SAN DIEGO | MLS

San Diego, CA 92101

Presented by

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Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$90,366	**38.7**	**52,906**	**Metro Renters**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Uptown Individuals

Younger, urban singles in the city

Urbanization

Where do people like this usually live?

Principal Urban Centers

Young, mobile population in metros of 2.5 + million people

Top Tapestry Segments

	Metro Renters	Social Security Set	Laptops and Lattes	Trendsetters	Military Proximity
% of Households	21,950 (70.1%)	7,259 (23.2%)	2,063 (6.6%)	33 (0.1%)	2 (0.0%)
% of San Diego	70,408 (13.4%)	9,377 (1.8%)	8,878 (1.7%)	25,639 (4.9%)	5,780 (1.1%)
Lifestyle Group	Uptown Individuals	Senior Styles	Uptown Individuals	Uptown Individuals	Scholars and Patriots
Urbanization Group	Principal Urban Centers	Metro Cities	Principal Urban Centers	Principal Urban Centers	Suburban Periphery
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals	High-Density Apartments	High-Density Apartments	Townhomes; Multi-Unit Rentals
Household Type	Singles	Singles	Singles	Singles	Married Couples
Average Household Size	1.69	1.78	1.89	2.06	3.07
Median Age	32.9	42.6	36.7	36.1	23
Diversity Index	69.5	80.1	61.2	79.8	74.3
Median Household Income	$97,800	$28,800	$154,800	$101,000	$67,200
Median Net Worth	$63,000	$12,200	$246,200	$93,800	$16,900
Median Home Value	$580,600	$261,600	$1,030,100	$880,800	$309,800
Homeownership	20 %	15.7 %	37.2 %	26.6 %	4.8 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Services
Education	Bachelor's Degree	High School Diploma	Grad/Prof Degree	Bachelor's Degree	Some College No Degree
Preferred Activities	Socializing and social status very important. . Participate in yoga, Pilates, and skiing.	Prefer to cook, eat at home . Activities are limited, but bingo is a favorite.	Exercise regularly and pay attention to nutrition . Support environmental groups, recycle faithfully.	Explore local arts and culture, take on new hobbies . Jog, run, or walk and occasionally do yoga.	Active in their communities, attending meetings and school affairs . Own pets particularly dogs.
Financial	Spend a large portion of wages on rent, clothes and technology	Fixed incomes so remain price sensitive	Maintain retirement savings plans	Seek financial advice, building their stock portfolios.	Pay bills online
Media	Active on Facebook, Twitter, YouTube, LinkedIn	TV is an important part of their lives.	Listen to classic rock, pop, reggae, blues, folk, and alternative music.	Stay connected, avid readers	Television is the popular choice of entertainment
Vehicle	Public transportation, taxis, walking and biking	Take public transportation	Majority of households own no vehicle	Own subcompacts	Own 1-2 vehicles

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About this segment
Metro Renters

This is the	In this area	In the United States
#1	**70.1%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

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 2024. Update Frequency: Annually.

About this segment

Social Security Set

This is the	In this area	In the United States
#2	**23.2%**	**0.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Our Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.

- Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979.

- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.

- Wages and salary income are still earned by almost half of all households.

- With fixed incomes, consumers remain price sensitive.

- A trusted source of information, TV is an important part of their lives.

- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.

- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.

- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.

- They steer away from cell phones, computers, and digital cameras.

- Many residents are dependent on Medicare and Medicaid for health care expenses.

- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

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About this segment

Laptops and Lattes

This is the	In this area	In the United States
#3	**6.6%**	**1.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer and entertainment occupations. They are affluent and partial to city living--and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected--technologically savvy consumers. They are active and health conscious, and care about the environment.

Our Neighborhood

- 30-something single householders, with a number of shared households; low average household size of 1.87.
- City dwellers, primarily in apartment buildings: with 2–4 units, 5–19 units, or 20+ units.
- Older housing, 2 out of 3 homes built before 1970; 40% built before 1940.
- Most households renter occupied, with average rent close to $1,970 monthly. Many owner-occupied homes valued at $500,000+.
- Majority of households own no vehicle at 36% or 1 vehicle (41%).

Socioeconomic Traits

- More than three out of four have a bachelor's degree or higher.
- Labor force participation is high, more than 75%.
- Salaries are the primary source of income for most households, but self-employment income and investment income complement the salaries in this market.
- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

Market Profile

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Invest in mutual funds (bonds) and maintain retirement savings plans.
- Use their laptops, iPads, and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks.
- Physical fitness a priority, exercising at a club or other facility on a regular basis.
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues.
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts.
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.
- Favor organic food, purchasing groceries at higher-end markets.

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SAN DIEGO | MLS   Trade Area Report   San Diego, CA 92101

About this segment
Trendsetters

This is the	In this area	In the United States
#4	**0.1%**	**1.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Armed with the motto "you're only young once," Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

Our Neighborhood

- Trendsetters residents are singles, living alone or with roommates or partners.
- More than 75% rent in upscale, multiunit structures.
- High-rent cities like New York; San Francisco; Chicago; and Washington, DC are popular among renters willing to pay well above US average rent.
- Commuting can take up to an hour; public transportation, walking, and biking are popular; many own no vehicle.

Socioeconomic Traits

- Residents are young and well educated; more than half have a bachelor's degree or more.
- Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios.
- Image is important to these consumers. They use the Internet to keep up with the latest styles and trends and shop around for good deals.
- Trendsetters residents travel often, exploring new destinations and experiences.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Up-to-date on technology, they explore and exploit all the features of their smartphones.
- They are attentive to good health and

Market Profile

- Not only do Trendsetters residents spend freely on fashionable and branded clothing, they also own the latest in cell phones and tablets.
- Particularly for residents that often work at home, wireless Internet access is a must. Many are fans of Mac computers.
- Texting is their preferred form of communication, but they also dedicate time to social media, recounting their experiences via Facebook and Twitter.
- Trendsetters residents explore local arts and culture, take on new hobbies such as drawing or painting; often make last-minute travel plans.
- These avid readers embrace e-books and e-newspapers but do prefer hard-copy versions of women's fashion and epicurean magazines.
- Trendsetters residents jog, run, or walk for exercise and occasionally attend a yoga class.
- These consumers shop at Whole Foods or Trader Joe's and buy organic when they can; however, their cart is more often filled with prepared or ready-to-heat meals.
- To suit their urban lifestyle (and parking options), the cars they own are subcompact.

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About this segment

Military Proximity

This is the	In this area	In the United States
#5	**0.0%**	**0.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

One of the youngest markets, residents of Military Proximity are married-couple families just beginning parenthood, with an average household size of 3.38. The armed forces are the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the armed forces, is close to 80%, highest among Tapestry markets. Moving is routine to Military Proximity householders; 40% have recently lived elsewhere. Consumers live a young, active lifestyle with a focus on their families. These communities are located throughout the United States, but mainly in the South and West.

Our Neighborhood

- Military Proximity households consist of young, married couples with children.
- Average household size is high at 3.38.
- Residents live in single-family attached homes or apartments in small, multiunit buildings.
- Most homes were built in 1970 or later; over forty percent were constructed by 2000 or later.
- Young, mobile population, more than nine out of ten households are rented.
- Moving is routine to Military Proximity households; 40% have moved in the past year.
- Most neighborhoods are located in the suburbs, outside of the main cities of metropolitan areas across the South and West.
- Short commute times are common since most live close to where they are stationed.
- The majority of households have one to two vehicles available.

Socioeconomic Traits

- Over 27% have a college degree; many are still attending college.
- Although Civilian labor force participation is low at 22%, total labor force participation, with the Armed Forces, is closer to 80%, highest among Tapestry markets.
- These young residents maintain a healthy and active lifestyle that includes

Market Profile

- Shopping for baby and children's products at major discount department stores or Amazon.com is common, as is shopping at the military commissary wherever available.
- Television is the popular choice of entertainment, as residents subscribe to cable TV (having multiple sets throughout the house), and own video recorders and gaming systems. Favorite cable stations include Comedy Central, and the Learning Channel.
- Residents are active in their communities —attending meetings and school affairs and engaging in fund-raising.
- Trucks, SUVs, and compact cars are popular vehicles in which to transport their growing families.
- Many households own pets, particularly dogs.

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 2024. Update Frequency: Annually.

San Diego, CA 92101: 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, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

92101 52,906
59,699

San Diego County 3,299,130
3,309,386

California 39,530,491
39,717,178

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, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

92101 10,158.9
11,463.3

San Diego County 783.6
786.0

California 253.6
254.8

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

92101 11.43%
12.84%

San Diego County 0.02%
0.31%

California
0.47%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 92101

92101 101,806

San Diego County 3,331,149

California 39,374,875

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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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 92101

Geography	Value
92101	19,548.6
San Diego County	791.2
California	252.6

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, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
92101	1.49	1.46
San Diego County	2.71	2.65
California	2.83	2.79

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, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
92101	18,584	21,207
San Diego County	2,550,999	2,553,407
California	31,500,748	31,595,508

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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, 2024

Update Frequency: Annually

■ Women 2024 2024

■ Men 2024 2024

■ Women 2029 (Projected) 2029 (Projected)

Men 2029 (Projected) 2029 (Projected)

	Women	Men
92101	44.0%	56.0%
	45.0%	55.0%
San Diego County	49.5%	50.5%
	49.8%	50.2%
California	49.8%	50.2%
	50.2%	49.9%

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San Diego, CA 92101: 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, 2024

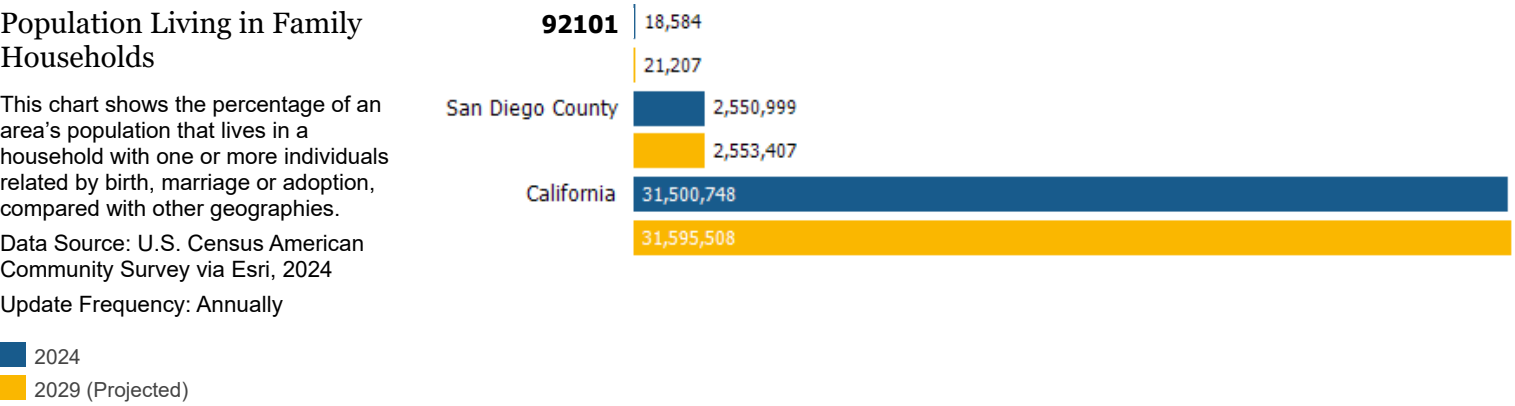Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Geography	2024	2029 (Projected)
92101	38.7	40.2
San Diego County	37.9	39.0
California	38.4	39.4

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, 2024

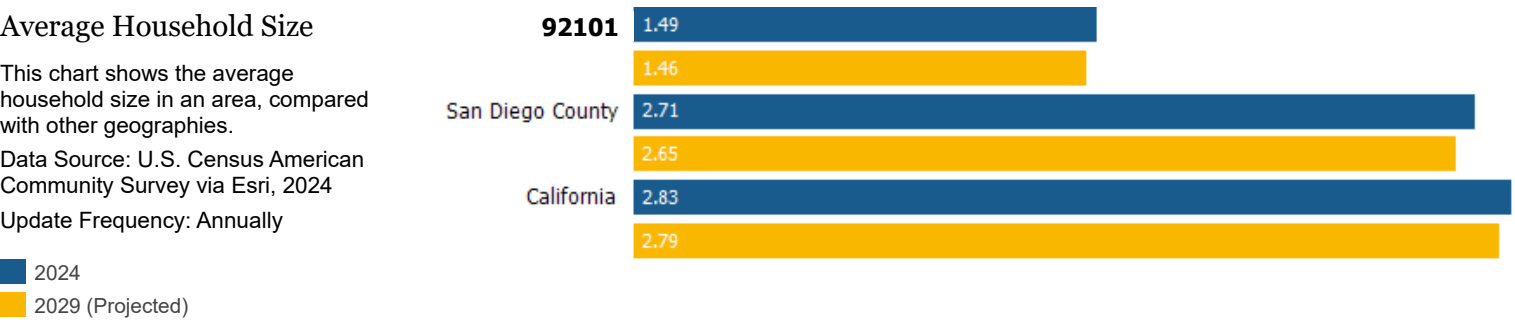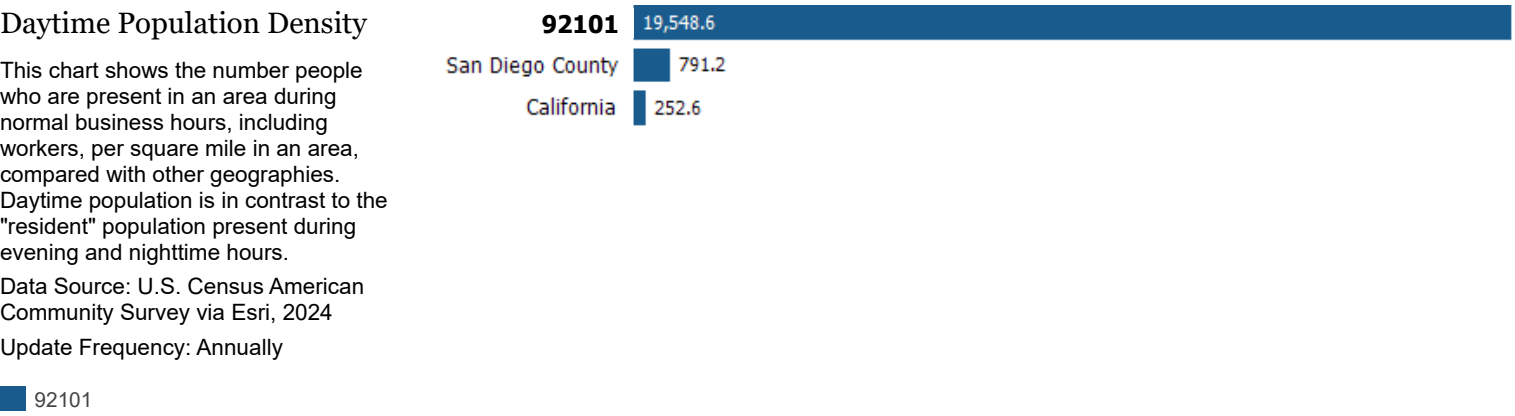Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Age Group	2024	2029 (Projected)
Children	3.7%	3.8%
Tweens	0.7%	0.8%
Teens	2.1%	2.2%
20s	20.5%	18.8%
30s	25.9%	24.2%
40s	13.8%	15.2%
50s	11.7%	11.7%
60s	11.1%	10.8%
70s	7.2%	8.3%
Over 80	3.3%	4.3%

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San Diego, CA 92101: 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, 2024

Update Frequency: Annually

- Married
- Unmarried

	Married	Unmarried
92101	33.9%	66.1%
San Diego County	49.6%	50.4%
California	48.4%	51.6%
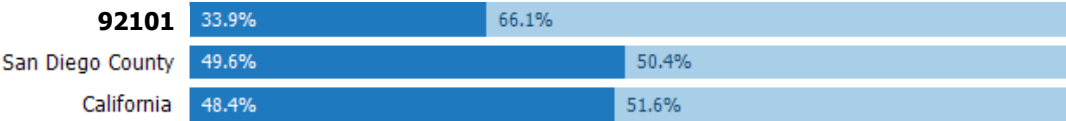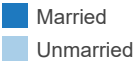
Married

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, 2024

Update Frequency: Annually

92101	33.9%
San Diego County	49.6%
California	48.4%

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, 2024

Update Frequency: Annually

92101	49.7%
San Diego County	36.8%
California	38.2%

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, 2024

Update Frequency: Annually

92101	3.1%
San Diego County	4.5%
California	4.9%

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, 2024

Update Frequency: Annually

92101	13.3%
San Diego County	9.1%
California	8.5%

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San Diego, CA 92101: 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, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

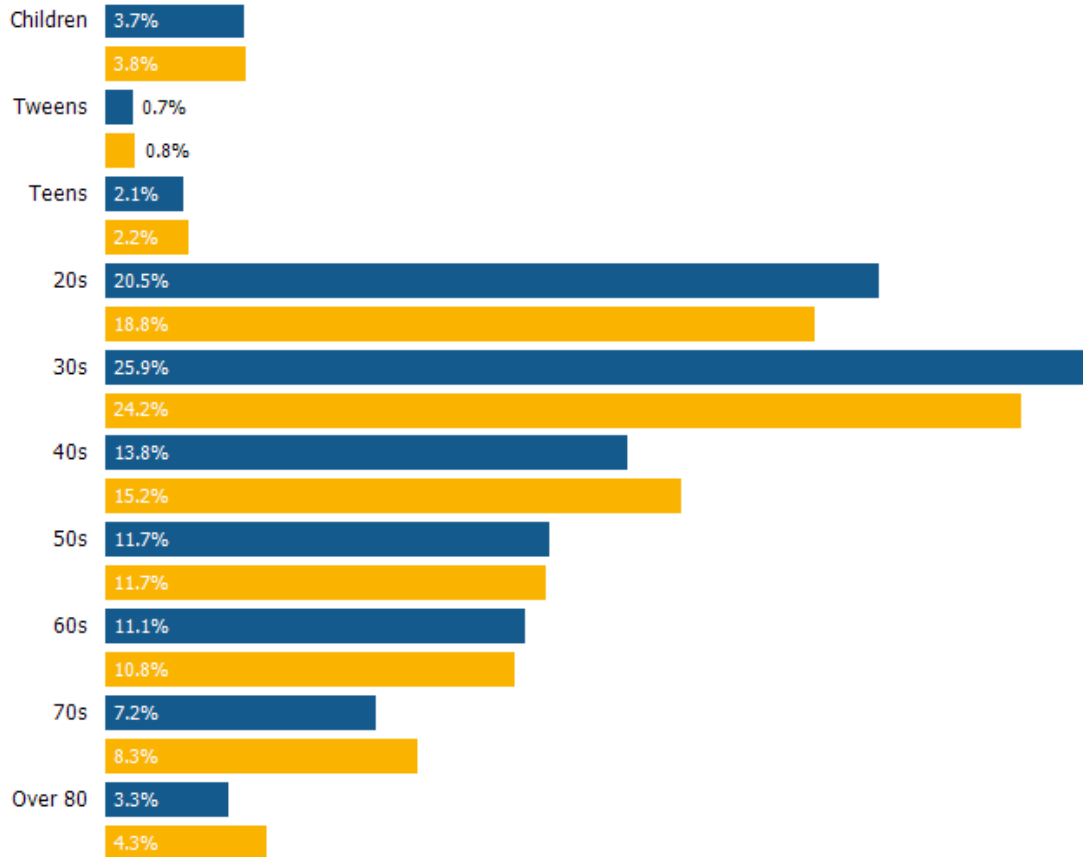|	2024	2029 (Projected)
92101	$131,847	$147,904
San Diego County	$143,328	$165,401
California	$139,308	$160,782

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, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

	2024	2029 (Projected)
92101	$90,366	$102,180
San Diego County	$104,597	$118,151
California	$97,646	$111,538

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, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

	2024	2029 (Projected)
92101	$79,923	$92,095
San Diego County	$51,493	$60,659
California	$48,206	$56,418

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, 2024
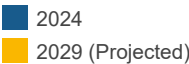
Update Frequency: Annually

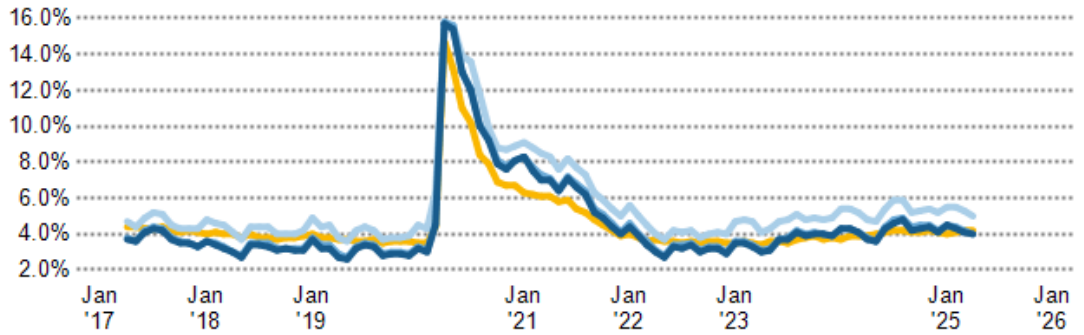|	
92101	$89,454
San Diego County	$99,736
California	$96,715

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Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- San Diego
- San Diego County
- California
- USA

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, 2024

Update Frequency: Annually

Industry	Count
Professional, Scientific and Technical	6,136
Health Care and Social Assistance	3,331
Manufacturing	2,556
Accommodation and Food	2,415
Finance and Insurance	2,165
Retail Trade	2,049
Public Administration	1,833
Education	1,357
Other	1,289
Administrative Support and Waste Management	1,230
Real Estate, Rental and Leasing	992
Arts, Entertainment and Recreation	828
Information	730
Transportation and Warehousing	708
Construction	688
Wholesale Trade	478
Utilities	238
Business Management	38
Agriculture, Forestry, Fishing and Hunting	1
Mining	0 or no data available

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San Diego, CA 92101: 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, 2024

Update Frequency: Annually

Geography	Percentage
92101	3.5%
San Diego County	5.3%
California	7.8%

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, 2024

Update Frequency: Annually

Geography	Percentage
92101	3.6%
San Diego County	4.6%
California	6.0%

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, 2024

Update Frequency: Annually

Geography	Percentage
92101	2.7%
San Diego County	2.5%
California	2.6%

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, 2024

Update Frequency: Annually

Geography	Percentage
92101	9.7%
San Diego County	16.0%
California	18.7%

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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, 2024

Update Frequency: Annually

92101	15.7%
San Diego County	18.4%
California	17.7%

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, 2024

Update Frequency: Annually

92101	7.1%
San Diego County	8.8%
California	8.4%

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, 2024

Update Frequency: Annually

92101	34.1%
San Diego County	27.1%
California	24.0%

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, 2024
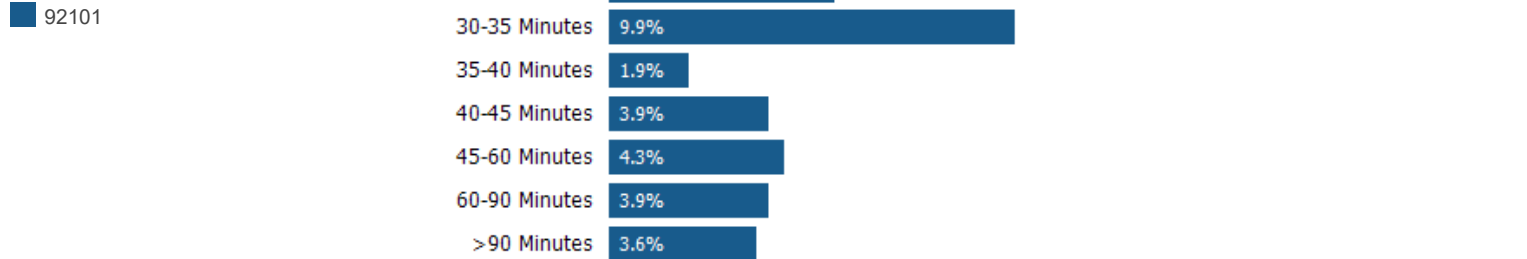
Update Frequency: Annually

92101	23.6%
San Diego County	17.2%
California	14.7%

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San Diego, CA 92101: Commute Comparison

Average Commute Time

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 92101

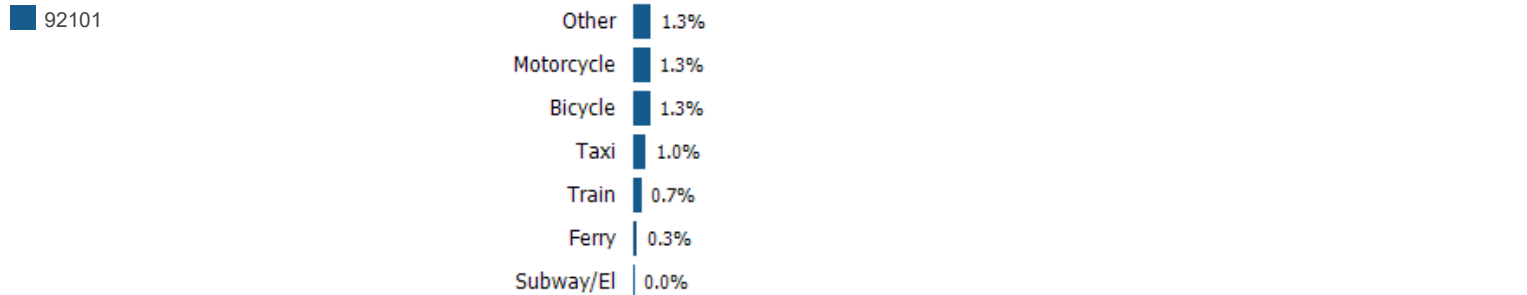| Commute Time	Percentage
<5 Minutes	1.7%
5-10 Minutes	10.1%
10-15 Minutes	18.5%
15-20 Minutes	22.3%
20-25 Minutes	14.4%
25-30 Minutes	5.5%
30-35 Minutes	9.9%
35-40 Minutes	1.9%
40-45 Minutes	3.9%
45-60 Minutes	4.3%
60-90 Minutes	3.9%
>90 Minutes	3.6%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 92101

Transportation	Percentage
Drive Alone	64.8%
Work at Home	31.7%
Walk	18.2%
Public Transit	6.9%
Carpool	5.2%
Bus	4.1%
Streetcar/Trolley	1.8%
Other	1.3%
Motorcycle	1.3%
Bicycle	1.3%
Taxi	1.0%
Train	0.7%
Ferry	0.3%
Subway/El	0.0%

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San Diego, CA 92101: 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

92101	$726,530
San Diego County	$959,280
California	$794,740

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.

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

Update Frequency: Monthly

92101	-5.0%
San Diego County	+1.7%
California	+1.8%

Median Listing Price

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

Data Source: Listing data

Update Frequency: Monthly

92101	$777,250
San Diego County	$998,000
California	$774,990

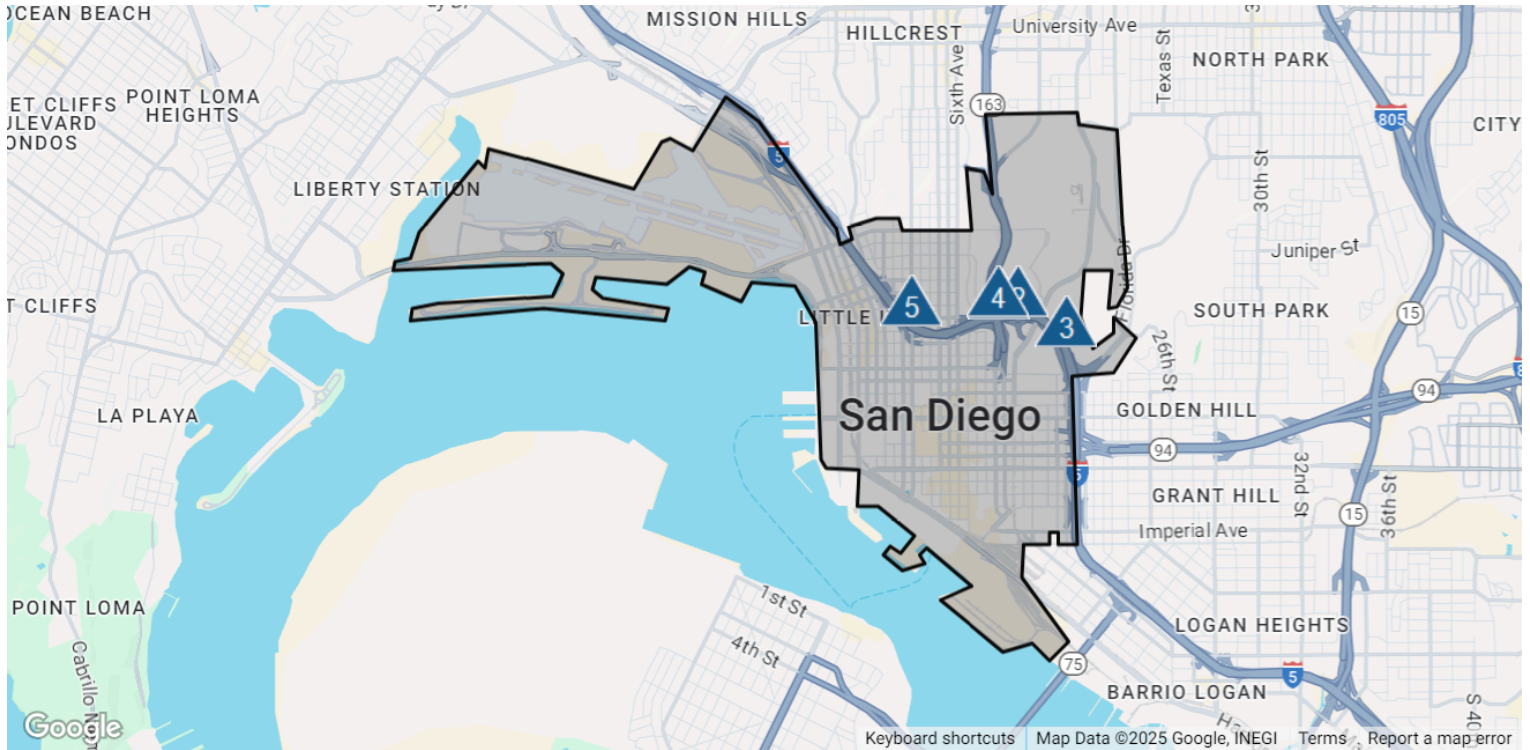## 12 mo. Change in Median Listing Price

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.

Data Source: Listing data

Update Frequency: Monthly

92101	+18.4%
San Diego County	+20.2%
California	+3.3%

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Traffic Counts

Daily Traffic Counts: ▲ 6,001 – 15,000   ▲ 15,001 – 30,000   ▲ 30,001 – 50,000   ▲ 50,001 – 100,000   ▲ Over 100,000 / day
▲ Up 6,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
231,089	**225,452**	**225,291**	**224,273**	**224,273**
2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts
Street: **5**	Street: **I- 5**	Street: **I- 5**	Street: **5**	Street: **5**
Cross: –	Cross: **Cabrillo Fwy**	Cross: **PkBlvd**	Cross: –	Cross: –
Cross Dir: –	Cross Dir: **W**	Cross Dir: **NW**	Cross Dir: –	Cross Dir: –
Dist: –	Dist: –	Dist: –	Dist: –	Dist: –

Historical counts

#	Year	Count	Type
1	2018 ▲	230,000	AADT

#	Year	Count	Type
2	2016 ▲	229,000	AADT
	2015 ▲	213,000	AADT
	2005 ▲	203,600	ADT
	2000 ▲	219,600	ADT
	1999 ▲	221,800	ADT

#	Year	Count	Type
3	2016 ▲	229,000	AADT
	2015 ▲	223,000	AADT
	2014 ▲	215,000	AADT
	2005 ▲	203,600	ADT

#	Year	Count	Type
4	2018 ▲	220,000	AADT

#	Year	Count	Type
5	2018 ▲	220,000	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

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About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com