

## Pop-Facts: Demographic Snapshot Report

Prepared For:  
Project Code:

Order #: 964076117  
Site: 05

Trade Area: IMPERIAL AVE AT MARKETPLACE AVE, SAN DIEGO, CA 92113, aggregate

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Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles	
	Radius	%	Radius	%	Radius	%
<b>Population</b>						
2011 Projection	37,338		128,507		265,287	
2006 Estimate	34,981		123,103		257,143	
2000 Census	32,741		119,208		252,467	
1990 Census	28,723		110,311		241,087	
Growth 2006-2011	6.74%		4.39%		3.17%	
Growth 2000-2006	6.84%		3.27%		1.85%	
Growth 1990-2000	13.99%		8.07%		4.72%	
<b>2006 Est. Population by Single Race Classification</b>						
White Alone	9,657	27.61	39,421	32.02	94,751	36.85
Black or African American Alone	6,761	19.33	20,295	16.49	32,650	12.70
American Indian and Alaska Native Alone	238	0.68	1,116	0.91	2,415	0.94
Asian Alone	2,723	7.78	14,367	11.67	34,148	13.28
Native Hawaiian and Other Pacific Islander Alone	312	0.89	1,017	0.83	1,744	0.68
Some Other Race Alone	13,531	38.68	40,085	32.56	76,795	29.86
Two or More Races	1,759	5.03	6,802	5.53	14,640	5.69
<b>2006 Est. Population Hispanic or Latino by Origin*</b>						
Not Hispanic or Latino	11,239	32.13	47,813	38.84	108,488	42.19
Hispanic or Latino:	23,742	67.87	75,290	61.16	148,655	57.81
Mexican	21,448	90.34	67,250	89.32	131,511	88.47
Puerto Rican	142	0.60	667	0.89	1,540	1.04
Cuban	94	0.40	211	0.28	489	0.33
All Other Hispanic or Latino	2,058	8.67	7,163	9.51	15,115	10.17
<b>2006 Est. Hispanic or Latino by Single Race Class.</b>						
White Alone	8,772	36.95	29,951	39.78	60,710	40.84
Black or African American Alone	214	0.90	624	0.83	1,231	0.83
American Indian and Alaska Native Alone	166	0.70	784	1.04	1,622	1.09
Asian Alone	64	0.27	298	0.40	621	0.42
Native Hawaiian and Other Pacific Islander Alone	24	0.10	114	0.15	222	0.15
Some Other Race Alone	13,505	56.88	39,932	53.04	76,403	51.40
Two or More Races	997	4.20	3,588	4.77	7,846	5.28



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Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles	
	Radius	%	Radius	%	Radius	%
<b>2006 Est. Pop. Asian Alone Race by Category*</b>	2,723		14,367		34,148	
Chinese, except Taiwanese	77	2.83	339	2.36	933	2.73
Filipino	617	22.66	9,334	64.97	22,245	65.14
Japanese	40	1.47	249	1.73	610	1.79
Asian Indian	42	1.54	124	0.86	264	0.77
Korean	9	0.33	61	0.42	187	0.55
Vietnamese	189	6.94	1,081	7.52	3,897	11.41
Cambodian	63	2.31	258	1.80	1,074	3.15
Hmong	0	0.00	4	0.03	92	0.27
Laotian	1,538	56.48	2,494	17.36	3,815	11.17
Thai	16	0.59	40	0.28	111	0.33
Other Asian	85	3.12	180	1.25	357	1.05
Two or more Asian categories	46	1.69	203	1.41	562	1.65
<b>2006 Est. Population by Ancestry</b>	34,981		123,103		257,143	
Pop, Arab	1	0.00	113	0.09	272	0.11
Pop, Czech	0	0.00	43	0.03	152	0.06
Pop, Danish	0	0.00	31	0.03	204	0.08
Pop, Dutch	6	0.02	95	0.08	359	0.14
Pop, English	150	0.43	1,241	1.01	3,863	1.50
Pop, French (except Basque)	50	0.14	399	0.32	1,124	0.44
Pop, French Canadian	4	0.01	113	0.09	475	0.18
Pop, German	188	0.54	1,808	1.47	5,935	2.31
Pop, Greek	5	0.01	82	0.07	312	0.12
Pop, Hungarian	3	0.01	41	0.03	143	0.06
Pop, Irish	93	0.27	1,168	0.95	4,324	1.68
Pop, Italian	73	0.21	815	0.66	2,660	1.03
Pop, Lithuanian	0	0.00	16	0.01	100	0.04
Pop, United States or American	266	0.76	1,614	1.31	4,384	1.70
Pop, Norwegian	2	0.01	209	0.17	739	0.29
Pop, Polish	25	0.07	325	0.26	910	0.35
Pop, Portuguese	28	0.08	155	0.13	404	0.16
Pop, Russian	27	0.08	113	0.09	421	0.16
Pop, Scottish	34	0.10	286	0.23	851	0.33
Pop, Scotch-Irish	9	0.03	240	0.19	848	0.33
Pop, Slovak	0	0.00	13	0.01	39	0.02
Pop, Sub-Saharan African	648	1.85	2,112	1.72	4,042	1.57
Pop, Swedish	2	0.01	132	0.11	625	0.24
Pop, Swiss	1	0.00	24	0.02	90	0.03
Pop, Ukrainian	0	0.00	13	0.01	73	0.03
Pop, Welsh	20	0.06	87	0.07	225	0.09
Pop, West Indian (exc Hisp groups)	140	0.40	318	0.26	546	0.21



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<b>2006 Est. Population by Ancestry</b>						
Pop, Other ancestries	29,568	84.53	98,130	79.71	194,297	75.56
Pop, Ancestry Unclassified	3,640	10.41	13,367	10.86	28,724	11.17
<b>2006 Est. Pop Age 5+ by Language Spoken At Home</b>						
Speak Only English at Home	10,444	33.60	41,609	37.53	91,239	39.14
Speak Asian/Pacific Islander Language at Home	3,087	9.93	11,832	10.67	28,175	12.09
Speak IndoEuropean Language at Home	215	0.69	691	0.62	1,906	0.82
Speak Spanish at Home	17,165	55.22	55,657	50.20	109,600	47.02
Speak Other Language at Home	173	0.56	1,076	0.97	2,192	0.94
<b>2006 Est. Population by Sex</b>						
Male	17,034	48.70	60,923	49.49	131,430	51.11
Female	17,948	51.31	62,180	50.51	125,713	48.89
Male/Female Ratio	0.95		0.98		1.05	
<b>2006 Est. Population by Age</b>						
Age 0 - 4	3,898	11.14	12,238	9.94	24,032	9.35
Age 5 - 9	3,805	10.88	12,055	9.79	23,140	9.00
Age 10 - 14	3,683	10.53	11,626	9.44	22,422	8.72
Age 15 - 17	1,904	5.44	6,235	5.06	12,257	4.77
Age 18 - 20	1,718	4.91	6,402	5.20	14,390	5.60
Age 21 - 24	2,079	5.94	7,718	6.27	17,702	6.88
Age 25 - 34	5,320	15.21	18,787	15.26	41,301	16.06
Age 35 - 44	4,850	13.86	16,932	13.75	36,594	14.23
Age 45 - 49	1,954	5.59	7,144	5.80	15,671	6.09
Age 50 - 54	1,498	4.28	5,891	4.79	12,763	4.96
Age 55 - 59	1,084	3.10	4,431	3.60	9,703	3.77
Age 60 - 64	831	2.38	3,320	2.70	6,969	2.71
Age 65 - 74	1,303	3.72	5,368	4.36	10,574	4.11
Age 75 - 84	779	2.23	3,559	2.89	6,901	2.68
Age 85 and over	274	0.78	1,397	1.13	2,722	1.06
Age 16 and over	22,977	65.68	85,163	69.18	183,491	71.36
Age 18 and over	21,692	62.01	80,950	65.76	175,291	68.17
Age 21 and over	19,974	57.10	74,548	60.56	160,901	62.57
Age 65 and over	2,357	6.74	10,324	8.39	20,197	7.85
<b>2006 Est. Median Age</b>	25.76		27.81		28.54	
<b>2006 Est. Average Age</b>	28.97		30.91		31.27	



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	Radius	%	Radius	%	Radius	%
<b>2006 Est. Male Population by Age</b>	17,034		60,923		131,430	
Age 0 - 4	2,006	11.78	6,286	10.32	12,313	9.37
Age 5 - 9	1,981	11.63	6,251	10.26	12,006	9.13
Age 10 - 14	1,877	11.02	5,958	9.78	11,557	8.79
Age 15 - 17	958	5.62	3,163	5.19	6,237	4.75
Age 18 - 20	838	4.92	3,315	5.44	8,281	6.30
Age 21 - 24	1,047	6.15	4,109	6.74	10,346	7.87
Age 25 - 34	2,585	15.18	9,416	15.46	21,544	16.39
Age 35 - 44	2,342	13.75	8,473	13.91	18,958	14.42
Age 45 - 49	892	5.24	3,381	5.55	7,728	5.88
Age 50 - 54	706	4.14	2,830	4.65	6,213	4.73
Age 55 - 59	503	2.95	2,066	3.39	4,663	3.55
Age 60 - 64	354	2.08	1,470	2.41	3,207	2.44
Age 65 - 74	552	3.24	2,324	3.81	4,638	3.53
Age 75 - 84	300	1.76	1,390	2.28	2,776	2.11
Age 85 and over	93	0.55	491	0.81	964	0.73
<b>2006 Est. Median Age, Male</b>	24.27		26.47		27.31	
<b>2006 Est. Average Age, Male</b>	27.69		29.63		30.14	
<b>2006 Est. Female Population by Age</b>	17,948		62,180		125,713	
Age 0 - 4	1,892	10.54	5,952	9.57	11,719	9.32
Age 5 - 9	1,825	10.17	5,803	9.33	11,135	8.86
Age 10 - 14	1,806	10.06	5,668	9.12	10,866	8.64
Age 15 - 17	946	5.27	3,072	4.94	6,020	4.79
Age 18 - 20	880	4.90	3,087	4.96	6,109	4.86
Age 21 - 24	1,032	5.75	3,609	5.80	7,356	5.85
Age 25 - 34	2,735	15.24	9,371	15.07	19,756	15.72
Age 35 - 44	2,508	13.97	8,459	13.60	17,636	14.03
Age 45 - 49	1,062	5.92	3,764	6.05	7,943	6.32
Age 50 - 54	792	4.41	3,061	4.92	6,551	5.21
Age 55 - 59	581	3.24	2,365	3.80	5,040	4.01
Age 60 - 64	477	2.66	1,850	2.98	3,762	2.99
Age 65 - 74	752	4.19	3,044	4.90	5,936	4.72
Age 75 - 84	479	2.67	2,169	3.49	4,125	3.28
Age 85 and over	182	1.01	906	1.46	1,758	1.40
<b>2006 Est. Median Age, Female</b>	27.17		29.16		29.89	
<b>2006 Est. Average Age, Female</b>	30.19		32.16		32.45	



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	Radius	%	Radius	%	Radius	%
<b>2006 Est. Population Age 15+ by Marital Status*</b>	23,595		87,184		187,548	
Total, Never Married	9,118	38.64	32,093	36.81	71,277	38.00
Married, Spouse present	8,816	37.36	33,921	38.91	71,715	38.24
Married, Spouse absent	2,436	10.32	8,543	9.80	18,522	9.88
Widowed	1,324	5.61	5,139	5.89	9,884	5.27
Divorced	1,901	8.06	7,489	8.59	16,150	8.61
Males, Never Married	4,989	21.14	17,778	20.39	41,606	22.18
Previously Married	1,182	5.01	5,048	5.79	11,326	6.04
Females, Never Married	4,130	17.50	14,315	16.42	29,672	15.82
Previously Married	3,252	13.78	11,084	12.71	21,972	11.72
<b>2006 Est. Pop. Age 25+ by Educational Attainment*</b>	17,895		66,829		143,199	
Less than 9th grade	5,113	28.57	16,257	24.33	31,918	22.29
Some High School, no diploma	4,417	24.68	14,154	21.18	27,345	19.10
High School Graduate (or GED)	3,657	20.44	14,331	21.44	30,970	21.63
Some College, no degree	3,106	17.36	13,276	19.87	29,622	20.69
Associate Degree	759	4.24	3,210	4.80	7,707	5.38
Bachelor's Degree	606	3.39	3,999	5.98	11,143	7.78
Master's Degree	151	0.84	1,009	1.51	2,851	1.99
Professional School Degree	60	0.34	445	0.67	1,245	0.87
Doctorate Degree	26	0.15	148	0.22	398	0.28
<b>Households</b>						
2011 Projection	9,244		33,449		71,338	
2006 Estimate	8,819		32,540		69,843	
2000 Census	8,454		32,160		69,523	
1990 Census	7,884		31,105		67,615	
Growth 2006-2011	4.82%		2.79%		2.14%	
Growth 2000-2006	4.32%		1.18%		0.46%	
Growth 1990-2000	7.23%		3.39%		2.82%	
<b>2006 Est. Households by Household Type</b>	8,819		32,540		69,843	
Family Households	7,268	82.41	25,662	78.86	52,284	74.86
Nonfamily Households	1,551	17.59	6,878	21.14	17,559	25.14
<b>2006 Est. Group Quarters Population</b>	84		2,719		12,947	
<b>2006 Households by Ethnicity, Hispanic/Latino</b>	5,258	59.62	17,021	52.31	34,646	49.61



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	Radius	%	Radius	%	Radius	%
<b>2006 Est. Households by Household Income</b>	8,819		32,540		69,843	
Income Less than \$15,000	2,044	23.18	6,461	19.86	13,436	19.24
Income \$15,000 - \$24,999	1,767	20.04	5,775	17.75	11,679	16.72
Income \$25,000 - \$34,999	1,349	15.30	4,954	15.22	10,403	14.89
Income \$35,000 - \$49,999	1,447	16.41	5,497	16.89	12,034	17.23
Income \$50,000 - \$74,999	1,404	15.92	5,349	16.44	11,728	16.79
Income \$75,000 - \$99,999	412	4.67	2,188	6.72	5,209	7.46
Income \$100,000 - \$149,999	271	3.07	1,663	5.11	3,813	5.46
Income \$150,000 - \$249,999	98	1.11	520	1.60	1,235	1.77
Income \$250,000 - \$499,999	25	0.28	111	0.34	259	0.37
Income \$500,000 and more	1	0.01	21	0.06	47	0.07
<b>2006 Est. Average Household Income</b>	\$37,995		\$43,555		\$45,114	
<b>2006 Est. Median Household Income</b>	\$29,433		\$33,141		\$34,426	
<b>2006 Est. Per Capita Income</b>	\$9,729		\$11,958		\$13,101	
<b>2006 Est. Household Type, Presence Own Children*</b>	8,819		32,540		69,843	
Single Male Householder	508	5.76	2,314	7.11	6,183	8.85
Single Female Householder	682	7.73	2,800	8.60	6,531	9.35
Married-Couple Family, own children	2,708	30.71	9,511	29.23	20,132	28.82
Married-Couple Family, no own children	1,312	14.88	5,905	18.15	12,682	18.16
Male Householder, own children	370	4.20	1,172	3.60	2,391	3.42
Male Householder, no own children	356	4.04	1,267	3.89	2,551	3.65
Female Householder, own children	1,594	18.07	4,785	14.70	9,045	12.95
Female Householder, no own children	928	10.52	3,021	9.28	5,485	7.85
Nonfamily, Male Householder	219	2.48	1,068	3.28	2,969	4.25
Nonfamily, Female Householder	143	1.62	696	2.14	1,876	2.69
<b>2006 Est. Households by Household Size*</b>	8,819		32,540		69,843	
1-person household	1,190	13.49	5,114	15.72	12,714	18.20
2-person household	1,470	16.67	6,453	19.83	14,970	21.43
3-person household	1,405	15.93	5,384	16.55	11,413	16.34
4-person household	1,564	17.73	5,415	16.64	11,217	16.06
5-person household	1,289	14.62	4,257	13.08	8,473	12.13
6-person household	855	9.69	2,731	8.39	5,255	7.52
7 or more person household	1,046	11.86	3,186	9.79	5,800	8.30
<b>2006 Est. Average Household Size</b>	3.96		3.70		3.50	



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	Radius	%	Radius	%	Radius	%
<b>2006 Est. Households by Presence of People*</b>	8,819		32,540		69,843	
<b>Households with 1 or more People under Age 18:</b>						
Married-Couple Family	3,011	34.14	10,615	32.62	22,115	31.66
Other Family, Male Householder	491	5.57	1,544	4.74	3,112	4.46
Other Family, Female Householder	1,953	22.15	5,903	18.14	10,933	15.65
Nonfamily, Male Householder	27	0.31	98	0.30	219	0.31
Nonfamily, Female Householder	18	0.20	57	0.18	114	0.16
<b>Households no People under Age 18:</b>						
Married-Couple Family	1,008	11.43	4,802	14.76	10,698	15.32
Other Family, Male Householder	234	2.65	895	2.75	1,829	2.62
Other Family, Female Householder	570	6.46	1,904	5.85	3,597	5.15
Nonfamily, Male Householder	699	7.93	3,283	10.09	8,933	12.79
Nonfamily, Female Householder	807	9.15	3,439	10.57	8,293	11.87
<b>2006 Est. Households by Number of Vehicles*</b>	8,819		32,540		69,843	
No Vehicles	1,843	20.90	5,854	17.99	12,267	17.56
1 Vehicle	3,361	38.11	12,026	36.96	26,210	37.53
2 Vehicles	2,476	28.08	9,925	30.50	21,132	30.26
3 Vehicles	685	7.77	3,112	9.56	6,767	9.69
4 Vehicles	283	3.21	1,112	3.42	2,398	3.43
5 or more Vehicles	170	1.93	510	1.57	1,068	1.53
<b>2006 Est. Average Number of Vehicles*</b>	1.42		1.50		1.50	
<b>Family Households</b>						
2011 Projection	7,624		26,370		53,335	
2006 Estimate	7,268		25,662		52,284	
2000 Census	6,965		25,397		52,178	
1990 Census	6,213		24,056		50,030	
Growth 2006-2011	4.90%		2.76%		2.01%	
Growth 2000-2006	4.35%		1.04%		0.20%	
Growth 1990-2000	12.10%		5.57%		4.29%	



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<b>2006 Est. Family Households by Household Income</b>	7,268		25,662		52,284	
Income Less than \$15,000	1,547	21.29	4,589	17.88	8,928	17.08
Income \$15,000 - \$24,999	1,448	19.92	4,656	18.14	8,948	17.11
Income \$25,000 - \$34,999	1,107	15.23	3,950	15.39	7,887	15.08
Income \$35,000 - \$49,999	1,261	17.35	4,276	16.66	8,789	16.81
Income \$50,000 - \$74,999	1,182	16.26	4,394	17.12	9,104	17.41
Income \$75,000 - \$99,999	395	5.43	1,926	7.51	4,366	8.35
Income \$100,000 - \$149,999	225	3.10	1,371	5.34	3,062	5.86
Income \$150,000 - \$249,999	80	1.10	401	1.56	978	1.87
Income \$250,000 - \$499,999	23	0.32	87	0.34	200	0.38
Income \$500,000 and more	1	0.01	12	0.05	23	0.04
<b>2006 Est. Average Family Household Income</b>	\$39,339		\$44,679		\$46,685	
<b>2006 Est. Median Family Household Income</b>	\$30,776		\$34,077		\$35,648	
<b>2006 Est. Families by Poverty Status*</b>	7,268		25,662		52,284	
<b>Income At or Above Poverty Level:</b>						
Married-Couple Family, own children	2,258	31.07	8,338	32.49	17,396	33.27
Married-Couple Family, no own children	970	13.35	4,430	17.26	10,064	19.25
Male Householder, own children	303	4.17	1,034	4.03	2,107	4.03
Male Householder, no own children	193	2.66	812	3.16	1,624	3.11
Female Householder, own children	941	12.95	3,066	11.95	5,589	10.69
Female Householder, no own children	478	6.58	1,638	6.38	3,224	6.17
<b>Income Below Poverty Level:</b>						
Married-Couple Family, own children	737	10.14	2,330	9.08	4,684	8.96
Married-Couple Family, no own children	54	0.74	320	1.25	670	1.28
Male Householder, own children	195	2.68	520	2.03	1,021	1.95
Male Householder, no own children	34	0.47	73	0.28	190	0.36
Female Householder, own children	1,009	13.88	2,883	11.23	5,286	10.11
Female Householder, no own children	95	1.31	219	0.85	430	0.82
<b>2006 Est. Pop Age 16+ by Employment Status*</b>	22,977		85,163		183,491	
In Armed Forces	70	0.30	2,620	3.08	11,881	6.47
Civilian - Employed	10,430	45.39	38,438	45.13	85,734	46.72
Civilian - Unemployed	1,540	6.70	5,079	5.96	9,890	5.39
Not in Labor Force	10,937	47.60	39,026	45.83	75,986	41.41



## Pop-Facts: Demographic Snapshot Report

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Trade Area: IMPERIAL AVE AT MARKETPLACE AVE, SAN DIEGO, CA 92113, aggregate

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Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles	
	Radius	%	Radius	%	Radius	%
<b>2006 Est. Civ Employed Pop 16+ Class of Worker*</b>	10,430		38,438		85,734	
For-Profit Private Workers	7,757	74.37	27,887	72.55	62,162	72.51
Non-Profit Private Workers	628	6.02	2,207	5.74	5,070	5.91
Local Government Workers	605	5.80	2,853	7.42	6,144	7.17
State Government Workers	299	2.87	1,082	2.81	2,390	2.79
Federal Government Workers	365	3.50	1,767	4.60	3,992	4.66
Self-Emp Workers	738	7.08	2,507	6.52	5,603	6.54
Unpaid Family Workers	38	0.36	136	0.35	373	0.44
<b>2006 Est. Civ Employed Pop 16+ by Occupation*</b>	10,430		38,438		85,734	
Management, Business, and Financial Operations	462	4.43	2,328	6.06	5,872	6.85
Professional and Related Occupations	1,001	9.60	4,253	11.06	10,640	12.41
Service	3,368	32.29	11,215	29.18	23,696	27.64
Sales and Office	2,273	21.79	9,036	23.51	20,613	24.04
Farming, Fishing, and Forestry	65	0.62	241	0.63	575	0.67
Construction, Extraction and Maintenance	1,364	13.08	4,675	12.16	10,339	12.06
Production, Transportation and Material Moving	1,897	18.19	6,690	17.40	13,999	16.33
<b>2006 Est. Pop 16+ by Occupation Classification*</b>	10,430		38,438		85,734	
Blue Collar	3,261	31.27	11,365	29.57	24,338	28.39
White Collar	3,736	35.82	15,613	40.62	37,096	43.27
Service and Farm	3,433	32.91	11,460	29.81	24,300	28.34
<b>2006 Est. Workers Age 16+, Transportation To Work*</b>	10,194		39,923		94,774	
Drove Alone	6,314	61.94	25,194	63.11	57,151	60.30
Car Pooled	2,219	21.77	7,849	19.66	18,114	19.11
Public Transportation	1,047	10.27	3,492	8.75	8,048	8.49
Walked	230	2.26	1,358	3.40	4,466	4.71
Motorcycle	12	0.12	28	0.07	181	0.19
Bicycle	23	0.23	56	0.14	382	0.40
Other Means	168	1.65	740	1.85	2,446	2.58
Worked at Home	182	1.79	1,206	3.02	3,987	4.21
<b>2006 Est. Workers Age 16+ by Travel Time to Work*</b>	10,012		38,717		90,787	
Less than 15 Minutes	1,514	15.12	8,085	20.88	20,838	22.95
15 - 29 Minutes	4,448	44.43	17,439	45.04	39,847	43.89
30 - 44 Minutes	2,554	25.51	8,537	22.05	19,211	21.16
45 - 59 Minutes	622	6.21	1,939	5.01	4,659	5.13
60 or more Minutes	874	8.73	2,717	7.02	6,231	6.86
<b>2006 Est. Average Travel Time to Work in Minutes*</b>	30.10		27.54		27.09	



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Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles	
	Radius	%	Radius	%	Radius	%
<b>2006 Est. Tenure of Occupied Housing Units</b>	8,819		32,540		69,843	
Owner Occupied	3,279	37.18	13,727	42.19	28,113	40.25
Renter Occupied	5,540	62.82	18,812	57.81	41,729	59.75
<b>2006 Occ Housing Units, Avg Length of Residence</b>	10		11		10	
<b>2006 Est. All Owner-Occupied Housing Values</b>	3,279		13,727		28,113	
Value Less than \$20,000	79	2.41	191	1.39	266	0.95
Value \$20,000 - \$39,999	83	2.53	159	1.16	274	0.97
Value \$40,000 - \$59,999	39	1.19	132	0.96	251	0.89
Value \$60,000 - \$79,999	42	1.28	134	0.98	292	1.04
Value \$80,000 - \$99,999	25	0.76	80	0.58	176	0.63
Value \$100,000 - \$149,999	102	3.11	357	2.60	649	2.31
Value \$150,000 - \$199,999	203	6.19	787	5.73	1,436	5.11
Value \$200,000 - \$299,999	1,245	37.97	4,328	31.53	7,601	27.04
Value \$300,000 - \$399,999	894	27.26	4,801	34.97	9,927	35.31
Value \$400,000 - \$499,999	374	11.41	1,827	13.31	4,233	15.06
Value \$500,000 - \$749,999	106	3.23	669	4.87	2,161	7.69
Value \$750,000 - \$999,999	36	1.10	137	1.00	539	1.92
Value \$1,000,000 or more	50	1.52	126	0.92	307	1.09
<b>2006 Est. Median All Owner-Occupied Housing Value</b>	\$285,594		\$314,504		\$331,341	
<b>2006 Est. Housing Units by Units in Structure*</b>	9,123		33,625		72,507	
1 Unit Attached	1,071	11.74	3,319	9.87	7,581	10.46
1 Unit Detached	4,148	45.47	17,456	51.91	37,002	51.03
2 Units	343	3.76	1,386	4.12	3,330	4.59
3 to 19 Units	2,291	25.11	7,301	21.71	15,999	22.07
20 to 49 Units	444	4.87	1,428	4.25	3,623	5.00
50 or More Units	471	5.16	1,804	5.37	3,524	4.86
Mobile Home or Trailer	336	3.68	898	2.67	1,403	1.93
Boat, RV, Van, etc.	19	0.21	33	0.10	45	0.06



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Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles	
	Radius	%	Radius	%	Radius	%
<b>2006 Est. Housing Units by Year Structure Built</b>	9,123		33,625		72,507	
Housing Units Built 1999 to 2006	662	7.26	1,787	5.31	3,250	4.48
Housing Unit Built 1995 to 1998	193	2.12	471	1.40	1,656	2.28
Housing Unit Built 1990 to 1994	360	3.95	1,094	3.25	2,189	3.02
Housing Unit Built 1980 to 1989	1,247	13.67	4,392	13.06	9,141	12.61
Housing Unit Built 1970 to 1979	1,626	17.82	6,128	18.22	12,148	16.75
Housing Unit Built 1960 to 1969	1,707	18.71	5,984	17.80	11,559	15.94
Housing Unit Built 1950 to 1959	1,701	18.65	7,851	23.35	14,997	20.68
Housing Unit Built 1940 to 1949	999	10.95	3,165	9.41	7,436	10.26
Housing Unit Built 1939 or Earlier	628	6.88	2,753	8.19	10,132	13.97
<b>2006 Est. Median Year Structure Built **</b>	1967		1965		1963	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



# Pop-Facts: Demographic Snapshot Report

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Project Code:

Order #: 964076117  
Site: 05

## Appendix: Area Listing

### Area Name:

Type: Radius                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

IMPERIAL AVE AT MARKETPLACE AVE                                      Center Point: 32.703706 -117.098784  
SAN DIEGO, CA 92113                                      Circle/Band: 0.00 - 1.00

### Area Name:

Type: Radius                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

IMPERIAL AVE AT MARKETPLACE AVE                                      Center Point: 32.703706 -117.098784  
SAN DIEGO, CA 92113                                      Circle/Band: 0.00 - 2.00

### Area Name:

Type: Radius                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

IMPERIAL AVE AT MARKETPLACE AVE                                      Center Point: 32.703706 -117.098784  
SAN DIEGO, CA 92113                                      Circle/Band: 0.00 - 3.00

