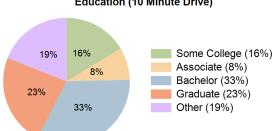
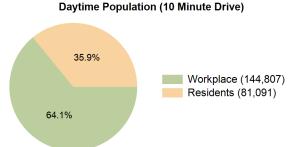


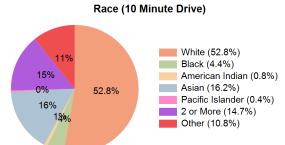
Demographic Summary Report 2010, 2020 Census, 2025 Estimates & 2030 Projections

Source: Esri

Balboa Mesa Shopping Center San Diego, California	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Current Year Demographics				
Current Population	22,751	128,628	332,365	184,191
Total Daytime Pop	17,234	168,371	472,481	225,898
Daytime Workers	6,962	109,079	329,718	144,807
Average Household Income	\$143,171	\$139,632	\$144,601	\$137,346
Median Household Income	\$119,970	\$110,182	\$110,131	\$108,585
Total Households	8,921	51,204	144,404	77,425
Median Home Value	\$891,110	\$935,462	\$974,143	\$933,128
Bachelors Degree	28.3%	31.6%	35.9%	32.9%
Graduate Degree	23.6%	21.7%	26.3%	23.5%
Consumer Spending Index	120	118	123	117
2030 Demographic Projections				
Projected Population	22,461	130,945	336,113	187,076
Projected 5 Year Annual Growth Rate (Pop)	-0.3%	0.4%	0.2%	0.3%
Projected Households	8,918	52,880	148,020	79,840
Projected 5 Year Annual Growth Rate (HH)	0.0%	0.7%	0.5%	0.6%
Education (10 Minute Drive)	Daytime Population (10 Minute Drive)		Race (10 Minute Drive)	





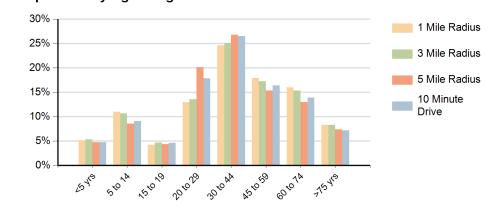


Hispanic Origin (24.7%)

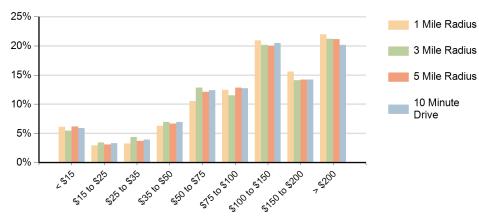
Demographic Summary Report

2010, 2020 Census, 2025 Estimates & 2030 Projections Source: Esri

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	22,751	128,628	332,365	184,191
	2020 Census Population	23,357	129,953	332,682	182,970
	2010 Census Population	22,853	123,998	312,229	168,516
	Historical Annual Growth 2010 to 2020	0.2%	0.5%	0.6%	0.8%
	Estimated Annual Growth 2020 to 2025	-0.5%	-0.2%	0.0%	0.1%
	Projected Annual Growth 2025 to 2030	-0.3%	0.4%	0.2%	0.3%
Households	Current Estimated Households	8,921	51,204	144,404	77,425
	2020 Census Households	8,931	50,399	141,052	74,741
	2010 Census Households	8,852	47,915	135,377	69,078
	Historical Annual Growth 2010 to 2020	0.1%	0.5%	0.4%	0.8%
	Estimated Annual Growth 2020 to 2025	0.0%	0.3%	0.5%	0.7%
	Projected Annual Growth 2025 to 2030	0.0%	0.7%	0.5%	0.6%
	Population per Household	2.5	2.5	2.2	2.3
Race	White	54.0%	52.5%	56.1%	52.8%
	Black or African American	4.5%	4.3%	4.0%	4.4%
	American Indian	0.7%	0.9%	0.7%	0.8%
	Asian	15.5%	15.6%	16.2%	16.2%
	Pacific Islander	0.5%	0.5%	0.4%	0.4%
	2 or More Races	15.6%	15.1%	14.2%	14.7%
	Other Races	9.3%	11.2%	8.3%	10.8%
	Hispanic Origin	22.8%	25.3%	21.1%	24.7%