

FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.821491, -117.224831

12-Apr-2021

111560-Morena Plaza

San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2020 Estimated Population	12,878	148,369	292,273	917,032	
	2020 Daytime Population	14,505	139,066	504,196	1,501,891	
	2025 Population Forecast	12,848	150,076	302,159	952,270	
	2010 Census Population	12,834	144,129	270,542	847,484	
	2000 Census Population	13,086	143,151	256,680	799,083	
	1990 Census Population	13,237	140,692	247,078	736,144	
	Historical Annual Growth, 1990 to 2000	-0.11%	0.17%	0.38%	0.82%	
	Historical Annual Growth, 2000 to 2010	-0.19%	0.07%	0.53%	0.59%	
	Estimated Annual Growth, 2010 to 2020	0.03%	0.27%	0.72%	0.74%	
	Projected Annual Growth, 2020 to 2025	-0.05%	0.23%	0.67%	0.76%	
	HOUSEHOLDS	2020 Estimated Households	5,339	65,614	123,184	376,293
		2025 Households Forecast	5,325	66,299	127,469	391,330
2010 Census Households		5,322	63,952	113,731	343,497	
2000 Census Households		5,566	64,740	111,421	321,582	
1990 Census Households		5,258	61,717	105,163	291,837	
Historical Annual Growth, 1990 to 2000		0.57%	0.48%	0.58%	0.98%	
Historical Annual Growth, 2000 to 2010		-0.45%	-0.12%	0.21%	0.66%	
Estimated Annual Growth, 2010 to 2020		0.03%	0.24%	0.75%	0.85%	
Projected Annual Growth, 2020 to 2025		-0.05%	0.21%	0.69%	0.79%	
2020 % Households With Children		25%	20%	19%	22%	
2020 Persons per Household		2.36	2.25	2.26	2.33	
INCOME 2020		HH Income \$500,000 or more	3.76%	2.82%	2.40%	2.37%
	HH Income \$250,000 to \$499,999	4.52%	3.39%	2.88%	2.85%	
	HH Income \$200,000 to \$249,999	10.62%	7.91%	6.73%	6.64%	
	HH Income \$175,000 to \$199,999	5.35%	6.55%	5.95%	5.66%	
	HH Income \$150,000 to \$174,999	8.83%	7.61%	6.88%	6.70%	
	HH Income \$100,000 to \$149,999	19.95%	18.85%	18.91%	18.40%	
	HH Income \$75,000 to \$99,999	11.92%	13.38%	13.86%	13.10%	
	HH Income \$50,000 to \$74,999	14.01%	14.20%	14.66%	15.19%	
	HH Income \$35,000 to \$49,999	8.46%	9.17%	9.30%	9.45%	
	HH Income \$25,000 to \$34,999	4.54%	5.38%	5.94%	6.18%	
	HH Income \$15,000 to \$24,999	3.57%	4.84%	5.37%	5.93%	
	HH Income \$0 to \$14,999	4.46%	5.91%	7.11%	7.53%	
	Average Household Income	\$136,606	\$128,850	\$118,991	\$116,142	
	Median Household Income	\$106,367	\$93,839	\$87,777	\$84,880	
	Per Capita Income	\$58,007	\$57,296	\$52,755	\$49,214	
2000 Average Household Income	\$73,932	\$72,064	\$67,545	\$62,759		
2000 Median Household Income	\$59,188	\$51,675	\$48,329	\$44,728		
WRKPLACE 2020	Workplace Establishments	484	3,569	11,186	36,637	
	Workplace Employees (Full Time Employees)	8,615	58,540	239,904	783,227	

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POPULATION BY AGE 2020	Count of Pop 0 to 4 years	813	11,157	22,037	68,492
	Count of Pop 5 to 14 years	1,436	16,748	32,980	109,667
	Count of Pop 14 to 22 years	1,018	14,565	41,249	101,921
	Count of Pop 22 to 30 years	889	8,682	17,613	73,135
	Count of Pop 30 to 45 years	2,457	37,294	73,949	219,227
	Count of Pop 45 to 60 years	2,525	25,875	46,998	168,426
	Count of Pop 60 to 75 years	2,337	22,520	38,148	125,227
	Count of Pop 75+ years	1,404	11,529	19,298	50,937
	Population 0 to 4 Years	6.31%	7.52%	7.54%	7.47%
	Population 5 to 13 Years	11.15%	11.29%	11.28%	11.96%
	Population 14 to 21 Years	7.90%	9.82%	14.11%	11.11%
	Population 22 to 29 Years	6.90%	5.85%	6.03%	7.98%
	Population 30 to 44 Years	19.08%	25.14%	25.30%	23.91%
	Population 45 to 59 Years	19.61%	17.44%	16.08%	18.37%
	Population 60 to 74 Years	18.15%	15.18%	13.05%	13.66%
Population 74 Years Plus	10.90%	7.77%	6.60%	5.55%	
Median Age	44.0	39.0	36.7	37.5	
GENDER 2020	Male Population	6,344	74,754	147,049	468,308
	Female Population	6,533	73,615	145,224	448,723
RACE 2020	2020 Estimated Population	12,878	148,369	292,273	917,032
	White	83.43%	78.91%	70.28%	65.88%
	Black or African American	1.17%	1.76%	3.06%	5.27%
	Asian or Pacific Islander	5.88%	10.24%	16.66%	15.94%
	Other Races	9.51%	9.09%	10.00%	12.91%
HISPANIC	2020 Hispanic Population	2,292	23,370	49,833	207,586
	2020 Hispanic Population %	17.80%	15.75%	17.05%	22.64%
	2025 Hispanic Population Forecast	2,341	23,890	51,420	214,482
	2025 Hispanic Population % Projected	18.22%	15.92%	17.02%	22.52%
	2000 Hispanic Population %	9.91%	11.46%	13.13%	20.58%
1990 Hispanic Population %	8.77%	8.88%	10.19%	15.49%	
EDUCATION (AGE 25+) 2020	Adult Population (25 Years or Older)	9,278	102,608	188,740	606,221
	Elementary	1.28%	2.13%	2.96%	4.98%
	Some High School	2.87%	2.37%	2.85%	4.24%
	High School Graduate	14.29%	10.79%	11.60%	12.89%
	Some College	16.32%	16.74%	17.87%	18.71%
	Associates Degree	6.79%	6.83%	6.63%	7.07%
	Bachelors Degree	32.49%	34.96%	32.84%	29.87%
	Graduate Degree	25.96%	26.18%	25.25%	22.25%
	% College (4+)	58.44%	61.14%	58.09%	52.12%
HOUSING 2020	Total Housing Units	5,620	70,686	133,744	405,079
	Owner Occupied Percent	63.55%	46.94%	41.66%	40.73%
	Renter Occupied Percent	31.45%	45.89%	50.45%	52.16%
	Vacant Housing Percent	5.00%	7.17%	7.90%	7.11%

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HOMES BUILT BY YEAR 2020				
Homes Built 2010 or later	0.00%	0.07%	0.16%	0.21%
Homes Built 2000 to 2009	1.40%	3.57%	6.55%	10.41%
Homes Built 1990 to 1999	2.32%	5.16%	7.77%	10.09%
Homes Built 1980 to 1989	9.04%	11.72%	14.27%	15.35%
Homes Built 1970 to 1979	28.97%	26.33%	25.44%	22.16%
Homes Built 1960 to 1979	27.42%	22.80%	19.80%	12.91%
Homes Built 1950 to 1959	29.58%	23.20%	18.36%	13.79%
Homes Built 1940 to 1949	1.21%	5.11%	4.81%	5.90%
Homes Built 1939 or earlier	0.06%	2.02%	2.84%	9.18%
HOME VALUE (OWNER OCCUPIED) 2020				
Property Value \$1,000,000 or more	43.92%	33.13%	27.54%	28.44%
Property Value \$750,000 to \$999,999	21.52%	23.78%	24.41%	23.47%
Property Value \$500,000 to \$749,999	11.64%	16.73%	21.36%	22.16%
Property Value \$400,000 to \$499,999	2.24%	3.49%	5.81%	6.61%
Property Value \$300,000 to \$399,999	3.13%	1.97%	2.88%	3.55%
Property Value \$200,000 to \$299,999	2.19%	0.93%	1.27%	1.79%
Property Value \$150,000 to \$199,999	0.23%	0.25%	0.41%	0.46%
Property Value \$100,000 to \$149,999	0.42%	0.30%	0.43%	0.39%
Property Value \$60,000 to \$99,999	0.41%	0.31%	0.37%	0.36%
Property Value \$40,000 to \$59,999	0.00%	0.13%	0.22%	0.19%
Property Value \$0 to \$39,999	0.60%	0.66%	0.71%	0.62%
Median Home Value	\$1,026,389	\$918,940	\$844,712	\$834,072
Median Rent per Month (Census 2000)	\$918	\$913	\$903	\$767
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020				
Employed Civilian Population 16+ by Occupation	6,499	75,266	144,616	461,016
Managerial/Executive	22.72%	22.42%	19.03%	19.81%
Professional Specialty	35.93%	34.77%	36.72%	32.67%
Healthcare Support	1.77%	1.48%	1.82%	2.18%
Sales	11.47%	10.64%	10.52%	9.85%
Office & Administrative Support	5.89%	8.73%	9.01%	8.75%
Protective Service	1.15%	1.05%	1.07%	1.40%
Food Preparation	5.89%	6.66%	6.59%	7.15%
Building Maintenance & Cleaning	1.81%	1.88%	2.10%	3.02%
Personal Care	1.65%	2.63%	2.99%	3.49%
Farming, Fishing, & Forestry	1.07%	0.16%	0.17%	0.24%
Construction	4.30%	3.46%	3.74%	4.44%
Production & Transportation	6.33%	6.12%	6.26%	7.00%
Percent White Collar	77.79%	78.04%	77.10%	73.26%
Percent Blue Collar	22.21%	21.96%	22.90%	26.74%
Median Employee Salary	48,011	46,081	50,232	48,670
Average Employee Salary	59,074	56,053	61,164	59,230
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	208	2,977	7,101	23,628
2020 Estimated Unemployed (Age 16 and Up)	319	4,645	11,616	37,239
2020 Estimated Unemployed Rate (Age 16 and Up)	4.48%	5.87%	7.11%	7.47%

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TRANSPORTATION TO WORK 2020	Drive to Work Alone	82.47%	78.00%	75.92%	74.42%
	Drive to Work Carpool	5.62%	6.73%	7.11%	8.22%
	Travel to Work by Public Transportation	0.50%	3.13%	4.47%	4.04%
	Drive to Work on Motorcycle	0.46%	0.59%	0.61%	0.52%
	Drive to Work on Bicycle	0.69%	1.92%	1.72%	1.29%
	Walk to Work	2.89%	2.21%	3.24%	3.63%
	Other Means	0.53%	0.57%	0.66%	0.59%
	Work at Home	6.85%	6.84%	6.24%	7.22%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	1.44%	1.56%	1.65%	2.00%
	Travel to Work in 5 to 9 minutes	4.75%	7.04%	8.83%	8.96%
	Travel to Work in 10 to 14 minutes	22.90%	16.80%	18.09%	17.80%
	Travel to Work in 15 to 19 minutes	27.11%	23.64%	22.84%	21.94%
	Travel to Work in 20 to 29 minutes	29.10%	30.03%	27.95%	27.08%
	Travel to Work in 30 to 44 minutes	10.30%	15.72%	15.01%	15.88%
	Travel to Work in 45 to 59 minutes	2.61%	2.87%	2.92%	3.01%
	Travel to Work in 60 minutes or more	1.80%	2.33%	2.71%	3.32%
Average Travel Time to Work	21.5	20.7	19.8	20.7	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$64.23	\$63.34	\$62.86	\$63.06
	Apparel and Related Services	\$16.05	\$15.59	\$15.29	\$15.28
	Transportation	\$101.66	\$98.71	\$96.80	\$96.85
	Healthcare	\$67.89	\$64.74	\$63.06	\$63.32
	Entertainment	\$25.87	\$24.80	\$24.18	\$24.28
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	3,357	35,634	49,630	147,767
	Category B - Urban Cliff Climbers	0	1,327	6,721	23,029
	Category C - Urban Cliff Dwellers	1,233	6,345	8,885	12,025
	Category D - Seasoned Urban Dwellers	0	120	1,406	1,406
	Category E - Thriving Alone	5,246	63,486	121,007	313,432
	Category F - Going it Alone	232	14,688	29,293	84,607
	Category G - Struggling Alone	0	965	1,959	7,998
	Category H - Single in the Suburbs	0	10,283	26,800	50,629
	Category I - Married in the Suburbs	0	1,937	1,937	64,822
	Category J - Retired in the Suburbs	1,719	1,771	1,771	10,504
	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	0
	Category N - Espaniola	657	1,564	7,918	94,425
	Category O - Specialties	129	9,346	20,747	65,752

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