

The Hub Hillcrest Market  
San Diego, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

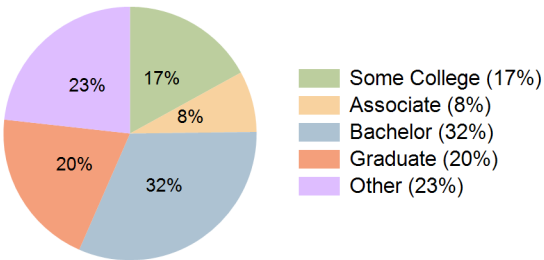
Current Year Demographics

Current Population	35,037	251,117	534,797	281,275
Total Daytime Pop	51,251	342,329	686,232	375,672
Daytime Workers	40,600	248,448	452,680	266,029
Average Household Income	\$131,118	\$127,676	\$123,635	\$123,948
Median Household Income	\$95,431	\$92,233	\$88,260	\$89,354
Total Households	20,737	124,394	225,384	135,350
Median Home Value	\$968,280	\$944,085	\$903,797	\$925,327
Bachelors Degree	37.1%	34.0%	29.4%	31.8%
Graduate Degree	26.0%	21.5%	18.4%	20.2%
Consumer Spending Index	115	113	109	109

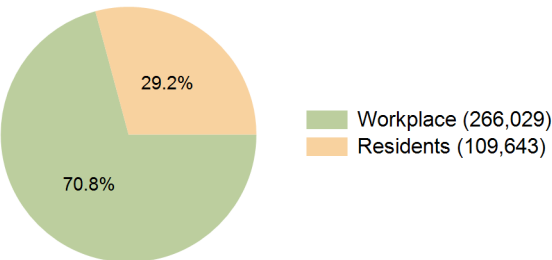
2029 Demographic Projections

Projected Population	36,003	262,729	546,312	291,645
Projected 5 Year Annual Growth Rate (Pop)	0.6%	0.9%	0.4%	0.7%
Projected Households	21,688	133,955	237,005	144,845
Projected 5 Year Annual Growth Rate (HH)	0.9%	1.5%	1.0%	1.4%

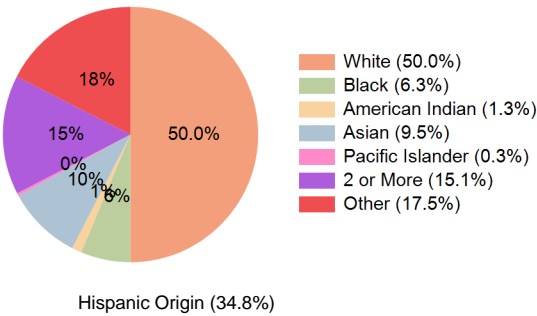
Education (10 Minute Drive)



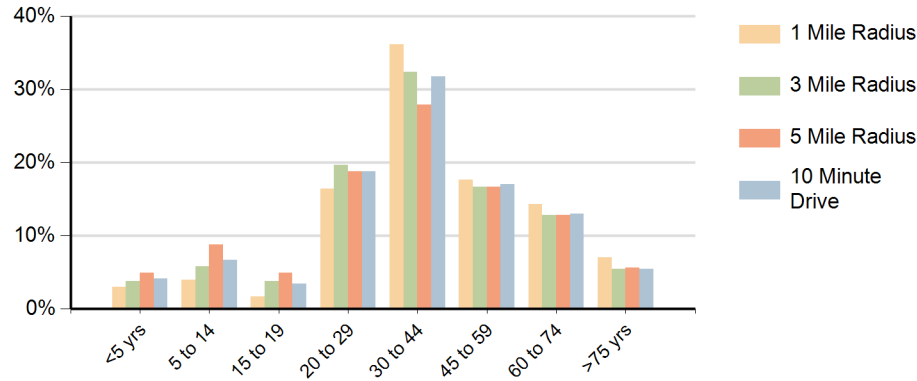
Daytime Population (10 Minute Drive)



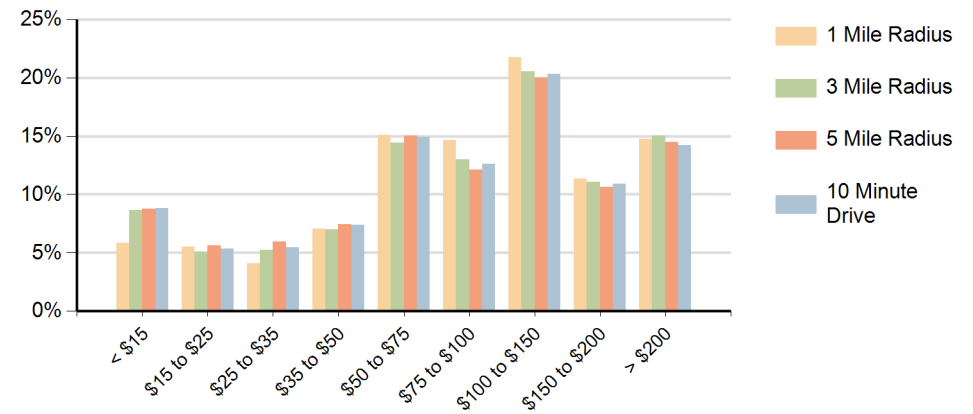
Race (10 Minute Drive)



### Population by Age Range



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



The Hub Hillcrest Market San Diego, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	35,037	251,117	534,797	281,275
	2020 Census Population	34,654	244,874	531,703	274,965
	2010 Census Population	32,248	226,457	508,458	257,206
	Historical Annual Growth 2010 to 2020	0.7%	0.8%	0.5%	0.7%
	Estimated Annual Growth 2020 to 2024	0.3%	0.6%	0.1%	0.5%
	Projected Annual Growth 2024 to 2029	0.6%	0.9%	0.4%	0.7%
Households	Current Estimated Households	20,737	124,394	225,384	135,350
	2020 Census Households	20,237	118,217	219,057	129,030
	2010 Census Households	19,049	106,219	202,847	116,452
	Historical Annual Growth 2010 to 2020	0.6%	1.1%	0.8%	1.0%
	Estimated Annual Growth 2020 to 2024	0.6%	1.2%	0.7%	1.1%
	Projected Annual Growth 2024 to 2029	0.9%	1.5%	1.0%	1.4%
Race	Population per Household	1.7	1.9	2.3	2.0
	White	62.7%	52.9%	46.4%	50.0%
	Black or African American	4.9%	6.3%	7.7%	6.3%
	American Indian	0.7%	1.2%	1.2%	1.3%
	Asian	8.0%	10.4%	11.0%	9.5%
	Pacific Islander	0.3%	0.3%	0.4%	0.3%
	2 or More Races	15.0%	14.5%	14.9%	15.1%
	Other Races	8.4%	14.5%	18.4%	17.5%
Hispanic Origin		23.0%	30.8%	35.5%	34.8%