

# Perform Properties

HAWTHORNE CROSSINGS

4240-4380 Kearny Mesa Rd, San Diego, CA 92111

Generated on January 24, 2026

| FULL YEAR 2026                          | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|---|---------------|---------------|---------------|----------------|---------------------|
| <strong>TOTAL POPULATION</strong>       |               |               |               |                |                     |
| Total Population                        | 8,031         | 116,975       | 327,491       | 1,275,686      | 2,067,324           |
| Total Daytime Population                | 58,570        | 251,713       | 538,301       | 1,751,521      | 2,474,547           |
| <strong>TOTAL HOUSEHOLD INCOME</strong> |               |               |               |                |                     |
| Total Households                        | 3,375         | 44,608        | 136,365       | 492,842        | 756,960             |
| Median Household Income                 | \$85,040      | \$100,893     | \$106,392     | \$105,601      | \$106,261           |
| Average Household Income                | \$105,457     | \$119,928     | \$127,897     | \$132,329      | \$132,678           |
| Under \$15,000                          | 9.0%          | 6.0%          | 5.9%          | 6.2%           | 6.0%                |
| \$15,000 - \$34,999                     | 17.9%         | 8.4%          | 8.5%          | 10.5%          | 10.3%               |
| \$35,000 - \$49,999                     | 9.1%          | 7.9%          | 7.4%          | 7.5%           | 7.8%                |
| \$50,000 - \$74,999                     | 15.8%         | 14.2%         | 13.5%         | 13.6%          | 13.6%               |
| \$75,000 - \$99,999                     | 6.2%          | 12.3%         | 13.8%         | 12.4%          | 12.3%               |
| \$100,000 - \$124,999                   | 7.3%          | 11.6%         | 12.0%         | 11.0%          | 11.0%               |
| \$125,000 - \$149,999                   | 10.1%         | 10.5%         | 9.7%          | 8.7%           | 8.6%                |
| \$150,000+                              | 24.6%         | 29.1%         | 29.3%         | 30.2%          | 30.4%               |
| <strong>BUSINESSES</strong>             |               |               |               |                |                     |
| Total Businesses                        | 3,382         | 8,371         | 22,082        | 60,743         | 83,997              |
| <strong>RACE/ETHNICITY</strong>         |               |               |               |                |                     |
| White/Caucasian                         | 37.1%         | 46.6%         | 52.0%         | 45.6%          | 43.5%               |
| Black/African American                  | 9.7%          | 5.8%          | 4.9%          | 5.9%           | 5.4%                |
| Asian/Pacific Islander                  | 20.4%         | 16.0%         | 12.6%         | 15.1%          | 14.6%               |
| Hispanic/Latino                         | 28.1%         | 23.9%         | 23.5%         | 27.0%          | 30.4%               |
| Other                                   | 4.6%          | 7.7%          | 7.0%          | 6.4%           | 6.2%                |

Source: Advan, 2024.