

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 32.821491, -117.224831

9-Mar-2023

111560-Morena Plaza

San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2022 Estimated Population	12,821	144,395	278,257	904,841	
	2022 Daytime Population	14,008	132,791	473,455	1,423,367	
	2027 Population Forecast	12,750	144,727	281,535	934,722	
	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%	
	CY Estimated Annual Growth, 2010 to 2022	-0.01%	0.01%	0.22%	0.51%	
	FY Projected Annual Growth, 2022 to 2027	-0.11%	0.05%	0.23%	0.65%	
	HOUSEHOLDS	2022 Estimated Households	5,322	63,979	117,029	372,552
		2027 Households Forecast	5,290	64,116	118,419	386,245
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%	
CY Estimated Annual Growth, 2010 to 2022		0.00%	0.00%	0.22%	0.64%	
FY Projected Annual Growth, 2022 to 2027		-0.12%	0.04%	0.24%	0.72%	
2022 % Households With Children		24%	19%	19%	21%	
2022 Persons per Household		2.35	2.24	2.26	2.32	
INCOME 2022		HH Income \$500,000 or more	4.82%	3.24%	2.70%	2.67%
	HH Income \$250,000 to \$499,999	5.69%	3.88%	3.25%	3.20%	
	HH Income \$200,000 to \$249,999	13.32%	9.06%	7.58%	7.46%	
	HH Income \$175,000 to \$199,999	9.87%	9.00%	7.29%	7.33%	
	HH Income \$150,000 to \$174,999	6.87%	8.02%	7.62%	7.45%	
	HH Income \$100,000 to \$149,999	18.12%	20.18%	20.31%	19.66%	
	HH Income \$75,000 to \$99,999	11.27%	12.60%	12.97%	12.58%	
	HH Income \$50,000 to \$74,999	11.12%	13.27%	14.23%	14.48%	
	HH Income \$35,000 to \$49,999	9.05%	7.74%	8.09%	8.34%	
	HH Income \$25,000 to \$34,999	3.50%	4.12%	5.05%	5.34%	
	HH Income \$15,000 to \$24,999	2.56%	3.84%	4.18%	4.83%	
	HH Income \$0 to \$14,999	3.81%	5.05%	6.73%	6.68%	
Current Year Average Household Income	\$157,107	\$143,155	\$129,487	\$127,524		
Current Year Median Household Income	\$121,466	\$107,844	\$97,200	\$94,864		
Per Capita Income	\$67,021	\$63,824	\$57,582	\$54,369		
2000 Average Household Income	\$73,932	\$72,064	\$67,545	\$62,759		
2000 Median Household Income	\$59,188	\$51,675	\$48,329	\$44,728		
2027 Projected Average Household Income	\$182,530	\$166,348	\$150,337	\$148,483		
2027 Projected Median Household Income	\$141,140	\$127,130	\$114,275	\$111,802		
WRKPLACE 2022	Workplace Establishments	497	3,641	11,130	36,534	
	Workplace Employees (Full Time Employees)	7,901	53,432	215,285	708,299	

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POPULATION BY AGE 2022	Count of Pop 0 to 4 years	777	10,253	19,614	63,833
	Count of Pop 5 to 14 years	1,477	17,836	33,992	114,525
	Count of Pop 14 to 22 years	1,035	13,976	39,122	100,851
	Count of Pop 22 to 30 years	918	8,645	17,279	72,070
	Count of Pop 30 to 45 years	2,319	33,499	64,104	200,237
	Count of Pop 45 to 60 years	2,485	25,819	46,781	170,961
	Count of Pop 60 to 75 years	2,364	22,477	37,592	127,612
	Count of Pop 75+ years	1,445	11,890	19,775	54,751
	Population 0 to 4 Years	6.06%	7.10%	7.05%	7.05%
	Population 5 to 13 Years	11.52%	12.35%	12.22%	12.66%
	Population 14 to 21 Years	8.08%	9.68%	14.06%	11.15%
	Population 22 to 29 Years	7.16%	5.99%	6.21%	7.96%
	Population 30 to 44 Years	18.09%	23.20%	23.04%	22.13%
	Population 45 to 59 Years	19.39%	17.88%	16.81%	18.89%
Population 60 to 74 Years	18.44%	15.57%	13.51%	14.10%	
Population 74 Years Plus	11.27%	8.23%	7.11%	6.05%	
Median Age	44.3	40.2	37.7	38.4	
GENDER 2022	Male Population	6,313	72,795	140,050	462,304
	Female Population	6,508	71,600	138,208	442,536
RACE 2022	2022 Estimated Population	12,821	144,395	278,257	904,841
	White	79.88%	77.52%	69.22%	63.32%
	Black or African American	0.84%	1.69%	3.10%	5.20%
	Asian or Pacific Islander	5.93%	9.21%	14.92%	15.61%
	Other Races	13.36%	11.59%	12.75%	15.88%
HISPANIC	2022 Hispanic Population	2,412	23,044	49,778	205,969
	2022 Hispanic Population %	18.81%	15.96%	17.89%	22.76%
	2027 Hispanic Population Forecast	2,469	23,427	51,139	211,588
	2027 Hispanic Population % Forecast	19.37%	16.19%	18.16%	22.64%
	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+) 2022	Adult Population (25 Years or Older)	9,182	99,067	178,379	595,348
	Elementary	1.64%	2.14%	3.16%	4.77%
	Some High School	3.25%	2.08%	2.75%	3.85%
	High School Graduate	11.18%	9.54%	11.13%	12.70%
	Some College	16.45%	15.41%	16.83%	17.81%
	Associates Degree	6.77%	6.82%	6.99%	7.33%
	Bachelors Degree	34.49%	36.83%	33.52%	30.58%
	Graduate Degree	26.23%	27.19%	25.62%	22.96%
% College (4+)	60.72%	64.02%	59.13%	53.54%	
HOUSING 2022	Total Housing Units	5,587	68,989	127,169	401,995
	Owner Occupied Percent	63.63%	46.90%	41.31%	40.62%
	Renter Occupied Percent	31.62%	45.83%	50.72%	52.05%
	Vacant Housing Percent	4.75%	7.26%	7.97%	7.32%

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HOMES BUILT BY YEAR 2022	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) 2022	Property Value \$1,000,000 or more	65.06%	56.37%	53.48%	54.26%
	Property Value \$750,000 to \$999,999	7.87%	10.96%	13.92%	15.40%
	Property Value \$500,000 to \$749,999	2.57%	3.99%	7.21%	9.21%
	Property Value \$400,000 to \$499,999	2.32%	0.87%	1.25%	1.57%
	Property Value \$300,000 to \$399,999	0.58%	0.41%	0.63%	0.79%
	Property Value \$200,000 to \$299,999	0.60%	0.39%	0.69%	0.60%
	Property Value \$150,000 to \$199,999	0.18%	0.16%	0.54%	0.33%
	Property Value \$100,000 to \$149,999	1.02%	0.26%	0.37%	0.32%
	Property Value \$60,000 to \$99,999	0.00%	0.22%	0.26%	0.23%
	Property Value \$40,000 to \$59,999	0.00%	0.02%	0.04%	0.06%
	Property Value \$0 to \$39,999	1.24%	0.78%	0.74%	0.66%
CY Median Home Value	\$1,561,017	\$1,509,638	\$1,390,292	\$1,346,982	
CY Median Rent per Month (Census 2000)	\$918	\$913	\$903	\$767	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022	Employed Civilian Population 16+ by Occupation	6,724	76,868	144,602	480,363
	Managerial/Executive	25.35%	22.85%	20.60%	20.72%
	Professional Specialty	37.35%	37.38%	37.75%	34.03%
	Healthcare Support	1.46%	1.22%	1.63%	2.30%
	Sales	10.16%	9.38%	9.07%	9.25%
	Office & Administrative Support	5.79%	7.92%	8.53%	8.05%
	Protective Service	1.52%	1.45%	1.60%	1.60%
	Food Preparation	4.23%	5.44%	5.61%	6.51%
	Building Maintenance & Cleaning	1.36%	1.91%	2.18%	2.76%
	Personal Care	1.58%	2.88%	3.17%	3.16%
	Farming, Fishing, & Forestry	0.29%	0.08%	0.10%	0.16%
	Construction	3.48%	3.30%	3.55%	4.23%
	Production & Transportation	7.44%	6.17%	6.19%	7.23%
	Percent White Collar	80.11%	78.77%	77.59%	74.35%
	Percent Blue Collar	19.89%	21.23%	22.41%	25.65%
CY Median Employee Salary	\$62,671	\$51,239	\$53,821	\$52,157	
CY Average Employee Salary	\$64,512	\$59,838	\$65,389	\$64,071	
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	208	2,977	7,101	23,628
	2022 Estimated Unemployed (Age 16 and Up)	92	1,714	3,765	13,513
	2022 Estimated Unemployed Rate (Age 16 and Up)	1.33%	2.21%	2.47%	2.73%

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TRANSPORTATION TO WORK 2022	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 2022	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 2022	Grocery Store Market Basket Weekly Per Capita Spending	\$72.86	\$72.19	\$71.73	\$71.89
	Apparel and Related Services	\$12.45	\$12.23	\$12.01	\$12.04
	Transportation	\$94.32	\$92.79	\$91.36	\$91.36
	Healthcare	\$55.08	\$52.99	\$51.75	\$51.96
	Entertainment	\$23.59	\$22.93	\$22.37	\$22.41
SPENDING 2022	Med Disposable Inc-Inc minus taxes	\$101,224	\$90,483	\$83,017	\$81,358
	Avg Disposable Inc-Inc minus taxes	\$114,419	\$101,931	\$94,542	\$93,331
	Med Discretionary-Disp less food/shelter/clothing	\$73,333	\$64,300	\$56,500	\$55,281
	Avg Discretionary-Disp less food/shelter/clothing	\$80,195	\$70,685	\$64,062	\$63,192
LIFESTYLE SEGMENTATION 2022	Category A - Crème de la Crème	2,744	35,397	50,992	139,299
	Category B - Urban Cliff Climbers	0	0	6,189	22,844
	Category C - Urban Cliff Dwellers	228	5,591	7,052	13,499
	Category D - Seasoned Urban Dwellers	0	114	2,129	2,465
	Category E - Thriving Alone	5,035	60,303	101,155	298,232
	Category F - Going it Alone	1,223	9,138	21,851	60,131
	Category G - Struggling Alone	0	0	2,695	7,180
	Category H - Single in the Suburbs	0	12,126	29,069	52,183
	Category I - Married in the Suburbs	469	3,874	8,095	89,200
	Category J - Retired in the Suburbs	0	3,706	4,505	19,434
	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	658	1,566	7,743	95,948
	Category O - Specialties	2,160	11,676	22,583	63,791

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