

FREE STANDING HOLLYWOOD VIDEO

7770 BROADWAY, LEMON GROVE, CA



Project Features

- Located in a high traffic, densely populated and well established neighborhood.
- Highly visible, 6,400 square foot free-standing building at the corner of Broadway and Lemon Grove Avenue.
- Abundant on-site parking on large 27,000 square foot corner property.

Demographics

	1 mile	3 mile	5 mile
2010 Population	23,611	128,438	185,658
2014 Population	24,217	131,975	193,432
2010 Avg. Income	\$52,379	\$65,461	\$58,216
2014 Avg. Income	\$54,370	\$67,888	\$61,674

Traffic Counts

Broadway	22,000 cars per day
Lemon Grove Ave.	28,000 cars per day



For More Information Contact:

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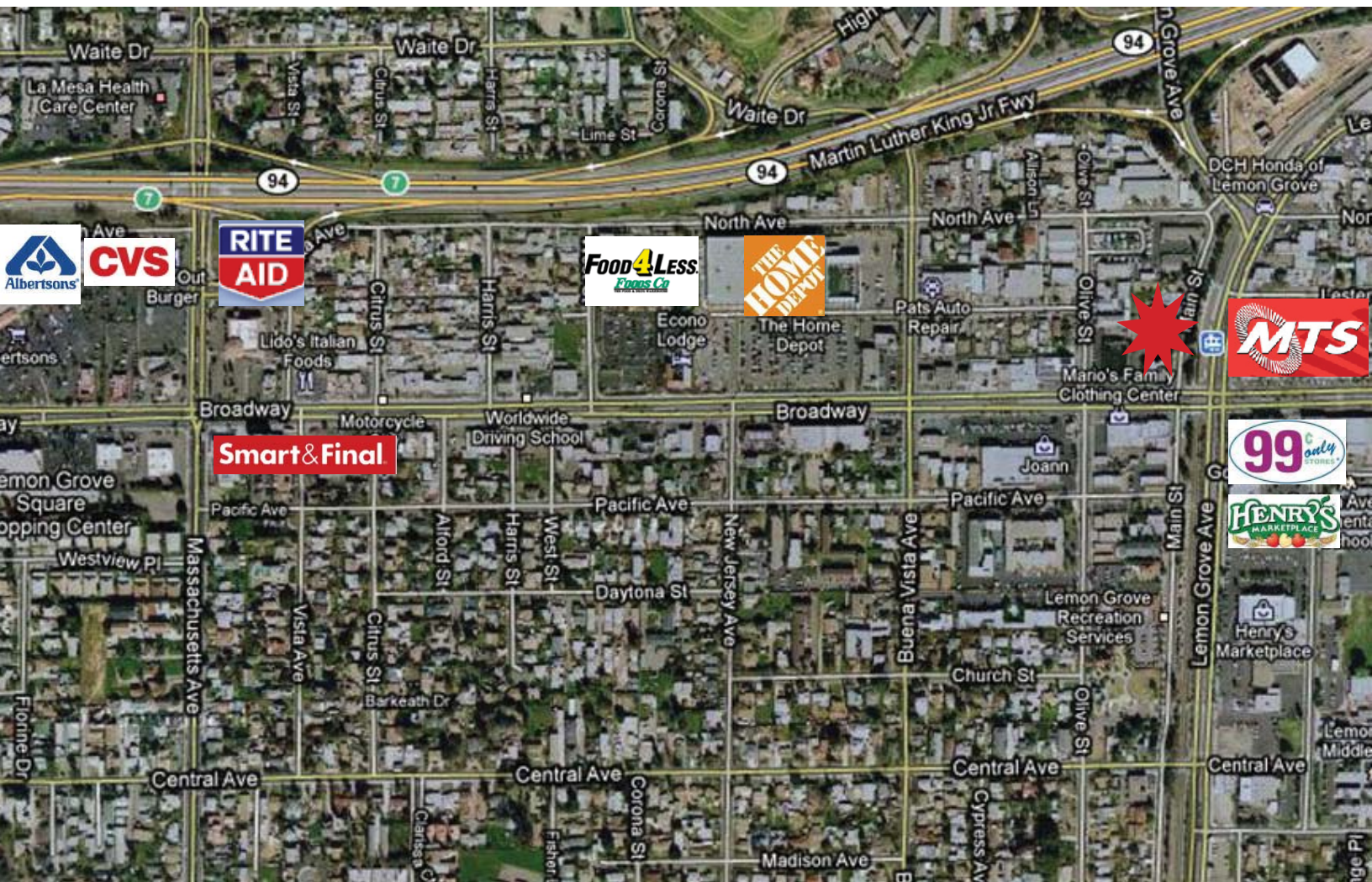
www.malcolmpc.com

Malcolm Properties | DRE 01038402

101 W. Broadway, Suite 1460 | San Diego, CA 92101

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7770 Broadway
Lemon Grove, CA 91945-1703

Latitude: 32.7431
Longitude: -117.03134
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population			
Total Population	19,856	184,828	499,918
Male Population	48.3%	48.7%	49.0%
Female Population	51.7%	51.3%	51.0%
Median Age	35.4	33.4	32.5
2009 Income			
Median Household Income	\$47,894	\$51,798	\$51,706
Per Capita Income	\$21,821	\$22,226	\$21,511
Average Household Income	\$57,232	\$60,674	\$62,995
2009 Households			
Total Households	7,436	66,197	168,029
Average Household Size	2.62	2.72	2.93
2009 Housing			
Owner Occupied Housing Units	42.9%	49.8%	50.0%
Renter Occupied Housing Units	53.1%	46.8%	46.5%
Vacant Housing Units	4.0%	3.4%	3.5%
Population			
1990 Population	18,776	171,041	457,835
2000 Population	19,452	182,527	489,144
2009 Population	19,856	184,828	499,918
2014 Population	20,185	187,334	507,837
1990-2000 Annual Rate	0.35%	0.65%	0.66%
2000-2009 Annual Rate	0.22%	0.14%	0.24%
2009-2014 Annual Rate	0.33%	0.27%	0.31%

In the identified market area, the current year population is 499,918. In 2000, the Census count in the market area was 489,144. The rate of change since 2000 was 0.24 percent annually. The five-year projection for the population in the market area is 507,837, representing a change of 0.31 percent annually from 2009 to 2014. Currently, the population is 49.0 percent male and 51.0 percent female.

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Households			
1990 Households	7,149	62,430	159,524
2000 Households	7,250	65,431	165,350
2009 Households	7,436	66,197	168,029
2014 Households	7,568	67,018	170,397
1990-2000 Annual Rate	0.14%	0.47%	0.36%
2000-2009 Annual Rate	0.27%	0.13%	0.17%
2009-2014 Annual Rate	0.35%	0.25%	0.28%

The household count in this market area has changed from 165,350 in 2000 to 168,029 in the current year, a change of 0.17 percent annually. The five-year projection of households is 170,397, a change of 0.28 percent annually from the current year total. Average household size is currently 2.93, compared to 2.91 in the year 2000. The number of families in the current year is 116,181 in the market area.

Housing

Currently, 50.0 percent of the 174,037 housing units in the market area are owner occupied; 46.5 percent, renter occupied; and 3.5 percent are vacant. In 2000, there were 169,692 housing units—52.5 percent owner occupied, 44.9 percent renter occupied and 2.6 percent vacant. The rate of change in housing units since 2000 is 0.27 percent. Median home value in the market area is \$267,865, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 3.18 percent annually to \$313,201. From 2000 to the current year, median home value changed by 4.89 percent annually.



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Latitude: 32.7431
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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median Household Income			
1990 Median Household Income	\$28,414	\$31,210	\$31,640
2000 Median Household Income	\$37,431	\$40,532	\$40,618
2009 Median Household Income	\$47,894	\$51,798	\$51,706
2014 Median Household Income	\$50,954	\$54,888	\$54,526
1990-2000 Annual Rate	2.79%	2.65%	2.53%
2000-2009 Annual Rate	2.7%	2.69%	2.64%
2009-2014 Annual Rate	1.25%	1.17%	1.07%
Per Capita Income			
1990 Per Capita Income	\$12,715	\$13,470	\$13,623
2000 Per Capita Income	\$17,504	\$18,074	\$17,845
2009 Per Capita Income	\$21,821	\$22,226	\$21,511
2014 Per Capita Income	\$22,689	\$22,988	\$22,239
1990-2000 Annual Rate	3.25%	2.98%	2.74%
2000-2009 Annual Rate	2.41%	2.26%	2.04%
2009-2014 Annual Rate	0.78%	0.68%	0.67%
Average Household Income			
1990 Average Household Income	\$32,898	\$36,192	\$38,566
2000 Average Household Income	\$45,855	\$49,365	\$51,936
2009 Average Household Income	\$57,232	\$60,674	\$62,995
2014 Average Household Income	\$59,378	\$62,711	\$65,163
1990-2000 Annual Rate	3.38%	3.15%	3.02%
2000-2009 Annual Rate	2.42%	2.26%	2.11%
2009-2014 Annual Rate	0.74%	0.66%	0.68%

Households by Income

Current median household income is \$51,706 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$54,526 in five years. In 2000, median household income was \$40,618, compared to \$31,640 in 1990.

Current average household income is \$62,995 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$65,163 in five years. In 2000, average household income was \$51,936, compared to \$38,566 in 1990.

Current per capita income is \$21,511 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$22,239 in five years. In 2000, the per capita income was \$17,845, compared to \$13,623 in 1990.

Population by Employment

Total Businesses	775	6,253	12,106
Total Employees	5,459	48,698	93,645

Currently, 84.7 percent of the civilian labor force in the identified market area is employed and 15.3 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 89.3 percent of the civilian labor force, and unemployment will be 10.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 62.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 2.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 60.2 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 21.3 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 18.5 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 75.0 percent of the market area population drove alone to work, and 3.0 percent worked at home. The average travel time to work in 2000 was 25.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 20.2 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 22.9 percent were high school graduates only (29.8 percent in the U.S.)
- 8.1 percent had completed an Associate degree (7.2 percent in the U.S.)
- 15.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 8.3 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)