

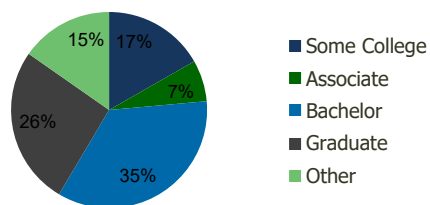
111560-Morena Plaza San Diego, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
--------------------------------------	---------------------	---------------------	---------------------	----------------------

Demographics (2020)

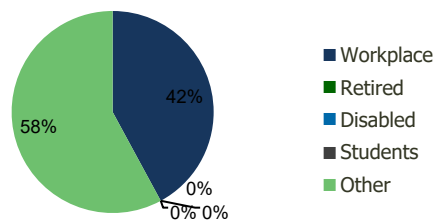
Current Population	12,878	148,369	292,273	917,032
Total Daytime Pop	14,505	139,066	504,196	1,501,891
Workplace Pop	8,615	58,540	239,904	783,227
Average Household Income	\$136,606	\$128,850	\$118,991	\$116,142
Median Household Income	\$106,367	\$93,839	\$87,777	\$84,880
Total Housing Units	5,339	65,614	123,184	376,293
Median Home Value	\$1,026,389	\$918,940	\$844,712	\$834,072
Bachelors Degree	32.5%	35.0%	32.8%	29.9%
Graduate Degree	26.0%	26.2%	25.3%	22.3%

Projections (2025)

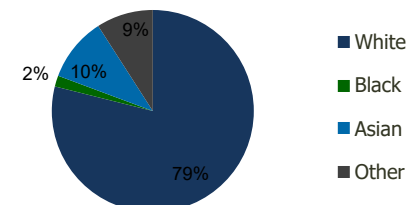
Projected Population	12,848	150,076	302,159	952,270
Projected 5 Year Pop Growth	0.0%	0.2%	0.7%	0.8%
Projected Households	5,325	66,299	127,469	391,330
Projected 5 Year Household Growth	-0.1%	0.2%	0.7%	0.8%



Education (3-Mile)



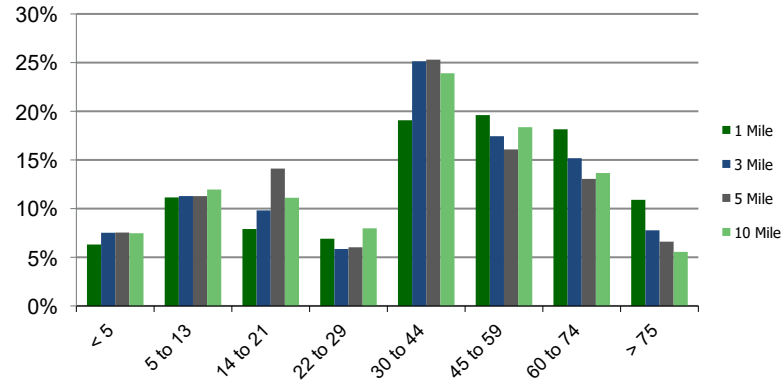
Daytime Population (3-Mile)



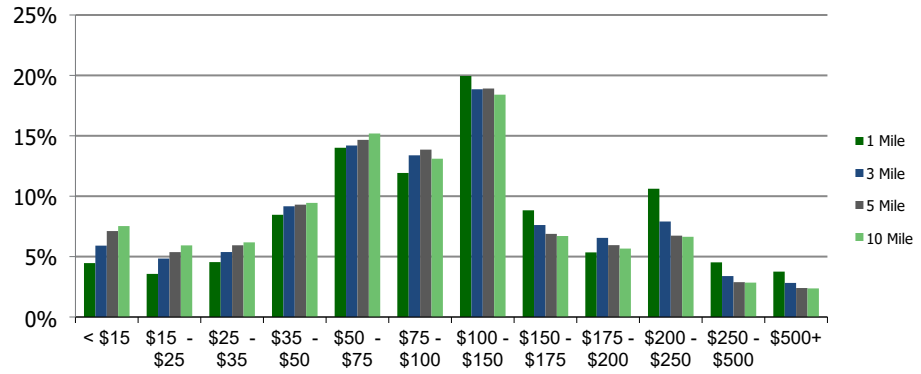
Ethnicity (3-Mile)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Population by Age Range



Household Income by Income Range (\$000)



111560-Morena Plaza
San Diego, CA

1.00 Mile
Radius

3.00 Mile
Radius

5.00 Mile
Radius

10.00 Mile
Radius

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
Population	Current Estimated Population	12,878	148,369	292,273
	2010 Census Population	12,834	144,129	270,542
	2000 Census Population	13,086	143,151	256,680
	Historical Annual Growth 2000 to 2010	-0.19%	0.07%	0.53%
	Estimated Annual Growth 2010 to 2020	0.03%	0.27%	0.72%
	Projected Annual Growth 2020 to 2025	-0.05%	0.23%	0.67%
Households	Current Estimated Households	5,339	65,614	123,184
	2010 Census Households	5,322	63,952	113,731
	2000 Census Households	5,566	64,740	111,421
	Historical Annual Growth 2000 to 2010	-0.4%	-0.1%	0.2%
	Estimated Annual Growth 2010 to 2020	0.0%	0.2%	0.7%
	Projected Annual Growth 2020 to 2025	-0.1%	0.2%	0.7%
	Population per Household	2.4	2.2	2.3
Ethnicity	White	83.4%	78.9%	70.3%
	Black or African American	1.2%	1.8%	3.1%
	Asian & Pacific Islander	5.9%	10.2%	16.7%
	Other Races	9.5%	9.1%	10.0%
	Hispanic or Latino Population	17.8%	15.8%	17.1%
	Non Hispanic or Latino Population	82.2%	84.2%	82.9%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.