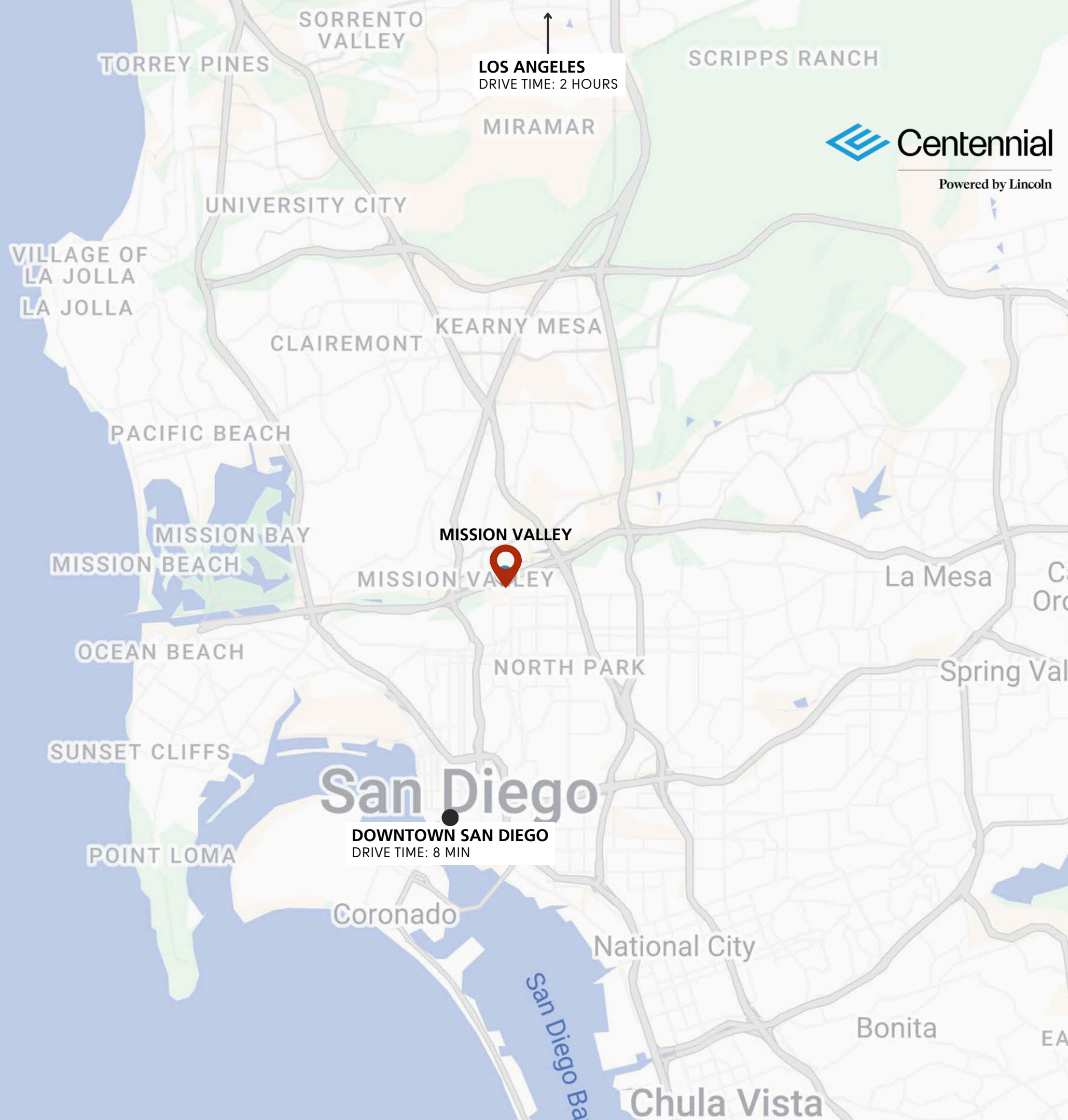


# MISSION VALLEY

SAN DIEGO | CALIFORNIA





SAN DIEGO, CALIFORNIA

SAN DIEGO IS THE  
**2<sup>ND</sup> LARGEST CITY**  
 IN CALIFORNIA



# COASTAL CAPITAL OF INNOVATION & QUALITY OF LIFE

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San Diego metropolitan area is **approximately 3.5M** people and remains the **2nd largest city in the state**.

Tourism is a major economic driver in San Diego with **32M annual visitors in 2025**, generating more than **\$14B in economic impact**.

San Diego's military presence plays a vital role in the local economy, contributing to **more than \$63B annually** and **supporting approximately 370,000 jobs**.

San Diego is home to Balboa Park, the **largest urban cultural park in the U.S.**, featuring 15 museums, art galleries, lush gardens, the Tony Award-winning Globe Theatres and the renowned San Diego Zoo, attracting over 14M visitors each year.

With more than **7,000 farms**, San Diego holds the record of having the **greatest number of farms in the country**.

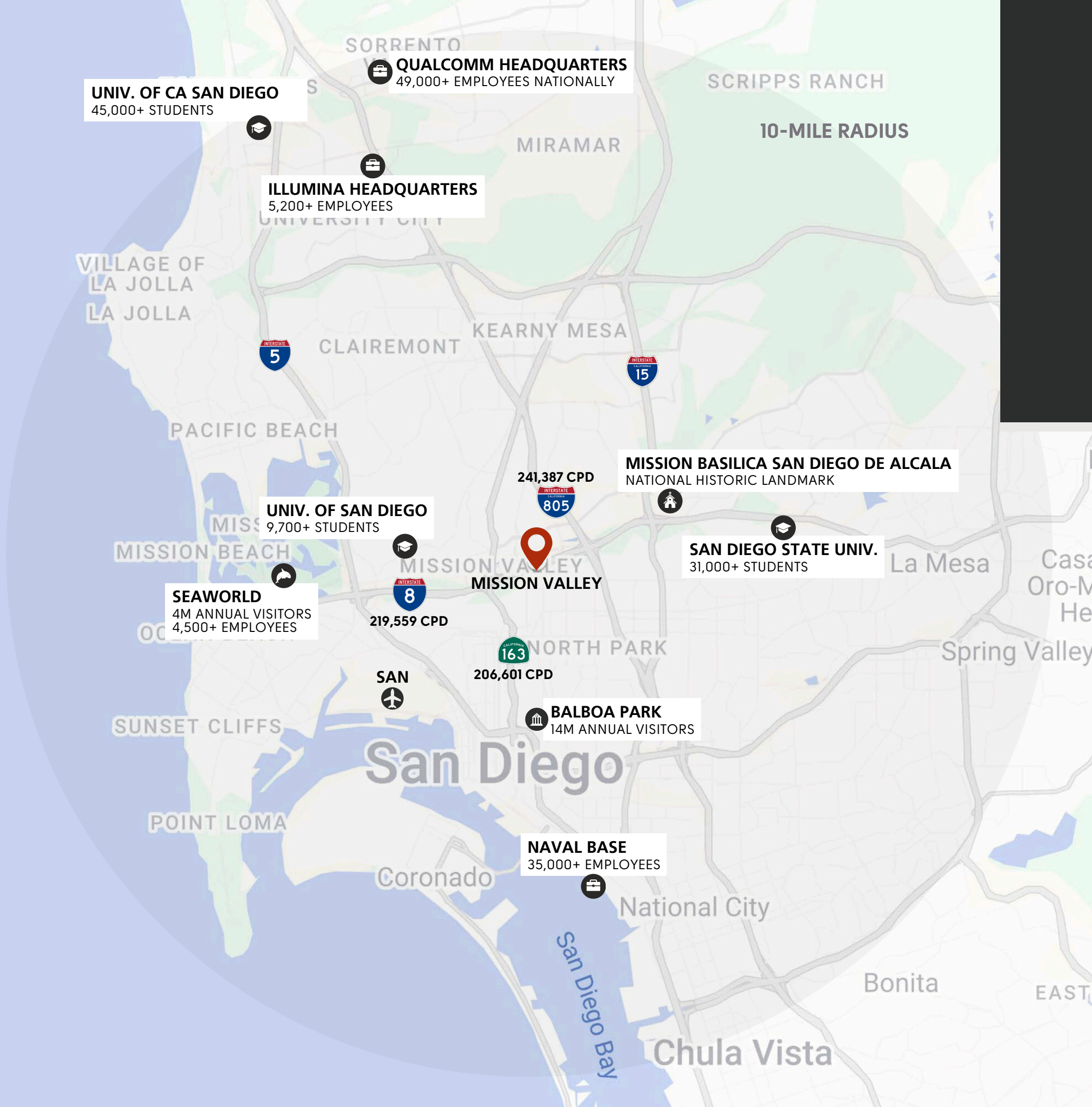
For the fourth consecutive year, San Diego was ranked **America's Greenest City** for its renewable energy usage, abundance of solar installations, and strong environmental policies.

San Diego is home to **17 higher education facilities** including San Diego State University with more than 41K students.



😊 **#3**  
HAPPIEST U.S. CITY BASED  
ON QUALITY OF LIFE

💰 **35%**  
HIGHER AVERAGE HHI OF **\$108,206**  
VS. THE NATIONAL AVERAGE



# THE CENTER OF IT ALL

10-MILE RADIUS EMPLOYEES  
**770,981**

10-MILE RADIUS HIGHER ED. STUDENTS  
**302,932**

Mission Valley is where San Diego naturally comes together.

Perfectly positioned in the center of it all, it's the heartbeat between the coast and downtown, campus and canyon. As the city continues to thrive as an epicenter of innovation, culture and growth, **Mission Valley is the community hub**, bringing people together.

# IT'S ALL IN THE DETAILS

MORE THAN  
**1.1M SF**

RETAILERS  
**66**

RESTAURANTS  
**14**

Nestled in the heart of San Diego, Mission Valley serves the community as the **go-to destination** to shop, dine and connect. From **best-in-class brands** to **year-round events**, Mission Valley has a little something for everyone.



# PROPERTY AERIAL

MORE THAN  
**284,500 CPD**



**CAMINO DE ESTE 7,925 CPD**

Staples

Saks OFF 5TH

IN-N-OUT BURGER

**CAMINO DE LA REINA 14,867 CPD**

PETSMART  
LA Z BOY

bloomingdale's  
the outlet store

NORDSTROM  
**Rack**

24 HOUR FITNESS  
PACSUN  
francesca's

**BEST BUY**

SANDBOX<sup>VR</sup>  
GREAT FOOD • CLASSIC ROCK  
Yard House

**amc**

**TARGET**

**223,074 CPD**

CARVANA

**MISION CENTER RD 18,816 CPD**

**CAMINO DE LA REINA N 19,841 CPD**

Sheraton

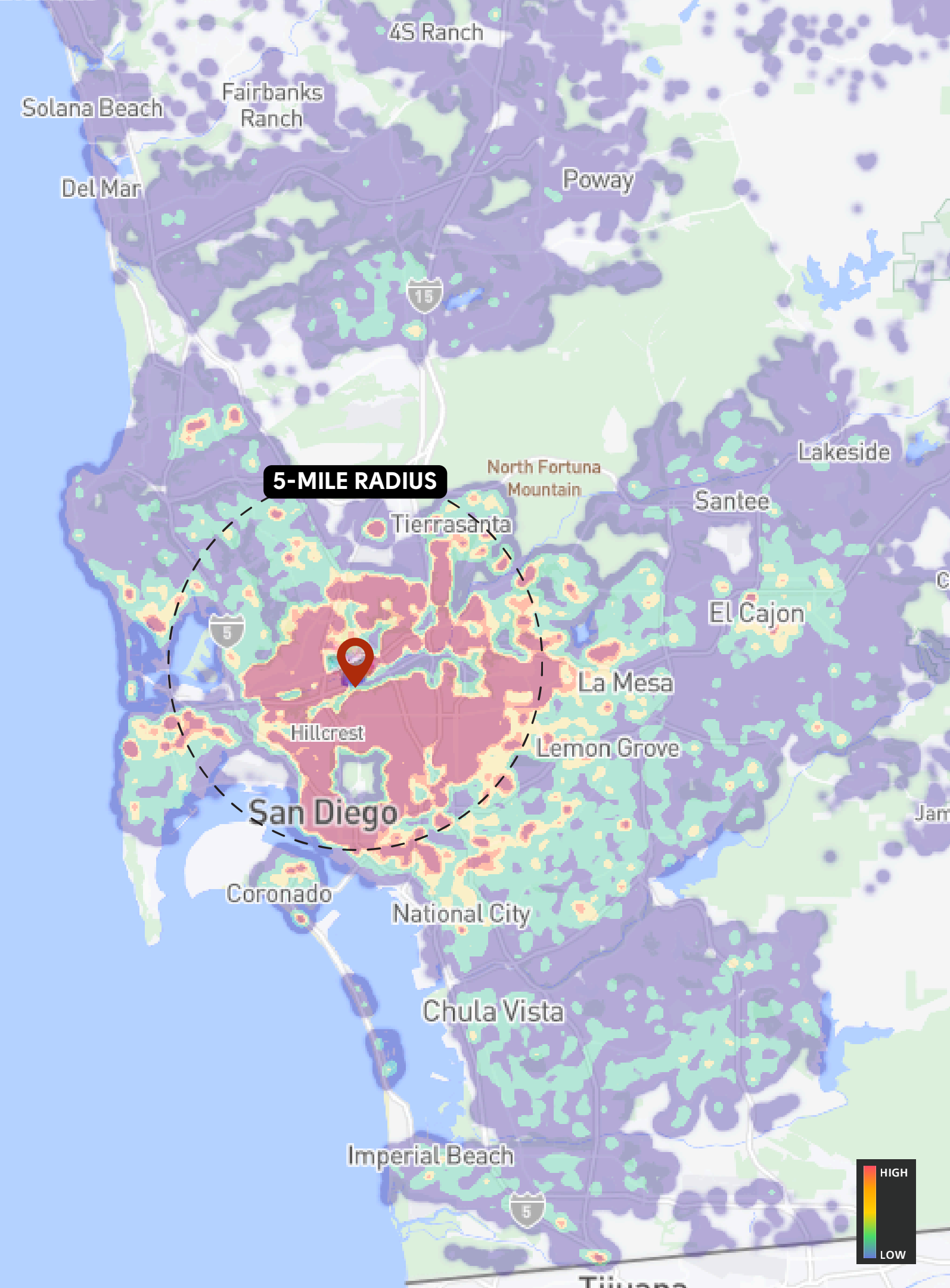
# TRAFFIC DATA

Annual Visits **10.4M**  
Annual Avg. Visit Frequency **4.3**  
Avg. Dwell Time **63 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>859,583</b>	Average HHI	<b>\$120,000</b>
Daytime Population	<b>1M</b>	HHI \$150K-\$200K	<b>12%</b>
Households	<b>348,309</b>	HHI \$200K+	<b>15%</b>
Family Households	<b>176,713</b>	College Degree+	<b>71%</b>
Millennials	<b>31%</b>		
Gen X	<b>18%</b>		

WITHIN A 5 MILE RADIUS OF MISSION VALLEY  
**MORE THAN 8,220 HOUSEHOLDS**  
EARN \$500K OR MORE IN ANNUAL HHI



# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$500K+	4%	+
Avg. Discretionary Income	\$71,543	+
Discretionary Income \$125K-\$150K+	9%	+

ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

Young Professionals 26%

Well-educated young professionals starting their careers in white-collar or technical jobs.

Educated Urbanites 20%

Well educated young singles living in dense urban areas working relatively high paying jobs.



MISSION VALLEY'S CORE CUSTOMERS ARE IDENTIFIED AS THE **MOST EDUCATED** PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.





# AN ELEVATED EXPERIENCE

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Mission Valley offers an elevated experience for its guests, boasting a variety of top-tier brands, with even more to come.

Target ranks **#2 of 296** statewide with **3.5M annual visits**.

Nordstrom Rack ranks **#1 of 59** statewide based on visits.

Yard House ranks **#1 of 12** statewide based on visits.

Bloomingdales Outlet's is **one of four** in the state.



TARGET



Bath & Body Works®



VICTORIA'S SECRET



PAC SUN



PAC SUN

CAVA



tendergreens

Panera BREAD®

amc



**MORE THAN 15 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES**



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MISSION-VALLEY.COM

