

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.745342, -116.930501

17-May-2019

## 1167-Rancho San Diego

### El Cajon, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2018 Estimated Population	11,416	61,946	212,794	880,265
	2018 Daytime Population	21,672	71,012	204,828	815,726
	2023 Population Forecast	11,908	63,570	215,489	901,166
	2010 Census Population	10,101	57,388	202,929	829,192
	2000 Census Population	9,561	53,305	191,741	761,197
	1990 Census Population	8,421	50,327	176,192	691,725
	Historical Annual Growth, 1990 to 2000	1.28%	0.58%	0.85%	0.96%
	Historical Annual Growth, 2000 to 2010	0.55%	0.74%	0.57%	0.86%
	Estimated Annual Growth, 2010 to 2018	1.41%	0.88%	0.54%	0.69%
	Projected Annual Growth, 2018 to 2023	0.85%	0.52%	0.25%	0.47%
<b>HOUSEHOLDS</b>	2018 Estimated Households	4,510	21,905	72,859	295,180
	2023 Households Forecast	4,725	22,490	73,809	301,862
	2010 Census Households	3,936	20,303	69,425	278,281
	2000 Census Households	3,459	18,939	67,670	260,231
	1990 Census Households	2,915	17,631	63,015	240,116
	Historical Annual Growth, 1990 to 2000	1.73%	0.72%	0.72%	0.81%
	Historical Annual Growth, 2000 to 2010	1.30%	0.70%	0.26%	0.67%
	Estimated Annual Growth, 2010 to 2018	1.57%	0.87%	0.55%	0.68%
	Projected Annual Growth, 2018 to 2023	0.93%	0.53%	0.26%	0.45%
	2018 % Households With Children	29%	32%	34%	33%
2018 Persons per Household	2.53	2.82	2.88	2.94	
<b>INCOME 2018</b>	HH Income \$500,000 or more	1.04%	1.55%	1.02%	0.96%
	HH Income \$250,000 to \$499,999	1.27%	1.84%	1.22%	1.16%
	HH Income \$200,000 to \$249,999	2.95%	4.32%	2.86%	2.70%
	HH Income \$175,000 to \$199,999	6.51%	6.46%	3.60%	3.86%
	HH Income \$150,000 to \$174,999	6.01%	7.00%	4.63%	4.98%
	HH Income \$100,000 to \$149,999	18.07%	18.69%	15.51%	17.84%
	HH Income \$75,000 to \$99,999	22.75%	16.20%	13.77%	14.31%
	HH Income \$50,000 to \$74,999	14.87%	14.27%	17.07%	17.49%
	HH Income \$35,000 to \$49,999	8.80%	9.86%	12.34%	11.68%
	HH Income \$25,000 to \$34,999	5.31%	7.05%	9.23%	8.53%
	HH Income \$15,000 to \$24,999	5.29%	6.10%	9.29%	8.07%
	HH Income \$0 to \$14,999	7.14%	6.66%	9.46%	8.43%
	Average Household Income	\$101,816	\$104,442	\$83,445	\$86,287
Median Household Income	\$82,571	\$83,070	\$63,074	\$68,295	
Per Capita Income	\$40,255	\$37,076	\$28,873	\$29,174	
2000 Average Household Income	\$69,063	\$73,630	\$57,589	\$56,970	
2000 Median Household Income	\$59,834	\$59,287	\$44,001	\$46,136	
<b>WRKPLACE 2018</b>	Workplace Establishments	298	1,313	4,815	14,694
	Workplace Employees (Full Time Employees)	4,451	17,397	64,895	207,819

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<b>POPULATION BY AGE 2018</b>	Count of Pop 0 to 4 years	824	3,892	14,386	60,246
	Count of Pop 5 to 14 years	1,309	6,430	24,721	103,223
	Count of Pop 14 to 22 years	1,063	6,037	22,006	98,047
	Count of Pop 22 to 30 years	1,255	6,998	24,480	98,529
	Count of Pop 30 to 45 years	2,364	10,763	40,783	171,061
	Count of Pop 45 to 60 years	2,165	12,045	40,296	168,682
	Count of Pop 60 to 75 years	1,849	11,525	33,443	130,212
	Count of Pop 75+ years	588	4,258	12,679	50,265
	Population 0 to 4 Years	7.22%	6.28%	6.76%	6.84%
	Population 5 to 13 Years	11.46%	10.38%	11.62%	11.73%
	Population 14 to 21 Years	9.31%	9.75%	10.34%	11.14%
	Population 22 to 29 Years	10.99%	11.30%	11.50%	11.19%
	Population 30 to 44 Years	20.71%	17.37%	19.17%	19.43%
	Population 45 to 59 Years	18.96%	19.44%	18.94%	19.16%
	Population 60 to 74 Years	16.20%	18.60%	15.72%	14.79%
	Population 74 Years Plus	5.15%	6.87%	5.96%	5.71%
Median Age	37.4	40.2	37.2	36.7	
<b>GENDER 2018</b>	Male Population	5,530	30,051	104,296	431,249
	Female Population	5,887	31,895	108,498	449,015
<b>RACE 2018</b>	2018 Estimated Population	11,416	61,946	212,794	880,265
	White	78.24%	77.35%	69.40%	61.03%
	Black or African American	5.66%	5.34%	7.30%	8.53%
	Asian or Pacific Islander	5.78%	4.91%	4.63%	12.09%
	Other Races	10.32%	12.39%	18.66%	18.36%
<b>HISPANIC</b>	2018 Hispanic Population	2,245	13,116	62,297	290,888
	2018 Hispanic Population %	19.67%	21.17%	29.28%	33.05%
	2023 Hispanic Population Forecast	2,450	13,891	63,705	301,217
	2023 Hispanic Population % Projected	20.57%	21.85%	29.56%	33.43%
	2000 Hispanic Population %	13.48%	13.00%	20.70%	23.41%
1990 Hispanic Population %	9.86%	9.55%	13.36%	15.79%	
<b>EDUCATION (AGE 25+) 2018</b>	Adult Population (25 Years or Older)	7,747	42,912	142,489	581,510
	Elementary	2.00%	4.04%	7.19%	7.16%
	Some High School	2.94%	4.21%	6.67%	7.15%
	High School Graduate	16.41%	20.34%	24.97%	22.73%
	Some College	25.33%	25.47%	26.56%	26.25%
	Associates Degree	10.37%	8.62%	8.26%	8.80%
	Bachelors Degree	29.11%	23.73%	17.38%	18.57%
	Graduate Degree	13.85%	13.60%	8.97%	9.35%
% College (4+)	42.96%	37.32%	26.35%	27.91%	
<b>HOUSING 2018</b>	Total Housing Units	4,768	22,757	76,165	309,667
	Owner Occupied Percent	51.19%	64.67%	50.76%	55.64%
	Renter Occupied Percent	43.41%	31.59%	44.90%	39.68%
	Vacant Housing Percent	5.40%	3.74%	4.34%	4.68%

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<b>HOMES BUILT BY YEAR 2018</b>				
Homes Built 2010 or later	0.00%	0.32%	0.22%	0.39%
Homes Built 2000 to 2009	12.18%	11.03%	6.89%	10.68%
Homes Built 1990 to 1999	22.56%	11.81%	9.20%	10.03%
Homes Built 1980 to 1989	48.72%	25.91%	18.00%	15.83%
Homes Built 1970 to 1979	12.14%	25.32%	27.15%	24.43%
Homes Built 1960 to 1979	0.88%	10.82%	16.68%	15.85%
Homes Built 1950 to 1959	2.50%	11.00%	15.49%	15.88%
Homes Built 1940 to 1949	0.62%	2.50%	4.39%	4.36%
Homes Built 1939 or earlier	0.40%	1.27%	1.97%	2.55%
<b>HOME VALUE (OWNER OCCUPIED) 2018</b>				
Property Value \$1,000,000 or more	23.98%	32.11%	24.03%	18.97%
Property Value \$750,000 to \$999,999	21.43%	20.61%	18.45%	17.78%
Property Value \$500,000 to \$749,999	38.49%	29.91%	33.11%	37.45%
Property Value \$400,000 to \$499,999	7.77%	5.30%	7.33%	9.12%
Property Value \$300,000 to \$399,999	3.92%	4.34%	5.60%	6.08%
Property Value \$200,000 to \$299,999	0.67%	1.36%	2.55%	2.93%
Property Value \$150,000 to \$199,999	0.66%	0.76%	1.14%	1.25%
Property Value \$100,000 to \$149,999	0.06%	1.79%	1.40%	1.30%
Property Value \$60,000 to \$99,999	1.41%	1.38%	1.66%	1.58%
Property Value \$40,000 to \$59,999	0.00%	0.44%	0.93%	1.01%
Property Value \$0 to \$39,999	1.62%	2.00%	3.80%	2.53%
Median Home Value	\$720,131	\$783,049	\$693,216	\$661,537
Median Rent per Month (Census 2000)	\$962	\$864	\$702	\$722
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018</b>				
Employed Civilian Population 16+ by Occupation	5,335	29,198	96,709	409,515
Managerial/Executive	16.71%	19.00%	14.48%	14.66%
Professional Specialty	26.89%	24.36%	19.37%	21.20%
Healthcare Support	4.46%	2.74%	2.41%	2.26%
Sales	11.40%	12.70%	11.77%	10.73%
Office & Administrative Support	17.33%	13.23%	13.97%	14.06%
Protective Service	3.54%	2.58%	2.63%	2.89%
Food Preparation	5.94%	4.69%	6.31%	6.70%
Building Maintenance & Cleaning	1.22%	2.19%	4.78%	4.47%
Personal Care	3.33%	4.56%	5.39%	5.37%
Farming, Fishing, & Forestry	0.31%	0.10%	0.11%	0.19%
Construction	3.39%	6.68%	9.20%	8.31%
Production & Transportation	5.48%	7.17%	9.56%	9.16%
Percent White Collar	76.79%	72.03%	62.01%	62.91%
Percent Blue Collar	23.21%	27.97%	37.99%	37.09%
Median Employee Salary	43,867	45,107	45,832	45,970
Average Employee Salary	50,160	52,962	53,394	53,395
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	217	1,354	6,055	23,748
2018 Estimated Unemployed (Age 16 and Up)	276	2,039	8,045	28,179
2018 Estimated Unemployed Rate (Age 16 and Up)	4.62%	6.24%	7.55%	6.41%

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<b>TRANSPORTATION TO WORK 2018</b>	Drive to Work Alone	82.35%	81.94%	79.07%	79.24%
	Drive to Work Carpool	10.98%	9.28%	9.81%	10.30%
	Travel to Work by Public Transportation	1.81%	1.24%	2.53%	2.91%
	Drive to Work on Motorcycle	0.00%	0.28%	0.50%	0.53%
	Drive to Work on Bicycle	0.00%	0.15%	0.26%	0.27%
	Walk to Work	0.78%	0.92%	1.59%	1.55%
	Other Means	1.16%	0.65%	0.68%	0.63%
	Work at Home	2.91%	5.54%	5.56%	4.55%
<b>TRAVEL TIME TO WORK 2018</b>	Travel Time in Less than 5 minutes	1.34%	1.63%	1.62%	1.20%
	Travel to Work in 5 to 9 minutes	4.30%	6.02%	8.23%	6.35%
	Travel to Work in 10 to 14 minutes	7.34%	10.79%	11.49%	11.27%
	Travel to Work in 15 to 19 minutes	17.46%	15.20%	15.26%	16.26%
	Travel to Work in 20 to 29 minutes	29.47%	30.32%	28.94%	29.47%
	Travel to Work in 30 to 44 minutes	25.56%	24.73%	23.42%	24.16%
	Travel to Work in 45 to 59 minutes	10.95%	7.12%	5.94%	6.05%
	Travel to Work in 60 minutes or more	3.59%	4.18%	5.10%	5.25%
Average Travel Time to Work	26.4	26.3	26.2	25.5	
<b>SPENDING PATTERNS 2018</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$57.49	\$58.11	\$57.12	\$57.17
	Apparel and Related Services	\$14.80	\$14.87	\$13.95	\$14.18
	Transportation	\$82.31	\$83.11	\$78.55	\$79.66
	Healthcare	\$44.32	\$45.39	\$42.73	\$43.07
	Entertainment	\$22.87	\$23.20	\$21.69	\$21.96
<b>LIFESTYLE SEGMENTATION 2018</b>	Category A - Crème de la Crème	484	7,675	19,212	56,216
	Category B - Urban Cliff Hangers	2,795	10,360	16,993	115,086
	Category C - Urban Cliff Dwellers	1,579	3,805	12,395	39,006
	Category D - Seasoned Urban Dwellers	0	3,223	3,351	9,917
	Category E - Thriving Alone	1,717	1,717	3,865	25,716
	Category F - Going it Alone	581	6,663	31,764	127,626
	Category G - Struggling Alone	0	92	12,811	31,114
	Category H - Single in the Suburbs	2,437	11,217	69,612	141,170
	Category I - Married in the Suburbs	393	7,111	12,154	89,906
	Category J - Retired in the Suburbs	1,421	7,668	11,868	27,599
	Category K - Living with Nature	0	0	0	1,971
	Category L - Working with Nature	0	0	307	2,872
	Category M - Harlem Gateway	0	0	0	2,266
	Category N - Espaniola	0	0	12,069	141,966
	Category O - Specialties	0	2,133	3,308	56,770

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