

Balboa Mesa Shopping Center  
San Diego, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

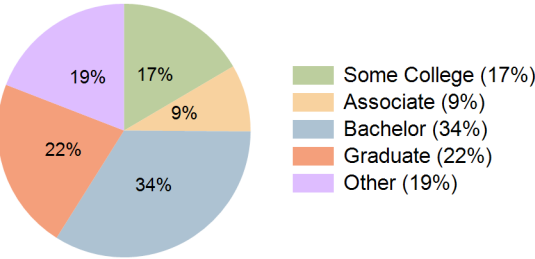
Current Year Demographics

Current Population	22,908	128,906	333,331	185,407
Total Daytime Pop	16,954	169,065	470,905	227,707
Daytime Workers	6,649	109,616	327,262	146,199
Average Household Income	\$144,977	\$141,859	\$145,066	\$138,288
Median Household Income	\$113,621	\$106,562	\$105,867	\$104,152
Total Households	8,903	50,892	143,612	77,285
Median Home Value	\$858,005	\$903,305	\$945,838	\$899,441
Bachelors Degree	29.6%	32.5%	36.0%	33.8%
Graduate Degree	23.2%	21.0%	25.5%	21.9%
Consumer Spending Index	125	123	127	121

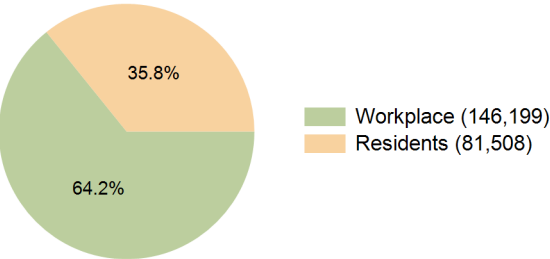
2029 Demographic Projections

Projected Population	22,660	131,210	337,535	189,957
Projected 5 Year Annual Growth Rate (Pop)	-0.2%	0.4%	0.3%	0.5%
Projected Households	8,984	52,937	148,653	81,182
Projected 5 Year Annual Growth Rate (HH)	0.2%	0.8%	0.7%	1.0%

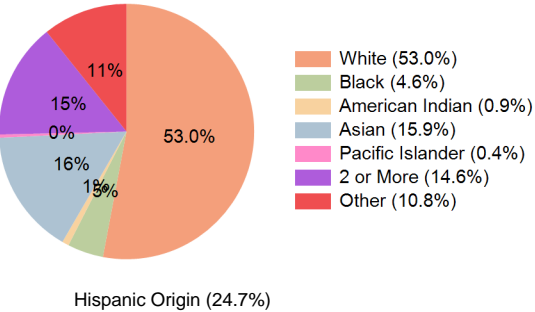
Education (10 Minute Drive)



Daytime Population (10 Minute Drive)

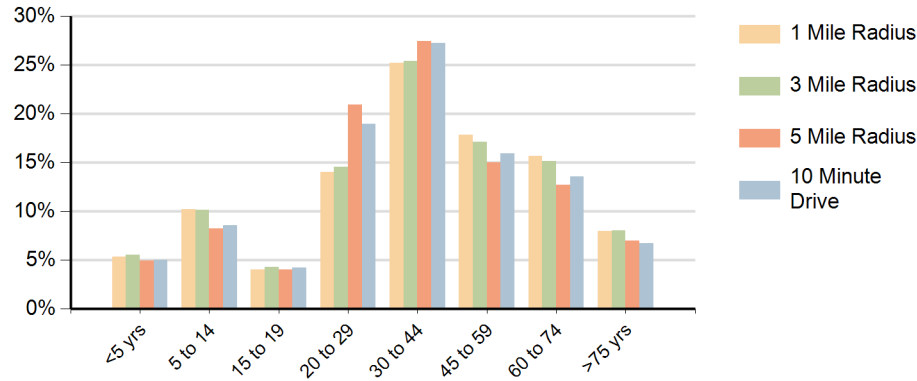


Race (10 Minute Drive)

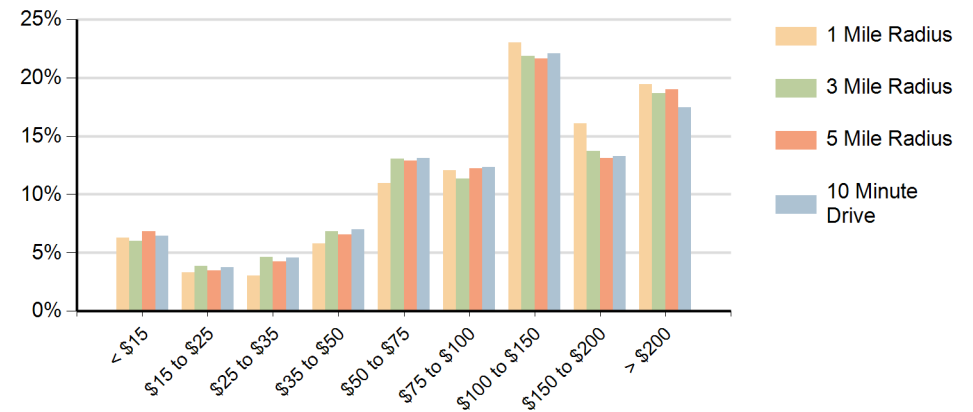


Hispanic Origin (24.7%)

### Population by Age Range



### Households by Income Range (\$000)



Balboa Mesa Shopping Center San Diego, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	22,908	128,906	333,331	185,407
	2020 Census Population	23,357	129,953	332,682	183,829
	2010 Census Population	22,853	123,998	312,229	169,110
	Historical Annual Growth 2010 to 2020	0.2%	0.5%	0.6%	0.8%
	Estimated Annual Growth 2020 to 2024	-0.5%	-0.2%	0.1%	0.2%
	Projected Annual Growth 2024 to 2029	-0.2%	0.4%	0.3%	0.5%
Households	Current Estimated Households	8,903	50,892	143,612	77,285
	2020 Census Households	8,931	50,399	141,052	75,063
	2010 Census Households	8,852	47,915	135,377	69,223
	Historical Annual Growth 2010 to 2020	0.1%	0.5%	0.4%	0.8%
	Estimated Annual Growth 2020 to 2024	-0.1%	0.2%	0.4%	0.7%
	Projected Annual Growth 2024 to 2029	0.2%	0.8%	0.7%	1.0%
Race	Population per Household	2.6	2.5	2.2	2.3
	White	54.3%	52.9%	56.4%	53.0%
	Black or African American	4.5%	4.3%	4.0%	4.6%
	American Indian	0.7%	0.9%	0.7%	0.9%
	Asian	15.4%	15.4%	16.1%	15.9%
	Pacific Islander	0.5%	0.5%	0.4%	0.4%
	2 or More Races	15.5%	15.0%	14.1%	14.6%
	Other Races	9.2%	11.1%	8.2%	10.8%
Hispanic Origin		22.7%	25.1%	20.9%	24.7%