

Mercantile East
Ladera Ranch, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

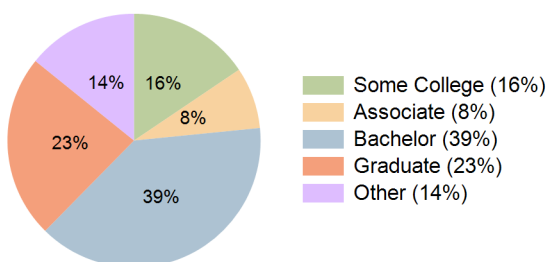
Current Year Demographics

Current Population	13,754	80,517	214,177	73,687
Total Daytime Pop	11,148	74,783	194,902	68,592
Daytime Workers	4,692	35,108	89,221	32,754
Average Household Income	\$215,727	\$208,751	\$193,425	\$209,195
Median Household Income	\$177,015	\$165,354	\$151,129	\$170,665
Total Households	4,330	28,513	77,027	25,149
Median Home Value	\$1,240,116	\$1,208,534	\$1,156,402	\$1,141,573
Bachelors Degree	46.1%	38.4%	35.3%	39.0%
Graduate Degree	23.1%	24.2%	21.9%	23.4%
Consumer Spending Index	179	175	162	175

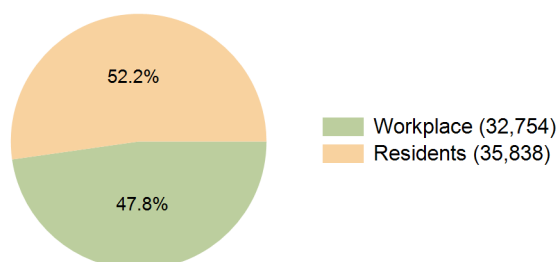
2030 Demographic Projections

Projected Population	13,608	80,691	213,030	73,363
Projected 5 Year Annual Growth Rate (Pop)	-0.2%	0.0%	-0.1%	-0.1%
Projected Households	4,363	29,111	77,952	25,434
Projected 5 Year Annual Growth Rate (HH)	0.2%	0.4%	0.2%	0.2%

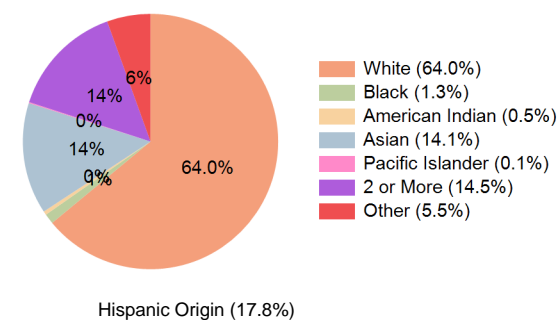
Education (10 Minute Drive)



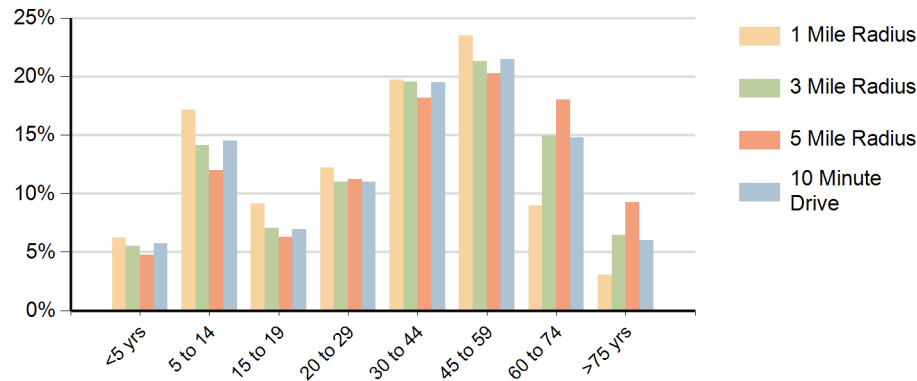
Daytime Population (10 Minute Drive)



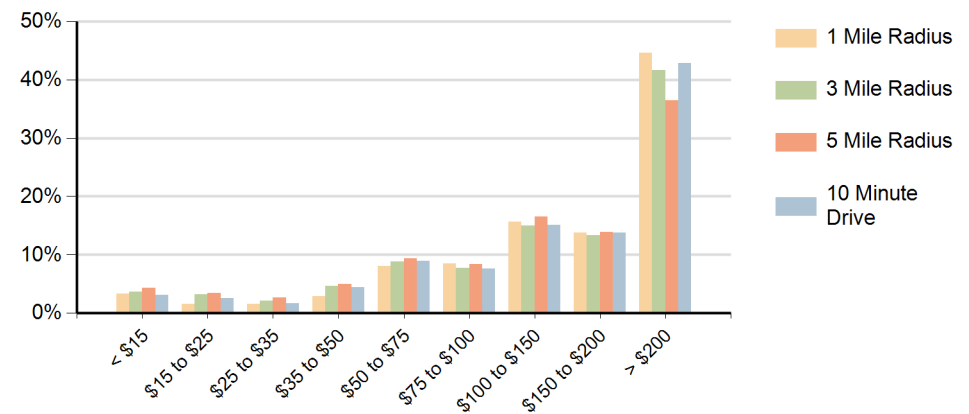
Race (10 Minute Drive)



Population by Age Range



Households by Income Range (\$000)



Mercantile East Ladera Ranch, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	13,754	80,517	214,177	73,687
	2020 Census Population	14,024	79,811	214,291	73,993
	2010 Census Population	11,705	66,506	199,914	60,597
	Historical Annual Growth 2010 to 2020	1.8%	1.8%	0.7%	2.0%
	Estimated Annual Growth 2020 to 2025	-0.4%	0.2%	0.0%	-0.1%
	Projected Annual Growth 2025 to 2030	-0.2%	0.0%	-0.1%	-0.1%
Households	Current Estimated Households	4,330	28,513	77,027	25,149
	2020 Census Households	4,319	27,347	75,230	24,798
	2010 Census Households	3,637	22,016	68,659	20,122
	Historical Annual Growth 2010 to 2020	1.7%	2.2%	0.9%	2.1%
	Estimated Annual Growth 2020 to 2025	0.1%	0.8%	0.5%	0.3%
	Projected Annual Growth 2025 to 2030	0.2%	0.4%	0.2%	0.2%
Race	Population per Household	3.2	2.8	2.8	2.9
	White	63.8%	64.2%	62.8%	64.0%
	Black or African American	1.2%	1.3%	1.3%	1.3%
	American Indian	0.4%	0.5%	0.6%	0.5%
	Asian	15.2%	13.7%	12.1%	14.1%
	Pacific Islander	0.2%	0.1%	0.2%	0.1%
	2 or More Races	15.0%	14.4%	14.6%	14.5%
	Other Races	4.3%	5.8%	8.5%	5.5%
Hispanic Origin		16.2%	17.9%	21.7%	17.8%