

LOCAL ECONOMIC AREA REPORT

South County San Diego



Criteria Used for Analysis

Income:
Median Household Income
\$56,578

Age:
Median Age
32.7

Population Stats:
Total Population
536,471

Segmentation:
1st Dominant Segment
Urban Villages

Consumer Segmentation

Life Mode What are the people like that live in this area?	Ethnic Enclaves Established diversity—young, Hispanic homeowners with families	Urbanization Where do people like this usually live?	Urban Periphery City life for starting families with single-family homes
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Top Tapestry Segments

	Urban Villages	Boomburbs	Southwestern Families	International Marketplace	Pleasantville
% of Households	28,334 (18.3%)	17,726 (11.5%)	12,941 (8.4%)	9,384 (6.1%)	9,369 (6.1%)
% of San Diego-Carlsbad, CA	64,517 (5.7%)	52,157 (4.6%)	16,585 (1.5%)	40,688 (3.6%)	88,292 (7.9%)
Lifestyle Group	Ethnic Enclaves	Affluent Estates	Ethnic Enclaves	Next Wave	Upscale Avenues
Urbanization Group	Urban Periphery	Suburban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	High-Density Apartments; Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.75	3.22	3.17	3.04	2.86
Median Age	33.3	33.6	33.8	32.3	41.9
Diversity Index	85.6	60.9	65	88.3	58.1
Median Household Income	\$58,000	\$105,000	\$27,000	\$41,000	\$85,000
Median Net Worth	\$99,000	\$304,000	\$14,000	\$15,000	\$285,000
Median Home Value	\$228,000	\$293,000	\$92,000	—	\$31,200
Homeownership	70.2 %	84.5 %	55.3 %	28.1 %	83.6 %
Average Monthly Rent	—	—	—	\$1,140	—
Employment	Services or Administration	Professional or Management	Services	Services	Professional or Management
Education	No High School Diploma	College Degree	No High School Diploma	No High School Diploma	Some College or College Degree
Preferred Activities	Buy new clothes; go clubbing; visit water parks. Shop at Costco, Whole Foods, Target, Nordstrom.	Hold gym membership; own home equipment. Prioritize physical fitness.	Shop discount, pharmacies. Gamble at casinos; buy lottery tickets.	Shop at warehouse clubs, specialty markets. Visit theme parks, play soccer.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.
Financial	Carry credit cards	Have home mortgage	Carry credit card balance	Do not save or invest	Invest conservatively
Media	Own smartphones	Own, use latest devices	Listen to Hispanic radio	Listen to Spanish/Latin music on cell phone or radio	Have bundled services (TV/Internet/phone)
Vehicle	Own late-model compact car, SUV	Prefer SUVs, luxury cars, minivans	Own 1-2 vehicles	Take public transportation	Own/Lease imported SUV

About this segment

Urban Villages

This is the

#1

dominant segment
for this area

In this area

18.3%

of households fall
into this segment

In the United States

1.1%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Urban Villages residents are multicultural, multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person or via the Home Shopping Network. Their favorite stores are as diverse as they are, Costco or Whole Foods, Target or Nordstrom.

Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.
- Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.75.
- Homes are older, primarily single family, with a higher median value of \$228,000 and a lower vacancy rate of 5.2%.

Socioeconomic Traits

- Multicultural market including recent immigrants and some language barriers.
- Education: more than half the population aged 25 or older have a high school diploma or some college.
- Labor force participation rate higher than the U.S., but so is the unemployment rate at 10.5%.
- Brand conscious but not necessarily brand loyal; open to trying new things.
- Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.
- Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family.
- Saving is more limited than spending in this young market.
- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.
- Media preferences vary, but feature culturally specific channels or children's shows.
- Leisure includes family activities like going to water parks, gardening, and clubbing, plus sports like soccer and softball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Boomburbs

This is the

#2

dominant segment
for this area

In this area

11.5%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Young professionals with families who have opted to trade up to the newest housing in the suburbs make up this growth market. Original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with the highest rate of mortgages, 78%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000.
- Median home value is \$293,000.
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines.

Socioeconomic Traits

- Well-educated young professionals, 52% are college graduates.
- Unemployment is low at 5.2%; high labor force participation at 72%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

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About this segment

Southwestern Families

This is the

#3

dominant segment
for this area

In this area

8.4%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in Southwest Families neighborhoods are young families that form the foundation of Hispanic life in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Recent arrivals and older generations are language-isolated. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment, but they do like to gamble (casinos and lottery tickets).

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher than U.S. average at 3.17.
- Many residents were born abroad; many households have residents who speak only Spanish.
- Over 40% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas.
- Neighborhoods are older; most of the homes constructed prior to 1970.
- Over 70% of all households have one or two vehicles available.

Socioeconomic Traits

- While close to 30% have attended or graduated from college, over 40% did not complete high school, which has limited their employment prospects.
- High rate of unemployment is at 12%, and low labor force participation is at 52%.
- Most households receive income from wages or salaries, but over 35% receive contributions from Social Security and over 10% from Supplemental Security Income.
- While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions.
- Often, purchase decisions are based on how a product may improve or organize their lives.

Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets.
- Although residents watch their spending, they typically carry balances on credit cards.
- Baby and children's products, such as food, clothing and equipment, are common purchases.
- They shop at pharmacies such as CVS, as well as discount department stores like Marshalls and Sears.
- They listen to Hispanic radio and watch Hispanic programming on television.
- Most households have landlines—used frequently for international calls.
- About 2 out of 3 households are connected, although access to the Internet is used primarily for entertainment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

International Marketplace

This is the

#4

dominant segment for this area

In this area

6.1%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40 percent of residents are foreign-born; 1 in 4 households are linguistically isolated. Young, Hispanic families renting apartments in older buildings dominate this market; about two-fifths of households have children. One-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

Our Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young, diverse family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households.
- Approximately 72% of householders in multiunit apartment buildings, 30% in 2-4 unit structures.
- Majority of apartments built before 1970 (68%), 30% built before 1940.
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 4 households have residents who do not speak English.
- 29% have no high school diploma; 29% have a high school diploma only.
- Labor force participation rate is 68% and higher than the U.S. average; unemployment is also higher, at 10.9%.
- These are hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

Market Profile

- No extra money to invest in retirement savings plans, stocks or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and going out for fast food.
- Use the Internet to visit Spanish language websites and chat rooms, access social media sites, watch movies and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on their cell phones or on the radio at home.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Pleasantville

This is the

#5

dominant segment
for this area

In this area

6.1%

of households fall
into this segment

In the United States

2.2%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7%.
- Suburban households with 1 or 2 vehicles and a longer travel time to work

Socioeconomic Traits

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers
- Many professionals in finance, information/technology or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases and track investments.
- Subscribe to premium channels (HBO, Showtime or Starz) and use video-on-demand to watch TV shows and movies
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

South County San Diego Saved Area: Population Comparison

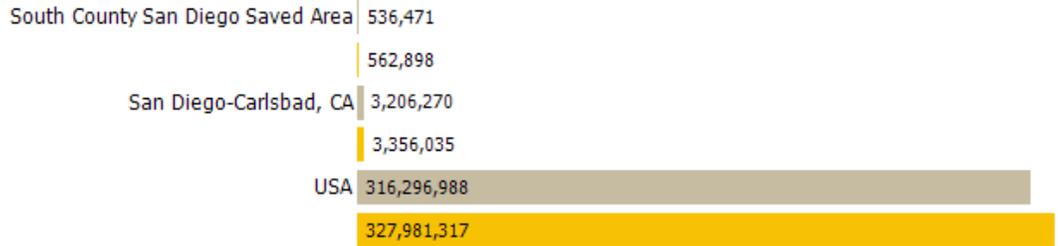
Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



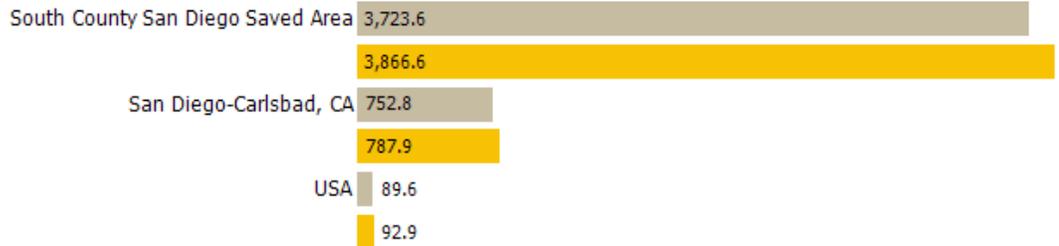
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



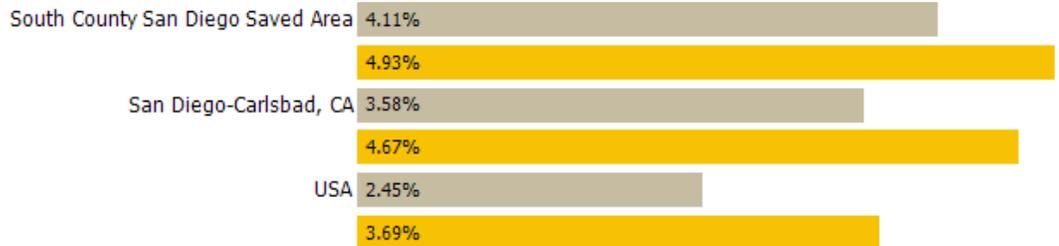
Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2015, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



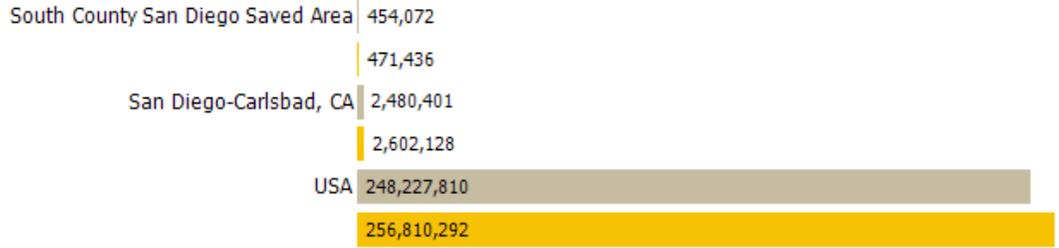
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)



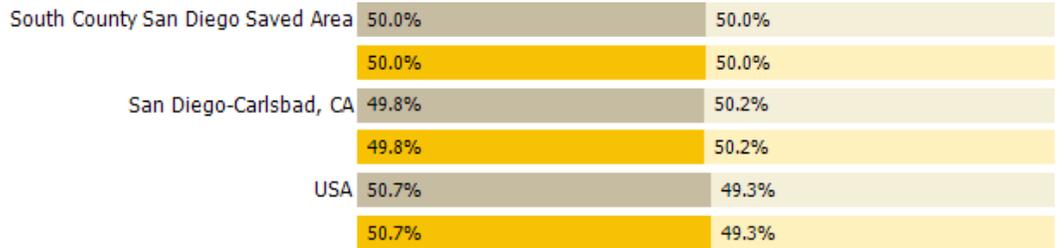
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- Women 2015
- Men 2015
- Women 2020 (Projected)
- Men 2020 (Projected)



South County San Diego Saved Area: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



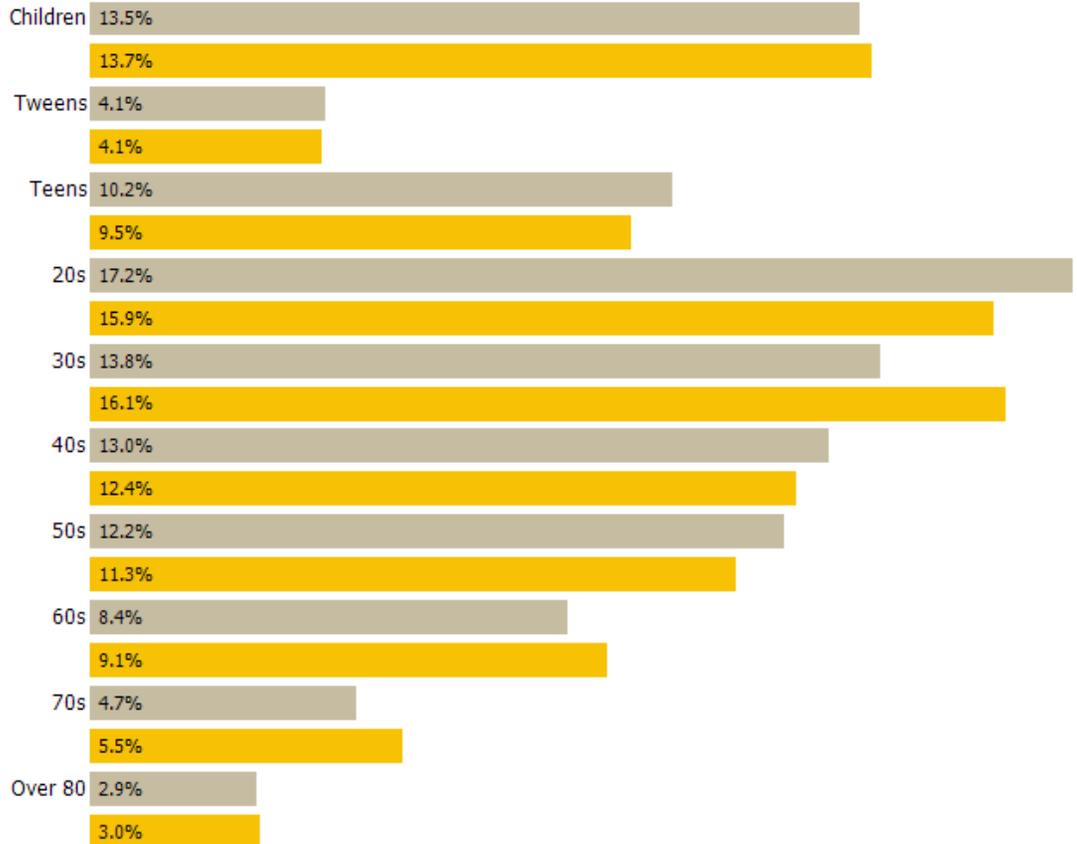
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



South County San Diego Saved Area: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



South County San Diego Saved Area: Economic Comparison

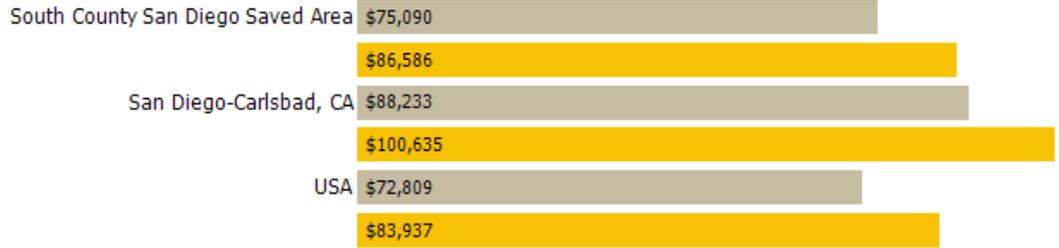
Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



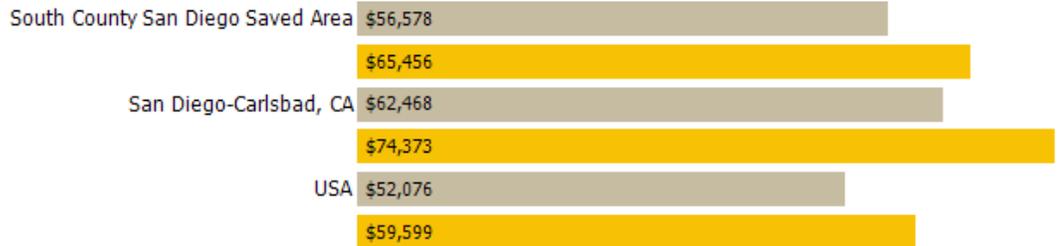
Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



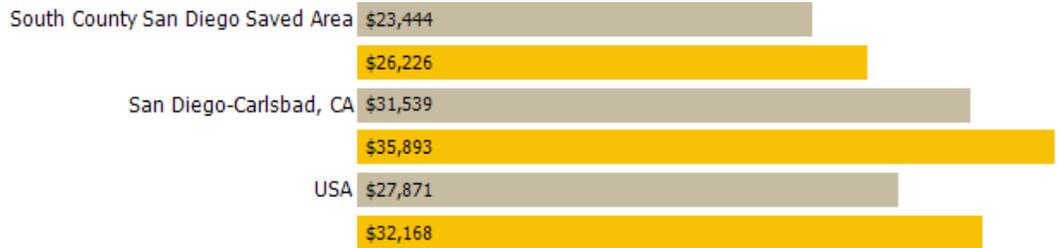
Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

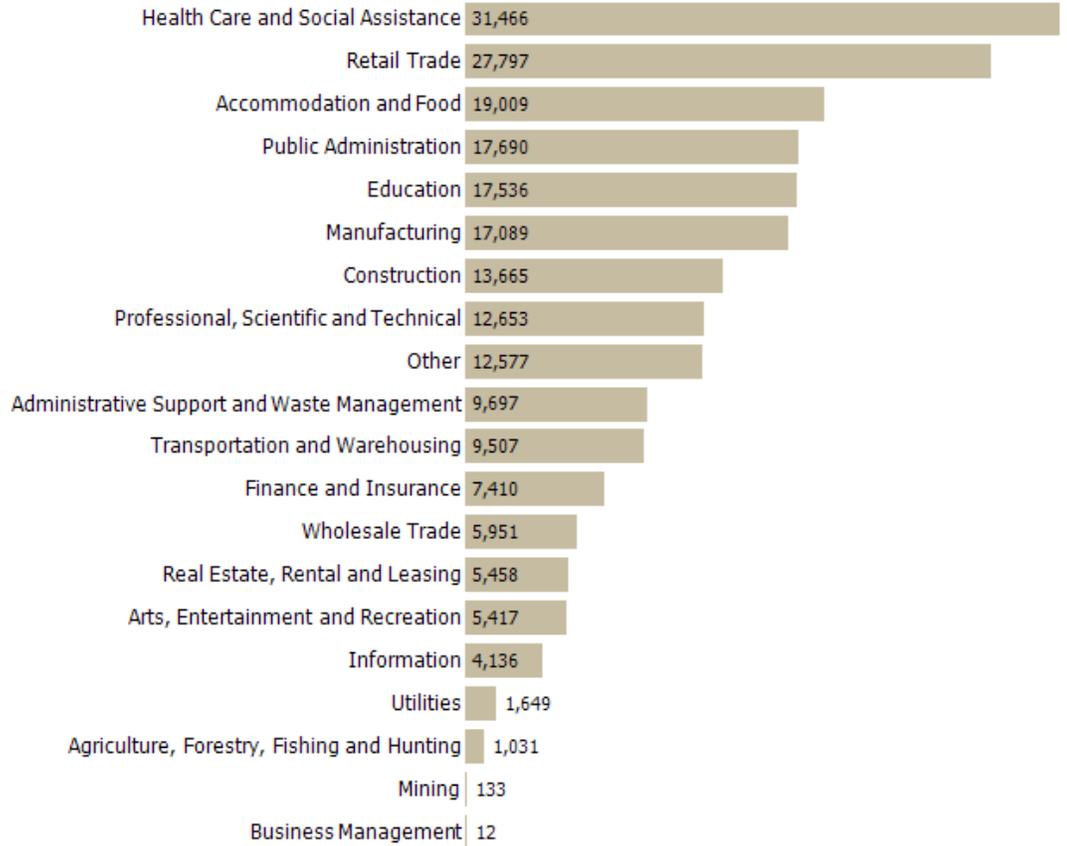


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2015

Update Frequency: Annually



South County San Diego Saved Area: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



South County San Diego Saved Area: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

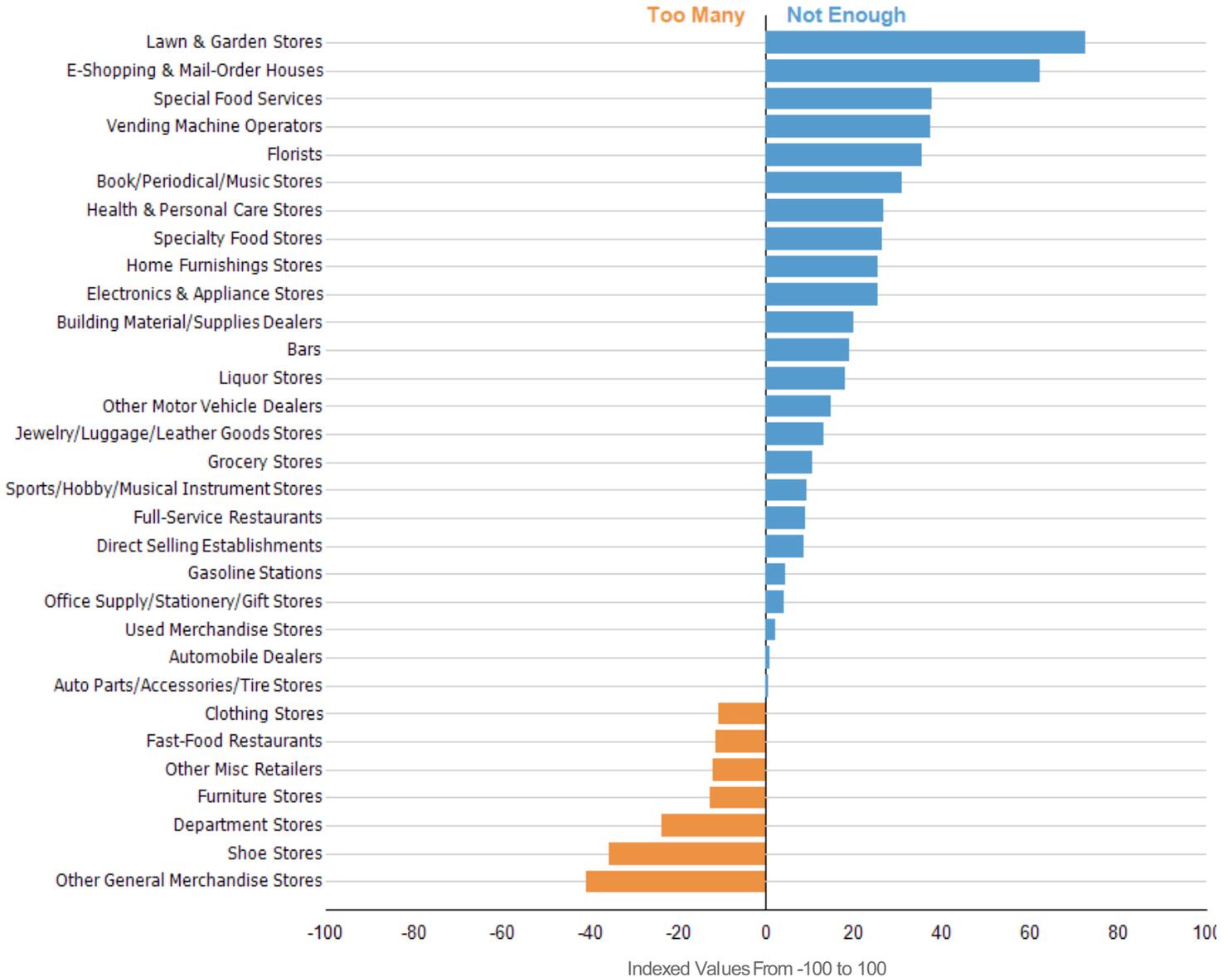


Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2015

Update Frequency: Annually



About Our Data

RPR compiles the data in this report from a variety of sources

- Census data from the U.S. Census American Community Survey, provided by data partner 3DL
- Demographic data known as Tapestry Segmentation, provided by data partner Esri. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- Valuation calculations are based on public records and MLS sources where licensed

- Retail Marketplace data shown in the Best Businesses analysis is provided by data partner Esri. This analysis compares supply and demand for specific retail products. The results are presented as the gap between the two in a location.

Most data types in this report are refreshed on an annual basis. The U.S. Census source dates are shown with each chart. The Esri Tapestry Segment data is 2015. The home valuation information is refreshed monthly.