Perform Properties

HAWTHORNE CROSSINGS
4240-4380 Kearny Mesa Rd, San Diego, CA 92111
Generated on November 1, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,898	117,994	330,508	728,682	1,833,971
Total Daytime Population	29,463	244,321	538,280	1,170,178	2,266,990
TOTAL HOUSEHOLD INCOME					
Total Households	3,612	45,486	138,080	294,719	675,904
Median Household Income	$90,873	$119,450	$122,143	$121,353	$122,538
Average Household Income	$113,686	$143,348	$149,690	$151,506	$155,103
Under $15,000	6.0%	4.9%	5.4%	5.9%	5.5%
$15,000 - $34,999	15.8%	7.0%	7.5%	8.2%	8.4%
$35,000 - $49,999	9.3%	7.0%	6.3%	6.7%	6.7%
$50,000 - $74,999	12.9%	11.8%	11.5%	11.2%	11.3%
$75,000 - $99,999	12.2%	11.1%	11.9%	11.8%	11.3%
$100,000 - $124,999	7.0%	10.5%	11.3%	10.9%	10.6%
$125,000 - $149,999	7.6%	8.7%	8.9%	8.4%	8.5%
$150,000+	29.2%	39.2%	37.3%	37.0%	37.8%
BUSINESSES					
Total Businesses	1,750	7,520	21,679	41,618	78,752
RACE/ETHNICITY					
White/Caucasian	41.8%	46.8%	51.7%	47.5%	43.3%
Black/African American	9.6%	5.0%	4.5%	5.4%	5.6%
Asian/Pacific Islander	15.5%	15.7%	12.6%	15.2%	15.1%
Hispanic/Latino	26.6%	24.2%	23.7%	24.8%	29.3%
Other	6.5%	8.3%	7.6%	7.1%	6.7%

Source: Advan, 2025.