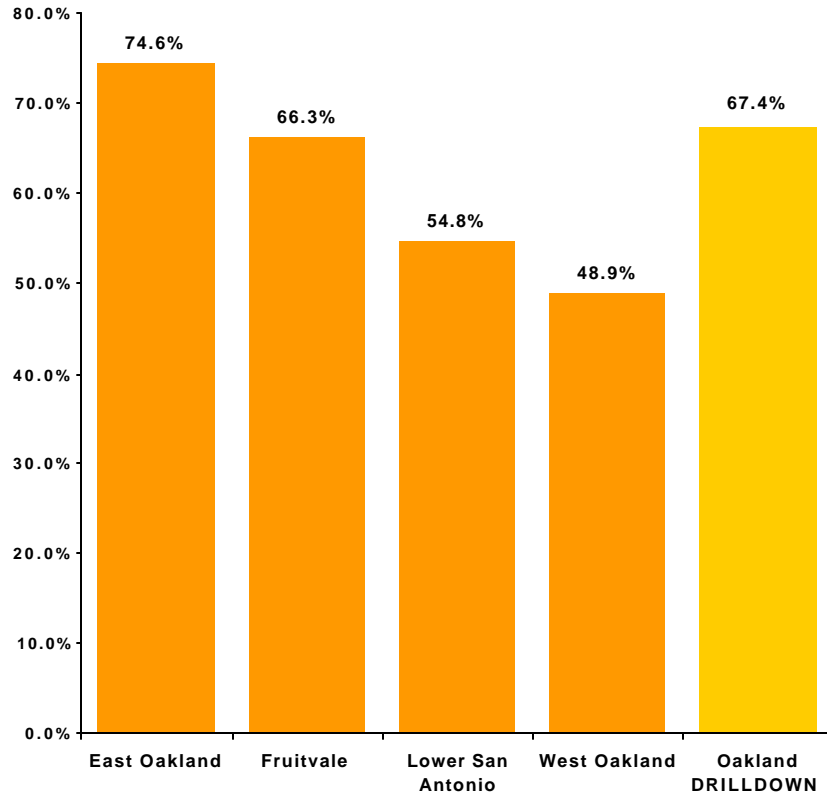
Oakland DRILLDOWN Market Home Values



Methodology: Social Compact determines home sale values based on real-time real estate transactions in a market. For the purpose of this study Social Compact examined recorded home sales for the nineteen-month period beginning March 2003 through October 2004.

Sources: Census 1990 and 2000, U.S. Census Bureau; Claritas, 2004; eNeighborhoods, Inc., 2004-2005; Oakland Tribune, 2004-2005; Social Compact Analysis, 2004-2005

Oakland DRILLDOWN Market Owner Occupancy by Building



Methodology: Based on an analysis of both municipal and private residential data, as well as commercial credit data, Social Compact is able to determine owner-occupied buildings. The DRILLDOWN examines this statistic because in dense urban neighborhoods it is important to look at owner occupancy by building rather than by unit. Unlike suburban neighborhoods, many homes in urban areas are not primarily single-family stock. For example, a resident may own a three-unit building, live in one unit and rent out the other two units, showing owner occupancy of 100% at the building level and 33% at the unit level. The DRILLDOWN looks at owner occupancy at a building level and in doing so reveals more owners in the neighborhood who have a stake in the stability of the market

Sources: First American Real Estate, 2004; Social Compact Analysis, 2004-2005

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