

AVAILABLE

5310 Jackson Dr - La Mesa, CA 91942



A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

RETAIL INSITE

► Features:



- High quality trade area.
- Heart of La Mesa retail location.
- High visibility 5,900 SF building.
- Strong daytime and residential demographics.

Other tenants in the vicinity:

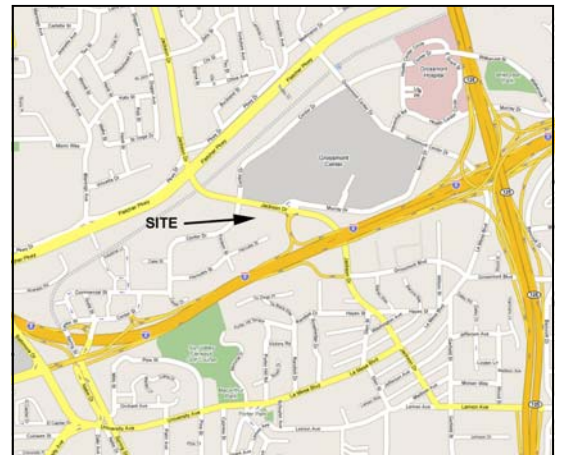


► Demographics:

	1 Mile	2 Miles	3 Miles
Population:	17,957	69,023	151,152
HH Income:	\$50,065	\$58,588	\$62,486

Traffic Count: Jackson Dr. at Center Dr. 57,900 ADT
 Jackson Dr. at Interstate 8 199,000 ADT

Source: SANDAG 06/2005



RETAIL INSITE

12526 High Bluff Dr., #210 T 858.523.2090
 San Diego, CA 92130 F 858.523.2095
 Corp. License 01206760 www.retailinsite.net

For further information, contact:

Jeff Drew | Lic. 00993435
 858.523.2091
jdrew@retailinsite.net

Matt Moser | Lic. 01772051
 858.523.2096
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5/6/2009

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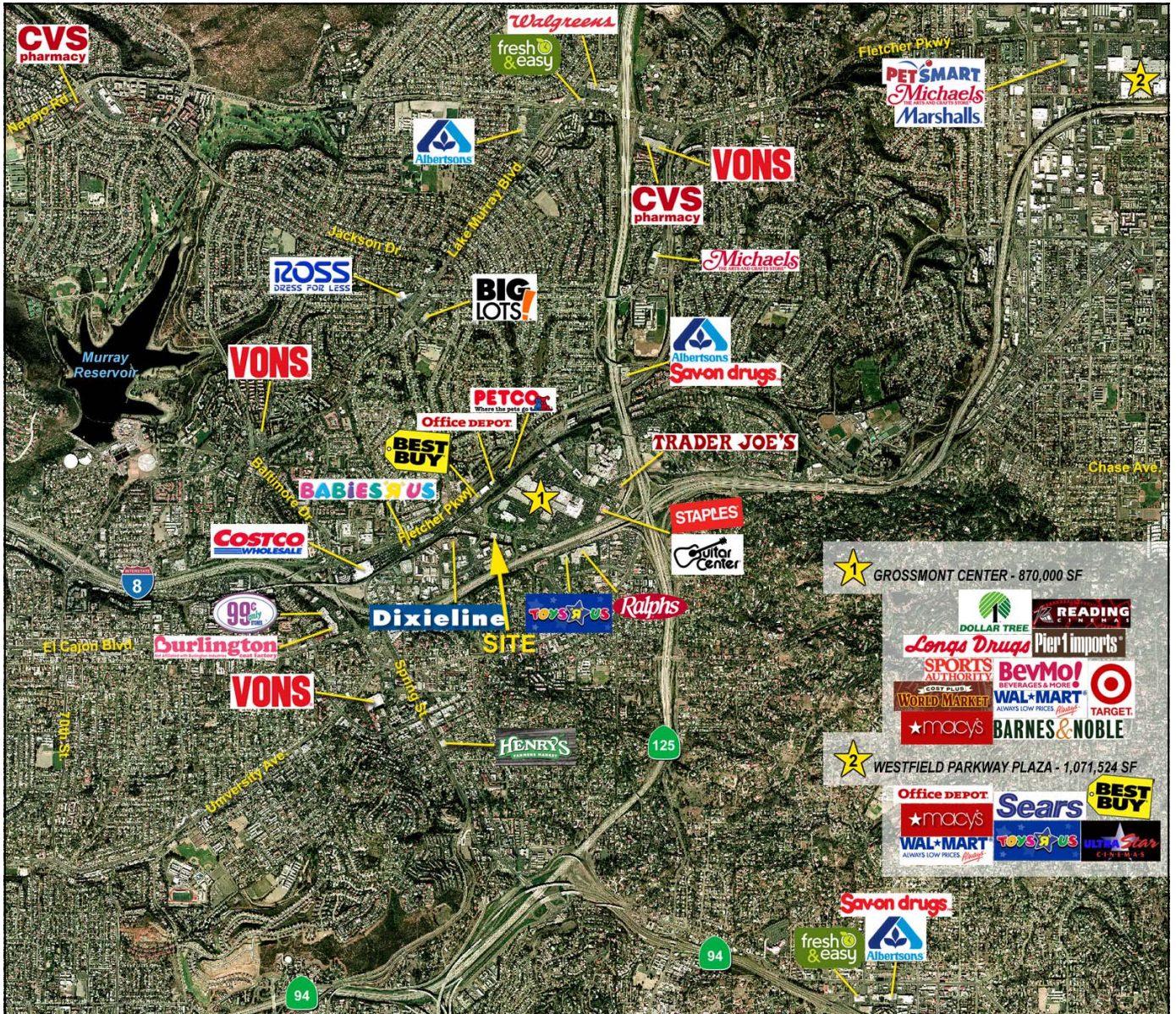
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➤ Aerial:



★ GROSSMONT CENTER - 870,000 SF

- DOLLAR TREE
- READING CENTRAL
- Longs Drugs
- Pier 1 imports
- SPORTS AUTHORITY
- BevMo!
- WORLD MARKET
- WAL-MART
- ★ macy's
- BARNES & NOBLE
- TARGET

★ WESTFIELD PARKWAY PLAZA - 1,071,524 SF

- Office DEPOT
- ★ macy's
- WAL-MART
- Sears
- TOYS R US
- BEST BUY
- ULTRA Star

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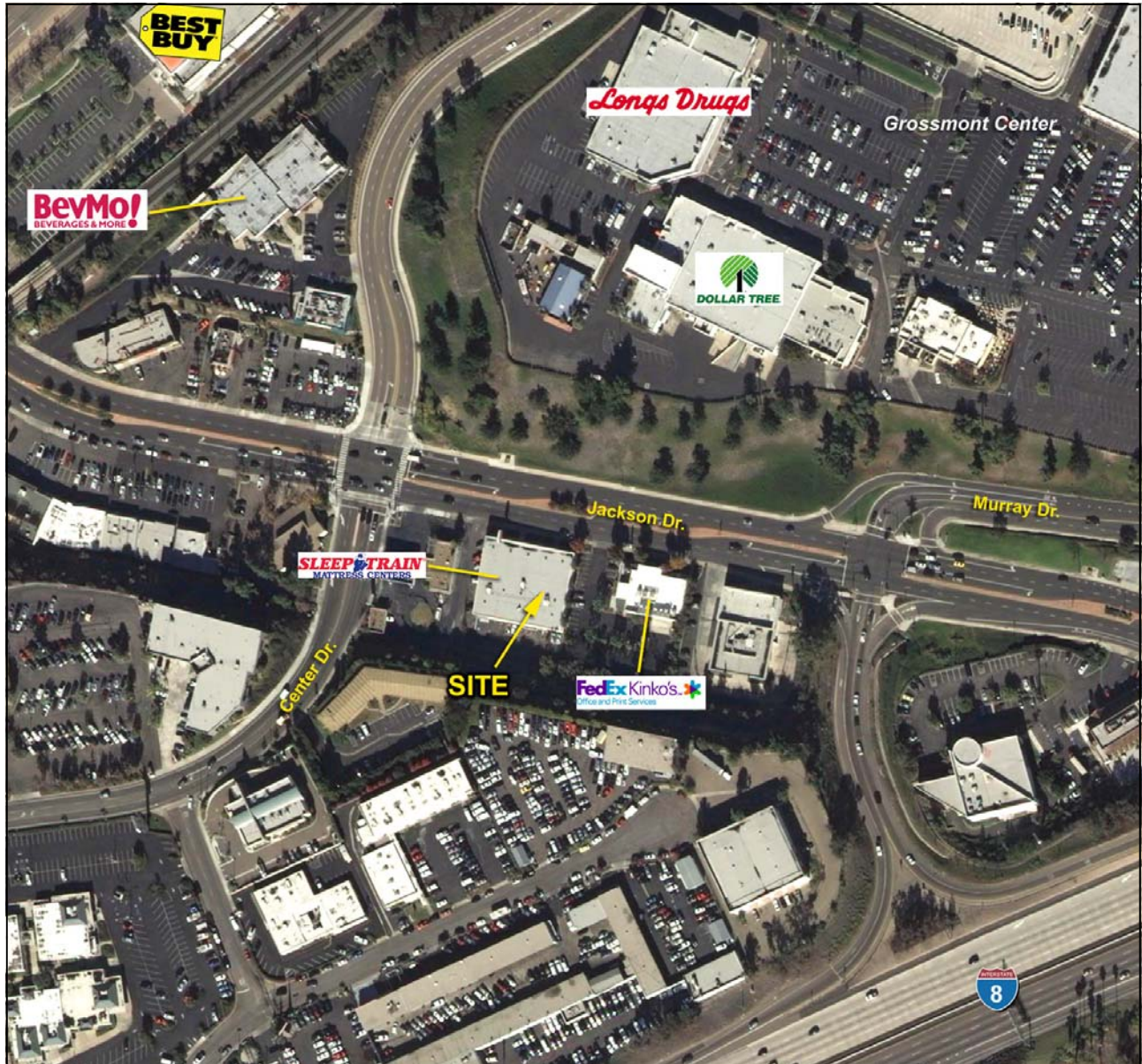
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Jackson Dr & Center Dr La Mesa, California



May 2009

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DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups



Lat/Lon: 32.776402/-117.015793

May 2009

RF5

Jackson Dr & Center Dr La Mesa, California	1.00 mi radius	2.00 mi radius	3.00 mi radius	5.00 mi radius
Population				
Estimated Population (2006)	17,957	69,023	151,152	426,578
Census Population (1990)	17,338	66,864	145,206	392,391
Census Population (2000)	17,691	67,614	147,914	414,518
Projected Population (2011)	18,204	70,262	153,982	436,450
Forecasted Population (2016)	18,892	73,271	160,630	456,595
Historical Annual Growth (1990 to 2000)	354 0.2%	750 0.1%	2,707 0.2%	22,127 0.6%
Historical Annual Growth (2000 to 2006)	266 0.3%	1,408 0.3%	3,238 0.4%	12,060 0.5%
Projected Annual Growth (2006 to 2011)	247 0.3%	1,239 0.4%	2,830 0.4%	9,872 0.5%
Est. Population Density (2006)	5,720.52 <i>psm</i>	5,627.61 <i>psm</i>	5,410.26 <i>psm</i>	5,477.52 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	12.27 <i>sq mi</i>	27.94 <i>sq mi</i>	77.88 <i>sq mi</i>
Households				
Estimated Households (2006)	8,242	29,701	60,538	155,935
Census Households (1990)	7,856	28,485	57,981	147,026
Census Households (2000)	8,189	29,293	59,697	152,745
Projected Households (2011)	8,325	30,162	61,486	159,062
Forecasted Households (2016)	8,099	29,359	60,049	155,470
Households with Children (2006)	1,765 21.4%	7,385 24.9%	16,552 27.3%	51,568 33.1%
Average Household Size (2006)	2.10	2.28	2.43	2.67
Average Household Income				
Est. Average Household Income (2006)	\$50,065	\$58,588	\$62,486	\$58,740
Proj. Average Household Income (2011)	\$54,068	\$63,341	\$67,248	\$63,236
Average Family Income (2006)	\$59,332	\$68,653	\$73,041	\$66,115
Median Household Income				
Est. Median Household Income (2006)	\$44,831	\$51,798	\$53,248	\$50,114
Proj. Median Household Income (2011)	\$48,464	\$56,229	\$57,749	\$54,230
Median Family Income (2006)	\$57,758	\$63,542	\$64,810	\$58,232
Per Capita Income				
Est. Per Capita Income (2006)	\$25,015	\$26,130	\$25,930	\$22,176
Proj. Per Capita Income (2011)	\$27,158	\$28,284	\$27,926	\$23,879
Per Capita Income Est. 5 year change	\$2,143 8.6%	\$2,154 8.2%	\$1,996 7.7%	\$1,703 7.7%
Other Income				
Est. Median Disposable Income (2006)	\$38,397	\$43,545	\$44,558	\$42,178
Est. Median Disposable Income (2011)	\$41,213	\$46,768	\$47,817	\$45,162
Disposable Income Est. 5 year change	\$2,816 7.3%	\$3,223 7.4%	\$3,259 7.3%	\$2,984 7.1%
Est. Median Household Net Worth (2006)	\$35,820	\$40,621	\$41,632	\$39,546
Daytime Demos				
Total Number of Businesses (2006)	1,748	3,526	6,102	13,902
Total Number of Employees (2006)	16,889	29,405	49,724	123,248
Company Headqtrs: Businesses (2006)	0 0	1 0.0%	2 0.0%	12 0.1%
Company Headqtrs: Employees (2006)	- -	4 0.0%	76 0.2%	1,510 1.2%
Unemployment Rate (2006)	2.20%	2.10%	2.60%	3.00%
Employee Population per Business	9.7 to 1	8.3 to 1	8.1 to 1	8.9 to 1
Residential Population per Business	10.3 to 1	19.6 to 1	24.8 to 1	30.7 to 1

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Race & Ethnicity								
White (2006)	15,100	84.1%	57,610	83.5%	121,399	80.3%	306,210	71.8%
Black or African American (2006)	643	3.6%	2,738	4.0%	7,541	5.0%	31,829	7.5%
American Indian & Alaska Native (2006)	64	0.4%	281	0.4%	699	0.5%	2,228	0.5%
Asian (2006)	853	4.8%	3,359	4.9%	8,046	5.3%	33,872	7.9%
Hawaiian & Pacific Islander (2006)	59	0.3%	245	0.4%	579	0.4%	2,056	0.5%
Other Race (2006)	641	3.6%	2,488	3.6%	7,446	4.9%	32,526	7.6%
Two or More Races (2006)	596	3.3%	2,301	3.3%	5,442	3.6%	17,857	4.2%
Not Hispanic or Latino Population (2006)	15,026	83.7%	57,454	83.2%	121,480	80.4%	317,163	74.4%
Hispanic or Latino Population (2006)	2,931	16.3%	11,568	16.8%	29,672	19.6%	109,415	25.6%
Not of Hispanic Origin Population (1990)	15,820	91.2%	60,802	90.9%	130,217	89.7%	337,268	86.0%
Hispanic Origin Population (1990)	1,518	8.8%	6,062	9.1%	14,989	10.3%	55,123	14.0%
Not Hispanic or Latino Population (2000)	15,534	87.8%	59,090	87.4%	124,886	84.4%	324,525	78.3%
Hispanic or Latino Population (2000)	2,158	12.2%	8,524	12.6%	23,028	15.6%	89,993	21.7%
Not Hispanic or Latino Population (2011)	14,689	80.7%	56,392	80.3%	119,359	77.5%	312,985	71.7%
Hispanic or Latino Population (2011)	3,515	19.3%	13,870	19.7%	34,623	22.5%	123,465	28.3%
Hist. Hispanic Ann Growth (1990 to 2006)	1,413	5.8%	5,507	5.7%	14,683	6.1%	54,292	6.2%
Proj. Hispanic Ann Growth (2006 to 2011)	584	4.0%	2,302	4.0%	4,951	3.3%	14,050	2.6%
Age Distribution								
Age 0 to 4 yrs (2006)	990	5.5%	4,063	5.9%	9,454	6.3%	31,857	7.5%
Age 5 to 9 yrs (2006)	885	4.9%	3,699	5.4%	8,865	5.9%	29,722	7.0%
Age 10 to 14 yrs (2006)	919	5.1%	3,889	5.6%	9,065	6.0%	29,262	6.9%
Age 15 to 19 yrs (2006)	901	5.0%	3,851	5.6%	10,033	6.6%	30,687	7.2%
Age 20 to 24 yrs (2006)	1,265	7.0%	4,608	6.7%	11,006	7.3%	31,690	7.4%
Age 25 to 29 yrs (2006)	1,580	8.8%	5,220	7.6%	10,700	7.1%	31,057	7.3%
Age 30 to 34 yrs (2006)	1,300	7.2%	4,891	7.1%	10,347	6.8%	30,687	7.2%
Age 35 to 39 yrs (2006)	1,252	7.0%	4,947	7.2%	10,481	6.9%	30,075	7.1%
Age 40 to 44 yrs (2006)	1,301	7.2%	5,225	7.6%	11,151	7.4%	30,919	7.2%
Age 45 to 49 yrs (2006)	1,241	6.9%	5,091	7.4%	10,931	7.2%	29,954	7.0%
Age 50 to 54 yrs (2006)	1,144	6.4%	4,707	6.8%	9,998	6.6%	26,786	6.3%
Age 55 to 59 yrs (2006)	912	5.1%	3,941	5.7%	8,757	5.8%	22,778	5.3%
Age 60 to 64 yrs (2006)	758	4.2%	3,120	4.5%	6,870	4.5%	17,684	4.1%
Age 65 to 74 yrs (2006)	1,153	6.4%	5,012	7.3%	10,515	7.0%	25,272	5.9%
Age 75 to 84 yrs (2006)	1,245	6.9%	4,211	6.1%	8,549	5.7%	19,121	4.5%
Age 85 yrs plus (2006)	1,113	6.2%	2,548	3.7%	4,430	2.9%	9,030	2.1%
Median Age (2006)	39.3 yrs		38.7 yrs		37.3 yrs		34.4 yrs	
Gender Age Distribution								
Female Population (2006)	9,727	54.2%	36,342	52.7%	78,518	51.9%	219,222	51.4%
Age 0 to 19 yrs (2006)	1,849	19.0%	7,713	21.2%	18,565	23.6%	60,327	27.5%
Age 20 to 64 yrs (2006)	5,542	57.0%	21,368	58.8%	45,833	58.4%	127,224	58.0%
Age 65 yrs plus (2006)	2,336	24.0%	7,261	20.0%	14,120	18.0%	31,671	14.4%
Female Median Age (2006)	43.3 yrs		40.8 yrs		39.0 yrs		35.7 yrs	
Male Population (2006)	8,229	45.8%	32,681	47.3%	72,634	48.1%	207,356	48.6%
Age 0 to 19 yrs (2006)	1,845	22.4%	7,788	23.8%	18,852	26.0%	61,200	29.5%
Age 20 to 64 yrs (2006)	5,210	63.3%	20,382	62.4%	44,408	61.1%	124,405	60.0%
Age 65 yrs plus (2006)	1,174	14.3%	4,510	13.8%	9,374	12.9%	21,751	10.5%
Male Median Age (2006)	35.9 yrs		36.7 yrs		35.7 yrs		33.1 yrs	

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Household Income Distribution								
HH Income \$200,000 or More (2006)	102	1.2%	636	2.1%	1,740	2.9%	3,807	2.4%
HH Income \$150,000 to \$199,999 (2006)	139	1.7%	828	2.8%	1,731	2.9%	3,640	2.3%
HH Income \$100,000 to \$149,999 (2006)	614	7.5%	2,993	10.1%	6,582	10.9%	15,547	10.0%
HH Income \$75,000 to \$99,999 (2006)	877	10.6%	3,689	12.4%	7,581	12.5%	18,500	11.9%
HH Income \$50,000 to \$74,999 (2006)	1,845	22.4%	6,599	22.2%	12,728	21.0%	31,921	20.5%
HH Income \$35,000 to \$49,999 (2006)	1,386	16.8%	5,019	16.9%	9,871	16.3%	25,004	16.0%
HH Income \$25,000 to \$34,999 (2006)	1,131	13.7%	3,473	11.7%	6,903	11.4%	18,967	12.2%
HH Income \$15,000 to \$24,999 (2006)	941	11.4%	3,045	10.3%	6,178	10.2%	18,213	11.7%
HH Income \$0 to \$14,999 (2006)	1,207	14.6%	3,418	11.5%	7,224	11.9%	20,333	13.0%
HH Income \$35,000+ (2006)	4,963	60.2%	19,764	66.5%	40,233	66.5%	98,421	63.1%
HH Income \$75,000+ (2006)	1,732	21.0%	8,146	27.4%	17,635	29.1%	41,495	26.6%
Housing								
Total Housing Units (2006)	8,731		31,378		63,826		164,297	
Housing Units, Occupied (2006)	8,242	94.4%	29,701	94.7%	60,538	94.8%	155,935	94.9%
<i>Housing Units, Owner-Occupied (2006)</i>	3,364	40.8%	15,892	53.5%	34,477	57.0%	86,074	55.2%
<i>Housing Units, Renter-Occupied (2006)</i>	4,878	59.2%	13,808	46.5%	26,061	43.0%	69,861	44.8%
Housing Units, Vacant (2006)	489	5.6%	1,678	5.3%	3,288	5.2%	8,362	5.1%
Median Years in Residence (2006)	3.2	<i>yrs</i>	4.0	<i>yrs</i>	4.1	<i>yrs</i>	3.9	<i>yrs</i>
Marital Status								
Never Married (2006)	4,618	30.5%	16,450	28.7%	35,834	29.0%	100,939	30.1%
Now Married (2006)	6,016	39.7%	26,325	45.9%	57,661	46.6%	155,418	46.3%
Separated (2006)	751	5.0%	2,409	4.2%	6,344	5.1%	19,511	5.8%
Widowed (2006)	1,627	10.7%	4,641	8.1%	8,988	7.3%	21,187	6.3%
Divorced (2006)	2,150	14.2%	7,547	13.2%	14,940	12.1%	38,693	11.5%
Household Type								
Population Family (2006)	12,228	68.1%	52,066	75.4%	116,359	77.0%	344,803	80.8%
Population Non-Family (2006)	5,065	28.2%	15,695	22.7%	30,453	20.1%	71,609	16.8%
Population Group Qtrs (2006)	664	3.7%	1,262	1.8%	4,341	2.9%	10,166	2.4%
Family Households (2006)	3,955	48.0%	16,621	56.0%	36,057	59.6%	99,324	63.7%
Married Couple With Children (2006)	1,035	17.2%	4,510	17.1%	10,032	17.4%	30,789	19.8%
Average Family Household Size (2006)	3.09		3.13		3.23		3.47	
Non-Family Households (2006)	4,287	52.0%	13,080	44.0%	24,482	40.4%	56,611	36.3%
Household Size								
1 Person Household (2006)	3,155	38.3%	9,239	31.1%	16,792	27.7%	38,150	24.5%
2 Person Households (2006)	2,787	33.8%	10,748	36.2%	21,819	36.0%	51,233	32.9%
3 Person Households (2006)	1,148	13.9%	4,667	15.7%	9,770	16.1%	26,431	16.9%
4 Person Households (2006)	753	9.1%	3,191	10.7%	7,240	12.0%	21,455	13.8%
5 Person Households (2006)	247	3.0%	1,184	4.0%	3,033	5.0%	10,456	6.7%
6+ Person Households (2006)	151	1.8%	672	2.3%	1,885	3.1%	8,210	5.3%
Household Vehicles								
Total Vehicles Available (2006)	13,875		55,437		117,764		303,490	
Household: 0 Vehicles Available (2006)	712	8.6%	1,750	5.9%	3,409	5.6%	9,656	6.2%
Household: 1 Vehicles Available (2006)	3,209	38.9%	10,409	35.0%	19,960	33.0%	51,446	33.0%
Household: 2+ Vehicles Available (2006)	4,321	52.4%	17,541	59.1%	37,169	61.4%	94,832	60.8%
Average Vehicles Per Household (2006)	1.7		1.9		1.9		1.9	

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Labor Force								
Est. Labor: Population Age 16+ (2006)	14,989		56,550		121,864		329,714	
Est. Civilian Employed (2006)	9,068	60.5%	34,770	61.5%	73,069	60.0%	194,594	59.0%
Est. Civilian Unemployed (2006)	331	2.2%	1,189	2.1%	3,188	2.6%	9,864	3.0%
Est. in Armed Forces (2006)	202	1.3%	878	1.6%	1,987	1.6%	6,683	2.0%
Est. not in Labor Force (2006)	5,387	35.9%	19,713	34.9%	43,619	35.8%	118,573	36.0%
Occupation								
Occupation: Population Age 16+ (2000)	8,798		33,526		70,079		184,060	
Mgmt, Business, & Financial Operations (200)	1,203	13.7%	5,118	15.3%	10,296	14.7%	23,259	12.6%
Professional and Related (2000)	2,132	24.2%	8,076	24.1%	16,675	23.8%	37,532	20.4%
Service (2000)	1,317	15.0%	4,902	14.6%	10,315	14.7%	30,771	16.7%
Sales and Office (2000)	2,753	31.3%	10,178	30.4%	20,927	29.9%	55,161	30.0%
Farming, Fishing, and Forestry (2000)	7	0.1%	44	0.1%	86	0.1%	308	0.2%
Construct, Extraction, & Maintenance (2000)	757	8.6%	2,625	7.8%	5,886	8.4%	17,612	9.6%
Production, Transp. & Material Moving (2000)	629	7.2%	2,585	7.7%	5,893	8.4%	19,416	10.5%
Percent White Collar Workers (2000)		69.2%		69.7%		68.3%		63.0%
Percent Blue Collar Workers (2000)		30.8%		30.3%		31.7%		37.0%
Consumer Expenditure (in \$,000,000s)								
Total Household Expenditure (2006)	\$360		\$1,435		\$3,049		\$7,541	
Total Non-Retail Expenditures (2006)	\$201	55.7%	\$803	55.9%	\$1,707	56.0%	\$4,221	56.0%
Total Retail Expenditures (2006)	\$159	44.3%	\$632	44.1%	\$1,342	44.0%	\$3,320	44.0%
Apparel (2006)	\$5	1.5%	\$21	1.5%	\$44	1.5%	\$110	1.5%
Contributions (2006)	\$13	3.6%	\$53	3.7%	\$115	3.8%	\$279	3.7%
Education (2006)	\$8	2.3%	\$34	2.4%	\$74	2.4%	\$181	2.4%
Entertainment (2006)	\$21	5.7%	\$83	5.8%	\$176	5.8%	\$434	5.8%
Food And Beverages (2006)	\$58	16.2%	\$230	16.0%	\$486	15.9%	\$1,211	16.1%
Furnishings And Equipment (2006)	\$16	4.4%	\$64	4.5%	\$137	4.5%	\$336	4.5%
Gifts (2006)	\$9	2.6%	\$39	2.7%	\$83	2.7%	\$201	2.7%
Health Care (2006)	\$24	6.6%	\$93	6.5%	\$195	6.4%	\$485	6.4%
Household Operations (2006)	\$13	3.5%	\$52	3.6%	\$111	3.6%	\$272	3.6%
Miscellaneous Expenses (2006)	\$6	1.8%	\$25	1.8%	\$53	1.7%	\$131	1.7%
Personal Care (2006)	\$5	1.5%	\$22	1.5%	\$46	1.5%	\$113	1.5%
Personal Insurance (2006)	\$4	1.0%	\$15	1.0%	\$32	1.0%	\$78	1.0%
Reading (2006)	\$1	0.3%	\$5	0.3%	\$10	0.3%	\$26	0.3%
Shelter (2006)	\$71	19.8%	\$285	19.9%	\$608	19.9%	\$1,500	19.9%
Tobacco (2006)	\$3	0.7%	\$10	0.7%	\$21	0.7%	\$53	0.7%
Transportation (2006)	\$75	20.9%	\$300	20.9%	\$634	20.8%	\$1,573	20.9%
Utilities (2006)	\$27	7.6%	\$106	7.4%	\$223	7.3%	\$557	7.4%
Educational Attainment								
Adult Population (25 Years or Older) (2006)	12,998		48,913		102,729		273,361	
Elementary (0 to 8) (2006)	331	2.5%	1,351	2.8%	3,423	3.3%	15,143	5.5%
Some High School (9 to 11) (2006)	861	6.6%	2,908	5.9%	6,863	6.7%	23,284	8.5%
High School Graduate (12) (2006)	2,714	20.9%	10,190	20.8%	22,393	21.8%	66,449	24.3%
Some College (13 to 16) (2006)	3,824	29.4%	13,600	27.8%	27,408	26.7%	70,476	25.8%
Associate Degree Only (2006)	968	7.4%	3,782	7.7%	7,710	7.5%	19,695	7.2%
Bachelor Degree Only (2006)	2,663	20.5%	10,114	20.7%	20,262	19.7%	46,991	17.2%
Graduate Degree (2006)	1,636	12.6%	6,968	14.2%	14,669	14.3%	31,323	11.5%

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DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups



Lat/Lon: 32.776402/-117.015793

May 2009

RF5

Jackson Dr & Center Dr La Mesa, California	1.00 mi radius		2.00 mi radius		3.00 mi radius		5.00 mi radius	
Units In Structure								
1 Detached Unit (2000)	3,121	36.9%	14,919	49.5%	33,463	54.6%	80,573	51.4%
1 Attached Unit (2000)	475	5.6%	1,897	6.3%	3,964	6.5%	10,671	6.8%
2 to 4 Units (2000)	705	8.3%	2,098	7.0%	3,794	6.2%	9,664	6.2%
5 to 9 Units (2000)	521	6.2%	1,769	5.9%	3,085	5.0%	10,109	6.4%
10 to 19 Units (2000)	814	9.6%	2,468	8.2%	4,086	6.7%	10,811	6.9%
20 to 49 Units (2000)	839	9.9%	2,642	8.8%	4,800	7.8%	12,355	7.9%
50 or more Units (2000)	1,884	22.3%	3,977	13.2%	7,188	11.7%	16,388	10.5%
Mobile Home or Trailer (2000)	31	0.4%	211	0.7%	716	1.2%	5,854	3.7%
Other Structure (2000)	64	0.8%	181	0.6%	217	0.4%	378	0.2%
Homes Built By Year								
Homes Built 1999 to 2000	9	0.1%	36	0.1%	111	0.2%	592	0.4%
Homes Built 1995 to 1998	74	0.9%	304	1.0%	706	1.2%	2,608	1.7%
Homes Built 1990 to 1994	293	3.5%	959	3.2%	1,826	3.0%	6,266	4.0%
Homes Built 1980 to 1989	949	11.2%	2,867	9.5%	6,785	11.1%	23,053	14.7%
Homes Built 1970 to 1979	2,282	27.0%	7,747	25.7%	15,762	25.7%	42,496	27.1%
Homes Built 1960 to 1969	1,697	20.1%	7,328	24.3%	14,385	23.5%	32,071	20.5%
Homes Built 1950 to 1959	2,044	24.2%	7,251	24.0%	14,362	23.4%	33,533	21.4%
Homes Built Before 1949	1,105	13.1%	3,670	12.2%	7,377	12.0%	16,183	10.3%
Home Values								
Home Values \$1,000,000 or More (2000)	0		17	0.1%	55	0.2%	125	0.2%
Home Values \$500,000 to \$999,999 (2000)	14	0.5%	229	1.8%	714	2.5%	1,218	1.8%
Home Values \$400,000 to \$499,999 (2000)	23	0.9%	348	2.7%	1,063	3.7%	2,079	3.0%
Home Values \$300,000 to \$399,999 (2000)	144	5.4%	1,137	8.8%	2,960	10.2%	5,898	8.5%
Home Values \$200,000 to \$299,999 (2000)	1,162	43.4%	5,677	44.0%	11,449	39.5%	22,438	32.4%
Home Values \$150,000 to \$199,999 (2000)	993	37.1%	4,120	31.9%	8,849	30.5%	22,163	32.0%
Home Values \$100,000 to \$149,999 (2000)	291	10.9%	1,160	9.0%	3,253	11.2%	12,962	18.7%
Home Values \$70,000 to \$99,999 (2000)	38	1.4%	175	1.4%	434	1.5%	1,796	2.6%
Home Values \$50,000 to \$69,999 (2000)	0		18	0.1%	59	0.2%	275	0.4%
Home Values \$25,000 to \$49,999 (2000)	0		8	0.1%	74	0.3%	162	0.2%
Home Values \$0 to \$24,999 (2000)	14	0.5%	26	0.2%	59	0.2%	204	0.3%
Owner Occupied Median Home Value (2000)	\$207,520		\$225,405		\$228,243		\$210,219	
Renter Occupied Median Rent (2000)	\$817		\$769		\$727		\$688	
Transportation To Work								
Drive to Work Alone (2000)	7,432	82.6%	27,742	80.7%	57,185	79.4%	146,817	77.1%
Drive to Work in Carpool (2000)	794	8.8%	3,391	9.9%	7,835	10.9%	24,370	12.8%
Travel to Work - Public Transportation (2000)	208	2.3%	906	2.6%	1,992	2.8%	6,696	3.5%
Drive to Work on Motorcycle (2000)	66	0.7%	168	0.5%	312	0.4%	816	0.4%
Walk or Bicycle to Work (2000)	183	2.0%	602	1.8%	1,557	2.2%	4,256	2.2%
Other Means (2000)	76	0.8%	253	0.7%	403	0.6%	1,304	0.7%
Work at Home (2000)	237	2.6%	1,314	3.8%	2,691	3.7%	6,117	3.2%
Travel Time								
Travel to Work in 14 Minutes or Less (2000)	2,204	25.2%	7,910	23.9%	15,704	22.7%	37,597	20.4%
Travel to Work in 14 to 29 Minutes (2000)	3,770	43.0%	14,468	43.8%	30,802	44.5%	82,077	44.5%
Travel to Work in 30 to 59 Minutes (2000)	2,370	27.1%	9,253	28.0%	19,264	27.8%	53,782	29.2%
Travel to Work in 60 Minutes or More (2000)	415	4.7%	1,431	4.3%	3,516	5.1%	10,801	5.9%
Average Travel Time to Work (2000)	22.6	mins	22.5	mins	23.0	mins	24.1	mins

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May 2009

Z8

Jackson Dr & Center Dr La Mesa, California		1.00 mi radius	2.00 mi radius	3.00 mi radius	5.00 mi radius
Summary Data					
Demographic Adjustment	Census 2000 Households	8,189	29,293	59,697	152,745
	Route Active Residential Count	8,685	30,815	62,670	161,897
	Census 2000 Average Persons per Household	2.09	2.27	2.42	2.66
	Census 2000 Population	17,691	67,614	147,914	414,518
	Recalculated Route <i>Lower range</i>	18,168	70,009	151,449	430,290
	Active Population <i>Upper range</i>	18,762	71,126	155,280	439,355
	Census Households vs Route Residential Count	+6.05%	+5.19%	+4.98%	+5.99%
Origination Data					
Residential Demographics	Active Residential Delivery (cr)	8,240	28,911	60,029	153,371
	Active Residential Box (cr)	445	1,904	2,641	8,525
	Active Residential Count (Carrier Route)	8,685	30,815	62,670	161,897
	Additional Residential Delivery (zc)	0	0	0	0
	Additional Residential Box (zc)	0	0	0	0
	Additional Active Residential Count (Zip Code)	0	0	0	0
	Additional Active General Delivery Count	0	0	0	0
	Total Active Residential Count	8,685	30,815	62,670	161,897
	Possible Residential Count (Carrier Route)	8,909	31,640	63,921	167,117
	Add'l Possible Residential Count (Zip Code)	0	0	0	1
	Additional Possible General Delivery Count	0	0	0	0
	Total Possible Residential Count	8,909	31,640	63,921	167,118
	Census 2000 Households	8,189	29,293	59,697	152,745
	Population in households	17,132	66,552	144,264	405,965
	1-person household	39.80%	31.94%	28.12%	24.55%
	2-person household	32.80%	35.63%	35.69%	32.69%
	3-person household	13.68%	15.61%	16.15%	17.01%
	4-person household	8.99%	10.68%	11.97%	13.82%
	5-person household	2.89%	3.91%	4.97%	6.69%
	6-or-more person household	1.84%	2.23%	3.09%	5.23%
	Population in Group Quarters	560	1,062	3,650	8,553
	Census 2000 Median Age	37.3	37.3	36.1	33.2
	Census 2000 Average Household Income	\$45,808	\$54,330	\$56,785	\$53,189
	Census 2000 Median Household Income	\$40,160	\$46,222	\$47,295	\$44,485
	Census 2000 Per Capita Income	\$21,229	\$23,597	\$22,862	\$19,566
	Total Housing Units	8,454	30,162	61,314	156,804
	Occupied housing units	96.86%	97.12%	97.36%	97.41%
Owner-occupied housing units	38.18%	51.48%	55.05%	53.20%	
Renter-occupied housing units	61.82%	48.52%	44.95%	46.80%	
Business Demos	Drop Site Business or Family Served Count	93	141	143	147
	Active Business Deliveries (Carrier Route)	1,137	2,538	5,023	11,814
	Additional Active Business Deliveries (Zip Code)	97	228	449	947
	Total Active Business Deliveries	1,234	2,766	5,472	12,762
	Possible Business Deliveries (Carrier Route)	1,182	2,639	5,198	12,258
	Add'l Possible Business Deliveries (Zip Code)	103	243	474	996
	Total Possible Business Deliveries	1,285	2,882	5,672	13,255

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May 2009

Z8

Jackson Dr & Center Dr La Mesa, California		1.00 mi radius	2.00 mi radius	3.00 mi radius	5.00 mi radius
SCHEME ACTIVE POSTAL DROP	BUSINESS	Scheme Active Business Count			
		1,234	2,766	5,472	12,762
		268	468	676	1,180
		1	13	102	305
		23	161	477	1,583
		768	1,570	3,306	6,655
		160	538	893	2,999
		0	0	0	0
		0	0	0	0
		0	0	0	0
		14	16	18	40
		Scheme Active Residential Count			
		8,685	30,815	62,670	161,897
		3,708	9,084	16,964	45,268
		494	2,820	7,004	20,709
		853	3,699	6,715	20,786
		3,185	13,308	29,346	66,608
		445	1,904	2,641	8,525
		0	0	0	0
	0	0	0	0	
	0	0	0	0	
	0	0	0	1	
	0	0	0	0	
SCHEME POSSIBLE POSTAL DROP	BUSINESS	Scheme Possible Business Count			
		1,285	2,882	5,672	13,255
		280	494	706	1,225
		2	17	110	325
		24	165	487	1,635
		805	1,652	3,457	6,943
		160	538	893	3,085
		0	0	0	0
		0	0	0	0
		0	0	0	0
		14	16	18	42
		Scheme Possible Residential Count			
		8,909	31,640	63,921	167,118
		3,768	9,173	17,097	45,495
		510	2,885	7,121	21,050
		856	3,718	6,752	20,928
		3,226	13,514	29,771	67,558
		549	2,350	3,181	12,086
		0	0	0	0
	0	0	0	0	
	0	0	0	0	
	0	0	0	1	
	0	0	0	0	
Scheme Drop					
	Scheme Drop Business Family Served Count	93	139	139	141
	Scheme Active Business: Residential Mix	0	0	1	2
	Scheme Active Residential: Business Mix	0	2	3	5
	Facility Locations	2	3	6	10

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Percentage of count derived from Carrier Route Geograph^[1] 99.0% 99.3% 99.3% 99.5%
 Percentage of count derived from Zip Code Geograph^[2] 1.0% 0.7% 0.7% 0.6%

2000 Census Block Group Data and Geography, (SF3 release for Income, SF1 release for remainder, Average Income = Aggregate Income / Households).

^[1] Delivery statistics are determined using Carrier Route Geography from GDT; if this level of geography is not available (usually in rural locations), ^[2] Zip Code Geography is used.