

**Point Loma Plaza**  
San Diego, California

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

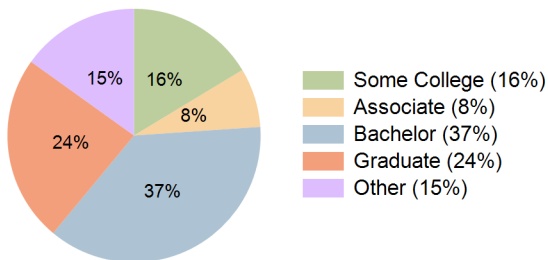
### Current Year Demographics

Current Population	18,677	107,221	333,862	128,800
Total Daytime Pop	28,599	156,102	443,665	179,921
Daytime Workers	20,488	111,927	315,428	131,841
Average Household Income	\$126,195	\$152,525	\$143,358	\$139,810
Median Household Income	\$96,978	\$108,429	\$103,420	\$101,378
Total Households	8,108	46,315	158,559	64,299
Median Home Value	\$925,514	\$1,206,914	\$1,081,056	\$1,108,258
Bachelors Degree	35.2%	36.8%	37.0%	37.1%
Graduate Degree	18.6%	25.0%	24.2%	23.9%
Consumer Spending Index	111	133	126	123

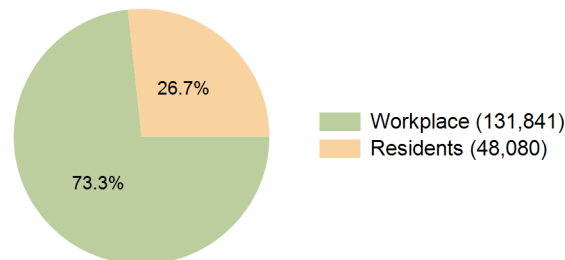
### 2029 Demographic Projections

Projected Population	20,818	111,560	345,470	135,341
Projected 5 Year Annual Growth Rate (Pop)	2.2%	0.8%	0.7%	1.0%
Projected Households	8,834	48,995	168,386	68,902
Projected 5 Year Annual Growth Rate (HH)	1.7%	1.1%	1.2%	1.4%

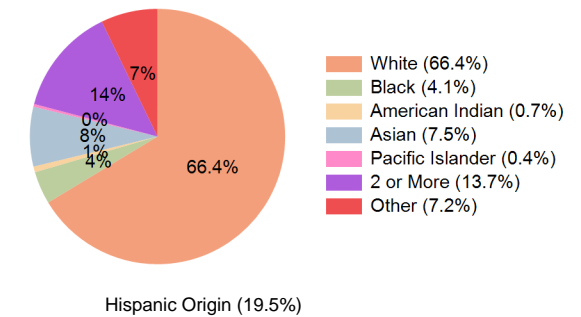
**Education (10 Minute Drive)**



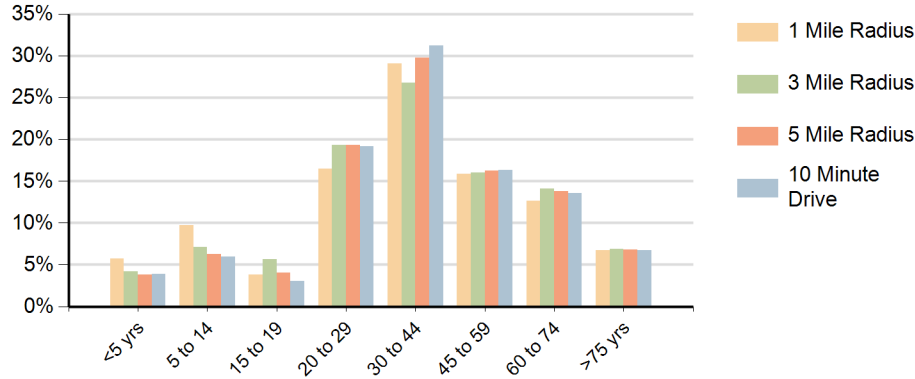
**Daytime Population (10 Minute Drive)**



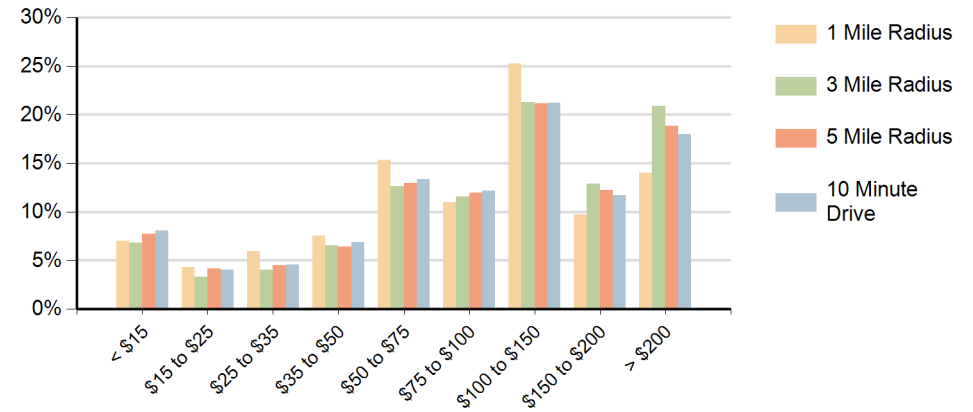
**Race (10 Minute Drive)**



## Population by Age Range



## Households by Income Range (\$000)



Point Loma Plaza San Diego, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	18,677	107,221	333,862	128,800
	2020 Census Population	18,929	107,207	327,711	124,869
	2010 Census Population	17,756	102,056	305,615	116,409
	Historical Annual Growth 2010 to 2020	0.6%	0.5%	0.7%	0.7%
	Estimated Annual Growth 2020 to 2024	-0.3%	0.0%	0.4%	0.7%
	Projected Annual Growth 2024 to 2029	2.2%	0.8%	0.7%	1.0%
Households	Current Estimated Households	8,108	46,315	158,559	64,299
	2020 Census Households	8,124	46,021	152,451	61,589
	2010 Census Households	7,735	45,717	142,111	58,611
	Historical Annual Growth 2010 to 2020	0.5%	0.1%	0.7%	0.5%
	Estimated Annual Growth 2020 to 2024	-0.1%	0.2%	0.9%	1.0%
	Projected Annual Growth 2024 to 2029	1.7%	1.1%	1.2%	1.4%
Population per Household		2.2	2.1	2.0	1.9
Race	White	62.2%	69.0%	63.8%	66.4%
	Black or African American	6.1%	3.3%	4.5%	4.1%
	American Indian	0.8%	0.7%	0.8%	0.7%
	Asian	5.5%	6.7%	8.7%	7.5%
	Pacific Islander	0.5%	0.3%	0.3%	0.4%
	2 or More Races	16.5%	13.2%	13.6%	13.7%
	Other Races	8.4%	6.8%	8.2%	7.2%
	Hispanic Origin	21.2%	18.9%	21.4%	19.5%