

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.820915, -117.156691

12-Apr-2021

## 100390-Vista Balboa Center

### San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2020 Estimated Population	12,135	120,980	335,445	1,245,776
	2020 Daytime Population	47,811	254,606	567,281	1,778,792
	2025 Population Forecast	12,663	125,616	350,142	1,284,931
	2010 Census Population	10,686	110,414	303,923	1,163,502
	2000 Census Population	10,227	108,030	293,641	1,098,309
	1990 Census Population	9,857	104,552	277,239	1,004,132
	Historical Annual Growth, 1990 to 2000	0.37%	0.33%	0.58%	0.90%
	Historical Annual Growth, 2000 to 2010	0.44%	0.22%	0.34%	0.58%
	Estimated Annual Growth, 2010 to 2020	1.19%	0.85%	0.92%	0.64%
	Projected Annual Growth, 2020 to 2025	0.86%	0.75%	0.86%	0.62%
<b>HOUSEHOLDS</b>	2020 Estimated Households	4,862	45,967	144,005	485,809
	2025 Households Forecast	5,082	47,904	150,623	502,141
	2010 Census Households	4,256	41,511	129,597	448,856
	2000 Census Households	4,108	39,932	124,658	424,623
	1990 Census Households	4,051	37,689	114,599	385,695
	Historical Annual Growth, 1990 to 2000	0.14%	0.58%	0.84%	0.97%
	Historical Annual Growth, 2000 to 2010	0.35%	0.39%	0.39%	0.56%
	Estimated Annual Growth, 2010 to 2020	1.25%	0.95%	0.99%	0.74%
	Projected Annual Growth, 2020 to 2025	0.89%	0.83%	0.90%	0.66%
	2020 % Households With Children	23%	27%	21%	25%
2020 Persons per Household	2.49	2.60	2.28	2.47	
<b>INCOME 2020</b>	HH Income \$500,000 or more	2.11%	1.72%	1.96%	2.13%
	HH Income \$250,000 to \$499,999	2.53%	2.07%	2.36%	2.56%
	HH Income \$200,000 to \$249,999	5.91%	4.82%	5.50%	5.97%
	HH Income \$175,000 to \$199,999	3.65%	4.43%	5.29%	5.44%
	HH Income \$150,000 to \$174,999	6.82%	6.68%	6.89%	6.42%
	HH Income \$100,000 to \$149,999	18.71%	19.06%	19.05%	18.21%
	HH Income \$75,000 to \$99,999	14.52%	15.90%	14.82%	13.19%
	HH Income \$50,000 to \$74,999	14.05%	15.90%	16.14%	15.70%
	HH Income \$35,000 to \$49,999	9.06%	9.74%	9.76%	9.77%
	HH Income \$25,000 to \$34,999	7.22%	6.90%	5.94%	6.62%
	HH Income \$15,000 to \$24,999	7.25%	5.59%	5.36%	6.46%
	HH Income \$0 to \$14,999	8.17%	7.19%	6.94%	7.53%
	Average Household Income	\$97,167	\$99,750	\$106,111	\$110,754
Median Household Income	\$81,292	\$81,569	\$83,857	\$81,630	
Per Capita Income	\$39,057	\$38,298	\$46,029	\$44,490	
2000 Average Household Income	\$52,068	\$54,460	\$57,751	\$60,728	
2000 Median Household Income	\$43,217	\$44,887	\$45,145	\$44,660	
<b>WRKPLACE 2020</b>	Workplace Establishments	1,392	5,560	14,763	41,141
	Workplace Employees (Full Time Employees)	37,938	148,941	327,362	846,641

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	892	9,370	26,925	90,618
	Count of Pop 5 to 14 years	1,403	15,618	42,199	148,625
	Count of Pop 14 to 22 years	894	10,983	34,464	139,372
	Count of Pop 22 to 30 years	948	9,690	21,319	111,208
	Count of Pop 30 to 45 years	2,830	29,267	86,186	283,468
	Count of Pop 45 to 60 years	2,299	21,813	59,643	229,589
	Count of Pop 60 to 75 years	1,941	16,826	45,026	173,967
	Count of Pop 75+ years	928	7,412	19,684	68,928
	Population 0 to 4 Years	7.35%	7.75%	8.03%	7.27%
	Population 5 to 13 Years	11.56%	12.91%	12.58%	11.93%
	Population 14 to 21 Years	7.37%	9.08%	10.27%	11.19%
	Population 22 to 29 Years	7.81%	8.01%	6.36%	8.93%
	Population 30 to 44 Years	23.32%	24.19%	25.69%	22.75%
	Population 45 to 59 Years	18.94%	18.03%	17.78%	18.43%
	Population 60 to 74 Years	16.00%	13.91%	13.42%	13.96%
Population 74 Years Plus	7.65%	6.13%	5.87%	5.53%	
Median Age	40.0	37.7	37.7	37.2	
<b>GENDER 2020</b>	Male Population	6,075	60,496	168,558	631,806
	Female Population	6,061	60,484	166,887	613,969
<b>RACE 2020</b>	2020 Estimated Population	12,135	120,980	335,445	1,245,776
	White	62.25%	64.33%	68.35%	64.29%
	Black or African American	5.46%	5.68%	4.91%	6.61%
	Asian or Pacific Islander	18.93%	15.68%	14.48%	14.79%
	Other Races	13.35%	14.31%	12.25%	14.32%
<b>HISPANIC</b>	2020 Hispanic Population	2,906	28,869	70,030	322,928
	2020 Hispanic Population %	23.95%	23.86%	20.88%	25.92%
	2025 Hispanic Population Forecast	3,097	29,916	72,883	331,456
	2025 Hispanic Population % Projected	24.46%	23.82%	20.82%	25.80%
	2000 Hispanic Population %	13.85%	18.08%	16.14%	22.35%
1990 Hispanic Population %	10.49%	12.41%	11.27%	16.97%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	8,585	81,400	223,465	821,041
	Elementary	4.56%	5.03%	3.06%	5.86%
	Some High School	5.82%	4.43%	3.11%	5.06%
	High School Graduate	19.65%	16.20%	13.29%	14.89%
	Some College	20.01%	22.94%	20.51%	20.13%
	Associates Degree	8.47%	8.32%	7.56%	7.30%
	Bachelors Degree	27.17%	27.89%	31.66%	27.30%
	Graduate Degree	14.34%	15.21%	20.81%	19.46%
% College (4+)	41.50%	43.09%	52.47%	46.76%	
<b>HOUSING 2020</b>	Total Housing Units	5,096	48,178	152,324	519,787
	Owner Occupied Percent	51.29%	47.27%	42.48%	43.79%
	Renter Occupied Percent	44.11%	48.14%	52.05%	49.68%
	Vacant Housing Percent	4.60%	4.59%	5.46%	6.54%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	0.33%	0.32%	0.23%	0.21%
Homes Built 2000 to 2009	6.82%	8.85%	7.77%	9.38%
Homes Built 1990 to 1999	7.01%	7.66%	9.42%	10.23%
Homes Built 1980 to 1989	8.57%	10.02%	14.90%	15.03%
Homes Built 1970 to 1979	23.58%	21.28%	24.78%	21.91%
Homes Built 1960 to 1979	32.43%	22.31%	16.49%	13.68%
Homes Built 1950 to 1959	19.31%	26.23%	17.15%	15.41%
Homes Built 1940 to 1949	1.48%	2.76%	3.86%	6.15%
Homes Built 1939 or earlier	0.47%	0.57%	5.42%	8.01%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	9.46%	13.11%	23.16%	25.32%
Property Value \$750,000 to \$999,999	38.41%	35.76%	29.13%	23.67%
Property Value \$500,000 to \$749,999	31.51%	33.05%	26.28%	25.80%
Property Value \$400,000 to \$499,999	6.92%	6.43%	7.36%	8.12%
Property Value \$300,000 to \$399,999	5.76%	2.87%	3.97%	3.98%
Property Value \$200,000 to \$299,999	2.99%	1.69%	2.01%	1.90%
Property Value \$150,000 to \$199,999	1.48%	0.69%	0.50%	0.51%
Property Value \$100,000 to \$149,999	0.95%	0.73%	0.59%	0.52%
Property Value \$60,000 to \$99,999	1.13%	0.60%	0.50%	0.48%
Property Value \$40,000 to \$59,999	0.83%	0.48%	0.31%	0.29%
Property Value \$0 to \$39,999	0.43%	0.98%	0.81%	0.76%
Median Home Value	\$733,588	\$754,691	\$792,787	\$784,994
Median Rent per Month (Census 2000)	\$764	\$843	\$820	\$757
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	6,063	59,000	167,675	616,205
Managerial/Executive	18.29%	17.35%	19.16%	18.53%
Professional Specialty	31.60%	29.93%	33.98%	29.98%
Healthcare Support	1.60%	2.48%	2.30%	2.52%
Sales	8.31%	9.97%	10.40%	9.67%
Office & Administrative Support	9.70%	9.71%	8.84%	9.26%
Protective Service	2.83%	1.59%	1.39%	2.55%
Food Preparation	5.66%	7.49%	7.05%	7.22%
Building Maintenance & Cleaning	1.89%	3.21%	2.30%	3.49%
Personal Care	5.61%	3.87%	3.26%	3.58%
Farming, Fishing, & Forestry	0.05%	0.17%	0.16%	0.24%
Construction	5.41%	5.90%	4.37%	5.21%
Production & Transportation	9.06%	8.33%	6.79%	7.75%
Percent White Collar	69.49%	69.44%	74.68%	69.96%
Percent Blue Collar	30.51%	30.56%	25.32%	30.04%
Median Employee Salary	50,979	50,286	49,533	48,634
Average Employee Salary	60,545	59,622	59,396	58,945
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	248	2,653	7,793	33,146
2020 Estimated Unemployed (Age 16 and Up)	587	6,273	14,458	54,760
2020 Estimated Unemployed Rate (Age 16 and Up)	8.70%	9.13%	7.77%	8.16%

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<b>TRANSPORTATION TO WORK 2020</b>				
Drive to Work Alone	79.79%	79.96%	78.41%	74.82%
Drive to Work Carpool	9.70%	8.09%	7.38%	8.95%
Travel to Work by Public Transportation	2.80%	4.07%	3.95%	3.95%
Drive to Work on Motorcycle	0.23%	0.60%	0.60%	0.53%
Drive to Work on Bicycle	0.63%	0.59%	0.97%	1.07%
Walk to Work	2.37%	1.83%	2.49%	3.21%
Other Means	0.79%	0.44%	0.44%	0.58%
Work at Home	3.69%	4.41%	5.71%	6.83%
<b>TRAVEL TIME TO WORK 2020</b>				
Travel Time in Less than 5 minutes	1.29%	1.51%	1.78%	1.83%
Travel to Work in 5 to 9 minutes	7.95%	7.89%	8.54%	8.36%
Travel to Work in 10 to 14 minutes	22.40%	19.51%	18.52%	16.16%
Travel to Work in 15 to 19 minutes	19.69%	22.84%	23.57%	20.70%
Travel to Work in 20 to 29 minutes	29.11%	27.05%	27.66%	28.24%
Travel to Work in 30 to 44 minutes	14.96%	14.84%	14.13%	17.72%
Travel to Work in 45 to 59 minutes	2.57%	2.76%	2.74%	3.46%
Travel to Work in 60 minutes or more	2.03%	3.60%	3.06%	3.53%
Average Travel Time to Work	20.5	20.7	20.2	21.5
<b>SPENDING PATTERNS 2020</b>				
Grocery Store Market Basket Weekly Per Capita Spending	\$63.18	\$62.75	\$62.81	\$62.98
Apparel and Related Services	\$15.15	\$14.94	\$15.16	\$15.10
Transportation	\$96.38	\$95.35	\$96.26	\$96.05
Healthcare	\$64.76	\$63.00	\$63.03	\$63.12
Entertainment	\$24.19	\$23.73	\$24.02	\$24.01
<b>LIFESTYLE SEGMENTATION 2020</b>				
Category A - Crème de la Crème	690	20,065	53,944	169,516
Category B - Urban Cliff Climbers	404	11,429	16,418	31,267
Category C - Urban Cliff Dwellers	11	7,435	11,233	33,409
Category D - Seasoned Urban Dwellers	897	1,406	1,406	2,580
Category E - Thriving Alone	4,874	27,225	133,097	322,182
Category F - Going it Alone	2,555	28,386	49,551	152,051
Category G - Struggling Alone	0	1,792	2,049	16,078
Category H - Single in the Suburbs	2,664	12,767	31,742	77,822
Category I - Married in the Suburbs	0	0	5,357	117,978
Category J - Retired in the Suburbs	0	0	2,678	20,989
Category K - Living with Nature	0	0	0	0
Category L - Working with Nature	0	0	0	0
Category M - Harlem Gateway	0	0	0	2,449
Category N - Espaniola	0	5,271	7,976	174,517
Category O - Specialties	0	3,585	13,331	76,720

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