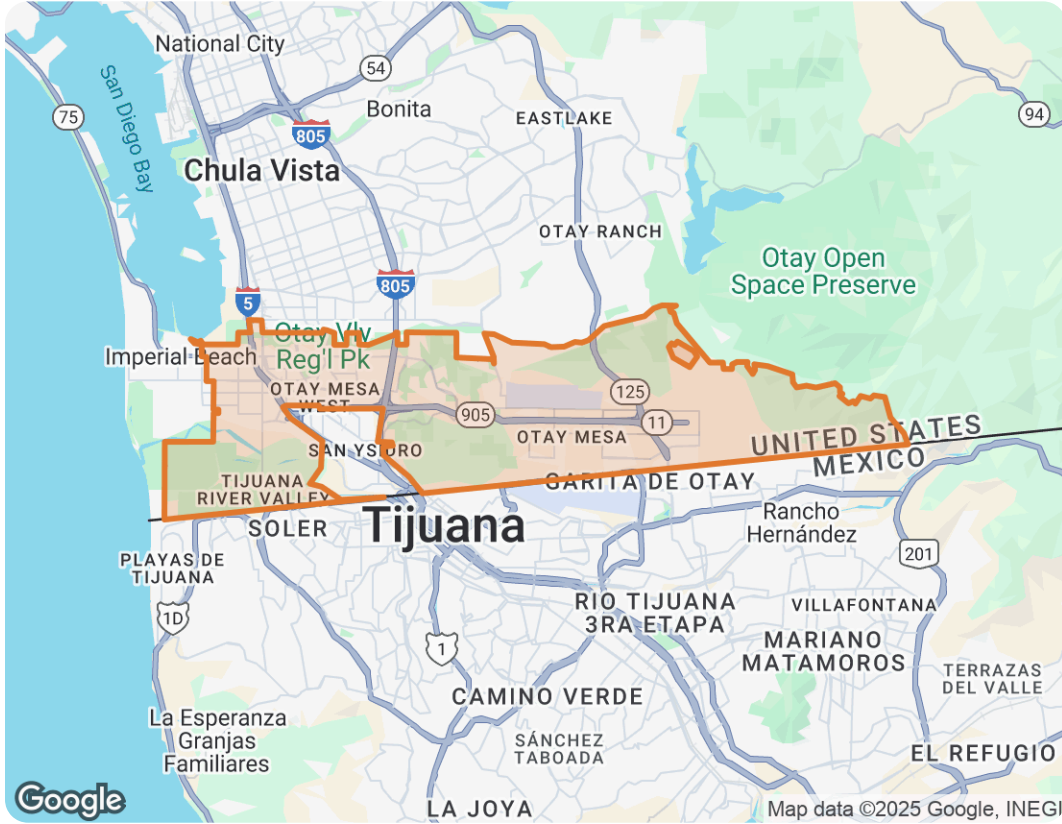# RPR®

San Diego, CA 92154

David Michan

San Diego, CA 92154

RPR®

Trade Area Summary

Attribute Summary for San Diego, CA 92154

Median Household Income	Median Age	Total Population	1st Dominant Segment
$79,789	**34.0**	**81,771**	**Urban Villages**
Source: 2023/2028 Income (Esri)	Source: 2023/2028 Age: 5 Year Increments (Esri)	Source: 2023 Age: 1 Year Increments (Esri)	Source: 2023 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Sprouting Explorers

Young homeowners with families

URBANIZATION - Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Urban Villages	Up and Coming Families	Southwestern Families	Family Extensions	Pleasantville
% of Households	10,889 (47.7%)	5,057 (22.2%)	2,193 (9.6%)	1,064 (4.7%)	966 (4.2%)
Lifestyle Group	Sprouting Explorers	Sprouting Explorers	Sprouting Explorers	Next Wave	Upscale Avenues
Urbanization Group	Urban Periphery	Suburban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family; Multi-Unit Rentals	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.58	3.05	2.96	3.7	2.85
Median Age	34.9	32.3	35.5	29.1	43.4
Diversity Index	87.2	81.6	80.6	75.4	72.4
Median Household Income	$85,200	$91,700	$40,500	$55,900	$115,400
Median Net Worth	$199,900	$186,900	$35,200	$25,100	$522,700
Median Home Value	$502,900	$311,300	$142,700	$415,900	$518,800
Homeownership	71	74.7	55.8	38.2	84.4
Employment	Services or Professional	Professional or Mgmnt/Bus/Financial	Services or Professional	Services or Transport/Material Moving	Professional or Mgmnt/Bus/Financial
Education	High School Diploma	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree
Preferred Activities	Leisure focused on family activities. Fashion matters, spend liberally on new clothes.	Busy with work and family. Shop around for the best deals.	Shop at pharmacies, dollar stores and discount departments. Television is a primary source of entertainment.	Follow soccer. Trendy consumers who focus on style.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.
Financial	Saving is more limited than spending	Carry debt, but also maintain retirement plans	Budget-conscious consumers	Savings and debt are minimal	Invest conservatively
Media	Media preferences vary	Rely on the Internet for entertainment and information	Listen to Hispanic radio, watch Hispanic programming	Favor Spanish-language channels and websites	Use all types of media equally (newspapers, magazines, radio, Internet, TV).
Vehicle	Own late model compact cars/SUVs	Own late model import SUVs or compacts	Own 1-2 vehicles	Take public transportation	Prefer imported SUVs

San Diego, CA 92154

Consumer Segment Details

About this segment

Urban Villages

Ranked	In this area	In the United States
1st	**47.7%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Urban Villages residents are 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. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

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 3.78.
- Homes are older, primarily single family, with a higher median value of $325,100 and a lower vacancy rate of 4.7%.

Socioeconomic Traits

- This market includes 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 US.
- 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.
- Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

San Diego, CA 92154

Consumer Segment Details

About this segment

Up and Coming Families

Ranked	In this area	In the United States
2nd	**22.2%**	**2.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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Who Are They?

Up and Coming Families is a market in transition. Residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times

Socioeconomic Traits

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71%.
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

San Diego, CA 92154

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Southwestern Families	**3rd**	**9.6%**	**0.8%**
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Residents in these neighborhoods are young families primarily located 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. Many are limited English speaking households. 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.

Socioeconomic Traits

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects.
- Labor force participation is at 52%.
- Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% 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.

Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher at 3.20.
- Many residents were born abroad; many households have residents who speak only Spanish.
- Over 45% 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.
- Nearly 70% of all households have one or two vehicles available.

Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets.
- Residents prefer to pay bills in person, but paying using their mobile devices is growing.
- Baby and children's products, such as food, clothing, and furniture, are common purchases.
- Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears.
- Listen to Hispanic radio and watch Hispanic programming on television.
- Most households have landlines, used frequently for international calls.
- About 2 out of 3 have access to the Internet.

San Diego, CA 92154

Consumer Segment Details

About this segment

Family Extensions

Ranked	In this area	In the United States
4th	**4.7%**	**0.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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Who Are They?

Family Extensions is a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast-food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

Neighborhood

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast.
- Most of the housing built before 1960; 25% built before 1940.
- Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units.
- Primarily renter-occupied homes, with an average rent of $1,067 monthly.
- Family market, primarily married couples with children, but also a number of multi-generational households; average household size at 4.12.

Socioeconomic Traits

- More than 40% of the population was born abroad; 25% of the households have members who speak only Spanish.
- Labor force participation is average.
- Trendy consumers who focus on style.
- Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products.
- Use, but do not rely on, technology.

Market Profile

- Recent purchases reflect personal style, apparel, personal care products like hair coloring and tooth whiteners.
- Family is reflected in purchases as well, baby products and children's apparel.
- Banking is done primarily in person; savings and debt are minimal.
- Media preferences favor Spanish-language channels and websites.
- Residents are soccer fans.

3/3/2025

San Diego, CA 92154

Consumer Segment Details

About this segment

Pleasantville

Ranked	In this area	In the United States
5th	**4.2%**	**2.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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.

Socioeconomic Traits

- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology, education, 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).

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 4.5%.
- Suburban households with 3 or more vehicles and a longer travel time to work.

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.
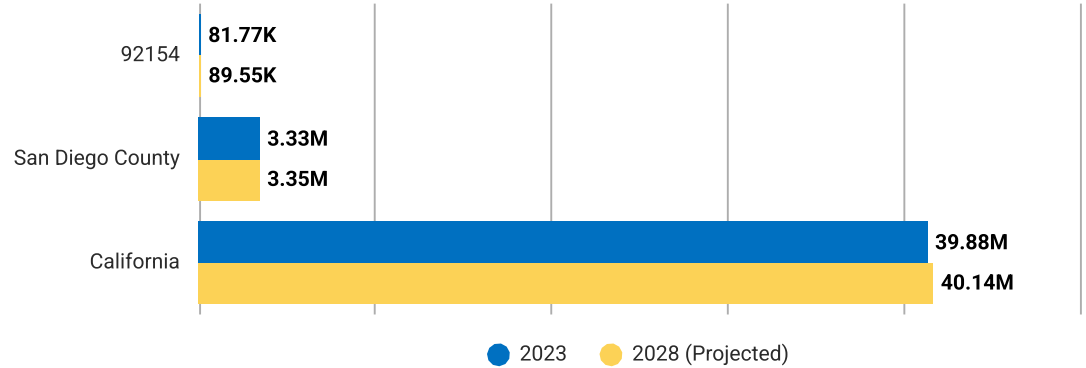
San Diego, CA 92154

Population

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Total Population

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

Area	2023	2028 (Projected)
92154	81.77K	89.55K
San Diego County	3.33M	3.35M
California	39.88M	40.14M

● 2023 ● 2028 (Projected)

Population Density

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

Area	2023	2028 (Projected)
92154	2.36K	2.58K
San Diego County	790.6	796.9
California	256	257.7

● 2023 ● 2028 (Projected)
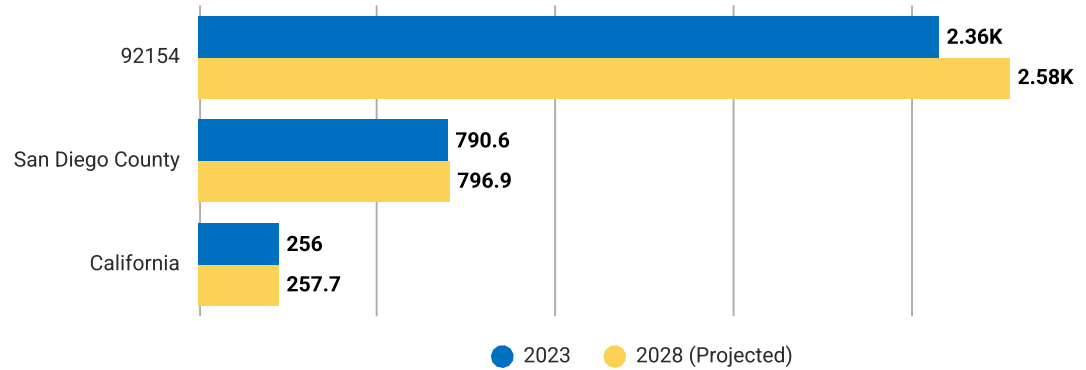
Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

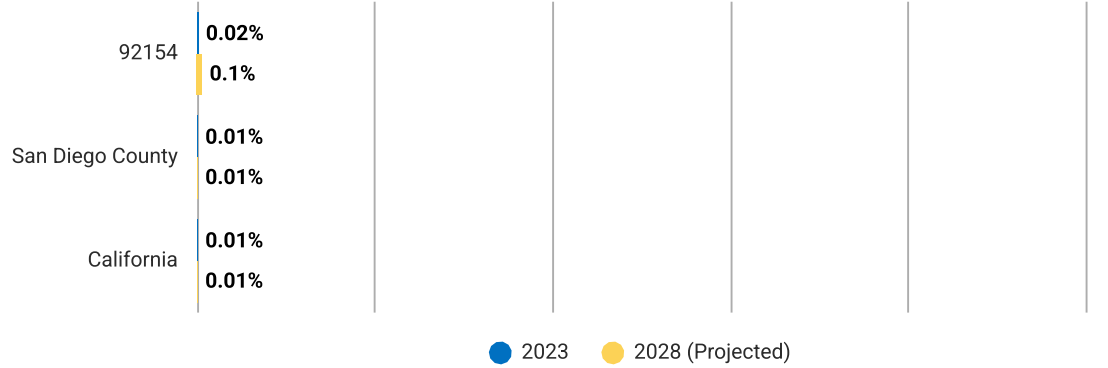| Area	Population
92154	71.19K
San Diego County	3.36M
California	39.69M

San Diego, CA 92154

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
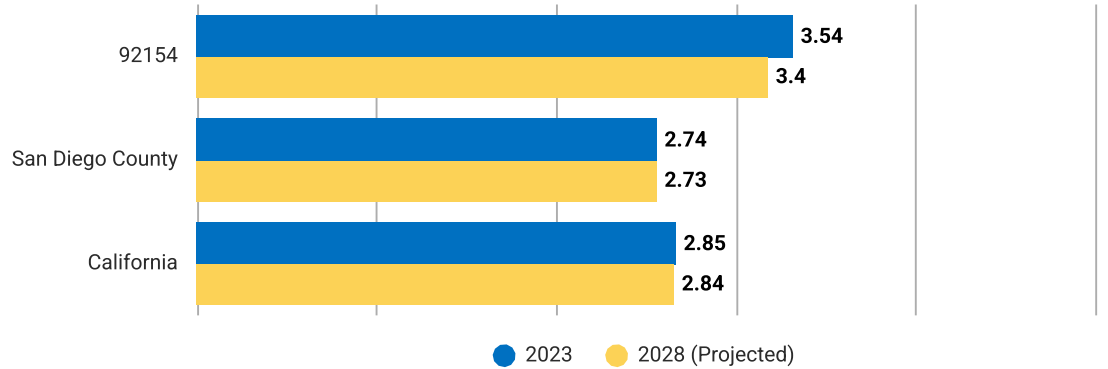
Geography	Value
92154	**2.05K**
San Diego County	**797.9**
California	**254.8**
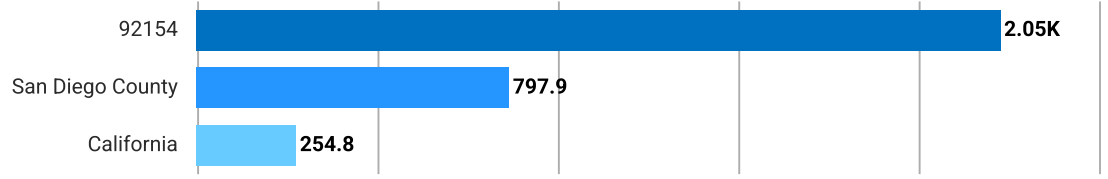
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Geography	2023	2028 (Projected)
92154	0.02%	0.1%
San Diego County	0.01%	0.01%
California	0.01%	0.01%

● 2023 ● 2028 (Projected)

Average Household Size

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

Geography	2023	2028 (Projected)
92154	3.54	3.4
San Diego County	2.74	2.73
California	2.85	2.84

● 2023 ● 2028 (Projected)
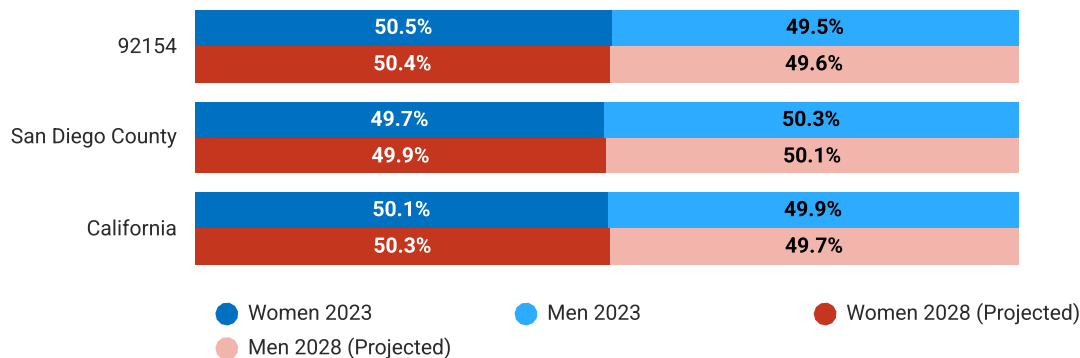
San Diego, CA 92154

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.

92154
73.65K
80.96K

San Diego County
2.55M
2.57M

California
31.79M
32.01M

● 2023   ● 2028 (Projected)
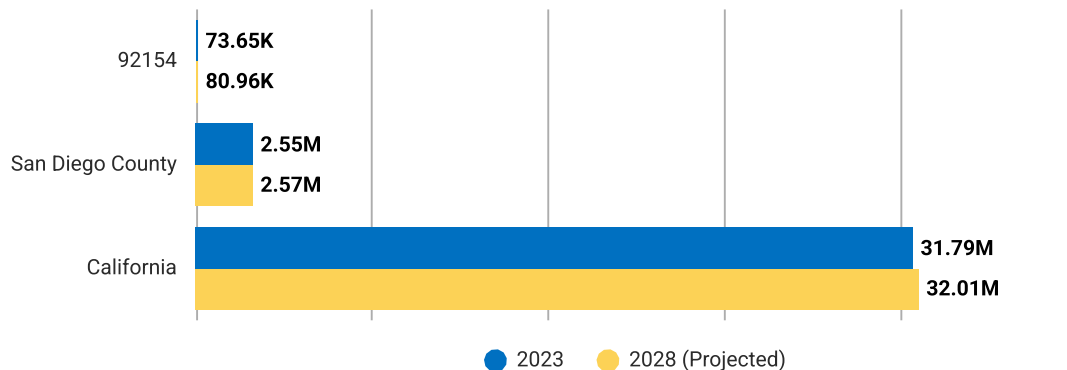
Female / Male Ratio

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

92154
50.5% | 49.5%
50.4% | 49.6%

San Diego County
49.7% | 50.3%
49.9% | 50.1%

California
50.1% | 49.9%
50.3% | 49.7%

● Women 2023   ● Men 2023   ● Women 2028 (Projected)
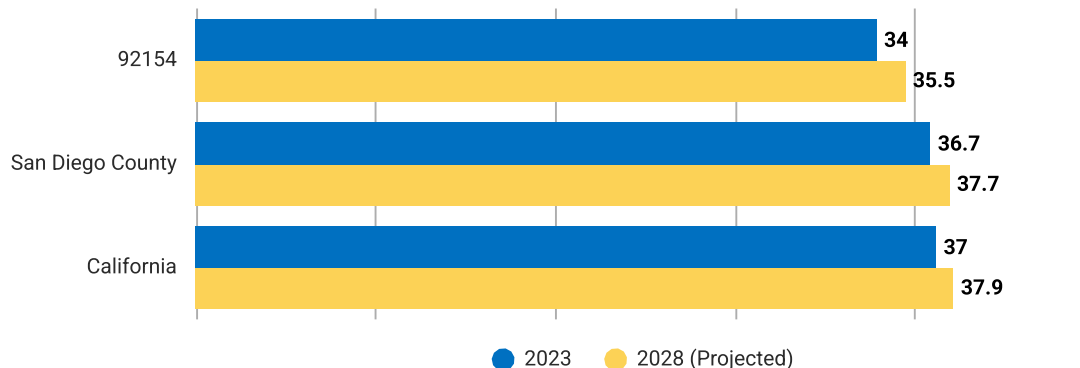● Men 2028 (Projected)

Age

Source: U.S. Census American Community Survey via Esri, 2023
Update Frequency: Annually

Median Age

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

92154
34
35.5

San Diego County
36.7
37.7

California
37
37.9

● 2023   ● 2028 (Projected)

San Diego, CA 92154

Population by Age

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

Age Group	2023	2028 (Projected)
Children	13.35%	13.19%
Tweens	4.05%	4.1%
Teens	9.42%	9.05%
20s	15.84%	14.05%
30s	16.12%	17.79%
40s	11.92%	12.54%
50s	10.91%	10.38%
60s	9.61%	9.07%
70s	5.99%	6.45%
Over 80	2.81%	3.36%

● 2023   ● 2028 (Projected)
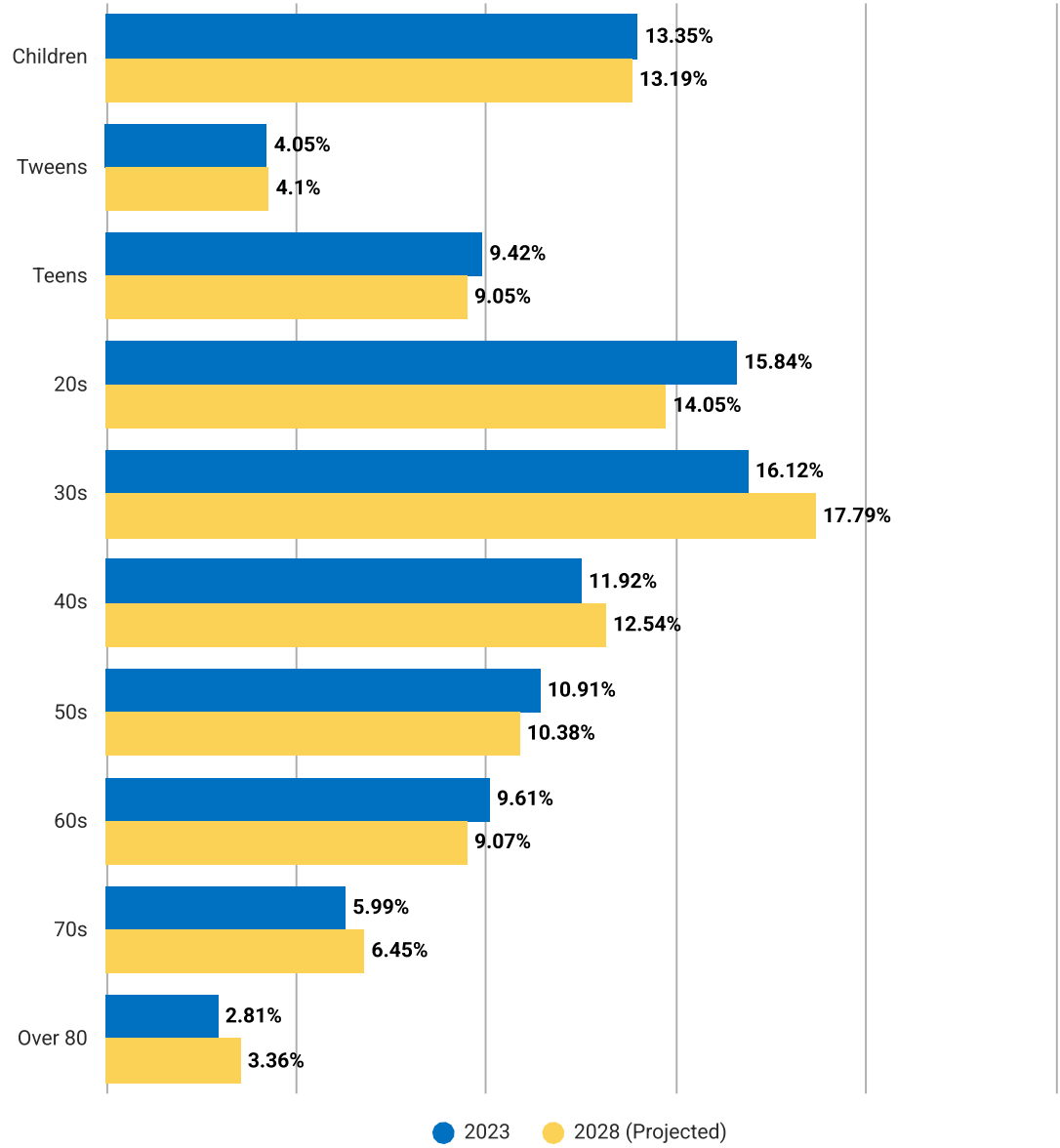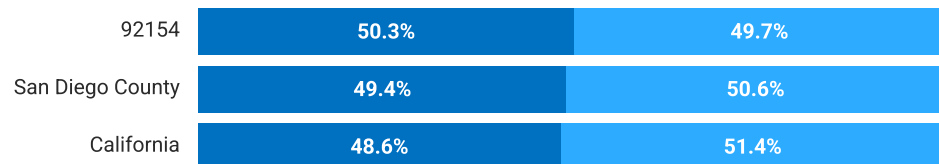
Married

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Married / Unmarried Adults Ratio

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

	Married	Unmarried
92154	50.3%	49.7%
San Diego County	49.4%	50.6%
California	48.6%	51.4%

San Diego, CA 92154

Never Married

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

92154	37.57%
San Diego County	37.22%
California	38.32%

Married

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

92154	50.33%
San Diego County	49.44%
California	48.61%

Widowed

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

92154	4.11%
San Diego County	4.4%
California	4.7%

Divorced

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

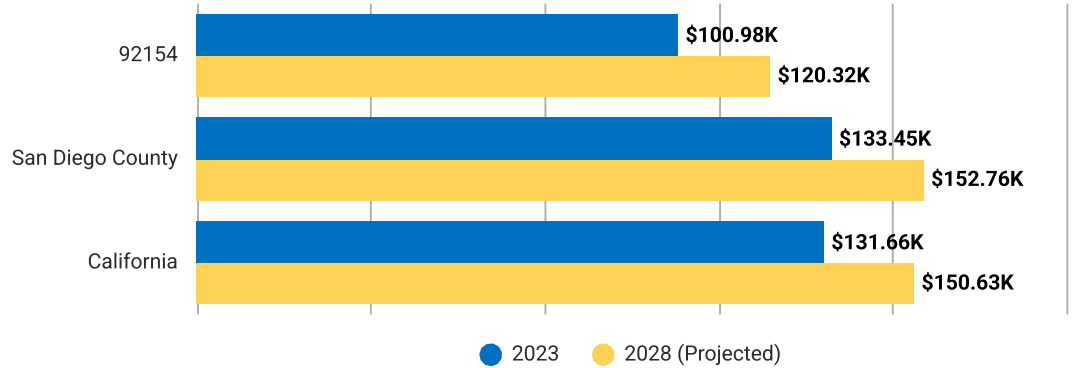|	
92154	7.98%
San Diego County	8.94%
California	8.36%

San Diego, CA 92154

Income

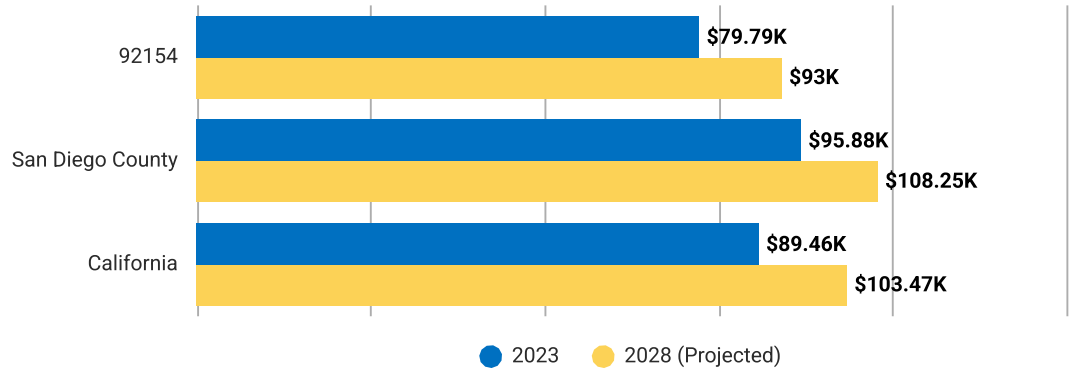**Source:** U.S. Census American Community Survey via Esri, 2023
Update Frequency: Annually

Average Household Income

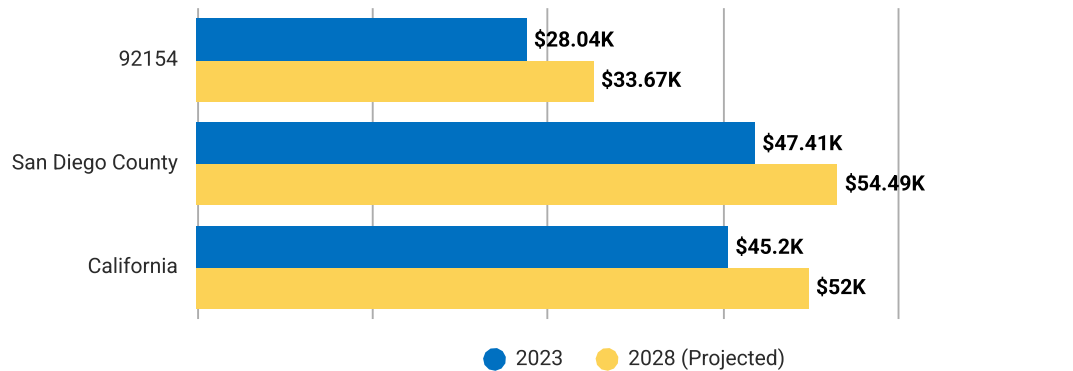This chart shows the average household income in an area, compared with other geographies.

	2023	2028 (Projected)
92154	$100.98K	$120.32K
San Diego County	$133.45K	$152.76K
California	$131.66K	$150.63K

● 2023 ● 2028 (Projected)

Median Household Income

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

	2023	2028 (Projected)
92154	$79.79K	$93K
San Diego County	$95.88K	$108.25K
California	$89.46K	$103.47K

● 2023 ● 2028 (Projected)

Per Capita Income

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

	2023	2028 (Projected)
92154	$28.04K	$33.67K
San Diego County	$47.41K	$54.49K
California	$45.2K	$52K

● 2023 ● 2028 (Projected)

San Diego, CA 92154

Average Disposable Income

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

92154	$77.47K
San Diego County	$94.67K
California	$92.74K

Education

Source: U.S. Census American Community Survey via Esri, 2023

**Update Frequency:** Annually

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.

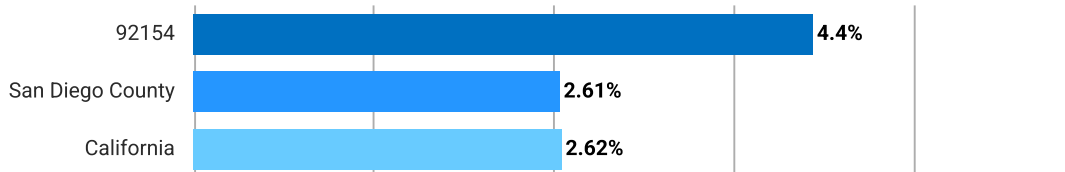|	
92154	9.97%
San Diego County	5.44%
California	7.71%
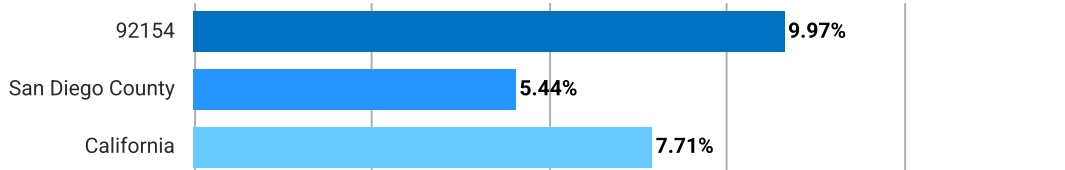
Some High School

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.

|	
92154	10.06%
San Diego County	4.87%
California	6.38%
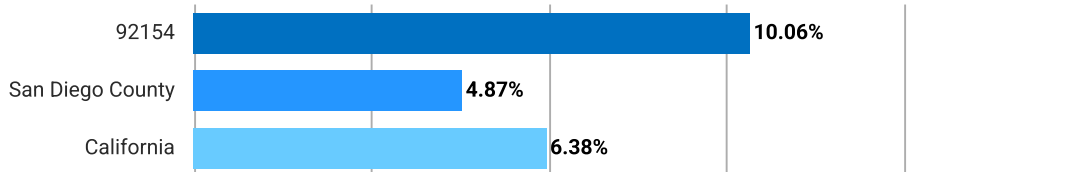
High School GED

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.

92154	4.4%
San Diego County	2.61%
California	2.62%

High School Graduate

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

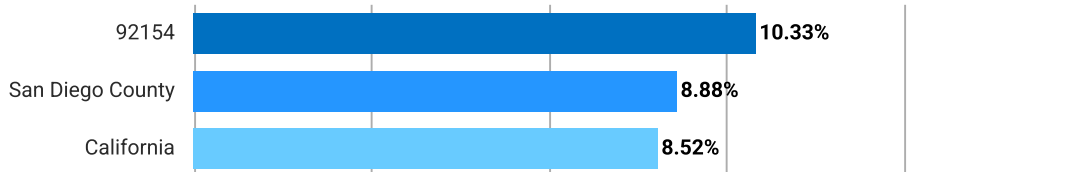|	
92154	26.24%
San Diego County	16.42%
California	19%
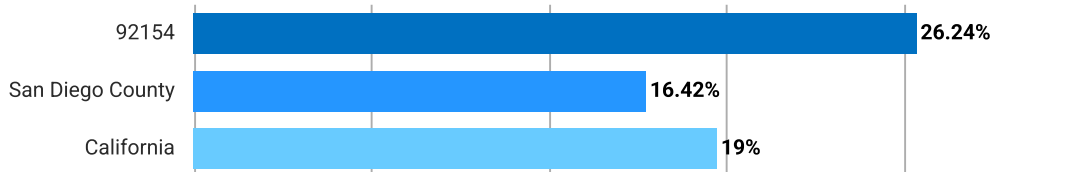
San Diego, CA 92154

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.

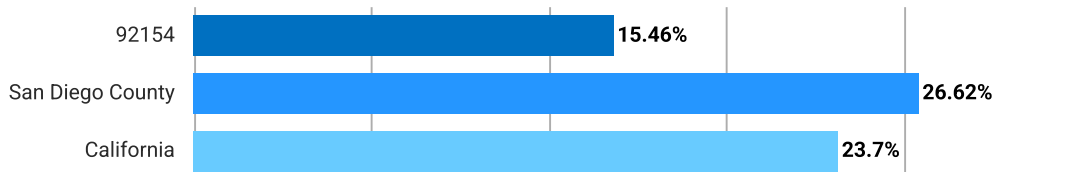|	
92154	19.07%
San Diego County	18.57%
California	17.95%

Associate Degree

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

92154	10.33%
San Diego County	8.88%
California	8.52%

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.

92154	15.46%
San Diego County	26.62%
California	23.7%

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.

92154	4.48%
San Diego County	16.59%
California	14.13%

Economy

Unemployment Number

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

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

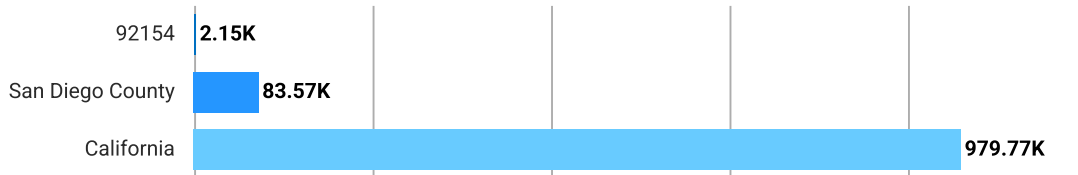|	
92154	2.15K
San Diego County	83.57K
California	979.77K

San Diego, CA 92154

Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

|	
92154	**35.3K**
San Diego County	**1.63M**
California	**19.11M**

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

Percent Unemployed — San Diego, San Diego County, California, USA — Apr '17 to Apr '24
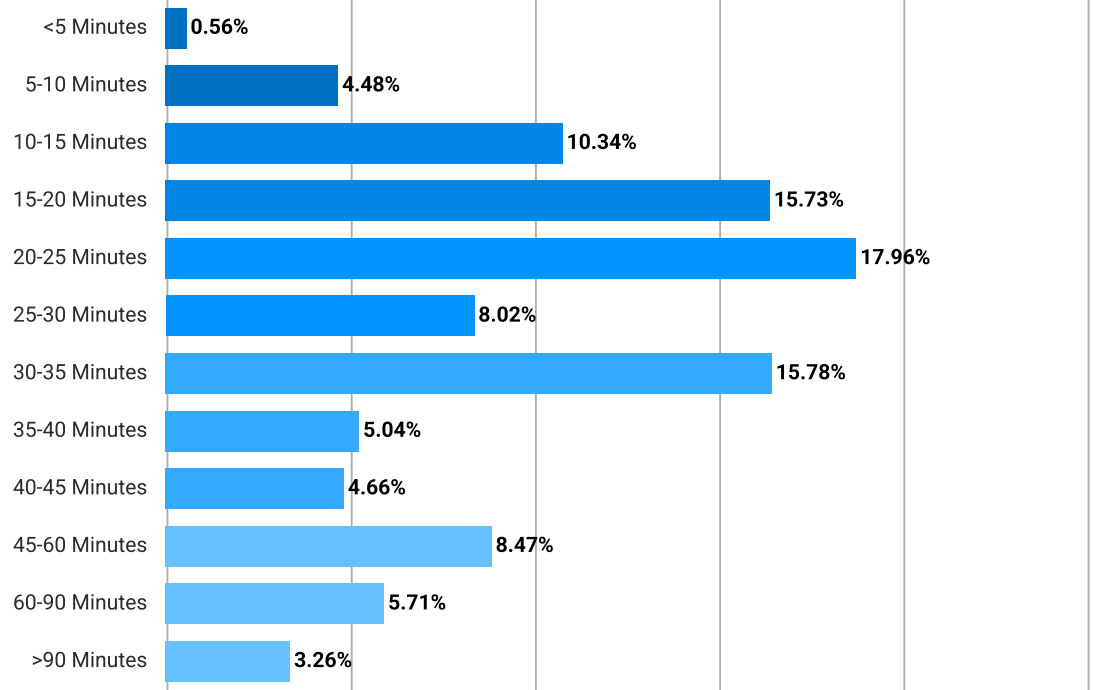
San Diego, CA 92154
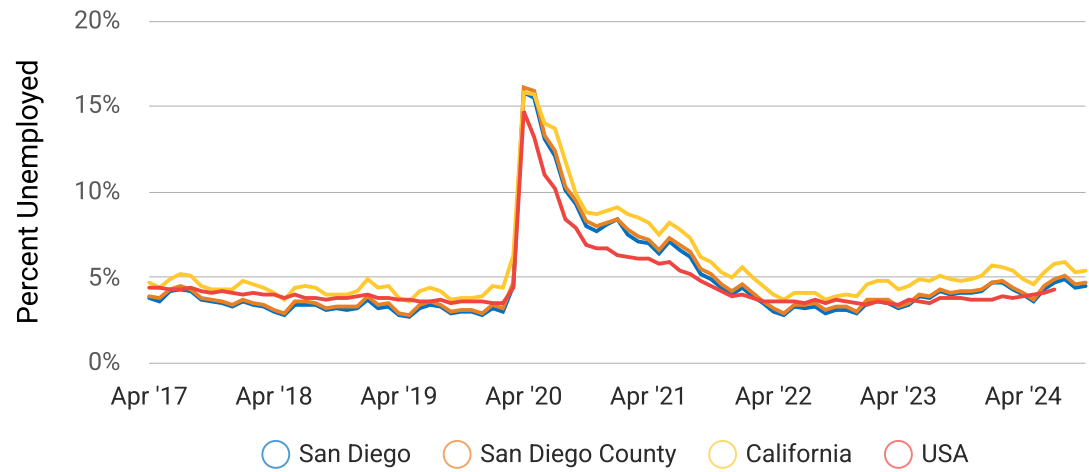
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

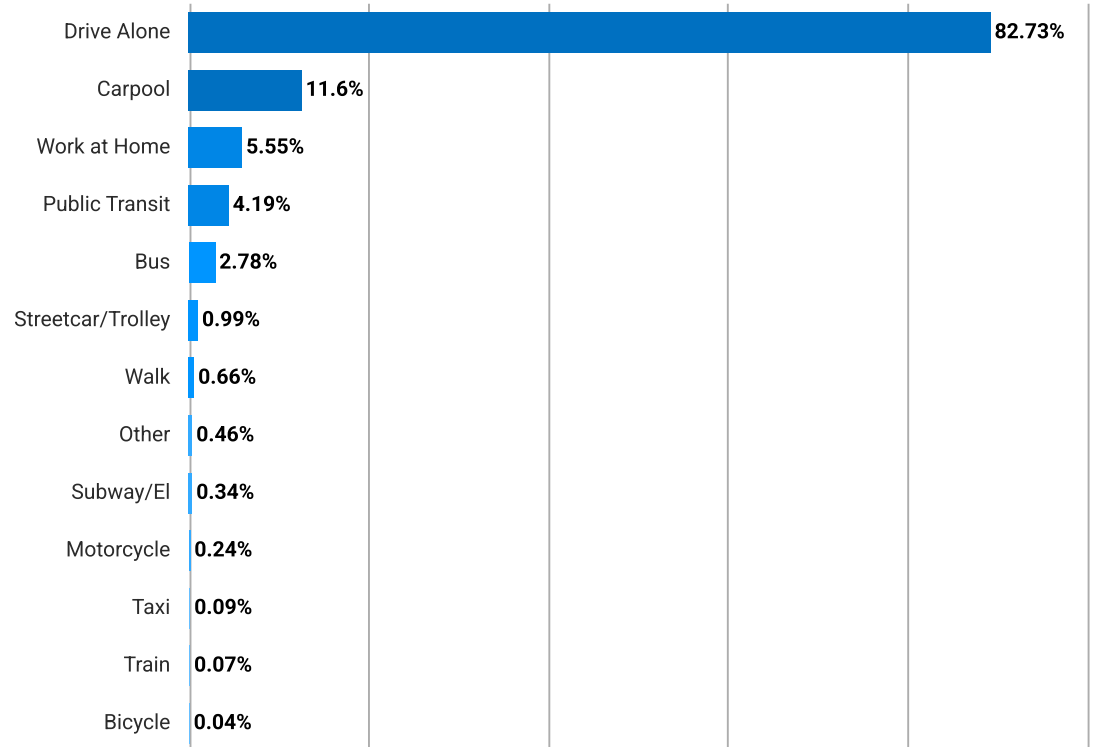| Commute Time	Percentage
<5 Minutes	0.56%
5-10 Minutes	4.48%
10-15 Minutes	10.34%
15-20 Minutes	15.73%
20-25 Minutes	17.96%
25-30 Minutes	8.02%
30-35 Minutes	15.78%
35-40 Minutes	5.04%
40-45 Minutes	4.66%
45-60 Minutes	8.47%
60-90 Minutes	5.71%
>90 Minutes	3.26%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Transportation	Percentage
Drive Alone	82.73%
Carpool	11.6%
Work at Home	5.55%
Public Transit	4.19%
Bus	2.78%
Streetcar/Trolley	0.99%
Walk	0.66%
Other	0.46%
Subway/El	0.34%
Motorcycle	0.24%
Taxi	0.09%
Train	0.07%
Bicycle	0.04%

3/3/2025

San Diego, CA 92154

Home Values

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.

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

Update Frequency: Monthly

Area	Value
92154	$766.16K
San Diego County	$948.67K
California	$790.45K

12 mo. 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.

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

Update Frequency: Monthly

Area	Change
92154	3.35%
San Diego County	4.31%
California	3.57%

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

Area	Price
92154	$749.9K
San Diego County	$950K
California	$720K

12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly

Area	Change
92154	24.98%
San Diego County	18.75%
California	3%

San Diego, CA 92154

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.

- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.

- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

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