

Trade Area by Income



NEIGHBORHOOD DEMOGRAPHICS

NEIGHBORHOOD	APPROX POP	AVG HH INC	MED HH INC	WHITE COLLAR EMPLOYED	AVG TRAVEL TIME TO WORK <i>IN MINUTES</i>	APPROX DRIVE TIME TO OPH <i>IN MINUTES</i>
Primary Tier						
Del Cerro	30,498	\$89,396	\$75,062	76.2%	20.1	17
Kensington	14,525	\$109,845	\$78,506	80.2%	18.9	15
Clairemont	22,496	\$90,513	\$75,832	74.8%	20.5	12
Coronado	22,879	\$129,143	\$87,968	77.1%	16.5	13
Hillcrest/ Mission Hills	22,673	\$86,191	\$58,461	79.3%	17.9	11
Point Loma	33,475	\$119,108	\$78,779	72.7%	16.3	19
Downtown	5,431	\$103,186	\$66,540	83.9%	15.3	4
SUBTOTAL (no title)	151,977	\$103,912	\$75,832	77.7%	17.9	13
Secondary Tier						
Golden Hill/North Park	23,916	\$68,486	\$50,913	66.9%	21.9	10
Bay Park	40,934	\$64,696	\$50,491	64.1%	19.1	14
SUBTOTAL	64,850	\$66,591	\$50,702	65.5%	20.5	12
TOTAL FOR BOTH	216,827	\$85,251	\$63,267	71.6%	19.2	12.5