

FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 32.7487, -117.09995

19-Mar-2020

116890-City Heights Center

San Diego, CA

| | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius | 10.00 Mile Radius | |
|-------------------------------|---|------------------|------------------|-------------------|-----------|
| POPULATION | 2019 Estimated Population | 64,360 | 265,310 | 656,381 | 1,423,837 |
| | 2019 Daytime Population | 44,770 | 251,535 | 722,497 | 1,724,714 |
| | 2024 Population Forecast | 64,683 | 268,272 | 672,110 | 1,448,770 |
| | 2010 Census Population | 62,299 | 254,538 | 616,245 | 1,354,623 |
| | 2000 Census Population | 66,612 | 258,325 | 592,699 | 1,304,864 |
| | 1990 Census Population | 56,337 | 233,615 | 551,610 | 1,234,555 |
| | Historical Annual Growth, 1990 to 2000 | 1.69% | 1.01% | 0.72% | 0.56% |
| | Historical Annual Growth, 2000 to 2010 | -0.67% | -0.15% | 0.39% | 0.37% |
| | Estimated Annual Growth, 2010 to 2019 | 0.33% | 0.43% | 0.65% | 0.51% |
| | Projected Annual Growth, 2019 to 2024 | 0.10% | 0.22% | 0.47% | 0.35% |
| HOUSEHOLDS | 2019 Estimated Households | 20,030 | 103,761 | 250,325 | 526,653 |
| | 2024 Households Forecast | 20,145 | 105,153 | 258,111 | 537,970 |
| | 2010 Census Households | 19,349 | 99,027 | 231,543 | 496,742 |
| | 2000 Census Households | 19,823 | 99,230 | 219,481 | 481,557 |
| | 1990 Census Households | 19,637 | 94,950 | 206,008 | 453,816 |
| | Historical Annual Growth, 1990 to 2000 | 0.09% | 0.44% | 0.64% | 0.60% |
| | Historical Annual Growth, 2000 to 2010 | -0.24% | -0.02% | 0.54% | 0.31% |
| | Estimated Annual Growth, 2010 to 2019 | 0.36% | 0.48% | 0.80% | 0.60% |
| | Projected Annual Growth, 2019 to 2024 | 0.11% | 0.27% | 0.61% | 0.43% |
| | 2019 % Households With Children | 36% | 23% | 23% | 26% |
| 2019 Persons per Household | 3.20 | 2.51 | 2.54 | 2.60 | |
| INCOME 2019 | HH Income \$500,000 or more | 0.34% | 0.95% | 1.20% | 1.36% |
| | HH Income \$250,000 to \$499,999 | 0.42% | 1.14% | 1.43% | 1.63% |
| | HH Income \$200,000 to \$249,999 | 0.98% | 2.67% | 3.35% | 3.80% |
| | HH Income \$175,000 to \$199,999 | 1.84% | 2.83% | 3.32% | 3.68% |
| | HH Income \$150,000 to \$174,999 | 1.80% | 3.78% | 4.48% | 5.22% |
| | HH Income \$100,000 to \$149,999 | 8.09% | 14.39% | 15.51% | 16.70% |
| | HH Income \$75,000 to \$99,999 | 8.19% | 12.09% | 12.60% | 13.42% |
| | HH Income \$50,000 to \$74,999 | 16.66% | 18.81% | 18.06% | 17.59% |
| | HH Income \$35,000 to \$49,999 | 16.43% | 13.34% | 12.19% | 11.63% |
| | HH Income \$25,000 to \$34,999 | 14.67% | 9.48% | 9.11% | 8.29% |
| | HH Income \$15,000 to \$24,999 | 14.92% | 10.13% | 8.91% | 7.92% |
| | HH Income \$0 to \$14,999 | 15.65% | 10.39% | 9.84% | 8.77% |
| | Average Household Income | \$55,545 | \$78,253 | \$85,595 | \$90,804 |
| Median Household Income | \$39,125 | \$58,012 | \$62,760 | \$68,353 | |
| Per Capita Income | \$17,359 | \$30,876 | \$33,456 | \$34,512 | |
| 2000 Average Household Income | \$33,835 | \$42,195 | \$46,735 | \$53,834 | |
| 2000 Median Household Income | \$23,756 | \$31,569 | \$35,063 | \$40,879 | |
| WRKPLACE 2019 | Workplace Establishments | 703 | 5,221 | 16,586 | 39,002 |
| | Workplace Employees (Full Time Employees) | 9,073 | 79,184 | 305,806 | 749,985 |

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|---------------------------------|--------------------------------------|------------------|------------------|-------------------|-----------|
| POPULATION BY AGE 2019 | Count of Pop 0 to 4 years | 4,953 | 21,591 | 51,494 | 104,607 |
| | Count of Pop 5 to 14 years | 9,015 | 34,074 | 80,804 | 166,751 |
| | Count of Pop 14 to 22 years | 8,097 | 29,083 | 65,504 | 144,016 |
| | Count of Pop 22 to 30 years | 8,037 | 23,843 | 64,588 | 150,297 |
| | Count of Pop 30 to 45 years | 14,033 | 65,718 | 159,694 | 322,691 |
| | Count of Pop 45 to 60 years | 11,899 | 49,013 | 118,670 | 256,215 |
| | Count of Pop 60 to 75 years | 6,388 | 31,286 | 83,453 | 198,581 |
| | Count of Pop 75+ years | 1,937 | 10,703 | 32,174 | 80,677 |
| | Population 0 to 4 Years | 7.70% | 8.14% | 7.85% | 7.35% |
| | Population 5 to 13 Years | 14.01% | 12.84% | 12.31% | 11.71% |
| | Population 14 to 21 Years | 12.58% | 10.96% | 9.98% | 10.11% |
| | Population 22 to 29 Years | 12.49% | 8.99% | 9.84% | 10.56% |
| | Population 30 to 44 Years | 21.80% | 24.77% | 24.33% | 22.66% |
| | Population 45 to 59 Years | 18.49% | 18.47% | 18.08% | 17.99% |
| | Population 60 to 74 Years | 9.93% | 11.79% | 12.71% | 13.95% |
| | Population 74 Years Plus | 3.01% | 4.03% | 4.90% | 5.67% |
| | Median Age | 32.2 | 35.7 | 36.3 | 36.7 |
| GENDER 2019 | Male Population | 32,141 | 133,217 | 332,637 | 718,977 |
| | Female Population | 32,219 | 132,093 | 323,744 | 704,860 |
| RACE 2019 | 2019 Estimated Population | 64,360 | 265,310 | 656,381 | 1,423,837 |
| | White | 40.87% | 55.16% | 56.50% | 62.82% |
| | Black or African American | 12.17% | 11.70% | 10.79% | 7.95% |
| | Asian or Pacific Islander | 16.79% | 11.39% | 11.33% | 10.19% |
| | Other Races | 30.16% | 21.76% | 21.38% | 19.04% |
| HISPANIC | 2019 Hispanic Population | 36,545 | 105,265 | 251,676 | 503,273 |
| | 2019 Hispanic Population % | 56.78% | 39.68% | 38.34% | 35.35% |
| | 2024 Hispanic Population Forecast | 36,693 | 106,232 | 255,992 | 510,853 |
| | 2024 Hispanic Population % Projected | 56.73% | 39.60% | 38.09% | 35.26% |
| | 2000 Hispanic Population % | 52.20% | 35.74% | 34.41% | 28.99% |
| 1990 Hispanic Population % | 30.50% | 22.32% | 25.58% | 20.87% | |
| EDUCATION (AGE 25+) 2019 | Adult Population (25 Years or Older) | 39,303 | 171,631 | 433,632 | 947,658 |
| | Elementary | 20.91% | 10.31% | 9.35% | 7.50% |
| | Some High School | 15.99% | 8.69% | 8.47% | 7.40% |
| | High School Graduate | 23.29% | 18.93% | 19.35% | 19.65% |
| | Some College | 17.56% | 21.79% | 22.72% | 23.74% |
| | Associates Degree | 5.86% | 7.30% | 7.21% | 7.84% |
| | Bachelors Degree | 10.98% | 21.00% | 20.91% | 21.57% |
| | Graduate Degree | 5.41% | 11.98% | 11.99% | 12.29% |
| % College (4+) | 16.40% | 32.98% | 32.90% | 33.86% | |
| HOUSING 2019 | Total Housing Units | 21,220 | 110,201 | 269,137 | 562,835 |
| | Owner Occupied Percent | 20.24% | 32.75% | 36.77% | 43.12% |
| | Renter Occupied Percent | 74.16% | 61.41% | 56.24% | 50.45% |
| | Vacant Housing Percent | 5.60% | 5.84% | 6.99% | 6.43% |

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| HOMES BUILT BY YEAR 2019 | Homes Built 2010 or later | 1.00% | 0.33% | 0.41% | 0.30% |
| | Homes Built 2000 to 2009 | 6.37% | 4.89% | 10.01% | 7.50% |
| | Homes Built 1990 to 1999 | 4.79% | 6.10% | 7.31% | 7.63% |
| | Homes Built 1980 to 1989 | 15.84% | 14.51% | 13.98% | 14.21% |
| | Homes Built 1970 to 1979 | 18.87% | 18.36% | 18.56% | 22.15% |
| | Homes Built 1960 to 1979 | 14.99% | 12.61% | 12.98% | 16.71% |
| | Homes Built 1950 to 1959 | 15.14% | 18.44% | 17.17% | 17.69% |
| | Homes Built 1940 to 1949 | 9.17% | 9.11% | 7.54% | 6.39% |
| | Homes Built 1939 or earlier | 13.83% | 15.67% | 12.04% | 7.43% |
| HOME VALUE (OWNER OCCUPIED) 2019 | Property Value \$1,000,000 or more | 16.57% | 22.47% | 22.79% | 27.12% |
| | Property Value \$750,000 to \$999,999 | 14.38% | 18.30% | 19.08% | 19.98% |
| | Property Value \$500,000 to \$749,999 | 34.51% | 33.46% | 35.11% | 32.23% |
| | Property Value \$400,000 to \$499,999 | 14.06% | 11.47% | 11.11% | 9.03% |
| | Property Value \$300,000 to \$399,999 | 10.32% | 7.21% | 5.97% | 4.73% |
| | Property Value \$200,000 to \$299,999 | 6.22% | 3.61% | 2.47% | 2.13% |
| | Property Value \$150,000 to \$199,999 | 2.27% | 0.95% | 0.75% | 0.75% |
| | Property Value \$100,000 to \$149,999 | 0.61% | 0.56% | 0.58% | 0.76% |
| | Property Value \$60,000 to \$99,999 | 0.20% | 0.40% | 0.51% | 0.91% |
| | Property Value \$40,000 to \$59,999 | 0.05% | 0.63% | 0.51% | 0.62% |
| | Property Value \$0 to \$39,999 | 0.81% | 0.94% | 1.12% | 1.73% |
| | Median Home Value | \$611,956 | \$681,032 | \$692,098 | \$727,536 |
| Median Rent per Month (Census 2000) | \$560 | \$631 | \$655 | \$706 | |
| OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019 | Employed Civilian Population 16+ by Occupation | 29,879 | 133,871 | 316,693 | 675,733 |
| | Managerial/Executive | 7.06% | 14.12% | 14.78% | 15.59% |
| | Professional Specialty | 13.20% | 23.17% | 23.23% | 23.49% |
| | Healthcare Support | 3.74% | 3.33% | 3.26% | 3.42% |
| | Sales | 7.86% | 9.72% | 10.42% | 10.65% |
| | Office & Administrative Support | 10.16% | 10.14% | 10.21% | 11.06% |
| | Protective Service | 1.63% | 1.62% | 1.92% | 2.26% |
| | Food Preparation | 14.15% | 10.59% | 9.13% | 7.83% |
| | Building Maintenance & Cleaning | 11.63% | 5.85% | 5.70% | 4.79% |
| | Personal Care | 4.81% | 4.29% | 4.01% | 3.74% |
| | Farming, Fishing, & Forestry | 0.27% | 0.31% | 0.32% | 0.22% |
| | Construction | 11.62% | 7.44% | 7.52% | 7.54% |
| | Production & Transportation | 13.86% | 9.43% | 9.50% | 9.40% |
| | Percent White Collar | 42.01% | 60.47% | 61.89% | 64.22% |
| | Percent Blue Collar | 57.99% | 39.53% | 38.11% | 35.78% |
| Median Employee Salary | 46,600 | 47,285 | 48,332 | 47,005 | |
| Average Employee Salary | 54,211 | 56,689 | 58,441 | 56,783 | |
| UNEMPLOYMENT | 2000 Census Unemployed (Age 16 and Up) | 2,730 | 10,293 | 21,849 | 41,224 |
| | 2019 Estimated Unemployed (Age 16 and Up) | 1,504 | 5,139 | 13,064 | 28,849 |
| | 2019 Estimated Unemployed Rate (Age 16 and Up) | 4.91% | 3.61% | 3.81% | 3.83% |

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| TRANSPORTATION TO WORK 2019 | Drive to Work Alone | 68.15% | 73.93% | 72.52% | 74.55% |
| | Drive to Work Carpool | 14.94% | 10.59% | 10.42% | 9.53% |
| | Travel to Work by Public Transportation | 9.18% | 5.81% | 5.50% | 4.20% |
| | Drive to Work on Motorcycle | 0.10% | 0.49% | 0.51% | 0.56% |
| | Drive to Work on Bicycle | 0.64% | 0.88% | 0.89% | 0.85% |
| | Walk to Work | 2.42% | 2.57% | 3.78% | 3.10% |
| | Other Means | 0.58% | 0.48% | 0.55% | 0.63% |
| | Work at Home | 3.86% | 5.08% | 5.73% | 6.53% |
| TRAVEL TIME TO WORK 2019 | Travel Time in Less than 5 minutes | 0.95% | 1.23% | 1.38% | 1.63% |
| | Travel to Work in 5 to 9 minutes | 4.76% | 6.47% | 7.20% | 7.67% |
| | Travel to Work in 10 to 14 minutes | 14.53% | 16.55% | 15.35% | 14.31% |
| | Travel to Work in 15 to 19 minutes | 20.62% | 20.35% | 19.26% | 19.21% |
| | Travel to Work in 20 to 29 minutes | 29.36% | 29.10% | 28.64% | 28.67% |
| | Travel to Work in 30 to 44 minutes | 19.48% | 17.47% | 19.31% | 19.36% |
| | Travel to Work in 45 to 59 minutes | 4.22% | 4.22% | 4.37% | 4.68% |
| | Travel to Work in 60 minutes or more | 6.08% | 4.62% | 4.50% | 4.48% |
| Average Travel Time to Work | 28.1 | 23.6 | 22.7 | 22.7 | |
| SPENDING PATTERNS 2019 | Grocery Store Market Basket Weekly Per Capita Spending | \$59.97 | \$60.48 | \$60.71 | \$61.02 |
| | Apparel and Related Services | \$12.61 | \$13.47 | \$13.68 | \$13.98 |
| | Transportation | \$82.17 | \$88.04 | \$89.35 | \$91.32 |
| | Healthcare | \$43.01 | \$45.67 | \$46.46 | \$47.49 |
| | Entertainment | \$19.59 | \$21.26 | \$21.67 | \$22.25 |
| LIFESTYLE SEGMENTATION 2019 | Category A - Crème de la Crème | 1,655 | 14,534 | 39,820 | 137,915 |
| | Category B - Urban Cliff Climbers | 0 | 3,894 | 22,977 | 66,840 |
| | Category C - Urban Cliff Dwellers | 8 | 3,316 | 8,212 | 38,923 |
| | Category D - Seasoned Urban Dwellers | 0 | 0 | 0 | 14,732 |
| | Category E - Thriving Alone | 620 | 50,383 | 140,827 | 237,432 |
| | Category F - Going it Alone | 5,814 | 65,358 | 118,683 | 201,716 |
| | Category G - Struggling Alone | 1,449 | 10,536 | 21,238 | 31,734 |
| | Category H - Single in the Suburbs | 5,898 | 24,709 | 48,015 | 141,674 |
| | Category I - Married in the Suburbs | 0 | 0 | 10,821 | 55,344 |
| | Category J - Retired in the Suburbs | 0 | 0 | 2,882 | 18,456 |
| | Category K - Living with Nature | 0 | 0 | 0 | 0 |
| | Category L - Working with Nature | 0 | 0 | 0 | 0 |
| | Category M - Harlem Gateway | 0 | 954 | 2,268 | 2,268 |
| | Category N - Espaniola | 48,589 | 80,702 | 186,080 | 355,538 |
| | Category O - Specialties | 0 | 6,293 | 33,003 | 68,767 |

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