

**Rancho San Diego Village**  
La Mesa, California

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

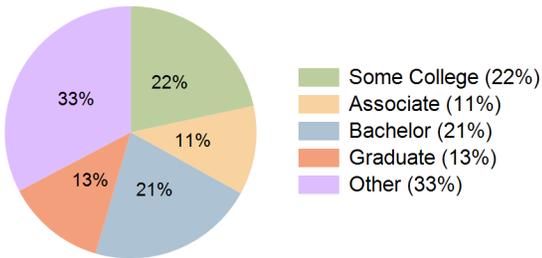
### Current Year Demographics

Current Population	10,111	97,048	308,053	123,464
Total Daytime Pop	6,971	69,998	261,411	98,640
Daytime Workers	2,163	19,094	100,993	32,959
Average Household Income	\$151,571	\$140,873	\$120,246	\$126,660
Median Household Income	\$119,095	\$108,673	\$91,531	\$95,131
Total Households	3,814	33,360	107,768	42,880
Median Home Value	\$889,455	\$860,442	\$804,556	\$838,310
Bachelors Degree	24.9%	24.0%	21.3%	21.5%
Graduate Degree	16.5%	14.3%	11.3%	12.8%
Consumer Spending Index	127	119	103	108

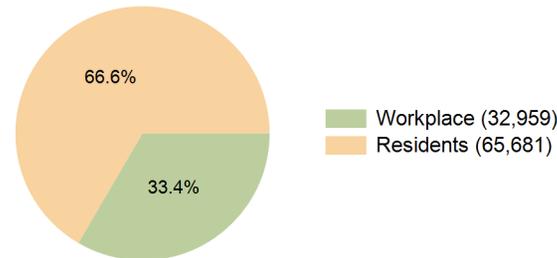
### 2030 Demographic Projections

Projected Population	9,902	96,382	305,616	122,894
Projected 5 Year Annual Growth Rate (Pop)	-0.4%	-0.1%	-0.2%	-0.1%
Projected Households	3,773	33,503	108,173	43,166
Projected 5 Year Annual Growth Rate (HH)	-0.2%	0.1%	0.1%	0.1%

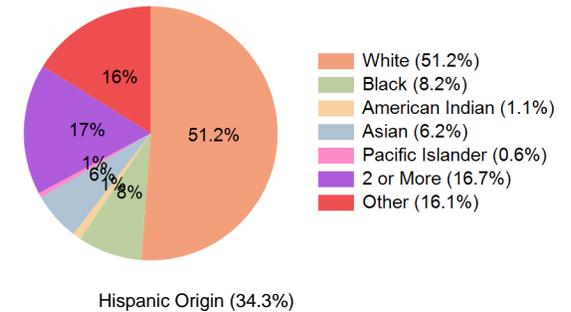
**Education (10 Minute Drive)**



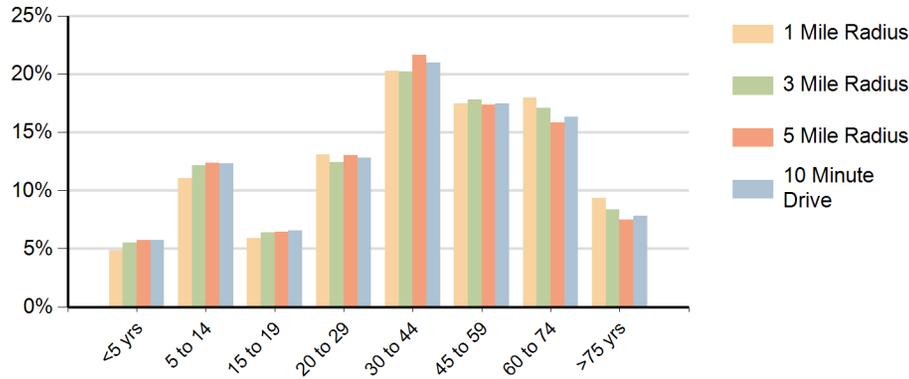
**Daytime Population (10 Minute Drive)**



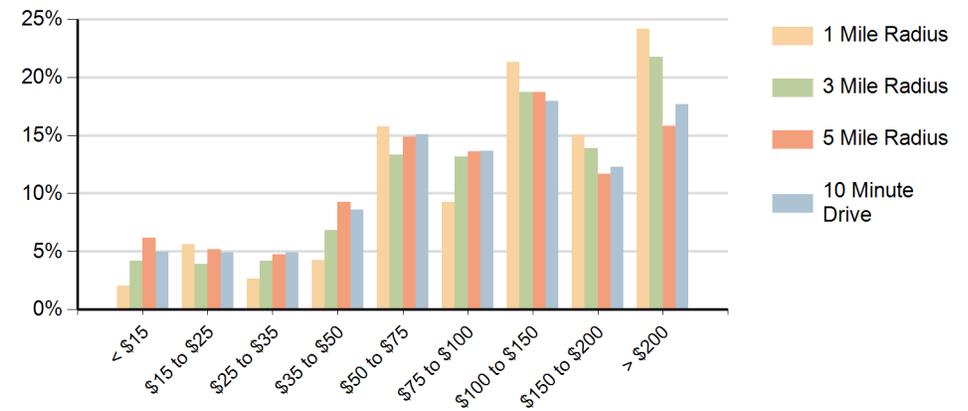
**Race (10 Minute Drive)**



## Population by Age Range



## Households by Income Range (\$000)



Rancho San Diego Village La Mesa, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	10,111	97,048	308,053	123,464
	2020 Census Population	10,594	98,781	312,666	125,095
	2010 Census Population	10,137	93,217	294,709	117,463
	Historical Annual Growth 2010 to 2020	0.4%	0.6%	0.6%	0.6%
	Estimated Annual Growth 2020 to 2025	-0.9%	-0.3%	-0.3%	-0.3%
	Projected Annual Growth 2025 to 2030	-0.4%	-0.1%	-0.2%	-0.1%
Households	Current Estimated Households	3,814	33,360	107,768	42,880
	2020 Census Households	3,859	33,064	107,125	42,379
	2010 Census Households	3,764	31,926	103,603	40,589
	Historical Annual Growth 2010 to 2020	0.3%	0.4%	0.3%	0.4%
	Estimated Annual Growth 2020 to 2025	-0.2%	0.2%	0.1%	0.2%
	Projected Annual Growth 2025 to 2030	-0.2%	0.1%	0.1%	0.1%
Population per Household		2.6	2.9	2.8	2.8
Race	White	55.8%	55.2%	50.3%	51.2%
	Black or African American	9.9%	7.5%	8.0%	8.2%
	American Indian	1.0%	1.0%	1.2%	1.1%
	Asian	4.8%	6.0%	6.8%	6.2%
	Pacific Islander	0.8%	0.6%	0.6%	0.6%
	2 or More Races	17.8%	16.0%	16.5%	16.7%
	Other Races	10.0%	13.9%	16.6%	16.1%
	Hispanic Origin	28.3%	30.7%	34.9%	34.3%