

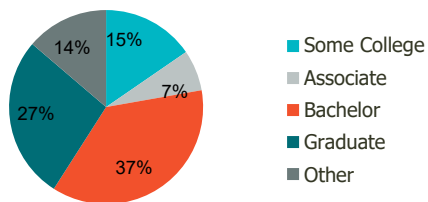
111560-Morena Plaza San Diego, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
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Demographics (2022)

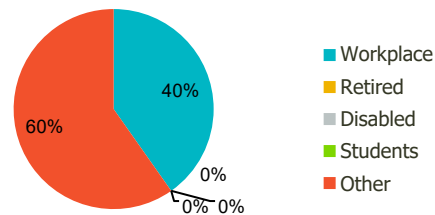
Current Population	12,821	144,395	278,257	904,841
Total Daytime Pop	14,008	132,791	473,455	1,423,367
Workplace Pop	7,901	53,432	215,285	708,299
Average Household Income	\$157,107	\$143,155	\$129,487	\$127,524
Median Household Income	\$121,466	\$107,844	\$97,200	\$94,864
Total Housing Units	5,322	63,979	117,029	372,552
Median Home Value	\$1,561,017	\$1,509,638	\$1,390,292	\$1,346,982
Bachelors Degree	34.5%	36.8%	33.5%	30.6%
Graduate Degree	26.2%	27.2%	25.6%	23.0%

Projections (2027)

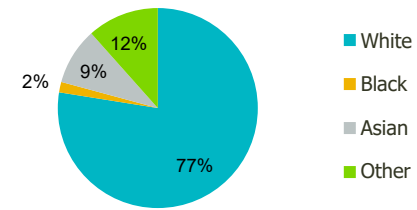
Projected Population	12,750	144,727	281,535	934,722
Projected 5 Year Pop Growth	-0.1%	0.0%	0.2%	0.7%
Projected Households	5,290	64,116	118,419	386,245
Projected 5 Year Household Growth	-0.1%	0.0%	0.2%	0.7%



Education (3-Mile)



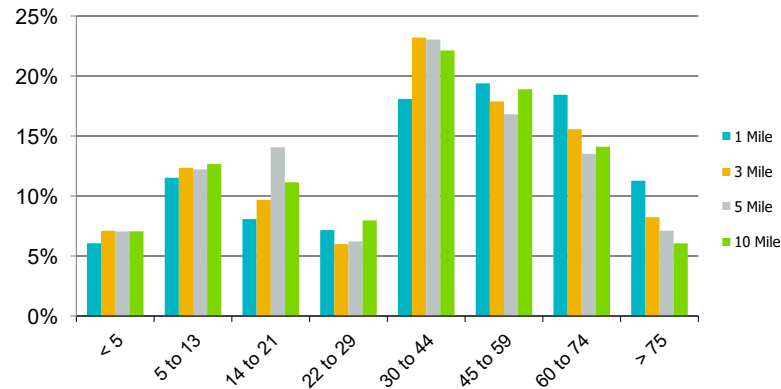
Daytime Population (3-Mile)



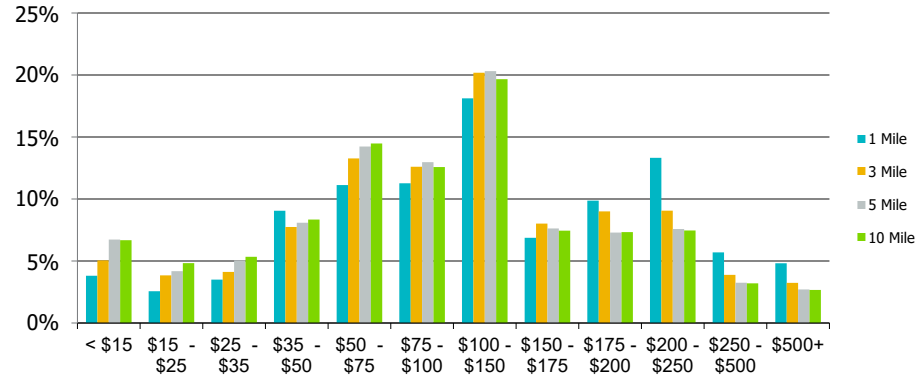
Ethnicity (3-Mile)

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Population by Age Range



Household Income by Income Range (\$000)



	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
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111560-Morena Plaza San Diego, CA					
	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
Population	Current Estimated Population	12,821	144,395	278,257	904,841
	2010 Census Population	12,834	144,129	270,542	847,484
	2000 Census Population	13,086	143,151	256,680	799,083
	Historical Annual Growth 2000 to 2010	-0.19%	0.07%	0.53%	0.59%
	Estimated Annual Growth 2010 to 2022	-0.01%	0.01%	0.22%	0.51%
	Projected Annual Growth 2022 to 2027	-0.11%	0.05%	0.23%	0.65%
Households	Current Estimated Households	5,322	63,979	117,029	372,552
	2010 Census Households	5,322	63,952	113,731	343,497
	2000 Census Households	5,566	64,740	111,421	321,582
	Historical Annual Growth 2000 to 2010	-0.4%	-0.1%	0.2%	0.7%
	Estimated Annual Growth 2010 to 2022	0.0%	0.0%	0.2%	0.6%
	Projected Annual Growth 2022 to 2027	-0.1%	0.0%	0.2%	0.7%
	Population per Household	2.4	2.2	2.3	2.3
Ethnicity	White	79.9%	77.5%	69.2%	63.3%
	Black or African American	0.8%	1.7%	3.1%	5.2%
	Asian & Pacific Islander	5.9%	9.2%	14.9%	15.6%
	Other Races	13.4%	11.6%	12.7%	15.9%
	Hispanic or Latino Population	18.8%	16.0%	17.9%	22.8%
	Non Hispanic or Latino Population	81.2%	84.0%	82.1%	77.2%

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