

FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.820915, -117.158691

17-May-2019

0039-Vista Balboa Center

San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2018 Estimated Population	13,468	121,173	346,928	1,241,356	
	2018 Daytime Population	42,788	257,528	570,515	1,767,037	
	2023 Population Forecast	14,083	126,056	364,764	1,282,801	
	2010 Census Population	11,871	109,880	308,813	1,152,508	
	2000 Census Population	11,452	107,688	297,792	1,088,390	
	1990 Census Population	11,086	104,525	280,685	995,410	
	Historical Annual Growth, 1990 to 2000	0.33%	0.30%	0.59%	0.90%	
	Historical Annual Growth, 2000 to 2010	0.36%	0.20%	0.36%	0.57%	
	Estimated Annual Growth, 2010 to 2018	1.45%	1.12%	1.34%	0.85%	
	Projected Annual Growth, 2018 to 2023	0.90%	0.79%	1.01%	0.66%	
	HOUSEHOLDS	2018 Estimated Households	5,348	46,237	149,153	484,684
		2023 Households Forecast	5,601	48,268	157,084	501,812
2010 Census Households		4,692	41,568	132,110	445,512	
2000 Census Households		4,545	40,177	126,455	421,570	
1990 Census Households		4,496	38,153	116,144	382,977	
Historical Annual Growth, 1990 to 2000		0.11%	0.52%	0.85%	0.96%	
Historical Annual Growth, 2000 to 2010		0.32%	0.34%	0.44%	0.55%	
Estimated Annual Growth, 2010 to 2018		1.51%	1.22%	1.40%	0.97%	
Projected Annual Growth, 2018 to 2023		0.93%	0.86%	1.04%	0.70%	
2018 % Households With Children		26%	27%	21%	25%	
2018 Persons per Household		2.51	2.59	2.28	2.46	
INCOME 2018		HH Income \$500,000 or more	0.62%	1.13%	1.46%	1.73%
	HH Income \$250,000 to \$499,999	0.72%	1.33%	1.74%	2.07%	
	HH Income \$200,000 to \$249,999	1.70%	3.11%	4.05%	4.83%	
	HH Income \$175,000 to \$199,999	5.14%	3.82%	4.35%	4.68%	
	HH Income \$150,000 to \$174,999	6.17%	5.75%	6.06%	5.70%	
	HH Income \$100,000 to \$149,999	17.67%	17.76%	18.33%	17.55%	
	HH Income \$75,000 to \$99,999	13.55%	14.44%	13.89%	12.88%	
	HH Income \$50,000 to \$74,999	15.60%	18.12%	17.92%	16.87%	
	HH Income \$35,000 to \$49,999	10.06%	11.92%	11.08%	10.61%	
	HH Income \$25,000 to \$34,999	7.84%	7.85%	7.17%	7.48%	
	HH Income \$15,000 to \$24,999	9.97%	6.70%	6.12%	7.17%	
	HH Income \$0 to \$14,999	10.96%	8.07%	7.82%	8.45%	
Average Household Income	\$87,626	\$89,038	\$95,339	\$100,927		
Median Household Income	\$68,604	\$70,995	\$74,812	\$74,040		
Per Capita Income	\$34,911	\$34,375	\$41,460	\$40,707		
2000 Average Household Income	\$52,271	\$54,686	\$58,034	\$60,831		
2000 Median Household Income	\$43,786	\$45,060	\$45,345	\$44,645		
WRKPLACE 2018	Workplace Establishments	1,185	5,491	14,626	40,521	
	Workplace Employees (Full Time Employees)	32,966	151,657	333,122	860,432	

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POPULATION BY AGE 2018	Count of Pop 0 to 4 years	1,004	9,478	28,784	92,869
	Count of Pop 5 to 14 years	1,417	14,672	39,336	139,581
	Count of Pop 14 to 22 years	1,042	10,365	36,061	139,328
	Count of Pop 22 to 30 years	1,191	11,076	27,105	120,761
	Count of Pop 30 to 45 years	3,150	29,438	92,279	290,265
	Count of Pop 45 to 60 years	2,617	22,103	59,874	228,352
	Count of Pop 60 to 75 years	2,017	16,414	43,847	164,256
	Count of Pop 75+ years	1,030	7,626	19,642	65,944
	Population 0 to 4 Years	7.45%	7.82%	8.30%	7.48%
	Population 5 to 13 Years	10.52%	12.11%	11.34%	11.24%
	Population 14 to 21 Years	7.74%	8.55%	10.39%	11.22%
	Population 22 to 29 Years	8.84%	9.14%	7.81%	9.73%
	Population 30 to 44 Years	23.39%	24.29%	26.60%	23.38%
	Population 45 to 59 Years	19.43%	18.24%	17.26%	18.40%
	Population 60 to 74 Years	14.97%	13.55%	12.64%	13.23%
Population 74 Years Plus	7.65%	6.29%	5.66%	5.31%	
Median Age	39.3	37.4	36.7	36.5	
GENDER 2018	Male Population	6,737	60,562	174,315	629,746
	Female Population	6,730	60,612	172,613	611,610
RACE 2018	2018 Estimated Population	13,468	121,173	346,928	1,241,356
	White	63.28%	63.94%	67.25%	63.21%
	Black or African American	5.01%	5.36%	4.67%	6.58%
	Asian or Pacific Islander	17.26%	15.24%	15.27%	14.82%
	Other Races	14.45%	15.46%	12.80%	15.39%
HISPANIC	2018 Hispanic Population	2,907	28,604	68,848	314,359
	2018 Hispanic Population %	21.59%	23.61%	19.84%	25.32%
	2023 Hispanic Population Forecast	3,081	29,921	72,338	323,366
	2023 Hispanic Population % Projected	21.88%	23.74%	19.83%	25.21%
	2000 Hispanic Population %	13.99%	18.08%	15.86%	22.28%
1990 Hispanic Population %	10.21%	12.40%	11.21%	16.89%	
EDUCATION (AGE 25+) 2018	Adult Population (25 Years or Older)	9,575	82,737	233,518	822,345
	Elementary	3.96%	5.52%	3.21%	5.58%
	Some High School	4.22%	4.18%	3.02%	5.31%
	High School Graduate	20.67%	18.38%	14.40%	15.34%
	Some College	25.16%	25.04%	21.55%	20.86%
	Associates Degree	9.13%	8.31%	7.53%	7.36%
	Bachelors Degree	22.89%	25.08%	29.71%	26.64%
	Graduate Degree	13.97%	13.49%	20.59%	18.91%
% College (4+)	36.86%	38.57%	50.30%	45.54%	
HOUSING 2018	Total Housing Units	5,567	48,480	158,029	518,621
	Owner Occupied Percent	52.37%	48.12%	42.14%	43.64%
	Renter Occupied Percent	43.70%	47.25%	52.24%	49.81%
	Vacant Housing Percent	3.93%	4.63%	5.62%	6.54%

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HOMES BUILT BY YEAR 2018				
Homes Built 2010 or later	0.75%	0.61%	0.36%	0.34%
Homes Built 2000 to 2009	5.93%	8.07%	7.62%	9.48%
Homes Built 1990 to 1999	8.31%	7.37%	10.26%	10.51%
Homes Built 1980 to 1989	8.49%	10.31%	15.54%	15.26%
Homes Built 1970 to 1979	22.76%	20.45%	24.58%	21.62%
Homes Built 1960 to 1979	32.86%	22.44%	16.08%	13.64%
Homes Built 1950 to 1959	18.81%	26.92%	16.48%	15.22%
Homes Built 1940 to 1949	1.64%	3.20%	3.95%	5.98%
Homes Built 1939 or earlier	0.46%	0.63%	5.11%	7.94%
HOME VALUE (OWNER OCCUPIED) 2018				
Property Value \$1,000,000 or more	19.57%	24.15%	35.45%	38.20%
Property Value \$750,000 to \$999,999	24.92%	25.76%	22.16%	18.60%
Property Value \$500,000 to \$749,999	39.04%	37.51%	27.89%	27.03%
Property Value \$400,000 to \$499,999	7.00%	4.39%	5.46%	6.22%
Property Value \$300,000 to \$399,999	2.40%	2.48%	3.63%	4.16%
Property Value \$200,000 to \$299,999	3.03%	1.78%	2.02%	2.09%
Property Value \$150,000 to \$199,999	1.27%	0.56%	0.55%	0.65%
Property Value \$100,000 to \$149,999	0.96%	0.87%	0.79%	0.69%
Property Value \$60,000 to \$99,999	0.28%	0.62%	0.38%	0.73%
Property Value \$40,000 to \$59,999	0.51%	0.46%	0.31%	0.32%
Property Value \$0 to \$39,999	1.03%	1.41%	1.34%	1.32%
Median Home Value	\$714,675	\$749,417	\$835,923	\$841,320
Median Rent per Month (Census 2000)	\$783	\$841	\$829	\$757
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018				
Employed Civilian Population 16+ by Occupation	6,722	58,139	173,100	604,899
Managerial/Executive	21.42%	16.43%	18.46%	18.09%
Professional Specialty	22.97%	26.78%	33.26%	30.14%
Healthcare Support	0.88%	1.93%	1.72%	1.62%
Sales	11.10%	10.69%	10.80%	10.16%
Office & Administrative Support	11.98%	11.70%	10.29%	10.58%
Protective Service	2.64%	2.10%	1.56%	1.61%
Food Preparation	8.60%	8.32%	7.19%	7.23%
Building Maintenance & Cleaning	2.53%	3.44%	2.09%	3.59%
Personal Care	5.95%	4.70%	4.27%	4.81%
Farming, Fishing, & Forestry	0.06%	0.07%	0.10%	0.19%
Construction	4.51%	6.49%	4.79%	5.33%
Production & Transportation	7.36%	7.35%	5.46%	6.65%
Percent White Collar	68.35%	67.53%	74.53%	70.59%
Percent Blue Collar	31.65%	32.47%	25.47%	29.41%
Median Employee Salary	48,718	48,193	47,369	47,165
Average Employee Salary	58,301	58,082	57,315	57,334
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	287	2,664	7,991	32,819
2018 Estimated Unemployed (Age 16 and Up)	413	3,614	8,694	33,175
2018 Estimated Unemployed Rate (Age 16 and Up)	6.01%	5.63%	4.58%	4.93%

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TRANSPORTATION TO WORK 2018				
Drive to Work Alone	80.13%	78.40%	77.47%	74.46%
Drive to Work Carpool	9.47%	9.11%	7.74%	8.85%
Travel to Work by Public Transportation	3.16%	4.15%	4.24%	4.05%
Drive to Work on Motorcycle	0.22%	0.67%	0.65%	0.56%
Drive to Work on Bicycle	0.77%	0.57%	0.99%	1.08%
Walk to Work	1.18%	1.86%	2.39%	3.31%
Other Means	0.34%	0.35%	0.49%	0.60%
Work at Home	4.73%	4.86%	5.96%	7.03%
TRAVEL TIME TO WORK 2018				
Travel Time in Less than 5 minutes	1.94%	1.66%	1.69%	1.75%
Travel to Work in 5 to 9 minutes	8.39%	7.65%	8.01%	8.01%
Travel to Work in 10 to 14 minutes	21.45%	19.62%	18.68%	15.62%
Travel to Work in 15 to 19 minutes	20.76%	23.20%	23.37%	20.43%
Travel to Work in 20 to 29 minutes	29.40%	27.73%	27.82%	28.82%
Travel to Work in 30 to 44 minutes	13.58%	13.54%	14.08%	17.95%
Travel to Work in 45 to 59 minutes	2.93%	3.15%	3.15%	3.77%
Travel to Work in 60 minutes or more	1.54%	3.45%	3.20%	3.66%
Average Travel Time to Work	20.6	20.6	20.2	21.4
SPENDING PATTERNS 2018				
Grocery Store Market Basket Weekly Per Capita Spending	\$57.35	\$57.17	\$57.15	\$57.38
Apparel and Related Services	\$14.34	\$14.32	\$14.56	\$14.56
Transportation	\$79.72	\$80.16	\$80.97	\$80.84
Healthcare	\$43.93	\$43.25	\$43.09	\$43.28
Entertainment	\$22.18	\$22.11	\$22.38	\$22.46
LIFESTYLE SEGMENTATION 2018				
Category A - Crème de la Crème	2,021	15,416	52,729	148,613
Category B - Urban Cliff Hangers	660	14,064	23,926	45,034
Category C - Urban Cliff Dwellers	196	7,618	10,521	31,961
Category D - Seasoned Urban Dwellers	0	321	1,841	5,125
Category E - Thriving Alone	4,700	25,634	111,490	287,340
Category F - Going it Alone	2,356	28,529	54,643	160,043
Category G - Struggling Alone	0	1,831	2,003	15,301
Category H - Single in the Suburbs	2,329	14,626	35,265	86,193
Category I - Married in the Suburbs	0	0	6,305	127,789
Category J - Retired in the Suburbs	1,166	1,442	3,118	22,352
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	2,259
Category N - Espaniola	0	4,507	6,554	171,335
Category O - Specialties	0	5,548	31,722	89,945

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