

South Plaza Shopping Center

California, MD

Demographic Summary Report

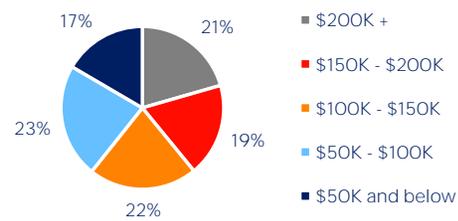
2020 Census, 2024 Estimates & 2029 Projections
Source: Synergos Technologies, Inc

Current Year Demographics	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Min Drive
Current Population	4,755	24,527	52,334	49,618
Total Daytime Population	7,336	26,985	60,446	59,237
Workplace Population	4,019	16,480	35,038	34,683
Average Household Income	\$144,409	\$150,739	\$136,300	\$134,981
Median Household Income	\$116,499	\$124,625	\$113,400	\$112,522
Total Households	1,964	9,484	20,336	19,292
Median Home Value	\$384,858	\$404,879	\$418,566	\$411,645
College (4+)	40.6%	43.6%	39.1%	38.9%
Total Consumer Spending/Capita (Weekly)	\$486	\$495	\$487	\$493
% of Households with Children	31.5%	35.3%	33.6%	33.8%

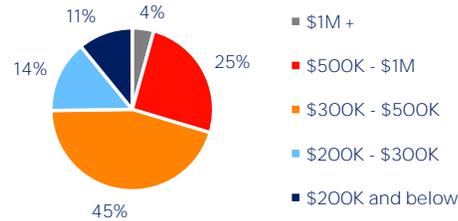
2029 Demographic Projections

Projected Population	5,139	26,489	56,069	53,205
Projected Annual Growth Rate	1.6%	1.6%	1.4%	1.4%
Projected Total Growth Rate (5-Yr)	8.1%	8.0%	7.1%	7.2%

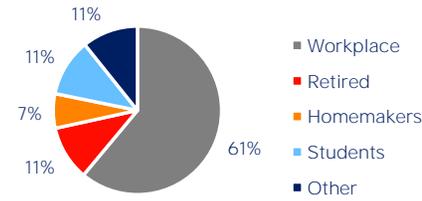
3-Mile Radius Section Detail



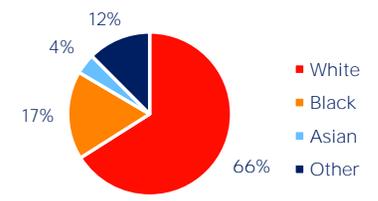
Household Income



Home Value



Daytime Population



Hispanic Origin: 8.3%
Race

