



FOR LEASE LIBERTY STATION MARKETPLACE

Between Roosevelt Rd & Womble Rd
on Rosecrans Street, San Diego



FEATURES

- Anchor tenants: **TRADER JOE'S VONS**
- Available shop space
- Historic 361-acre Master Planned development
- Strong density and high income area
- Tight trade area - high barriers to entry

DEMOGRAPHICS

	1 Mile	2 Mile	3 Mile	5 Mile
2011 Population:	20,513	52,906	97,225	291,004
2016 Proj Pop:	21,439	56,032	103,374	317,216
Avg HH Income:	\$102,291	\$92,630	\$94,282	\$82,611

TRAFFIC COUNTS

(Google Earth Pro 2010)

Rosecrans St East of Womble Rd	39,800 ADT
Rosecrans St West of Womble Rd	38,900 ADT

CLOSE TO



RYAN ROGERS
Lic.# 01249230
858.523.2098
rogers@retailinsite.net

RETAIL INSITE

12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET



A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.



FOR LEASE LIBERTY STATION MARKETPLACE Between Roosevelt Rd & Womble Rd on Rosecrans Street, San Diego



AERIAL



RYAN ROGERS
Lic.# 01249230
858.523.2098
rogers@retailinsite.net

RETAIL INSITE

12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET



A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.



FOR LEASE LIBERTY STATION MARKETPLACE

Between Roosevelt Rd & Womble Rd
on Rosecrans Street, San Diego



OVERALL LIBERTY STATION



DIRECTORY

<p>DINING & FOOD SERVICES</p> <p>819 CHI Chocolate / Banyan Catering 312 Cold Stone Creamery 18 Con Pane Rustic Breads & Cafe 1 Corvette Diner & Gamer Garage 38 DeKine's Hawaiian Plate Lunch 29 Flava Guys 43 Harbor Creek Cafe 34 Innu Sash 16 Jason's Tin Fish Bar & Eatery 43 Los Primos Mexican Food 45 Ogie's Pizza & Brewing Co. 29 Panera Bread 16 Point Loma Sports Grill & Pub 3 Sall Ho Bar & Grill 33 Sammy's Woodfired Pizza. NTC201 Solare Ristorante 44 Spicez Gay Thai Kitchen 43 Starbucks on Laning 31 Starbucks on Truxtun 42 Subway 44 Sully's 35 Tender Greens 19 Tropical Smoothie Cafe 46 TwentyFive 52 2 Wine Stalls</p> <p>RETAIL SERVICES</p> <p>29 4G Wireless 18 Crown Ace Hardware</p>	<p>519 Fiveleaves Twofish 30 Jacobs & Spades Jewelers 29 Liberty Station Cleaners 14 Moment Cycle Sport 36 Navy Federal Credit Union 4 Point Loma Outfitting 35 Postal Annex 34 So Cal Fly Fishing NTC202 Sophie's Gallery & Gift Shop 34 Studio 1220 19 Yellow Book Rd. Children's Book 48 Wally Park Airport Parking</p> <p>ARTS & CULTURE</p> <p>NTC201 ARTS: A Reason To Survive 519 Bravo School of Art 519 Centimone 519 Core Design Studio NTC201 Expressive Arts Institute NTC176 Impact 185 NTC175 Jason Isaacs S.D. Dance Theatre NTC201 Jenna Cruck Foundation NTC176 John Harvard Academy 519 Karan Kolberg Art NTC201 KIT - Kids Included Together NTC176 Liberty School 519 Lite of an NTC Recruit Exhibit NTC175 Malashock Dance School NTC175 Mandel Weiss Gallery</p>	<p>NTC201 Martha Pace Swift Gallery 519 M. Fischbeck Studio Gallery 519 Mood-Eat Studio Gallery 519 Orlas Contemporary Art 519 Parlatianni Photographer 519 Patrick Meehan Fine Art NTC200 Point Loma Legacy NTC176 PLUHI Art Design Dept. NTC176 Playwrights Project NTC202 pulse gallery NTC176 Recreational Music Center NTC175 San Diego Ballet NTC202 San Diego Coastkeeper NTC202 San Diego Fire Arts Society NTC202 San Diego Watercolor Society 519 Swann Solres NTC200 Vadim Shkodskis Tributes 519 Velvet Hair Studios NTC202 Victoria Art Museum NTC175 Walkabout International</p> <p>BEAUTY, HEALTH & WELLNESS</p> <p>NTC176 Capote's Great! 15 Cathy Lewis, Psy.D. 19 CRAC Chiropractic 18 Fitness Together 35 Jarmita of London Hair Salon 19 LMA Sport & Fitness</p>	<p>29 LiveWellness Institute 42 Massage Envy 25 Omni Dental Office NTC175 PAARTS Wellness Studio 14 Pignatelli Creations NTC176 Pistas By The Bay 26 Rose's Hair & Spa 42 Rose's Hair & Spa 19 San Diego Gymnastics 19 The Bar Method NTC176 U.S. Karate Academy</p> <p>HOTELS & VENUES</p> <p>NTC201 Command & Conference Center 46 Courtyard By Marriott 47 Hilton Homewood Suites 41 Liberty Station Conference Ctr. North Chapel NTC201 Shodorle Rose Garden NTC177 The Corky/McMillin Events Ctr.</p> <p>OFFICES</p> <p>24 American Choice Mortgage 29 Applied Physical Sciences 22 Assent Real Estate 22 Axos.com 40 BAC Systems 26 Battaglia Enterprises</p>	<p>20 Eloye & Gills Foundation 22 California Council Group 21 Caring Consulting 23 CDC Small Business Finance 15 Colin Restaurant Group 39 Cuban Corp. 18 Debt Pay Gateway 27 Elder Care Guides 26 Elton Escrow 26 Farmers Insurance 21 FGMJ 12 Fisherman's Processing 29 FITZES Foods 24 Forward Slope, Inc. 23 Gap Intelligence, Inc. 29 Georgia Tech Research 22 Gnoatch 28 H & A Architects & Engineers 20 I Love A Clean San Diego 18 ITT Corp. 39 Jacobs Engineering 39 Jones Payne Group 40 K&B Laboratories 23 Law Offices of Todd E. Kobernick 10 Linkserv Inc. 21 MG Consulting 24 McMillin Home Mortgage 18 Metron, Inc. 39 Nike Corporation 37 Murphy Development</p>	<p>23 Nathan Kunes 27 Naval Aviation Foundation 27 NitroSell, LLC 13 North Side 23 Novonics Corp. 9 Pacific Real Estate Center 34 Pacific Sotheby 23 Philip G. Seydel, CPA 10 ProFinance Associates 16 Quinter House Program 27 Rockwell Collins 20 San Diego Asian Film Found. 20 San Diego Foundation 22 San Diego Funding 15 San Diego Vet Center 9 SeaBor 10 Security Network, The 21 Stutz Arizona, Sheroff & Holtz 37 Sullivan International Group 22 Sullivan Leasesys 18 Super Gam!, LLC 21 TeleInfo-International Corp. 21 The Boeing Company 37 The Corky/McMillin Companies 22 TriWest Healthcare 20 US/Mex. Border Philanthropy 20 Voice of San Diego 23 Withers, Mann LLP 22 Wounded Warrior Project</p>
--	---	---	---	---	---

RYAN ROGERS
Lic.# 01249230
858.523.2098
rogers@retailinsite.net

RETAIL INSITE
12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET

McMillin Commercial
A Corky McMillin Company

A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.



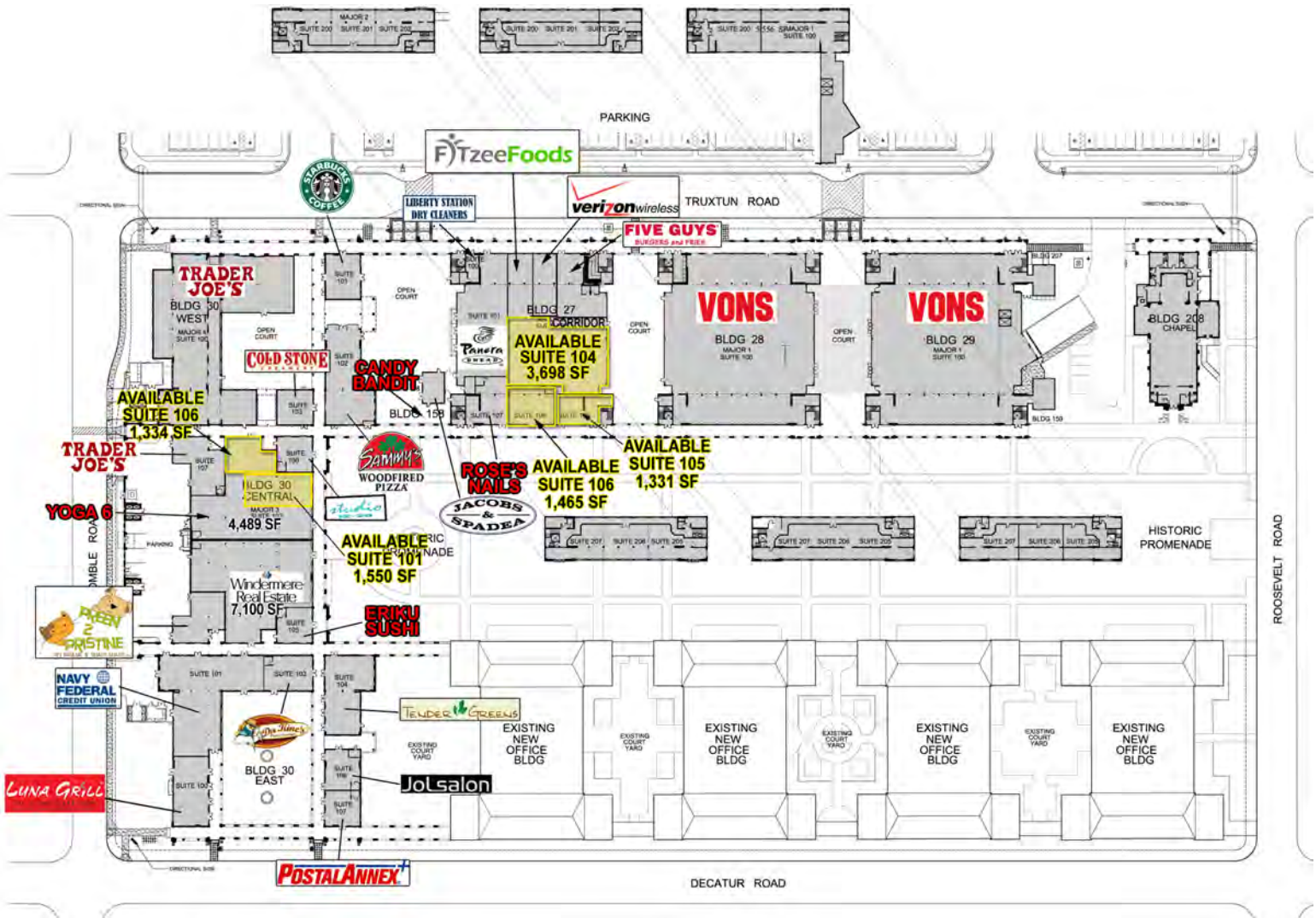
FOR LEASE

LIBERTY STATION MARKETPLACE

Between Roosevelt Rd & Womble Rd
on Rosecrans Street, San Diego



MARKETPLACE SITE PLAN



RYAN ROGERS
Lic.# 01249230
858.523.2098
rogers@retailinsite.net

RETAIL INSITE

12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET



A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

The information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

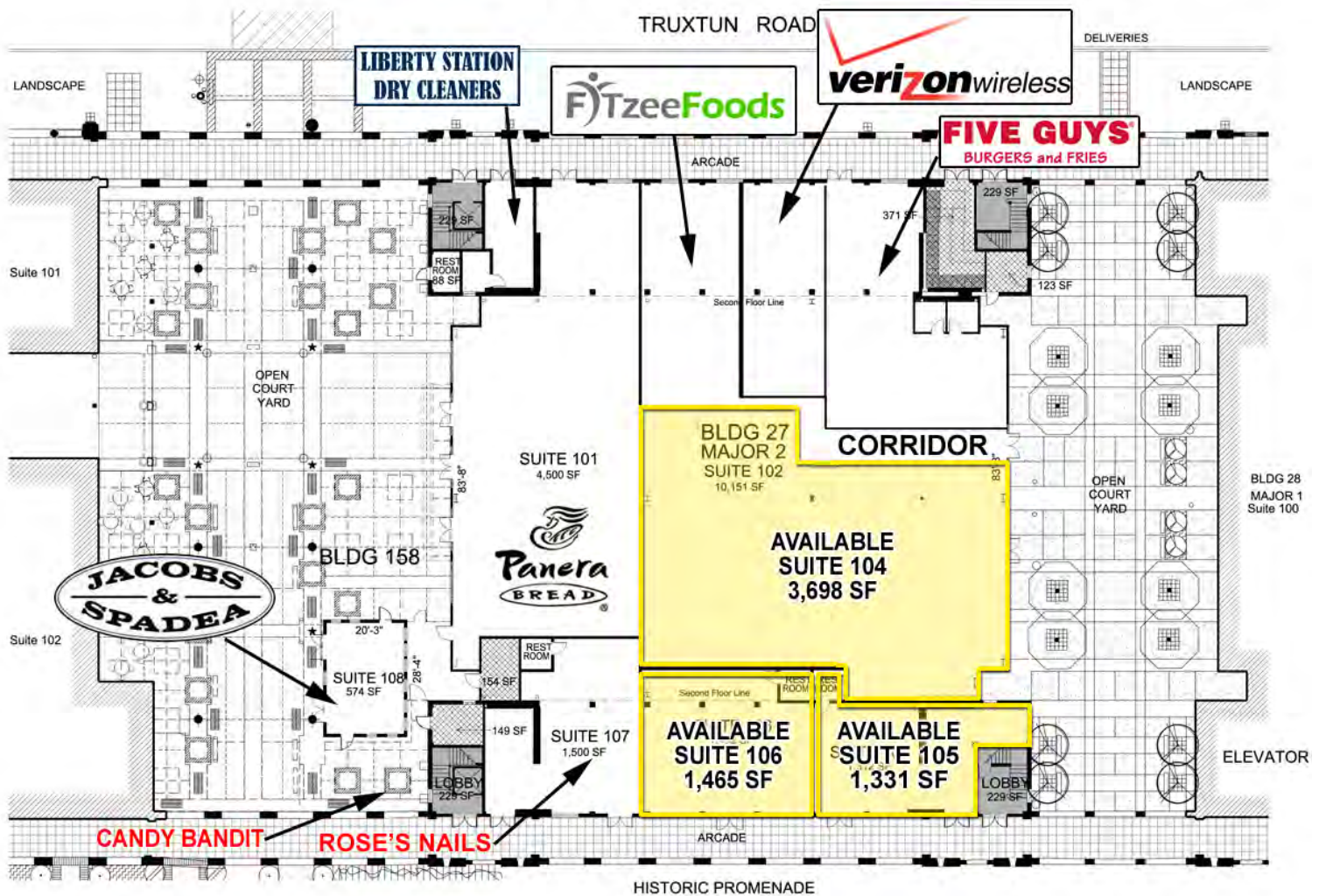


FOR LEASE
LIBERTY STATION MARKETPLACE
 Between Roosevelt Rd & Womble Rd
 on Rosecrans Street, San Diego



BUILDING 27 - SITE PLAN

PROPOSED RESTAURANT SPACE



RYAN ROGERS
 Lic.# 01249230
 858.523.2098
 rogers@retailinsite.net

RETAIL INSITE

12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
 LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET



A MEMBER OF
CHAINLINKS
 RETAIL ADVISORS

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.



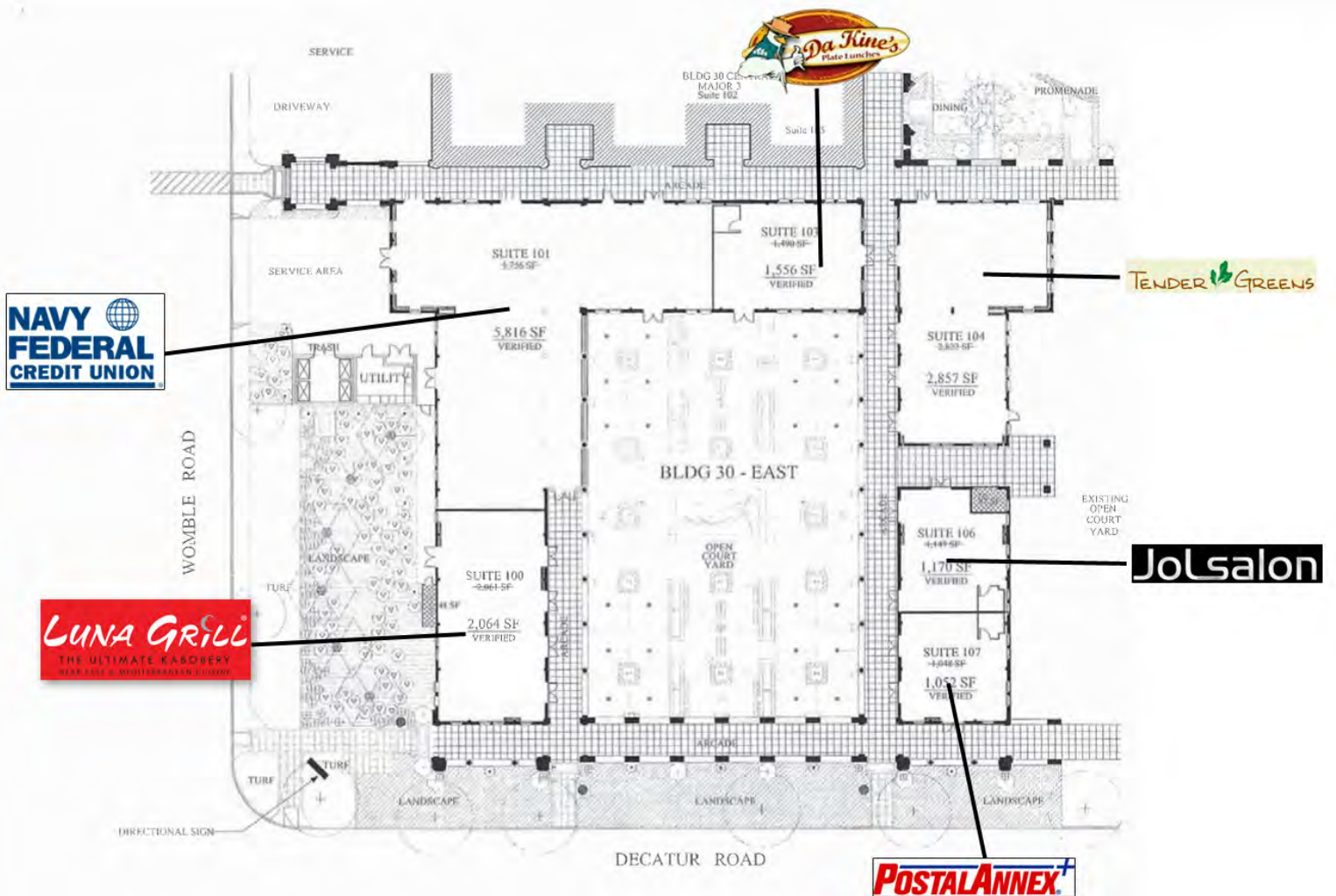
FOR LEASE

LIBERTY STATION MARKETPLACE

Between Roosevelt Rd & Womble Rd
on Rosecrans Street, San Diego



BUILDING 30 - EAST SUITE 102 SITE PLAN



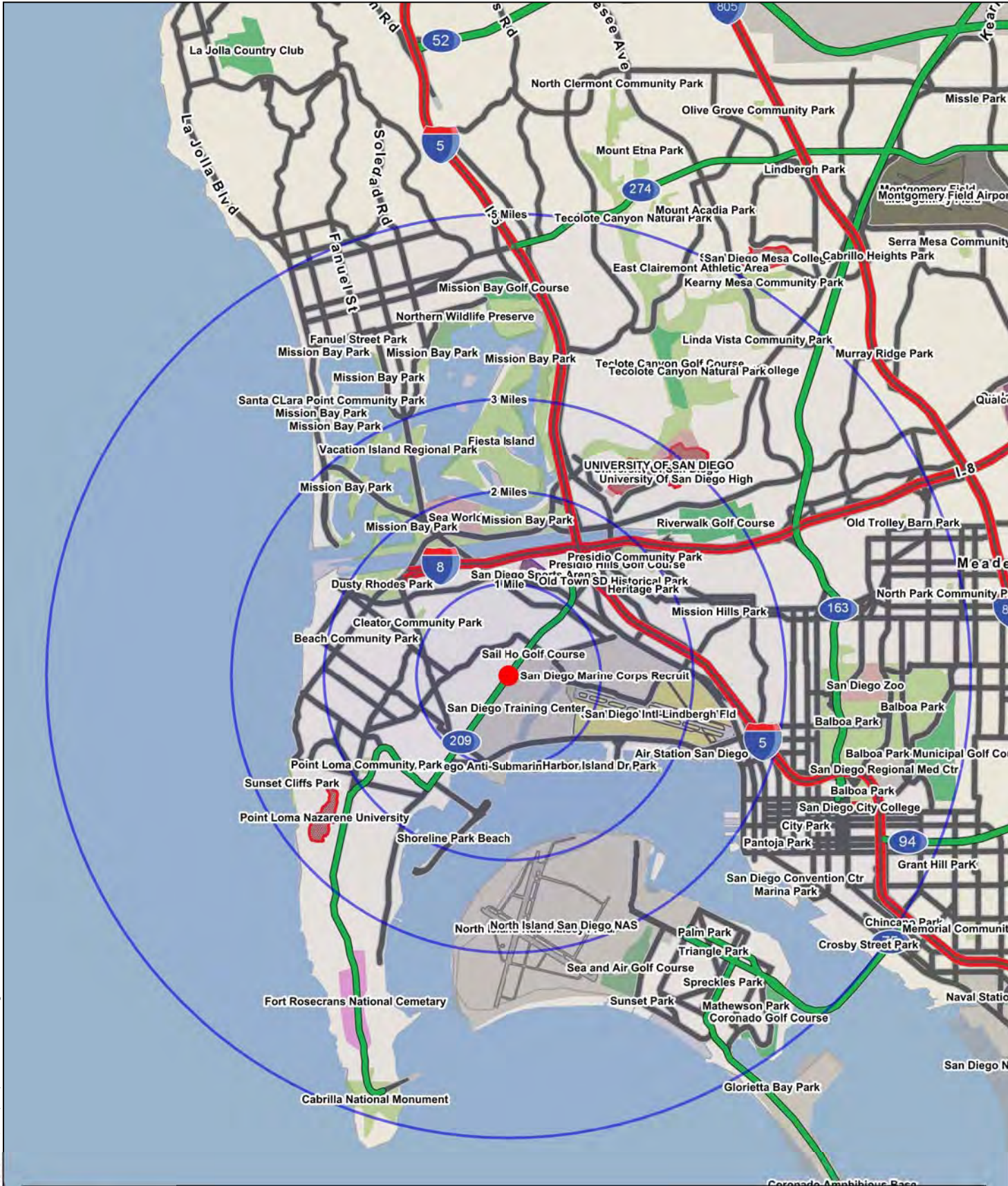
RYAN ROGERS
Lic.# 01249230
858.523.2098
rogers@retailinsite.net

RETAIL INSITE

12264 EL CAMINO REAL STE. 202 SAN DIEGO, CA 92130
LIC # 01206760 | F: 858 523 2095 | RETAILINSITE.NET



The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.



**Rosecrans St & Roosevelt Rd
San Diego, CA**

EXPANDED PROFILE

2000 - 2010 Census, 2011 Estimates with 2016 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 32.73927/-117.2168

Rosecrans St & Roosevelt Rd

San Diego, CA

Population (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Estimated Population	20,513	52,906	97,225	291,004
Census Population (2010)	20,315	52,145	95,696	283,486
Census Population (2000)	18,135	49,896	91,117	266,150
Projected Population (2016)	21,439	56,032	103,374	317,216
Forecasted Population (2021)	23,269	59,381	110,190	345,813
Historical Annual Growth (2000 to 2010)	2,180 1.2%	2,249 0.5%	4,579 0.5%	17,336 0.7%
Historical Annual Growth (2010 to 2011)	199 1.0%	761 1.5%	1,528 1.6%	7,518 2.7%
Projected Annual Growth (2011 to 2016)	925 0.9%	3,126 1.2%	6,150 1.3%	26,212 1.8%
Estimated Population Density	6,535 <i>psm</i>	4,214 <i>psm</i>	3,440 <i>psm</i>	3,707 <i>psm</i>
Trade Area Size	3.14 <i>sq mil</i>	12.56 <i>sq mil</i>	28.26 <i>sq mil</i>	78.49 <i>sq mil</i>

Households (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Estimated Households	7,475	22,151	41,267	134,709
Census Households (2010)	7,415	21,833	40,826	131,542
Census Households (2000)	6,731	21,391	39,619	121,343
Projected Households (2016)	7,767	23,343	43,318	145,614
Forecasted Households (2021)	8,337	24,386	45,368	158,984
Households with Children	2,300 30.8%	4,669 21.1%	7,051 17.1%	19,770 14.7%
Average Household Size	2.43	2.15	2.05	1.97

Average Household Income (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Est. Average Household Income	\$102,291	\$92,630	\$94,282	\$82,611
Proj. Average Household Income (2016)	\$122,574	\$110,408	\$113,144	\$99,179
Average Family Income	\$129,980	\$126,576	\$133,766	\$116,321

Median Household Income (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Est. Median Household Income	\$67,811	\$65,640	\$68,348	\$61,478
Proj. Median Household Income (2016)	\$75,175	\$72,965	\$76,956	\$69,230
Median Family Income	\$85,776	\$92,176	\$99,751	\$90,519

Per Capita Income (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Est. Per Capita Income	\$44,870	\$45,622	\$47,393	\$43,111
Proj. Per Capita Income (2016)	\$51,674	\$52,454	\$54,349	\$49,994
Per Capita Income Est. 5 year change	\$6,804 15.2%	\$6,832 15.0%	\$6,956 14.7%	\$6,883 16.0%

Other Income (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Est. Median Disposable Income	\$55,264	\$53,494	\$55,411	\$50,521
Proj. Median Disposable Income (2016)	\$59,853	\$58,613	\$61,667	\$56,117
Disposable Income Est. 5 year change	\$4,589 8.3%	\$5,119 9.6%	\$6,257 11.3%	\$5,596 11.1%
Est. Average Household Net Worth	\$656,395	\$645,436	\$679,910	\$616,919

Daytime Demos (2011)

	1 Mile	2 Miles	3 Miles	5 Miles
Total Number of Businesses	877	3,171	5,461	18,421
Total Number of Employees	13,187	44,577	76,880	230,220
Company Headqtrs: Businesses	1 0.1%	4 0.1%	7 0.1%	26 0.1%
Company Headqtrs: Employees	7 -	94 0.2%	320 0.4%	1,179 0.5%
Unemployment Rate	6.7%	6.6%	6.6%	7.2%
Employee Population per Business	15.0 to 1	14.1 to 1	14.1 to 1	12.5 to 1
Residential Population per Business	23.4 to 1	16.7 to 1	17.8 to 1	15.8 to 1

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

EXPANDED PROFILE

2000 - 2010 Census, 2011 Estimates with 2016 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 32.73927/-117.2168

Rosecrans St & Roosevelt Rd

San Diego, CA

Race & Ethnicity (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
White	15,680	76.4%	43,373	82.0%	80,230	82.5%	219,008	75.3%
Black or African American	1,203	5.9%	2,114	4.0%	3,732	3.8%	14,353	4.9%
American Indian & Alaska Native	145	0.7%	400	0.8%	643	0.7%	2,075	0.7%
Asian	991	4.8%	1,930	3.6%	3,969	4.1%	19,107	6.6%
Hawaiian & Pacific Islander	97	0.5%	186	0.4%	298	0.3%	1,012	0.3%
Other Race	1,283	6.3%	2,551	4.8%	4,540	4.7%	22,724	7.8%
Two or More Races	1,115	5.4%	2,352	4.4%	3,813	3.9%	12,724	4.4%
Not Hispanic or Latino Population	16,866	82.2%	45,220	85.5%	83,514	85.9%	232,316	79.8%
Hispanic or Latino Population	3,648	17.8%	7,687	14.5%	13,711	14.1%	58,688	20.2%
Not of Hispanic Origin Population (2010)	16,812	82.8%	44,834	86.0%	82,705	86.4%	227,901	80.4%
Hispanic Origin Population (2010)	3,503	17.2%	7,311	14.0%	12,992	13.6%	55,584	19.6%
Not Hispanic or Latino Population (2000)	15,585	85.9%	44,041	88.3%	80,314	88.1%	217,242	81.6%
Hispanic or Latino Population (2000)	2,550	14.1%	5,855	11.7%	10,803	11.9%	48,908	18.4%
Not Hispanic or Latino Population (2016)	16,986	79.2%	46,135	82.3%	85,482	82.7%	243,902	76.9%
Hispanic or Latino Population (2016)	4,453	20.8%	9,898	17.7%	17,892	17.3%	73,314	23.1%
Hist. Hispanic Ann Growth (2000 to 2011)	1,098	3.9%	1,832	2.8%	2,908	2.4%	9,780	1.8%
Proj. Hispanic Ann Growth (2011 to 2016)	805	4.4%	2,211	5.8%	4,182	6.1%	14,626	5.0%

Age Distribution (2011)

0 to 4 yrs	1,498	7.3%	3,679	7.0%	6,248	6.4%	19,592	6.7%
5 to 9 yrs	1,345	6.6%	3,554	6.7%	6,004	6.2%	18,180	6.2%
10 to 14 yrs	1,258	6.1%	3,232	6.1%	5,420	5.6%	16,286	5.6%
15 to 19 yrs	1,513	7.4%	3,805	7.2%	6,170	6.3%	18,112	6.2%
20 to 24 yrs	1,645	8.0%	4,178	7.9%	6,801	7.0%	20,166	6.9%
25 to 29 yrs	1,514	7.4%	3,906	7.4%	7,959	8.2%	22,190	7.6%
30 to 34 yrs	1,347	6.6%	3,494	6.6%	7,260	7.5%	20,382	7.0%
35 to 39 yrs	1,262	6.1%	3,281	6.2%	6,874	7.1%	19,364	6.7%
40 to 44 yrs	1,428	7.0%	3,504	6.6%	7,139	7.3%	20,816	7.2%
45 to 49 yrs	1,647	8.0%	4,099	7.7%	8,597	8.8%	23,256	8.0%
50 to 54 yrs	1,533	7.5%	4,018	7.6%	7,432	7.6%	23,453	8.1%
55 to 59 yrs	1,396	6.8%	3,594	6.8%	6,373	6.6%	20,764	7.1%
60 to 64 yrs	972	4.7%	2,618	4.9%	4,616	4.7%	15,158	5.2%
65 to 74 yrs	1,112	5.4%	3,046	5.8%	5,321	5.5%	17,423	6.0%
75 to 84 yrs	710	3.5%	1,984	3.8%	3,423	3.5%	10,809	3.7%
85 yrs plus	339	1.7%	920	1.7%	1,595	1.6%	5,061	1.7%
Median Age	35.02 yrs		35.46 yrs		36.43 yrs		36.98 yrs	

Gender Age Distribution (2011)

Female Population	10,070	49.1%	26,127	49.4%	47,083	48.4%	137,183	47.1%
0 to 19 yrs	2,637	26.2%	6,750	25.8%	11,189	23.8%	33,040	24.1%
20 to 64 yrs	6,175	61.3%	15,948	61.0%	30,093	63.9%	86,427	63.0%
65 yrs plus	1,260	12.5%	3,432	13.1%	5,803	12.3%	17,718	12.9%
Female Median Age	38 yrs		38 yrs		38 yrs		39 yrs	
Male Population	10,443	50.9%	26,778	50.6%	50,141	51.6%	153,816	52.9%
0 to 19 yrs	2,976	28.5%	7,520	28.1%	12,653	25.2%	39,130	25.4%
20 to 64 yrs	6,568	62.9%	16,745	62.5%	32,958	65.7%	99,121	64.4%
65 yrs plus	901	8.6%	2,518	9.4%	4,535	9.0%	15,574	10.1%
Male Median Age	32.40 yrs		32.96 yrs		34.95 yrs		35.60 yrs	

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

EXPANDED PROFILE

2000 - 2010 Census, 2011 Estimates with 2016 Projections
Calculated using Proportional Block Groups



Lat/Lon: 32.73927/-117.2168

Rosecrans St & Roosevelt Rd

San Diego, CA

Household Income Distribution (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
\$200,000 or More	735	9.8%	1,776	8.0%	3,509	8.5%	8,259	6.1%
\$150,000 to \$199,999	447	6.0%	1,368	6.2%	2,864	6.9%	8,008	5.9%
\$100,000 to \$149,999	831	11.1%	2,857	12.9%	5,781	14.0%	18,634	13.8%
\$75,000 to \$99,999	1,141	15.3%	2,899	13.1%	5,332	12.9%	16,777	12.5%
\$50,000 to \$74,999	1,392	18.6%	3,750	16.9%	6,871	16.7%	23,687	17.6%
\$35,000 to \$49,999	1,067	14.3%	3,236	14.6%	5,917	14.3%	19,504	14.5%
\$25,000 to \$34,999	560	7.5%	1,815	8.2%	3,267	7.9%	11,434	8.5%
\$15,000 to \$24,999	732	9.8%	2,208	10.0%	3,540	8.6%	12,260	9.1%
\$0 to \$14,999	570	7.6%	2,240	10.1%	4,182	10.1%	16,143	12.0%
\$35,000+	5,613	75.1%	15,886	71.7%	30,274	73.4%	94,870	70.4%
\$75,000+	3,154	42.2%	8,900	40.2%	17,486	42.4%	51,678	38.4%

Housing (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
Total Housing Units	7,898		23,620		45,126		149,304	
Housing Units, Occupied	7,475	94.6%	22,149	93.8%	41,265	91.4%	134,708	90.2%
<i>Housing Units, Owner-Occupied</i>	3,248	43.4%	9,271	41.9%	18,011	43.6%	47,350	35.2%
<i>Housing Units, Renter-Occupied</i>	4,227	56.6%	12,878	58.1%	23,254	56.4%	87,358	64.8%
Housing Units, Vacant	423	5.4%	1,470	6.2%	3,861	8.6%	14,596	9.8%
Median Years in Residence	3 yrs		3 yrs		3 yrs		3 yrs	

Marital Status (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
Never Married	6,805	41.4%	17,654	41.6%	34,557	43.5%	103,563	43.7%
Now Married	6,394	38.9%	15,504	36.5%	26,656	33.5%	73,208	30.9%
Separated	1,005	6.1%	2,239	5.3%	5,010	6.3%	16,212	6.8%
Widowed	659	4.0%	1,970	4.6%	3,833	4.8%	12,256	5.2%
Divorced	1,579	9.6%	5,096	12.0%	9,409	11.8%	31,745	13.4%

Household Type (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
Population Family	13,221	64.5%	30,381	57.4%	50,494	51.9%	148,664	51.1%
Population Non-Family	4,935	24.1%	17,135	32.4%	34,282	35.3%	117,371	40.3%
Population Group Qtrs	2,357	11.5%	5,391	10.2%	12,449	12.8%	24,970	8.6%
Family Households	4,265	57.1%	10,313	46.6%	17,345	42.0%	49,787	37.0%
<i>Married Couple With Children</i>	1,524	23.8%	3,017	19.5%	4,766	17.9%	12,955	17.7%
<i>Average Family Household Size</i>	3.1		2.9		2.9		3.0	
Non-Family Households	3,210	42.9%	11,838	53.4%	23,919	58.0%	84,917	63.0%

Household Size (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
1 Person Household	2,289	30.6%	8,576	38.7%	17,318	42.0%	63,328	47.0%
2 Person Households	2,266	30.3%	7,055	31.8%	13,043	31.6%	38,660	28.7%
3 Person Households	972	13.0%	2,592	11.7%	4,443	10.8%	13,042	9.7%
4 Person Households	1,056	14.1%	2,223	10.0%	3,754	9.1%	11,022	8.2%
5 Person Households	584	7.8%	1,039	4.7%	1,646	4.0%	5,025	3.7%
6+ Person Households	308	4.1%	666	3.0%	1,062	2.6%	3,631	2.7%

Household Vehicles (2011)

	1 Mile		2 Miles		3 Miles		5 Miles	
Total Vehicles Available	13,262		38,555		71,500		216,755	
Household: 0 Vehicles Available	466	6.2%	1,425	6.4%	2,298	5.6%	12,347	9.2%
Household: 1 Vehicles Available	2,804	37.5%	8,807	39.8%	17,325	42.0%	59,973	44.5%
Household: 2+ Vehicles Available	4,205	56.3%	11,918	53.8%	21,640	52.4%	62,381	46.3%
Average Vehicles Per Household	1.8		1.7		1.7		1.6	

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

EXPANDED PROFILE

2000 - 2010 Census, 2011 Estimates with 2016 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 32.73927/-117.2168

Rosecrans St & Roosevelt Rd

San Diego, CA

	1 Mile		2 Miles		3 Miles		5 Miles	
Labor Force (2011)								
Est. Labor; Population Age 16+	16,204		41,843		78,393		233,633	
Est. Civilian Employed	8,383	51.7%	23,280	55.6%	44,308	56.5%	132,962	56.9%
Est. Civilian Unemployed	1,092	6.7%	2,772	6.6%	5,144	6.6%	16,736	7.2%
Est. in Armed Forces	2,392	14.8%	3,918	9.4%	6,289	8.0%	11,277	4.8%
Est. not in Labor Force	4,337	26.8%	11,873	28.4%	22,652	28.9%	72,658	31.1%
Occupation (2000)								
Occupation: Population Age 16+	7,962		24,745		47,327		138,246	
Mgmt, Business, & Financial Operations	1,440	18.1%	4,045	16.3%	7,779	16.4%	21,507	15.6%
Professional and Related	2,043	25.7%	7,107	28.7%	14,481	30.6%	39,630	28.7%
Service	1,276	16.0%	3,946	15.9%	7,234	15.3%	23,374	16.9%
Sales and Office	2,096	26.3%	6,162	24.9%	11,871	25.1%	35,677	25.8%
Farming, Fishing, and Forestry	55	0.7%	178	0.7%	249	0.5%	451	0.3%
Construct, Extraction, & Maintenance	467	5.9%	1,668	6.7%	2,746	5.8%	8,119	5.9%
Production, Transp. & Material Moving	585	7.3%	1,639	6.6%	2,967	6.3%	9,487	6.9%
Percent White Collar Workers	70.1%		70.0%		72.1%		70.0%	
Percent Blue Collar Workers	29.9%		30.0%		27.9%		30.0%	
Consumer Expenditure (2011)								
Total Household Expenditure	\$527 M		\$1.46 B		\$2.76 B		\$8.23 B	
Total Non-Retail Expenditures	\$305 M	57.8%	\$840 M	57.7%	\$1.59 B	57.7%	\$4.74 B	57.5%
Total Retail Expenditures	\$222 M	42.2%	\$617 M	42.3%	\$1.17 B	42.3%	\$3.50 B	42.5%
Apparel	\$25.5 M	4.8%	\$70.2 M	4.8%	\$133 M	4.8%	\$396 M	4.8%
Contributions	\$21.9 M	4.1%	\$60.0 M	4.1%	\$115 M	4.2%	\$329 M	4.0%
Education	\$14.0 M	2.7%	\$38.7 M	2.7%	\$74.3 M	2.7%	\$216 M	2.6%
Entertainment	\$29.6 M	5.6%	\$81.8 M	5.6%	\$155 M	5.6%	\$460 M	5.6%
Food And Beverages	\$78.8 M	14.9%	\$218 M	15.0%	\$412 M	14.9%	\$1.24 B	15.1%
Furnishings And Equipment	\$23.8 M	4.5%	\$65.6 M	4.5%	\$125 M	4.5%	\$368 M	4.5%
Gifts	\$14.9 M	2.8%	\$41.5 M	2.8%	\$79.3 M	2.9%	\$231 M	2.8%
Health Care	\$30.9 M	5.9%	\$86.4 M	5.9%	\$163 M	5.9%	\$494 M	6.0%
Household Operations	\$20.0 M	3.8%	\$55.0 M	3.8%	\$105 M	3.8%	\$306 M	3.7%
Miscellaneous Expenses	\$8.58 M	1.6%	\$23.9 M	1.6%	\$45.3 M	1.6%	\$137 M	1.7%
Personal Care	\$7.60 M	1.4%	\$21.0 M	1.4%	\$39.8 M	1.4%	\$119 M	1.4%
Personal Insurance	\$5.83 M	1.1%	\$16.0 M	1.1%	\$30.4 M	1.1%	\$87.9 M	1.1%
Reading	\$1.74 M	0.3%	\$4.84 M	0.3%	\$9.19 M	0.3%	\$27.5 M	0.3%
Shelter	\$102 M	19.4%	\$283 M	19.4%	\$537 M	19.4%	\$1.60 B	19.4%
Tobacco	\$3.12 M	0.6%	\$8.73 M	0.6%	\$16.3 M	0.6%	\$50.5 M	0.6%
Transportation	\$103 M	19.5%	\$284 M	19.5%	\$537 M	19.4%	\$1.61 B	19.6%
Utilities	\$35.5 M	6.7%	\$98.7 M	6.8%	\$186 M	6.7%	\$566 M	6.9%
Educational Attainment (2011)								
Adult Population (25 Years or Older)	13,257		34,462		66,582		198,662	
Elementary (0 to 8)	428	3.2%	926	2.7%	1,654	2.5%	7,436	3.7%
Some High School (9 to 11)	468	3.5%	1,100	3.2%	1,782	2.7%	7,974	4.0%
High School Graduate (12)	2,246	16.9%	5,263	15.3%	9,986	15.0%	32,067	16.1%
Some College (13 to 16)	2,882	21.7%	7,778	22.6%	15,237	22.9%	41,658	21.0%
Associate Degree Only	969	7.3%	2,870	8.3%	4,959	7.4%	15,433	7.8%
Bachelor Degree Only	3,995	30.1%	10,263	29.8%	19,714	29.6%	55,307	27.8%
Graduate Degree	2,268	17.1%	6,262	18.2%	13,251	19.9%	38,786	19.5%

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

EXPANDED PROFILE

2000 - 2010 Census, 2011 Estimates with 2016 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 32.73927/-117.2168

Rosecrans St & Roosevelt Rd

San Diego, CA

	1 Mile		2 Miles		3 Miles		5 Miles	
Units In Structure (2000)								
1 Detached Unit	2,834	40.9%	9,327	41.9%	17,159	41.0%	40,965	31.8%
1 Attached Unit	874	12.6%	2,031	9.1%	3,951	9.4%	9,614	7.5%
2 to 4 Units	851	12.3%	2,932	13.2%	5,887	14.1%	16,961	13.2%
5 to 9 Units	532	7.7%	2,256	10.1%	4,352	10.4%	15,983	12.4%
10 to 19 Units	325	4.7%	1,651	7.4%	3,264	7.8%	13,018	10.1%
20 to 49 Units	707	10.2%	1,733	7.8%	3,186	7.6%	13,350	10.4%
50 or more Units	783	11.3%	2,044	9.2%	3,329	8.0%	17,675	13.7%
Mobile Home or Trailer	11	0.2%	175	0.8%	476	1.1%	1,054	0.8%
Other Structure	14	0.2%	134	0.6%	242	0.6%	292	0.2%
Homes Built By Year								
1999 to 2000	14	0.2%	53	0.2%	169	0.4%	851	0.7%
1995 to 1998	17	0.2%	152	0.7%	427	1.0%	2,396	1.9%
1990 to 1994	101	1.5%	383	1.7%	860	2.1%	5,317	4.1%
1980 to 1989	524	7.6%	2,147	9.6%	4,278	10.2%	17,047	13.2%
1970 to 1979	1,699	24.5%	4,328	19.4%	8,105	19.4%	25,479	19.8%
1960 to 1969	1,285	18.5%	3,981	17.9%	6,849	16.4%	20,302	15.7%
1950 to 1959	1,311	18.9%	4,650	20.9%	8,608	20.6%	22,526	17.5%
Built Before 1949	1,980	28.6%	6,592	29.6%	12,556	30.0%	34,994	27.1%
Home Values (2000)								
\$1,000,000 or More	26	1.0%	241	3.2%	518	3.8%	1,073	3.6%
\$500,000 to \$999,999	296	11.1%	1,478	19.8%	3,047	22.6%	5,431	18.2%
\$400,000 to \$499,999	526	19.6%	1,336	17.9%	2,197	16.3%	3,620	12.1%
\$300,000 to \$399,999	696	26.0%	1,775	23.8%	3,169	23.5%	5,974	20.0%
\$200,000 to \$299,999	777	29.0%	1,763	23.6%	2,876	21.3%	7,608	25.5%
\$150,000 to \$199,999	181	6.8%	418	5.6%	906	6.7%	3,621	12.1%
\$100,000 to \$149,999	143	5.3%	297	4.0%	521	3.9%	1,762	5.9%
\$70,000 to \$99,999	8	0.3%	52	0.7%	99	0.7%	492	1.6%
\$50,000 to \$69,999	11	0.4%	27	0.4%	42	0.3%	110	0.4%
\$25,000 to \$49,999	12	0.5%	33	0.4%	56	0.4%	100	0.3%
\$0 to \$24,999	4	0.1%	42	0.6%	52	0.4%	90	0.3%
Owner Occupied Median Home Value	\$335,307		\$389,706		\$398,633		\$365,158	
Renter Occupied Median Rent	\$764		\$742		\$741		\$693	
Transportation To Work (2000)								
Drive to Work Alone	6,867	62.3%	20,301	66.3%	38,121	68.0%	106,988	69.6%
Drive to Work in Carpool	812	7.4%	2,395	7.8%	4,529	8.1%	14,749	9.6%
Travel to Work - Public Transportation	285	2.6%	797	2.6%	1,606	2.9%	7,655	5.0%
Drive to Work on Motorcycle	40	0.4%	121	0.4%	228	0.4%	615	0.4%
Walk or Bicycle to Work	2,022	18.3%	4,530	14.8%	7,129	12.7%	14,136	9.2%
Other Means	274	2.5%	678	2.2%	1,188	2.1%	2,199	1.4%
Work at Home	727	6.6%	1,802	5.9%	3,293	5.9%	7,422	4.8%
Travel Time (2000)								
Travel to Work in 14 Minutes or Less	4,588	44.5%	11,489	39.9%	20,666	39.1%	48,641	33.2%
Travel to Work in 14 to 29 Minutes	4,110	39.9%	12,013	41.7%	22,378	42.4%	64,681	44.2%
Travel to Work in 30 to 59 Minutes	1,267	12.3%	4,402	15.3%	8,132	15.4%	27,290	18.6%
Travel to Work in 60 Minutes or More	336	3.3%	916	3.2%	1,624	3.1%	5,736	3.9%
Average Travel Time to Work	16.0 mins		17.4 mins		17.4 mins		19.3 mins	

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