

# FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.747968, -117.205594

12-Apr-2021

## 114210-Loma Square

### 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	13,608	122,278	369,342	1,028,093
	2020 Daytime Population	35,610	221,404	593,650	1,444,341
	2025 Population Forecast	13,534	125,920	381,156	1,057,765
	2010 Census Population	13,686	116,787	349,901	967,093
	2000 Census Population	13,532	108,790	331,927	924,864
	1990 Census Population	12,667	114,261	331,790	881,635
	Historical Annual Growth, 1990 to 2000	0.66%	-0.49%	0.00%	0.48%
	Historical Annual Growth, 2000 to 2010	0.11%	0.71%	0.53%	0.45%
	Estimated Annual Growth, 2010 to 2020	-0.05%	0.43%	0.50%	0.57%
	Projected Annual Growth, 2020 to 2025	-0.11%	0.59%	0.63%	0.57%
<b>HOUSEHOLDS</b>	2020 Estimated Households	4,214	57,300	172,969	398,920
	2025 Households Forecast	4,170	59,033	178,587	411,664
	2010 Census Households	4,307	53,448	160,434	369,670
	2000 Census Households	4,250	50,807	149,317	355,107
	1990 Census Households	4,147	48,258	140,142	333,884
	Historical Annual Growth, 1990 to 2000	0.25%	0.52%	0.64%	0.62%
	Historical Annual Growth, 2000 to 2010	0.13%	0.51%	0.72%	0.40%
	Estimated Annual Growth, 2010 to 2020	-0.20%	0.65%	0.70%	0.71%
	Projected Annual Growth, 2020 to 2025	-0.21%	0.60%	0.64%	0.63%
	2020 % Households With Children	30%	15%	15%	22%
2020 Persons per Household	2.30	1.95	2.00	2.44	
<b>INCOME 2020</b>	HH Income \$500,000 or more	2.46%	2.46%	2.18%	1.84%
	HH Income \$250,000 to \$499,999	2.99%	2.97%	2.62%	2.21%
	HH Income \$200,000 to \$249,999	6.96%	6.92%	6.11%	5.15%
	HH Income \$175,000 to \$199,999	2.21%	4.56%	4.06%	4.35%
	HH Income \$150,000 to \$174,999	4.38%	6.56%	6.29%	5.61%
	HH Income \$100,000 to \$149,999	16.79%	19.59%	18.69%	17.15%
	HH Income \$75,000 to \$99,999	10.65%	13.51%	13.66%	13.38%
	HH Income \$50,000 to \$74,999	19.82%	16.16%	16.17%	16.42%
	HH Income \$35,000 to \$49,999	13.19%	9.40%	9.94%	10.80%
	HH Income \$25,000 to \$34,999	4.76%	5.67%	6.35%	7.36%
	HH Income \$15,000 to \$24,999	9.09%	5.37%	6.42%	7.26%
	HH Income \$0 to \$14,999	6.69%	6.82%	7.52%	8.46%
	Average Household Income	\$104,859	\$116,280	\$108,178	\$102,072
Median Household Income	\$69,525	\$85,792	\$80,828	\$74,467	
Per Capita Income	\$37,974	\$56,549	\$52,393	\$41,320	
2000 Average Household Income	\$58,692	\$60,228	\$54,644	\$55,650	
2000 Median Household Income	\$36,632	\$42,652	\$39,388	\$39,572	
<b>WRKPLACE 2020</b>	Workplace Establishments	1,185	6,275	15,644	33,205
	Workplace Employees (Full Time Employees)	26,262	141,697	323,382	691,528

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	807	9,575	30,130	76,909
	Count of Pop 5 to 14 years	1,400	14,160	44,085	122,609
	Count of Pop 14 to 22 years	3,341	12,290	30,215	118,034
	Count of Pop 22 to 30 years	1,645	7,817	24,868	94,691
	Count of Pop 30 to 45 years	2,617	31,557	101,766	245,970
	Count of Pop 45 to 60 years	1,655	21,807	67,692	178,562
	Count of Pop 60 to 75 years	1,417	17,483	49,837	134,321
	Count of Pop 75+ years	725	7,588	20,749	56,997
	Population 0 to 4 Years	5.93%	7.83%	8.16%	7.48%
	Population 5 to 13 Years	10.29%	11.58%	11.94%	11.93%
	Population 14 to 21 Years	24.55%	10.05%	8.18%	11.48%
	Population 22 to 29 Years	12.09%	6.39%	6.73%	9.21%
	Population 30 to 44 Years	19.23%	25.81%	27.55%	23.92%
	Population 45 to 59 Years	12.17%	17.83%	18.33%	17.37%
Population 60 to 74 Years	10.41%	14.30%	13.49%	13.07%	
Population 74 Years Plus	5.32%	6.21%	5.62%	5.54%	
Median Age	26.4	38.7	38.5	36.4	
<b>GENDER 2020</b>	Male Population	8,544	64,552	194,577	525,371
	Female Population	5,064	57,726	174,764	502,722
<b>RACE 2020</b>	2020 Estimated Population	13,608	122,278	369,342	1,028,093
	White	74.58%	81.00%	75.68%	63.99%
	Black or African American	8.08%	4.04%	5.24%	7.57%
	Asian or Pacific Islander	5.33%	5.73%	7.07%	12.29%
	Other Races	12.00%	9.23%	12.01%	16.15%
<b>HISPANIC</b>	2020 Hispanic Population	2,969	20,481	82,819	330,996
	2020 Hispanic Population %	21.82%	16.75%	22.42%	32.20%
	2025 Hispanic Population Forecast	2,987	21,446	85,886	338,686
	2025 Hispanic Population % Projected	22.07%	17.03%	22.53%	32.02%
	2000 Hispanic Population %	17.37%	13.29%	20.61%	28.21%
1990 Hispanic Population %	13.11%	10.95%	16.82%	21.05%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	6,950	82,468	254,041	670,189
	Elementary	4.64%	2.25%	3.97%	7.31%
	Some High School	2.70%	2.33%	3.30%	6.18%
	High School Graduate	18.31%	12.28%	12.74%	16.40%
	Some College	21.40%	19.87%	19.89%	20.63%
	Associates Degree	10.27%	7.34%	7.29%	7.26%
	Bachelors Degree	26.20%	32.51%	32.10%	25.28%
	Graduate Degree	16.46%	23.43%	20.72%	16.95%
% College (4+)	42.67%	55.94%	52.82%	42.23%	
<b>HOUSING 2020</b>	Total Housing Units	4,445	62,410	189,005	431,217
	Owner Occupied Percent	32.50%	37.47%	33.45%	38.55%
	Renter Occupied Percent	62.30%	54.34%	58.07%	53.96%
	Vacant Housing Percent	5.20%	8.19%	8.48%	7.49%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	0.01%	0.07%	0.16%	0.20%
Homes Built 2000 to 2009	10.46%	9.00%	10.86%	8.58%
Homes Built 1990 to 1999	5.78%	4.69%	6.02%	7.30%
Homes Built 1980 to 1989	11.37%	12.49%	12.74%	13.35%
Homes Built 1970 to 1979	22.33%	20.18%	19.00%	21.06%
Homes Built 1960 to 1979	13.37%	13.38%	13.80%	14.80%
Homes Built 1950 to 1959	14.91%	16.79%	15.05%	17.61%
Homes Built 1940 to 1949	5.36%	9.47%	8.19%	7.53%
Homes Built 1939 or earlier	16.41%	13.94%	14.20%	9.57%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	51.56%	36.14%	31.03%	22.02%
Property Value \$750,000 to \$999,999	12.54%	18.69%	21.40%	21.69%
Property Value \$500,000 to \$749,999	17.07%	18.46%	20.96%	26.99%
Property Value \$400,000 to \$499,999	5.66%	7.42%	6.90%	9.45%
Property Value \$300,000 to \$399,999	1.83%	2.83%	3.39%	4.70%
Property Value \$200,000 to \$299,999	1.42%	1.08%	1.64%	2.20%
Property Value \$150,000 to \$199,999	0.01%	0.12%	0.39%	0.62%
Property Value \$100,000 to \$149,999	0.00%	0.15%	0.39%	0.49%
Property Value \$60,000 to \$99,999	0.00%	0.16%	0.27%	0.47%
Property Value \$40,000 to \$59,999	0.00%	0.14%	0.20%	0.37%
Property Value \$0 to \$39,999	0.27%	0.73%	0.64%	0.98%
Median Home Value	\$1,185,835	\$908,678	\$853,079	\$738,202
Median Rent per Month (Census 2000)	\$706	\$759	\$721	\$719
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	7,893	64,232	193,685	502,555
Managerial/Executive	16.72%	22.45%	21.74%	16.74%
Professional Specialty	17.88%	29.95%	30.59%	27.26%
Healthcare Support	1.37%	1.73%	1.79%	2.85%
Sales	7.26%	10.01%	10.31%	9.92%
Office & Administrative Support	6.87%	8.61%	8.76%	9.32%
Protective Service	4.70%	2.22%	1.75%	3.04%
Food Preparation	17.22%	8.16%	7.93%	7.99%
Building Maintenance & Cleaning	5.66%	2.22%	2.90%	4.43%
Personal Care	5.13%	4.20%	3.69%	3.54%
Farming, Fishing, & Forestry	2.50%	0.57%	0.28%	0.30%
Construction	4.67%	3.67%	3.98%	6.03%
Production & Transportation	10.03%	6.21%	6.27%	8.57%
Percent White Collar	50.10%	72.75%	73.19%	66.10%
Percent Blue Collar	49.90%	27.25%	26.81%	33.90%
Median Employee Salary	43,822	40,706	43,410	47,146
Average Employee Salary	53,775	51,339	53,861	57,157
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	261	3,160	9,834	30,504
2020 Estimated Unemployed (Age 16 and Up)	665	4,842	14,097	47,592
2020 Estimated Unemployed Rate (Age 16 and Up)	7.43%	6.90%	6.77%	8.57%

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<b>TRANSPORTATION TO WORK 2020</b>	Drive to Work Alone	47.03%	71.27%	72.22%	72.64%
	Drive to Work Carpool	7.04%	5.77%	6.90%	9.21%
	Travel to Work by Public Transportation	3.15%	3.16%	4.47%	4.84%
	Drive to Work on Motorcycle	0.48%	0.82%	0.69%	0.51%
	Drive to Work on Bicycle	0.74%	1.40%	1.85%	1.24%
	Walk to Work	5.89%	5.57%	5.13%	3.81%
	Other Means	0.87%	0.90%	0.65%	0.62%
	Work at Home	34.81%	11.10%	8.04%	7.08%
<b>TRAVEL TIME TO WORK 2020</b>	Travel Time in Less than 5 minutes	6.43%	2.98%	2.49%	1.85%
	Travel to Work in 5 to 9 minutes	13.09%	11.53%	9.82%	8.42%
	Travel to Work in 10 to 14 minutes	19.79%	18.55%	17.92%	16.68%
	Travel to Work in 15 to 19 minutes	25.30%	21.07%	20.30%	20.74%
	Travel to Work in 20 to 29 minutes	18.34%	25.92%	26.77%	27.50%
	Travel to Work in 30 to 44 minutes	11.42%	13.82%	15.58%	17.37%
	Travel to Work in 45 to 59 minutes	3.08%	2.83%	3.43%	3.53%
	Travel to Work in 60 minutes or more	2.53%	3.31%	3.69%	3.91%
Average Travel Time to Work	13.1	18.3	20.0	21.1	
<b>SPENDING PATTERNS 2020</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$62.74	\$63.25	\$62.98	\$62.63
	Apparel and Related Services	\$14.90	\$15.42	\$15.12	\$14.65
	Transportation	\$95.17	\$97.42	\$95.94	\$93.46
	Healthcare	\$62.58	\$64.65	\$63.44	\$61.83
	Entertainment	\$23.78	\$24.61	\$24.10	\$23.27
<b>LIFESTYLE SEGMENTATION 2020</b>	Category A - Crème de la Crème	2,293	21,884	50,386	118,702
	Category B - Urban Cliff Climbers	1,969	1,969	3,983	28,918
	Category C - Urban Cliff Dwellers	0	0	2,831	20,877
	Category D - Seasoned Urban Dwellers	0	0	0	1,406
	Category E - Thriving Alone	3,187	72,106	198,464	300,538
	Category F - Going it Alone	131	4,240	40,033	116,573
	Category G - Struggling Alone	0	247	2,935	17,386
	Category H - Single in the Suburbs	1,387	6,096	17,060	60,109
	Category I - Married in the Suburbs	0	0	798	8,798
	Category J - Retired in the Suburbs	0	0	460	6,813
	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	2,353	21,973	234,716
	Category O - Specialties	733	2,724	6,506	57,785

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