

FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.917859, -117.126061

17-May-2019

1604-Black Mountain Village

San Diego, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2018 Estimated Population	35,375	132,145	209,927	776,637	
	2018 Daytime Population	45,804	146,548	300,909	1,145,672	
	2023 Population Forecast	37,669	137,531	218,990	814,966	
	2010 Census Population	30,563	121,066	190,245	697,587	
	2000 Census Population	28,022	116,916	172,796	627,206	
	1990 Census Population	21,068	86,353	124,738	540,712	
	Historical Annual Growth, 1990 to 2000	2.89%	3.08%	3.31%	1.49%	
	Historical Annual Growth, 2000 to 2010	0.87%	0.35%	0.97%	1.07%	
	Estimated Annual Growth, 2010 to 2018	1.69%	1.01%	1.13%	1.23%	
	Projected Annual Growth, 2018 to 2023	1.26%	0.80%	0.85%	0.97%	
	HOUSEHOLDS	2018 Estimated Households	12,230	44,140	69,705	290,788
		2023 Households Forecast	13,004	45,948	72,738	305,743
2010 Census Households		10,610	40,414	63,089	259,755	
2000 Census Households		9,657	38,440	56,332	234,462	
1990 Census Households		7,269	28,053	40,530	198,955	
Historical Annual Growth, 1990 to 2000		2.88%	3.20%	3.35%	1.66%	
Historical Annual Growth, 2000 to 2010		0.95%	0.50%	1.14%	1.03%	
Estimated Annual Growth, 2010 to 2018		1.64%	1.01%	1.15%	1.30%	
Projected Annual Growth, 2018 to 2023		1.23%	0.81%	0.86%	1.01%	
2018 % Households With Children		32%	36%	39%	31%	
2018 Persons per Household		2.88	2.94	2.97	2.61	
INCOME 2018		HH Income \$500,000 or more	1.34%	2.17%	2.45%	2.50%
	HH Income \$250,000 to \$499,999	1.60%	2.60%	2.93%	2.99%	
	HH Income \$200,000 to \$249,999	3.75%	6.08%	6.85%	6.98%	
	HH Income \$175,000 to \$199,999	4.01%	6.97%	10.19%	7.28%	
	HH Income \$150,000 to \$174,999	7.42%	8.92%	9.09%	7.84%	
	HH Income \$100,000 to \$149,999	25.13%	24.44%	23.16%	20.59%	
	HH Income \$75,000 to \$99,999	16.20%	14.35%	13.21%	12.80%	
	HH Income \$50,000 to \$74,999	16.30%	14.59%	13.40%	14.68%	
	HH Income \$35,000 to \$49,999	9.15%	7.96%	7.43%	8.33%	
	HH Income \$25,000 to \$34,999	5.66%	4.12%	3.64%	5.42%	
	HH Income \$15,000 to \$24,999	5.02%	4.20%	3.96%	4.73%	
	HH Income \$0 to \$14,999	4.42%	3.59%	3.69%	5.86%	
	Average Household Income	\$101,635	\$120,519	\$132,236	\$124,679	
	Median Household Income	\$88,418	\$102,223	\$109,212	\$95,862	
Per Capita Income	\$35,228	\$40,673	\$44,267	\$47,786		
2000 Average Household Income	\$68,846	\$80,049	\$84,920	\$81,555		
2000 Median Household Income	\$60,372	\$69,677	\$72,319	\$62,745		
WRKPLACE 2018	Workplace Establishments	603	3,240	6,960	27,130	
	Workplace Employees (Full Time Employees)	9,410	61,772	161,934	574,427	

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POPULATION BY AGE 2018	Count of Pop 0 to 4 years	2,696	9,125	13,852	52,319
	Count of Pop 5 to 14 years	4,339	15,582	24,790	86,405
	Count of Pop 14 to 22 years	2,835	12,786	22,750	92,576
	Count of Pop 22 to 30 years	3,227	13,705	22,062	71,388
	Count of Pop 30 to 45 years	8,387	27,390	39,510	153,999
	Count of Pop 45 to 60 years	7,192	27,791	46,486	154,829
	Count of Pop 60 to 75 years	4,984	19,991	31,741	117,860
	Count of Pop 75+ years	1,715	5,775	8,736	47,261
	Population 0 to 4 Years	7.62%	6.90%	6.60%	6.74%
	Population 5 to 13 Years	12.27%	11.79%	11.81%	11.13%
	Population 14 to 21 Years	8.01%	9.68%	10.84%	11.92%
	Population 22 to 29 Years	9.12%	10.37%	10.51%	9.19%
	Population 30 to 44 Years	23.71%	20.73%	18.82%	19.83%
	Population 45 to 59 Years	20.33%	21.03%	22.14%	19.94%
	Population 60 to 74 Years	14.09%	15.13%	15.12%	15.18%
Population 74 Years Plus	4.85%	4.37%	4.16%	6.09%	
Median Age	38.3	38.3	38.5	38.4	
GENDER 2018	Male Population	17,929	67,263	105,948	384,609
	Female Population	17,446	64,883	103,979	392,027
RACE 2018	2018 Estimated Population	35,375	132,145	209,927	776,637
	White	38.13%	46.80%	51.79%	64.96%
	Black or African American	4.98%	3.66%	3.14%	3.01%
	Asian or Pacific Islander	44.88%	38.57%	34.73%	21.96%
	Other Races	12.01%	10.97%	10.33%	10.08%
HISPANIC	2018 Hispanic Population	4,480	16,142	25,617	107,117
	2018 Hispanic Population %	12.67%	12.22%	12.20%	13.79%
	2023 Hispanic Population Forecast	4,801	17,026	27,235	113,405
	2023 Hispanic Population % Projected	12.75%	12.38%	12.44%	13.92%
	2000 Hispanic Population %	9.68%	9.41%	9.32%	10.52%
1990 Hispanic Population %	7.97%	8.15%	8.19%	8.65%	
EDUCATION (AGE 25+) 2018	Adult Population (25 Years or Older)	24,364	89,018	139,392	517,564
	Elementary	4.83%	3.61%	3.14%	2.54%
	Some High School	4.07%	3.25%	2.86%	2.51%
	High School Graduate	12.55%	11.89%	11.29%	12.70%
	Some College	23.33%	19.91%	18.40%	19.17%
	Associates Degree	9.85%	9.18%	8.14%	7.54%
	Bachelors Degree	31.18%	32.24%	32.82%	30.92%
	Graduate Degree	14.19%	19.92%	23.34%	24.61%
% College (4+)	45.37%	52.16%	56.16%	55.53%	
HOUSING 2018	Total Housing Units	12,658	45,432	71,763	306,011
	Owner Occupied Percent	54.80%	62.57%	64.09%	57.92%
	Renter Occupied Percent	41.81%	34.59%	33.04%	37.11%
	Vacant Housing Percent	3.38%	2.85%	2.87%	4.97%

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HOMES BUILT BY YEAR 2018				
Homes Built 2010 or later	0.00%	0.04%	0.61%	0.49%
Homes Built 2000 to 2009	8.99%	7.81%	13.50%	12.22%
Homes Built 1990 to 1999	25.50%	27.27%	27.23%	16.26%
Homes Built 1980 to 1989	21.16%	27.95%	27.42%	21.68%
Homes Built 1970 to 1979	39.60%	33.11%	26.59%	26.42%
Homes Built 1960 to 1979	2.97%	2.22%	2.93%	11.86%
Homes Built 1950 to 1959	1.29%	0.88%	1.05%	9.03%
Homes Built 1940 to 1949	0.10%	0.18%	0.16%	1.20%
Homes Built 1939 or earlier	0.39%	0.54%	0.51%	0.85%
HOME VALUE (OWNER OCCUPIED) 2018				
Property Value \$1,000,000 or more	19.47%	36.16%	46.72%	45.67%
Property Value \$750,000 to \$999,999	19.55%	22.52%	20.95%	19.73%
Property Value \$500,000 to \$749,999	40.01%	29.45%	22.33%	23.23%
Property Value \$400,000 to \$499,999	8.02%	4.98%	3.97%	4.17%
Property Value \$300,000 to \$399,999	5.49%	3.04%	2.45%	2.69%
Property Value \$200,000 to \$299,999	1.64%	0.92%	0.89%	1.27%
Property Value \$150,000 to \$199,999	1.40%	0.47%	0.38%	0.46%
Property Value \$100,000 to \$149,999	1.43%	0.63%	0.54%	0.66%
Property Value \$60,000 to \$99,999	1.67%	0.87%	0.81%	0.74%
Property Value \$40,000 to \$59,999	0.37%	0.12%	0.11%	0.25%
Property Value \$0 to \$39,999	0.97%	0.84%	0.86%	1.14%
Median Home Value	\$681,374	\$846,329	\$960,811	\$945,093
Median Rent per Month (Census 2000)	\$992	\$1,214	\$1,089	\$1,007
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018				
Employed Civilian Population 16+ by Occupation	18,418	68,008	108,396	386,769
Managerial/Executive	15.69%	18.82%	20.74%	20.85%
Professional Specialty	32.18%	35.30%	36.24%	36.03%
Healthcare Support	2.14%	1.96%	1.80%	1.52%
Sales	7.91%	8.18%	8.56%	10.18%
Office & Administrative Support	11.87%	11.68%	10.75%	10.13%
Protective Service	1.35%	1.14%	1.07%	1.39%
Food Preparation	6.20%	5.22%	4.84%	4.90%
Building Maintenance & Cleaning	1.71%	1.85%	1.69%	1.66%
Personal Care	7.16%	4.86%	4.47%	3.81%
Farming, Fishing, & Forestry	0.05%	0.05%	0.03%	0.06%
Construction	4.38%	3.38%	3.24%	3.86%
Production & Transportation	9.38%	7.57%	6.56%	5.61%
Percent White Collar	69.78%	75.94%	78.10%	78.72%
Percent Blue Collar	30.22%	24.06%	21.90%	21.28%
Median Employee Salary	47,680	47,911	48,859	49,153
Average Employee Salary	56,688	57,659	59,581	59,824
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	589	2,337	3,343	13,294
2018 Estimated Unemployed (Age 16 and Up)	725	2,905	4,596	17,945
2018 Estimated Unemployed Rate (Age 16 and Up)	4.24%	3.97%	3.90%	4.34%

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TRANSPORTATION TO WORK 2018	Drive to Work Alone	79.36%	78.45%	78.96%	78.77%
	Drive to Work Carpool	12.23%	10.72%	9.98%	8.43%
	Travel to Work by Public Transportation	1.20%	1.43%	1.43%	2.55%
	Drive to Work on Motorcycle	0.35%	0.55%	0.52%	0.54%
	Drive to Work on Bicycle	1.19%	0.81%	0.70%	0.72%
	Walk to Work	1.88%	1.88%	1.76%	1.80%
	Other Means	1.33%	0.69%	0.68%	0.59%
	Work at Home	2.45%	5.47%	5.96%	6.58%
TRAVEL TIME TO WORK 2018	Travel Time in Less than 5 minutes	0.73%	1.39%	1.30%	1.57%
	Travel to Work in 5 to 9 minutes	7.57%	7.62%	7.21%	7.86%
	Travel to Work in 10 to 14 minutes	13.86%	13.15%	13.09%	15.42%
	Travel to Work in 15 to 19 minutes	22.89%	19.97%	18.79%	19.73%
	Travel to Work in 20 to 29 minutes	27.98%	29.94%	29.83%	28.67%
	Travel to Work in 30 to 44 minutes	21.17%	21.96%	23.52%	20.10%
	Travel to Work in 45 to 59 minutes	3.87%	3.40%	3.73%	3.58%
	Travel to Work in 60 minutes or more	1.93%	2.58%	2.53%	3.07%
Average Travel Time to Work	22.8	22.9	23.4	22.0	
SPENDING PATTERNS 2018	Grocery Store Market Basket Weekly Per Capita Spending	\$57.96	\$58.59	\$58.97	\$58.52
	Apparel and Related Services	\$15.21	\$15.88	\$16.24	\$15.64
	Transportation	\$84.81	\$87.35	\$88.62	\$86.00
	Healthcare	\$45.26	\$46.48	\$47.05	\$45.95
	Entertainment	\$23.49	\$24.46	\$24.99	\$24.20
LIFESTYLE SEGMENTATION 2018	Category A - Crème de la Crème	0	13,129	25,910	152,311
	Category B - Urban Cliff Hangers	1,332	6,823	9,694	40,949
	Category C - Urban Cliff Dwellers	0	0	0	19,590
	Category D - Seasoned Urban Dwellers	0	0	0	3,941
	Category E - Thriving Alone	1,727	6,123	7,003	114,316
	Category F - Going it Alone	2,222	12,107	14,249	50,578
	Category G - Struggling Alone	0	0	0	1,771
	Category H - Single in the Suburbs	3,134	5,261	6,849	39,953
	Category I - Married in the Suburbs	13,544	51,698	99,084	194,136
	Category J - Retired in the Suburbs	341	3,753	10,631	49,101
	Category K - Living with Nature	0	0	0	1,276
	Category L - Working with Nature	0	0	0	919
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	0	0	6,172
	Category O - Specialties	12,973	30,857	33,270	85,142

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