

Perform Properties

BAY PLAZA

1420-1430 E Plaza Blvd, National City, CA 91950

Generated on January 24, 2026

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	39,175	208,510	497,247	1,397,622	1,021,363
Total Daytime Population	33,880	169,447	466,610	1,537,344	1,068,214
TOTAL HOUSEHOLD INCOME					
Total Households	11,857	59,763	161,503	491,920	355,335
Median Household Income	\$64,436	\$71,598	\$81,593	\$93,278	\$87,694
Average Household Income	\$76,448	\$85,053	\$99,358	\$114,137	\$107,867
Under \$15,000	10.6%	8.5%	7.5%	6.7%	7.0%
\$15,000 - \$34,999	16.6%	16.0%	14.2%	11.8%	12.8%
\$35,000 - \$49,999	12.5%	11.0%	9.8%	8.7%	9.2%
\$50,000 - \$74,999	17.4%	18.6%	16.8%	15.0%	15.5%
\$75,000 - \$99,999	18.4%	15.3%	14.3%	13.5%	14.0%
\$100,000 - \$124,999	10.0%	11.6%	11.1%	11.2%	11.2%
\$125,000 - \$149,999	5.7%	6.3%	8.2%	8.8%	8.7%
\$150,000+	8.9%	12.8%	18.2%	24.3%	21.7%
BUSINESSES					
Total Businesses	1,010	4,710	13,220	48,038	33,716
RACE/ETHNICITY					
White/Caucasian	7.2%	10.7%	19.3%	30.8%	25.9%
Black/African American	2.9%	8.7%	9.0%	7.1%	7.8%
Asian/Pacific Islander	19.8%	14.5%	13.0%	11.9%	12.2%
Hispanic/Latino	66.7%	62.1%	54.2%	44.9%	49.1%
Other	3.3%	4.0%	4.5%	5.4%	5.0%

Source: Advan, 2024.