

Rancho San Diego Village  
La Mesa, California

1 Mile Radius

3 Mile Radius

5 Mile Radius

10 Minute Drive

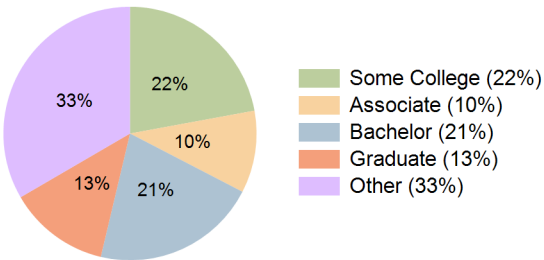
Current Year Demographics

Current Population	10,184	97,286	309,036	122,208
Total Daytime Pop	7,188	70,147	258,274	97,801
Daytime Workers	2,317	18,897	96,796	32,231
Average Household Income	\$150,172	\$141,269	\$118,188	\$125,436
Median Household Income	\$112,151	\$105,250	\$87,375	\$90,806
Total Households	3,810	33,148	107,219	41,972
Median Home Value	\$872,558	\$842,929	\$777,231	\$823,412
Bachelors Degree	22.8%	23.2%	20.9%	21.1%
Graduate Degree	19.2%	14.5%	11.4%	12.9%
Consumer Spending Index	130	123	104	110

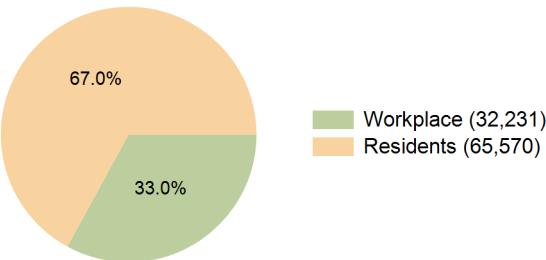
2029 Demographic Projections

Projected Population	9,998	96,321	306,393	121,127
Projected 5 Year Annual Growth Rate (Pop)	-0.4%	-0.2%	-0.2%	-0.2%
Projected Households	3,805	33,398	108,272	42,344
Projected 5 Year Annual Growth Rate (HH)	0.0%	0.2%	0.2%	0.2%

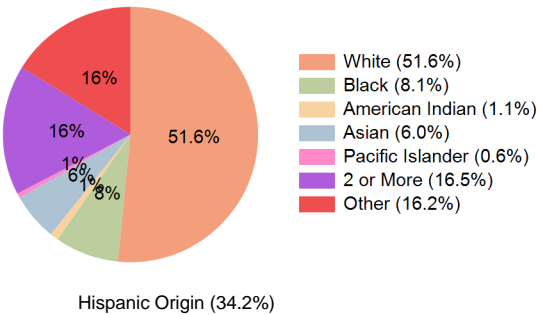
Education (10 Minute Drive)



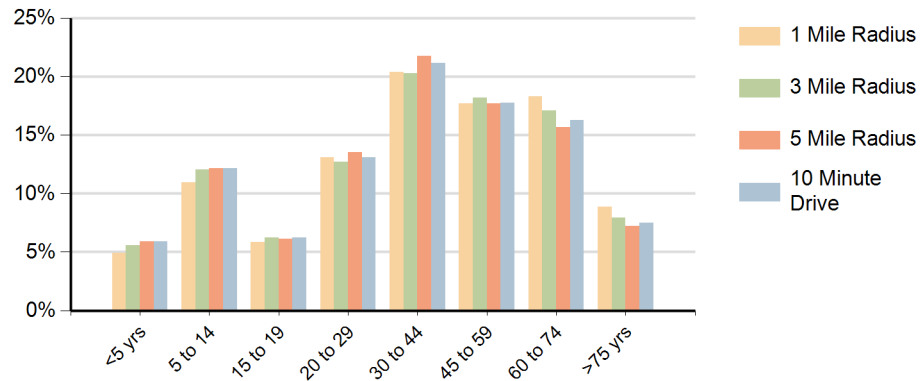
Daytime Population (10 Minute Drive)



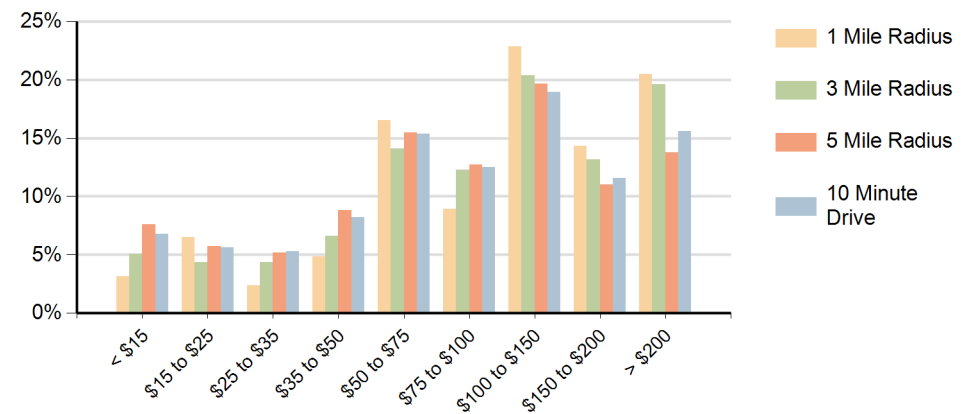
Race (10 Minute Drive)



### Population by Age Range



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



Rancho San Diego Village La Mesa, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	10,184	97,286	309,036	122,208
	2020 Census Population	10,594	98,781	312,666	123,591
	2010 Census Population	10,137	93,217	294,709	116,261
	Historical Annual Growth 2010 to 2020	0.4%	0.6%	0.6%	0.6%
	Estimated Annual Growth 2020 to 2024	-0.9%	-0.4%	-0.3%	-0.3%
	Projected Annual Growth 2024 to 2029	-0.4%	-0.2%	-0.2%	-0.2%
Households	Current Estimated Households	3,810	33,148	107,219	41,972
	2020 Census Households	3,859	33,064	107,125	41,762
	2010 Census Households	3,764	31,926	103,603	40,013
	Historical Annual Growth 2010 to 2020	0.3%	0.4%	0.3%	0.4%
	Estimated Annual Growth 2020 to 2024	-0.3%	0.1%	0.0%	0.1%
	Projected Annual Growth 2024 to 2029	0.0%	0.2%	0.2%	0.2%
Race	Population per Household	2.7	2.9	2.8	2.9
	White	56.0%	55.4%	50.5%	51.6%
	Black or African American	9.8%	7.5%	8.0%	8.1%
	American Indian	1.0%	1.0%	1.2%	1.1%
	Asian	4.8%	5.9%	6.7%	6.0%
	Pacific Islander	0.8%	0.6%	0.6%	0.6%
	2 or More Races	17.6%	15.9%	16.4%	16.5%
	Other Races	10.0%	13.8%	16.5%	16.2%
Hispanic Origin		28.2%	30.6%	34.8%	34.2%