

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.745342, -116.930501

19-Mar-2020

111670-Rancho San Diego

El Cajon, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2019 Estimated Population	11,242	61,461	212,677	883,016	
	2019 Daytime Population	21,717	70,222	204,259	815,272	
	2024 Population Forecast	11,614	62,846	215,395	904,591	
	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 2019	1.10%	0.71%	0.48%	0.65%	
	Projected Annual Growth, 2019 to 2024	0.65%	0.45%	0.25%	0.48%	
	HOUSEHOLDS	2019 Estimated Households	4,432	21,727	72,831	295,969
		2024 Households Forecast	4,594	22,219	73,777	302,816
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 2019		1.22%	0.70%	0.49%	0.63%	
Projected Annual Growth, 2019 to 2024		0.72%	0.45%	0.26%	0.46%	
2019 % Households With Children		28%	32%	33%	32%	
2019 Persons per Household		2.53	2.82	2.88	2.95	
INCOME 2019		HH Income \$500,000 or more	0.87%	1.55%	1.16%	1.15%
	HH Income \$250,000 to \$499,999	1.02%	1.87%	1.38%	1.38%	
	HH Income \$200,000 to \$249,999	2.40%	4.36%	3.22%	3.23%	
	HH Income \$175,000 to \$199,999	8.27%	7.06%	3.80%	4.13%	
	HH Income \$150,000 to \$174,999	5.40%	6.96%	4.79%	5.43%	
	HH Income \$100,000 to \$149,999	17.31%	19.60%	15.93%	18.58%	
	HH Income \$75,000 to \$99,999	22.67%	16.29%	14.09%	14.23%	
	HH Income \$50,000 to \$74,999	16.26%	15.26%	17.54%	17.15%	
	HH Income \$35,000 to \$49,999	7.37%	9.05%	11.83%	11.04%	
	HH Income \$25,000 to \$34,999	7.10%	6.28%	8.52%	7.95%	
	HH Income \$15,000 to \$24,999	4.95%	5.56%	8.64%	7.73%	
	HH Income \$0 to \$14,999	6.38%	6.17%	9.10%	8.01%	
Average Household Income	\$100,471	\$105,668	\$86,189	\$90,251		
Median Household Income	\$82,465	\$85,562	\$66,177	\$71,856		
Per Capita Income	\$39,646	\$37,499	\$29,818	\$30,489		
2000 Average Household Income	\$69,063	\$73,630	\$57,589	\$56,970		
2000 Median Household Income	\$59,834	\$59,287	\$44,001	\$46,136		
WRKPLACE 2019	Workplace Establishments	298	1,327	4,877	14,876	
	Workplace Employees (Full Time Employees)	4,398	17,282	64,819	207,880	

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POPULATION BY AGE 2019	Count of Pop 0 to 4 years	805	3,839	14,360	60,172
	Count of Pop 5 to 14 years	1,315	6,426	24,707	103,855
	Count of Pop 14 to 22 years	1,017	5,752	21,458	96,462
	Count of Pop 22 to 30 years	1,206	7,005	24,349	98,145
	Count of Pop 30 to 45 years	2,342	10,725	40,927	171,433
	Count of Pop 45 to 60 years	2,078	11,590	39,429	167,142
	Count of Pop 60 to 75 years	1,910	11,815	34,571	134,781
	Count of Pop 75+ years	569	4,309	12,877	51,026
	Population 0 to 4 Years	7.16%	6.25%	6.75%	6.81%
	Population 5 to 13 Years	11.70%	10.46%	11.62%	11.76%
	Population 14 to 21 Years	9.05%	9.36%	10.09%	10.92%
	Population 22 to 29 Years	10.73%	11.40%	11.45%	11.11%
	Population 30 to 44 Years	20.83%	17.45%	19.24%	19.41%
	Population 45 to 59 Years	18.48%	18.86%	18.54%	18.93%
	Population 60 to 74 Years	16.99%	19.22%	16.26%	15.26%
	Population 74 Years Plus	5.06%	7.01%	6.05%	5.78%
	Median Age	37.7	40.3	37.4	36.9
GENDER 2019	Male Population	5,445	29,798	104,241	432,678
	Female Population	5,797	31,663	108,436	450,338
RACE 2019	2019 Estimated Population	11,242	61,461	212,677	883,016
	White	78.44%	76.91%	69.57%	61.05%
	Black or African American	5.51%	5.30%	7.26%	8.52%
	Asian or Pacific Islander	5.72%	5.07%	4.66%	12.16%
	Other Races	10.33%	12.72%	18.51%	18.27%
HISPANIC	2019 Hispanic Population	2,134	13,056	62,125	292,248
	2019 Hispanic Population %	18.98%	21.24%	29.21%	33.10%
	2024 Hispanic Population Forecast	2,203	13,411	62,948	300,734
	2024 Hispanic Population % Projected	18.97%	21.34%	29.22%	33.25%
	2000 Hispanic Population %	13.48%	13.00%	20.70%	23.41%
1990 Hispanic Population %	9.86%	9.55%	13.36%	15.79%	
EDUCATION (AGE 25+) 2019	Adult Population (25 Years or Older)	7,642	42,799	143,101	585,524
	Elementary	2.03%	4.02%	7.20%	7.17%
	Some High School	2.96%	4.22%	6.69%	7.15%
	High School Graduate	16.42%	20.36%	25.02%	22.72%
	Some College	25.23%	25.42%	26.55%	26.24%
	Associates Degree	10.36%	8.62%	8.25%	8.80%
	Bachelors Degree	29.11%	23.74%	17.34%	18.58%
	Graduate Degree	13.89%	13.63%	8.96%	9.34%
% College (4+)	43.00%	37.37%	26.30%	27.92%	
HOUSING 2019	Total Housing Units	4,751	22,627	76,160	310,600
	Owner Occupied Percent	50.42%	64.63%	50.76%	55.61%
	Renter Occupied Percent	42.87%	31.40%	44.87%	39.68%
	Vacant Housing Percent	6.70%	3.98%	4.37%	4.71%

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HOMES BUILT BY YEAR 2019				
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%
HOME VALUE (OWNER OCCUPIED) 2019				
Property Value \$1,000,000 or more	23.24%	30.82%	23.20%	19.44%
Property Value \$750,000 to \$999,999	28.18%	26.32%	21.34%	20.51%
Property Value \$500,000 to \$749,999	33.26%	25.77%	32.53%	36.97%
Property Value \$400,000 to \$499,999	10.13%	6.43%	8.74%	9.76%
Property Value \$300,000 to \$399,999	2.78%	3.44%	4.49%	4.65%
Property Value \$200,000 to \$299,999	0.19%	1.26%	2.28%	2.19%
Property Value \$150,000 to \$199,999	0.75%	0.60%	0.75%	0.99%
Property Value \$100,000 to \$149,999	0.04%	1.35%	1.13%	1.14%
Property Value \$60,000 to \$99,999	1.00%	1.21%	1.25%	1.23%
Property Value \$40,000 to \$59,999	0.01%	0.42%	0.82%	1.04%
Property Value \$0 to \$39,999	0.41%	2.39%	3.46%	2.08%
Median Home Value	\$762,610	\$817,833	\$708,077	\$682,008
Median Rent per Month (Census 2000)	\$962	\$864	\$702	\$722
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019				
Employed Civilian Population 16+ by Occupation	5,331	29,842	99,338	419,666
Managerial/Executive	16.16%	18.33%	14.11%	14.92%
Professional Specialty	25.72%	24.69%	19.53%	21.35%
Healthcare Support	5.00%	3.78%	4.12%	3.78%
Sales	12.39%	12.31%	11.43%	10.62%
Office & Administrative Support	16.29%	12.44%	12.52%	12.64%
Protective Service	2.62%	2.83%	2.93%	2.98%
Food Preparation	6.89%	5.39%	6.46%	6.81%
Building Maintenance & Cleaning	0.97%	2.41%	4.69%	4.36%
Personal Care	2.49%	3.60%	3.83%	3.78%
Farming, Fishing, & Forestry	0.40%	0.13%	0.11%	0.21%
Construction	4.20%	6.69%	9.48%	8.34%
Production & Transportation	6.86%	7.40%	10.78%	10.21%
Percent White Collar	75.56%	71.55%	61.71%	63.31%
Percent Blue Collar	24.44%	28.45%	38.29%	36.69%
Median Employee Salary	46,144	46,659	47,762	47,919
Average Employee Salary	52,687	54,961	55,766	55,955
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	217	1,354	6,055	23,748
2019 Estimated Unemployed (Age 16 and Up)	157	1,367	5,096	18,295
2019 Estimated Unemployed Rate (Age 16 and Up)	2.89%	4.13%	4.82%	4.17%

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TRANSPORTATION TO WORK 2019	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%
TRAVEL TIME TO WORK 2019	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	
SPENDING PATTERNS 2019	Grocery Store Market Basket Weekly Per Capita Spending	\$61.46	\$62.00	\$61.20	\$61.17
	Apparel and Related Services	\$14.86	\$14.85	\$13.98	\$14.14
	Transportation	\$96.15	\$96.71	\$91.64	\$92.71
	Healthcare	\$49.37	\$50.26	\$47.90	\$48.07
	Entertainment	\$23.60	\$23.87	\$22.32	\$22.55
LIFESTYLE SEGMENTATION 2019	Category A - Crème de la Crème	32	6,875	18,335	62,903
	Category B - Urban Cliff Climbers	2,778	3,743	20,905	112,395
	Category C - Urban Cliff Dwellers	1,551	6,299	17,168	37,974
	Category D - Seasoned Urban Dwellers	0	4,203	7,359	12,224
	Category E - Thriving Alone	2,110	2,459	3,650	22,851
	Category F - Going it Alone	574	6,625	28,058	133,831
	Category G - Struggling Alone	0	23	9,160	27,013
	Category H - Single in the Suburbs	2,365	11,050	60,905	137,105
	Category I - Married in the Suburbs	413	11,129	16,512	93,987
	Category J - Retired in the Suburbs	1,409	6,642	8,701	25,238
	Category K - Living with Nature	0	0	0	1,956
	Category L - Working with Nature	0	0	308	2,890
	Category M - Harlem Gateway	0	0	0	2,268
	Category N - Espaniola	0	0	15,236	144,647
	Category O - Specialties	0	2,130	3,297	54,670

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