



Community Profile

Rings: 1, 3, 5 mile radii

3927 El Cajon Blvd, San Diego, CA 92105,

Latitude: 32.7547

Longitude: -117.1098

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	58,850	248,745	575,932
2010 Total Population	55,490	246,319	591,700
2018 Total Population	58,392	262,282	636,021
2018 Group Quarters	265	5,129	24,776
2023 Total Population	60,463	273,554	668,160
2018-2023 Annual Rate	0.70%	0.85%	0.99%
2018 Total Daytime Population	39,717	231,004	724,096
Workers	8,551	105,219	408,296
Residents	31,166	125,785	315,800
Household Summary			
2000 Households	20,756	98,159	212,826
2000 Average Household Size	2.82	2.47	2.59
2010 Households	20,383	99,932	224,995
2010 Average Household Size	2.71	2.42	2.52
2018 Households	21,508	106,380	243,567
2018 Average Household Size	2.70	2.42	2.51
2023 Households	22,253	110,999	257,576
2023 Average Household Size	2.71	2.42	2.50
2018-2023 Annual Rate	0.68%	0.85%	1.12%
2010 Families	11,530	48,668	118,522
2010 Average Family Size	3.51	3.27	3.36
2018 Families	12,162	51,878	126,723
2018 Average Family Size	3.53	3.30	3.39
2023 Families	12,612	54,123	132,807
2023 Average Family Size	3.54	3.31	3.40
2018-2023 Annual Rate	0.73%	0.85%	0.94%
Housing Unit Summary			
2000 Housing Units	21,656	101,981	221,378
Owner Occupied Housing Units	18.6%	31.2%	36.6%
Renter Occupied Housing Units	77.3%	65.1%	59.5%
Vacant Housing Units	4.2%	3.7%	3.9%
2010 Housing Units	21,741	106,541	242,676
Owner Occupied Housing Units	19.9%	30.7%	34.9%
Renter Occupied Housing Units	73.8%	63.1%	57.8%
Vacant Housing Units	6.2%	6.2%	7.3%
2018 Housing Units	22,922	112,509	260,424
Owner Occupied Housing Units	19.0%	29.6%	33.6%
Renter Occupied Housing Units	74.8%	65.0%	59.9%
Vacant Housing Units	6.2%	5.4%	6.5%
2023 Housing Units	23,726	117,113	274,258
Owner Occupied Housing Units	21.4%	32.2%	35.7%
Renter Occupied Housing Units	72.4%	62.6%	58.2%
Vacant Housing Units	6.2%	5.2%	6.1%
Median Household Income			
2018	\$38,341	\$52,430	\$54,832
2023	\$44,497	\$61,555	\$65,008
Median Home Value			
2018	\$452,157	\$471,203	\$471,261
2023	\$520,534	\$536,500	\$538,080
Per Capita Income			
2018	\$21,239	\$30,384	\$31,365
2023	\$25,245	\$36,752	\$37,924
Median Age			
2010	30.8	32.3	32.6
2018	31.8	33.5	33.7
2023	32.1	34.0	34.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	21,508	106,380	243,567
<\$15,000	18.0%	13.5%	13.2%
\$15,000 - \$24,999	14.8%	11.0%	10.3%
\$25,000 - \$34,999	12.8%	9.6%	9.1%
\$35,000 - \$49,999	15.3%	13.5%	13.0%
\$50,000 - \$74,999	16.2%	17.8%	17.0%
\$75,000 - \$99,999	8.3%	12.1%	12.1%
\$100,000 - \$149,999	8.9%	12.8%	13.8%
\$150,000 - \$199,999	2.5%	4.8%	5.5%
\$200,000+	3.1%	5.0%	5.9%
Average Household Income	\$56,982	\$73,654	\$78,762
2023 Households by Income			
Household Income Base	22,253	110,999	257,576
<\$15,000	15.4%	11.1%	10.9%
\$15,000 - \$24,999	12.8%	9.0%	8.4%
\$25,000 - \$34,999	11.5%	8.2%	7.7%
\$35,000 - \$49,999	14.7%	12.2%	11.7%
\$50,000 - \$74,999	16.8%	17.1%	16.6%
\$75,000 - \$99,999	9.6%	12.9%	12.9%
\$100,000 - \$149,999	11.4%	15.8%	16.2%
\$150,000 - \$199,999	3.4%	6.4%	7.1%
\$200,000+	4.4%	7.3%	8.6%
Average Household Income	\$67,904	\$89,399	\$95,373
2018 Owner Occupied Housing Units by Value			
Total	4,355	33,287	87,483
<\$50,000	0.3%	1.0%	1.2%
\$50,000 - \$99,999	1.0%	0.6%	0.6%
\$100,000 - \$149,999	2.2%	1.1%	0.9%
\$150,000 - \$199,999	3.4%	2.2%	1.8%
\$200,000 - \$249,999	9.0%	5.2%	4.3%
\$250,000 - \$299,999	8.1%	8.0%	7.7%
\$300,000 - \$399,999	18.5%	18.3%	19.1%
\$400,000 - \$499,999	14.4%	19.0%	20.2%
\$500,000 - \$749,999	18.3%	25.6%	24.6%
\$750,000 - \$999,999	12.7%	11.3%	9.9%
\$1,000,000 - \$1,499,999	11.0%	5.4%	6.9%
\$1,500,000 - \$1,999,999	0.4%	1.1%	1.4%
\$2,000,000 +	0.7%	1.2%	1.3%
Average Home Value	\$567,156	\$561,017	\$574,580
2023 Owner Occupied Housing Units by Value			
Total	5,071	37,649	97,907
<\$50,000	0.1%	0.4%	0.5%
\$50,000 - \$99,999	0.3%	0.2%	0.2%
\$100,000 - \$149,999	0.6%	0.3%	0.3%
\$150,000 - \$199,999	1.2%	0.9%	0.7%
\$200,000 - \$249,999	5.0%	2.9%	2.2%
\$250,000 - \$299,999	5.3%	4.9%	4.6%
\$300,000 - \$399,999	19.2%	16.0%	16.1%
\$400,000 - \$499,999	16.3%	20.0%	20.9%
\$500,000 - \$749,999	22.0%	29.8%	29.1%
\$750,000 - \$999,999	15.2%	15.0%	13.5%
\$1,000,000 - \$1,499,999	13.5%	6.6%	8.7%
\$1,500,000 - \$1,999,999	0.4%	1.3%	1.6%
\$2,000,000 +	0.7%	1.7%	1.6%
Average Home Value	\$632,459	\$628,652	\$642,167

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	55,489	246,319	591,698
0 - 4	8.3%	6.7%	6.7%
5 - 9	7.1%	5.5%	5.8%
10 - 14	7.1%	5.3%	5.6%
15 - 24	16.0%	17.0%	16.8%
25 - 34	19.1%	20.8%	19.5%
35 - 44	16.2%	15.2%	14.4%
45 - 54	12.2%	12.3%	12.4%
55 - 64	8.1%	8.9%	9.3%
65 - 74	3.5%	4.3%	4.9%
75 - 84	1.8%	2.7%	3.2%
85 +	0.6%	1.3%	1.5%
18 +	72.8%	79.1%	78.3%
2018 Population by Age			
Total	58,391	262,283	636,020
0 - 4	7.7%	6.2%	6.2%
5 - 9	7.0%	5.5%	5.6%
10 - 14	6.6%	5.1%	5.3%
15 - 24	16.1%	16.1%	15.7%
25 - 34	18.1%	19.9%	19.5%
35 - 44	15.1%	14.8%	14.1%
45 - 54	12.3%	11.9%	11.6%
55 - 64	9.2%	10.0%	10.3%
65 - 74	5.3%	6.2%	6.7%
75 - 84	2.0%	2.8%	3.3%
85 +	0.7%	1.4%	1.6%
18 +	74.4%	80.1%	79.6%
2023 Population by Age			
Total	60,463	273,554	668,160
0 - 4	7.9%	6.2%	6.3%
5 - 9	6.7%	5.3%	5.4%
10 - 14	6.2%	4.9%	5.1%
15 - 24	15.1%	15.5%	14.9%
25 - 34	19.0%	19.8%	19.6%
35 - 44	14.7%	15.0%	14.6%
45 - 54	12.0%	11.6%	11.1%
55 - 64	9.3%	9.9%	10.1%
65 - 74	5.8%	7.0%	7.5%
75 - 84	2.5%	3.4%	3.9%
85 +	0.7%	1.3%	1.6%
18 +	75.2%	80.6%	80.3%
2010 Population by Sex			
Males	27,831	123,888	300,459
Females	27,659	122,431	291,241
2018 Population by Sex			
Males	29,307	131,965	323,255
Females	29,084	130,318	312,766
2023 Population by Sex			
Males	30,362	137,590	339,620
Females	30,101	135,964	328,540

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	55,489	246,318	591,700
White Alone	42.6%	53.3%	54.0%
Black Alone	10.9%	10.6%	10.8%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	12.0%	11.6%	10.3%
Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	28.2%	18.2%	18.3%
Two or More Races	5.1%	5.2%	5.3%
Hispanic Origin	52.9%	37.1%	37.8%
Diversity Index	89.6	83.5	83.3
2018 Population by Race/Ethnicity			
Total	58,391	262,281	636,021
White Alone	41.1%	51.5%	52.4%
Black Alone	10.5%	10.3%	10.5%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	12.4%	12.3%	10.9%
Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	29.5%	19.1%	19.1%
Two or More Races	5.3%	5.7%	5.8%
Hispanic Origin	55.0%	39.1%	39.5%
Diversity Index	90.1	84.8	84.5
2023 Population by Race/Ethnicity			
Total	60,463	273,553	668,158
White Alone	40.4%	50.3%	51.3%
Black Alone	10.0%	9.9%	10.2%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	12.8%	12.9%	11.6%
Pacific Islander Alone	0.3%	0.4%	0.5%
Some Other Race Alone	30.1%	19.7%	19.5%
Two or More Races	5.5%	6.0%	6.1%
Hispanic Origin	56.6%	40.8%	41.1%
Diversity Index	90.3	85.5	85.2
2010 Population by Relationship and Household Type			
Total	55,490	246,319	591,700
In Households	99.5%	98.0%	96.0%
In Family Households	77.0%	67.8%	70.6%
Householder	20.8%	19.7%	20.0%
Spouse	11.7%	12.3%	13.0%
Child	33.2%	26.4%	27.9%
Other relative	7.2%	6.1%	6.5%
Nonrelative	4.0%	3.2%	3.2%
In Nonfamily Households	22.6%	30.2%	25.3%
In Group Quarters	0.5%	2.0%	4.0%
Institutionalized Population	0.0%	0.3%	0.9%
Noninstitutionalized Population	0.5%	1.7%	3.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	36,558	175,876	426,707
Less than 9th Grade	15.4%	9.0%	9.0%
9th - 12th Grade, No Diploma	12.1%	7.4%	7.8%
High School Graduate	18.1%	16.0%	16.4%
GED/Alternative Credential	2.0%	1.9%	2.2%
Some College, No Degree	19.1%	21.0%	21.5%
Associate Degree	6.4%	7.6%	7.3%
Bachelor's Degree	17.2%	23.1%	22.4%
Graduate/Professional Degree	9.7%	14.0%	13.4%
2018 Population 15+ by Marital Status			
Total	45,954	218,197	526,801
Never Married	50.2%	49.5%	46.1%
Married	36.2%	36.0%	38.7%
Widowed	2.9%	3.5%	4.2%
Divorced	10.7%	10.9%	11.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	95.9%	95.7%
Civilian Unemployed (Unemployment Rate)	4.9%	4.1%	4.3%
2018 Employed Population 16+ by Industry			
Total	27,586	136,241	309,046
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	7.6%	4.9%	5.1%
Manufacturing	5.9%	6.5%	6.4%
Wholesale Trade	1.4%	1.5%	1.9%
Retail Trade	10.0%	9.2%	9.5%
Transportation/Utilities	5.0%	3.9%	3.7%
Information	2.0%	2.1%	2.0%
Finance/Insurance/Real Estate	3.5%	5.4%	5.9%
Services	61.4%	60.8%	59.5%
Public Administration	2.9%	5.4%	5.6%
2018 Employed Population 16+ by Occupation			
Total	27,584	136,240	309,045
White Collar	46.4%	59.2%	60.0%
Management/Business/Financial	9.8%	13.5%	14.4%
Professional	16.6%	24.9%	24.0%
Sales	10.3%	9.6%	10.2%
Administrative Support	9.7%	11.2%	11.4%
Services	32.3%	25.8%	24.8%
Blue Collar	21.3%	15.0%	15.2%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	7.0%	4.1%	4.1%
Installation/Maintenance/Repair	3.1%	2.5%	2.6%
Production	5.4%	3.8%	3.7%
Transportation/Material Moving	5.6%	4.3%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	55,490	246,319	591,700
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	20,383	99,933	224,994
Households with 1 Person	29.6%	34.0%	33.0%
Households with 2+ People	70.4%	66.0%	67.0%
Family Households	56.6%	48.7%	52.7%
Husband-wife Families	31.8%	30.2%	34.2%
With Related Children	19.6%	15.3%	17.1%
Other Family (No Spouse Present)	24.7%	18.5%	18.5%
Other Family with Male Householder	7.3%	5.5%	5.5%
With Related Children	4.5%	3.0%	3.0%
Other Family with Female Householder	17.4%	12.9%	13.0%
With Related Children	12.7%	8.5%	8.4%
Nonfamily Households	13.8%	17.3%	14.3%
All Households with Children	37.2%	27.1%	28.9%
Multigenerational Households	5.3%	4.1%	5.1%
Unmarried Partner Households	11.3%	11.0%	9.4%
Male-female	8.8%	7.9%	7.3%
Same-sex	2.5%	3.1%	2.2%
2010 Households by Size			
Total	20,383	99,932	224,996
1 Person Household	29.6%	34.0%	33.0%
2 Person Household	27.1%	31.7%	30.4%
3 Person Household	15.3%	14.0%	13.8%
4 Person Household	13.0%	9.9%	10.6%
5 Person Household	7.8%	5.3%	6.0%
6 Person Household	3.7%	2.6%	3.1%
7 + Person Household	3.4%	2.6%	3.2%
2010 Households by Tenure and Mortgage Status			
Total	20,383	99,932	224,995
Owner Occupied	21.3%	32.7%	37.7%
Owned with a Mortgage/Loan	17.8%	26.1%	29.4%
Owned Free and Clear	3.4%	6.6%	8.3%
Renter Occupied	78.7%	67.3%	62.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	21,741	106,541	242,676
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	NeWest Residents (13C)	Trendsetters (3C)	Metro Renters (3B)
2.	Metro Fusion (11C)	Emerald City (8B)	Emerald City (8B)
3.	Young and Restless (11B)	Young and Restless (11B)	Trendsetters (3C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$35,195,591	\$218,467,951	\$528,385,745
Average Spent	\$1,636.40	\$2,053.66	\$2,169.37
Spending Potential Index	75	94	100
Education: Total \$	\$21,920,831	\$141,069,572	\$345,643,893
Average Spent	\$1,019.19	\$1,326.09	\$1,419.09
Spending Potential Index	70	92	98
Entertainment/Recreation: Total \$	\$46,063,835	\$294,854,160	\$720,364,075
Average Spent	\$2,141.71	\$2,771.71	\$2,957.56
Spending Potential Index	66	86	92
Food at Home: Total \$	\$80,423,999	\$493,090,479	\$1,188,593,894
Average Spent	\$3,739.26	\$4,635.18	\$4,879.95
Spending Potential Index	75	92	97
Food Away from Home: Total \$	\$56,370,196	\$352,600,387	\$851,025,556
Average Spent	\$2,620.89	\$3,314.54	\$3,494.01
Spending Potential Index	75	94	99
Health Care: Total \$	\$75,135,165	\$484,413,522	\$1,192,046,751
Average Spent	\$3,493.36	\$4,553.61	\$4,894.12
Spending Potential Index	61	80	85
HH Furnishings & Equipment: Total \$	\$30,531,239	\$194,241,308	\$474,327,771
Average Spent	\$1,419.53	\$1,825.92	\$1,947.42
Spending Potential Index	68	87	93
Personal Care Products & Services: Total \$	\$12,582,078	\$79,678,219	\$193,702,232
Average Spent	\$585.00	\$749.00	\$795.27
Spending Potential Index	71	90	96
Shelter: Total \$	\$273,390,993	\$1,710,297,669	\$4,156,550,601
Average Spent	\$12,711.13	\$16,077.25	\$17,065.33
Spending Potential Index	76	96	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,661,766	\$215,283,928	\$534,354,660
Average Spent	\$1,518.59	\$2,023.73	\$2,193.87
Spending Potential Index	61	81	88
Travel: Total \$	\$29,613,428	\$195,068,407	\$484,696,804
Average Spent	\$1,376.86	\$1,833.69	\$1,989.99
Spending Potential Index	64	85	92
Vehicle Maintenance & Repairs: Total \$	\$16,192,594	\$101,219,908	\$245,680,343
Average Spent	\$752.86	\$951.49	\$1,008.68
Spending Potential Index	70	88	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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