

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.747968, -117.205594

19-Mar-2020

114210-Loma Square

San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2019 Estimated Population	13,667	123,646	374,182	1,041,450
	2019 Daytime Population	35,238	221,136	592,829	1,445,053
	2024 Population Forecast	13,562	126,461	383,727	1,070,186
	2010 Census Population	13,666	116,817	350,939	969,957
	2000 Census Population	13,512	108,816	333,000	927,809
	1990 Census Population	12,647	114,285	332,704	884,453
	Historical Annual Growth, 1990 to 2000	0.66%	-0.49%	0.01%	0.48%
	Historical Annual Growth, 2000 to 2010	0.11%	0.71%	0.53%	0.45%
	Estimated Annual Growth, 2010 to 2019	0.00%	0.58%	0.66%	0.73%
	Projected Annual Growth, 2019 to 2024	-0.15%	0.45%	0.51%	0.55%
HOUSEHOLDS	2019 Estimated Households	4,240	57,506	173,898	403,228
	2024 Households Forecast	4,186	59,239	179,499	416,707
	2010 Census Households	4,299	53,456	160,775	370,808
	2000 Census Households	4,242	50,814	149,662	356,279
	1990 Census Households	4,139	48,266	140,424	335,033
	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 2019	-0.14%	0.75%	0.81%	0.86%
	Projected Annual Growth, 2019 to 2024	-0.25%	0.60%	0.64%	0.66%
	2019 % Households With Children	29%	15%	15%	22%
2019 Persons per Household	2.30	1.95	2.00	2.44	
INCOME 2019	HH Income \$500,000 or more	1.51%	2.22%	1.98%	1.67%
	HH Income \$250,000 to \$499,999	1.79%	2.67%	2.37%	2.00%
	HH Income \$200,000 to \$249,999	4.16%	6.21%	5.53%	4.67%
	HH Income \$175,000 to \$199,999	7.47%	4.40%	4.04%	4.10%
	HH Income \$150,000 to \$174,999	5.09%	6.36%	6.15%	5.40%
	HH Income \$100,000 to \$149,999	15.02%	19.29%	17.67%	16.46%
	HH Income \$75,000 to \$99,999	10.46%	13.35%	13.18%	12.79%
	HH Income \$50,000 to \$74,999	18.87%	16.01%	16.84%	16.93%
	HH Income \$35,000 to \$49,999	12.91%	10.13%	10.40%	11.35%
	HH Income \$25,000 to \$34,999	4.69%	5.73%	6.84%	7.98%
	HH Income \$15,000 to \$24,999	10.43%	5.94%	6.93%	7.74%
	HH Income \$0 to \$14,999	7.60%	7.68%	8.06%	8.91%
	Average Household Income	\$106,942	\$111,128	\$103,605	\$97,594
Median Household Income	\$68,489	\$82,456	\$76,521	\$70,111	
Per Capita Income	\$38,694	\$53,923	\$50,026	\$39,545	
2000 Average Household Income	\$58,612	\$60,234	\$54,675	\$55,609	
2000 Median Household Income	\$36,589	\$42,656	\$39,407	\$39,562	
WRKPLACE 2019	Workplace Establishments	1,175	6,251	15,564	33,185
	Workplace Employees (Full Time Employees)	26,369	142,238	325,200	700,423

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POPULATION BY AGE 2019	Count of Pop 0 to 4 years	828	9,849	31,031	78,908
	Count of Pop 5 to 14 years	1,417	13,268	41,472	120,274
	Count of Pop 14 to 22 years	3,281	12,189	30,242	119,305
	Count of Pop 22 to 30 years	1,697	8,923	28,507	101,096
	Count of Pop 30 to 45 years	2,700	32,854	105,815	253,408
	Count of Pop 45 to 60 years	1,629	21,619	67,158	179,071
	Count of Pop 60 to 75 years	1,407	17,499	49,547	133,120
	Count of Pop 75+ years	705	7,445	20,411	56,268
	Population 0 to 4 Years	6.06%	7.97%	8.29%	7.58%
	Population 5 to 13 Years	10.37%	10.73%	11.08%	11.55%
	Population 14 to 21 Years	24.01%	9.86%	8.08%	11.46%
	Population 22 to 29 Years	12.42%	7.22%	7.62%	9.71%
	Population 30 to 44 Years	19.76%	26.57%	28.28%	24.33%
	Population 45 to 59 Years	11.92%	17.48%	17.95%	17.19%
	Population 60 to 74 Years	10.30%	14.15%	13.24%	12.78%
	Population 74 Years Plus	5.16%	6.02%	5.45%	5.40%
Median Age	26.6	38.2	38.0	36.0	
GENDER 2019	Male Population	8,587	65,597	197,923	532,940
	Female Population	5,080	58,049	176,259	508,510
RACE 2019	2019 Estimated Population	13,667	123,646	374,182	1,041,450
	White	73.42%	80.80%	74.78%	62.22%
	Black or African American	8.19%	3.91%	5.35%	7.66%
	Asian or Pacific Islander	5.54%	5.65%	7.02%	12.47%
	Other Races	12.85%	9.64%	12.85%	17.65%
HISPANIC	2019 Hispanic Population	2,900	20,038	82,151	330,409
	2019 Hispanic Population %	21.22%	16.21%	21.95%	31.73%
	2024 Hispanic Population Forecast	2,882	20,519	83,964	336,808
	2024 Hispanic Population % Projected	21.25%	16.23%	21.88%	31.47%
	2000 Hispanic Population %	17.39%	13.29%	20.70%	28.19%
1990 Hispanic Population %	13.12%	10.95%	16.89%	21.04%	
EDUCATION (AGE 25+) 2019	Adult Population (25 Years or Older)	7,021	84,149	259,179	680,401
	Elementary	1.57%	1.88%	3.52%	7.24%
	Some High School	2.81%	2.63%	3.99%	6.56%
	High School Graduate	18.22%	12.78%	13.12%	16.86%
	Some College	23.51%	21.86%	21.22%	21.48%
	Associates Degree	10.26%	7.47%	7.15%	7.23%
	Bachelors Degree	26.30%	31.78%	31.51%	24.51%
	Graduate Degree	17.33%	21.59%	19.49%	16.11%
% College (4+)	43.64%	53.38%	51.00%	40.63%	
HOUSING 2019	Total Housing Units	4,493	62,592	189,957	435,767
	Owner Occupied Percent	32.06%	37.49%	33.48%	38.57%
	Renter Occupied Percent	62.30%	54.38%	58.07%	53.96%
	Vacant Housing Percent	5.65%	8.13%	8.45%	7.47%

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HOMES BUILT BY YEAR 2019				
Homes Built 2010 or later	0.00%	0.13%	0.27%	0.33%
Homes Built 2000 to 2009	14.04%	9.77%	11.28%	8.67%
Homes Built 1990 to 1999	6.31%	4.88%	6.44%	7.69%
Homes Built 1980 to 1989	10.18%	11.95%	12.99%	13.79%
Homes Built 1970 to 1979	20.62%	20.11%	18.75%	20.73%
Homes Built 1960 to 1979	12.94%	13.71%	13.51%	14.64%
Homes Built 1950 to 1959	14.45%	16.38%	15.04%	17.50%
Homes Built 1940 to 1949	5.41%	9.89%	8.07%	7.30%
Homes Built 1939 or earlier	16.05%	13.18%	13.66%	9.37%
HOME VALUE (OWNER OCCUPIED) 2019				
Property Value \$1,000,000 or more	61.35%	51.54%	46.04%	34.79%
Property Value \$750,000 to \$999,999	10.69%	18.21%	20.14%	19.83%
Property Value \$500,000 to \$749,999	21.00%	18.63%	20.76%	27.39%
Property Value \$400,000 to \$499,999	3.33%	5.54%	5.82%	8.19%
Property Value \$300,000 to \$399,999	3.40%	3.39%	3.38%	4.53%
Property Value \$200,000 to \$299,999	0.04%	0.87%	1.54%	1.94%
Property Value \$150,000 to \$199,999	0.00%	0.13%	0.45%	0.64%
Property Value \$100,000 to \$149,999	0.00%	0.21%	0.37%	0.56%
Property Value \$60,000 to \$99,999	0.00%	0.23%	0.39%	0.52%
Property Value \$40,000 to \$59,999	0.00%	0.21%	0.23%	0.45%
Property Value \$0 to \$39,999	0.20%	1.04%	0.87%	1.18%
Median Home Value	\$1,277,489	\$1,044,819	\$950,861	\$808,216
Median Rent per Month (Census 2000)	\$706	\$759	\$722	\$719
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019				
Employed Civilian Population 16+ by Occupation	4,515	59,646	187,767	497,252
Managerial/Executive	26.73%	23.37%	21.13%	16.43%
Professional Specialty	24.89%	30.76%	30.60%	27.32%
Healthcare Support	3.33%	1.86%	1.91%	2.97%
Sales	6.64%	10.56%	10.90%	10.44%
Office & Administrative Support	7.97%	8.97%	9.10%	9.69%
Protective Service	1.56%	1.56%	1.58%	1.69%
Food Preparation	9.41%	6.97%	7.81%	8.28%
Building Maintenance & Cleaning	4.73%	1.99%	2.79%	4.54%
Personal Care	4.67%	4.33%	3.74%	3.72%
Farming, Fishing, & Forestry	0.16%	0.25%	0.16%	0.27%
Construction	3.12%	3.85%	4.16%	6.36%
Production & Transportation	6.78%	5.52%	6.12%	8.29%
Percent White Collar	69.56%	75.52%	73.63%	66.85%
Percent Blue Collar	30.44%	24.48%	26.37%	33.15%
Median Employee Salary	46,066	45,695	45,919	47,656
Average Employee Salary	55,840	54,529	55,884	58,316
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	261	3,160	9,858	30,587
2019 Estimated Unemployed (Age 16 and Up)	207	1,792	5,563	18,958
2019 Estimated Unemployed Rate (Age 16 and Up)	2.19%	2.49%	2.63%	3.38%

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TRANSPORTATION TO WORK 2019	Drive to Work Alone	44.90%	70.58%	71.92%	72.34%
	Drive to Work Carpool	7.15%	5.63%	6.76%	9.17%
	Travel to Work by Public Transportation	3.56%	3.25%	4.60%	4.90%
	Drive to Work on Motorcycle	0.77%	1.01%	0.74%	0.55%
	Drive to Work on Bicycle	0.84%	1.42%	1.73%	1.21%
	Walk to Work	5.45%	5.14%	5.00%	3.84%
	Other Means	0.59%	0.71%	0.66%	0.61%
	Work at Home	36.75%	12.26%	8.52%	7.31%
TRAVEL TIME TO WORK 2019	Travel Time in Less than 5 minutes	4.81%	2.49%	2.11%	1.74%
	Travel to Work in 5 to 9 minutes	11.90%	10.51%	9.24%	8.05%
	Travel to Work in 10 to 14 minutes	17.67%	18.40%	17.64%	16.10%
	Travel to Work in 15 to 19 minutes	27.70%	21.23%	20.86%	20.48%
	Travel to Work in 20 to 29 minutes	18.43%	26.25%	26.48%	28.20%
	Travel to Work in 30 to 44 minutes	12.34%	13.88%	15.78%	17.54%
	Travel to Work in 45 to 59 minutes	3.41%	3.61%	3.91%	3.89%
	Travel to Work in 60 minutes or more	3.74%	3.65%	4.00%	4.00%
Average Travel Time to Work	13.1	18.3	20.0	21.1	
SPENDING PATTERNS 2019	Grocery Store Market Basket Weekly Per Capita Spending	\$61.40	\$61.72	\$61.35	\$60.99
	Apparel and Related Services	\$14.50	\$14.82	\$14.51	\$14.06
	Transportation	\$93.67	\$95.73	\$93.82	\$91.46
	Healthcare	\$47.80	\$49.33	\$48.32	\$47.18
	Entertainment	\$23.16	\$23.75	\$23.14	\$22.32
LIFESTYLE SEGMENTATION 2019	Category A - Crème de la Crème	2,217	23,739	53,811	125,257
	Category B - Urban Cliff Climbers	2,005	2,005	5,223	30,490
	Category C - Urban Cliff Dwellers	0	0	1,717	14,615
	Category D - Seasoned Urban Dwellers	0	0	2,730	7,844
	Category E - Thriving Alone	3,233	65,538	180,558	259,070
	Category F - Going it Alone	134	8,652	51,286	132,323
	Category G - Struggling Alone	0	0	4,454	20,322
	Category H - Single in the Suburbs	1,399	6,147	18,959	66,357
	Category I - Married in the Suburbs	0	688	690	12,560
	Category J - Retired in the Suburbs	0	0	0	5,480
	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	2,268
	Category N - Espaniola	0	2,392	22,360	232,912
	Category O - Specialties	757	2,976	6,173	76,311

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