



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	16,708	99,655	229,551
2010 Total Population	19,058	112,707	249,117
2018 Total Population	19,660	119,802	267,421
2018 Group Quarters	44	9,640	13,335
2023 Total Population	20,119	124,392	278,770
2018-2023 Annual Rate	0.46%	0.75%	0.83%
2018 Total Daytime Population	11,443	176,016	442,901
Workers	2,363	117,163	319,838
Residents	9,080	58,853	123,063
<b>Household Summary</b>			
2000 Households	7,461	41,314	96,320
2000 Average Household Size	2.24	2.27	2.28
2010 Households	8,289	44,467	101,591
2010 Average Household Size	2.29	2.33	2.33
2018 Households	8,462	46,983	108,406
2018 Average Household Size	2.32	2.34	2.34
2023 Households	8,620	48,792	112,858
2023 Average Household Size	2.33	2.35	2.35
2018-2023 Annual Rate	0.37%	0.76%	0.81%
2010 Families	4,382	23,107	52,081
2010 Average Family Size	2.79	2.85	2.95
2018 Families	4,454	24,342	55,841
2018 Average Family Size	2.86	2.91	2.99
2023 Families	4,536	25,269	58,322
2023 Average Family Size	2.88	2.92	3.01
2018-2023 Annual Rate	0.37%	0.75%	0.87%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,812	43,625	101,733
Owner Occupied Housing Units	52.2%	49.6%	46.7%
Renter Occupied Housing Units	43.3%	45.1%	48.0%
Vacant Housing Units	4.5%	5.3%	5.3%
2010 Housing Units	8,775	47,446	109,190
Owner Occupied Housing Units	44.8%	44.4%	43.1%
Renter Occupied Housing Units	49.6%	49.3%	49.9%
Vacant Housing Units	5.5%	6.3%	7.0%
2018 Housing Units	8,939	49,575	115,441
Owner Occupied Housing Units	43.2%	43.1%	41.8%
Renter Occupied Housing Units	51.5%	51.6%	52.1%
Vacant Housing Units	5.3%	5.2%	6.1%
2023 Housing Units	9,063	51,319	119,957
Owner Occupied Housing Units	45.7%	45.4%	44.4%
Renter Occupied Housing Units	49.4%	49.7%	49.7%
Vacant Housing Units	4.9%	4.9%	5.9%
<b>Median Household Income</b>			
2018	\$95,456	\$78,347	\$81,168
2023	\$111,099	\$91,533	\$95,950
<b>Median Home Value</b>			
2018	\$669,723	\$621,517	\$680,714
2023	\$700,543	\$659,755	\$719,382
<b>Per Capita Income</b>			
2018	\$55,175	\$43,149	\$46,927
2023	\$65,538	\$50,837	\$55,412
<b>Median Age</b>			
2010	35.7	31.9	33.3
2018	37.4	33.1	34.6
2023	38.1	34.1	35.6

**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.



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>2018 Households by Income</b>			
Household Income Base	8,462	46,982	108,405
<\$15,000	7.1%	10.2%	8.5%
\$15,000 - \$24,999	5.8%	6.1%	5.9%
\$25,000 - \$34,999	5.9%	6.0%	5.8%
\$35,000 - \$49,999	8.7%	10.3%	10.1%
\$50,000 - \$74,999	12.4%	15.2%	15.7%
\$75,000 - \$99,999	11.8%	12.9%	13.1%
\$100,000 - \$149,999	19.8%	18.2%	18.3%
\$150,000 - \$199,999	12.6%	9.3%	9.5%
\$200,000+	15.9%	11.8%	13.1%
Average Household Income	\$127,401	\$108,913	\$114,101
<b>2023 Households by Income</b>			
Household Income Base	8,620	48,791	112,857
<\$15,000	5.3%	8.2%	6.6%
\$15,000 - \$24,999	4.3%	4.9%	4.5%
\$25,000 - \$34,999	4.7%	4.9%	4.6%
\$35,000 - \$49,999	7.1%	8.9%	8.6%
\$50,000 - \$74,999	11.2%	14.1%	14.4%
\$75,000 - \$99,999	11.0%	12.6%	12.8%
\$100,000 - \$149,999	21.0%	20.1%	20.1%
\$150,000 - \$199,999	14.8%	11.1%	11.3%
\$200,000+	20.6%	15.2%	17.0%
Average Household Income	\$152,072	\$128,587	\$135,289
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,859	21,378	48,277
<\$50,000	0.3%	0.6%	0.9%
\$50,000 - \$99,999	0.0%	0.2%	0.3%
\$100,000 - \$149,999	0.2%	0.1%	0.3%
\$150,000 - \$199,999	0.4%	0.3%	0.4%
\$200,000 - \$249,999	0.8%	1.2%	1.1%
\$250,000 - \$299,999	1.1%	2.3%	1.9%
\$300,000 - \$399,999	6.5%	11.6%	10.0%
\$400,000 - \$499,999	9.4%	17.0%	15.0%
\$500,000 - \$749,999	45.9%	34.4%	27.7%
\$750,000 - \$999,999	24.9%	16.6%	16.6%
\$1,000,000 - \$1,499,999	9.7%	9.4%	13.5%
\$1,500,000 - \$1,999,999	0.0%	1.6%	4.0%
\$2,000,000 +	0.7%	4.7%	8.2%
Average Home Value	\$712,267	\$738,792	\$853,481
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,146	23,293	53,192
<\$50,000	0.1%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.3%	0.5%	0.5%
\$250,000 - \$299,999	0.6%	1.6%	1.1%
\$300,000 - \$399,999	4.8%	8.2%	7.2%
\$400,000 - \$499,999	8.5%	15.7%	14.0%
\$500,000 - \$749,999	44.4%	37.0%	30.0%
\$750,000 - \$999,999	29.9%	20.1%	19.8%
\$1,000,000 - \$1,499,999	10.6%	9.9%	14.1%
\$1,500,000 - \$1,999,999	0.0%	1.6%	4.0%
\$2,000,000 +	0.8%	5.1%	8.5%
Average Home Value	\$746,099	\$778,137	\$890,349

**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.



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	19,060	112,707	249,116
0 - 4	4.9%	4.6%	5.0%
5 - 9	4.2%	3.7%	4.3%
10 - 14	3.8%	3.5%	4.1%
15 - 24	19.1%	24.9%	19.4%
25 - 34	17.0%	18.4%	20.2%
35 - 44	12.7%	11.5%	12.7%
45 - 54	11.9%	11.1%	12.0%
55 - 64	10.6%	9.1%	9.5%
65 - 74	7.9%	6.2%	6.1%
75 - 84	5.5%	4.7%	4.5%
85 +	2.4%	2.3%	2.3%
18 +	84.9%	86.1%	84.2%
<b>2018 Population by Age</b>			
Total	19,660	119,801	267,420
0 - 4	4.3%	4.1%	4.5%
5 - 9	4.1%	3.7%	4.3%
10 - 14	4.2%	3.6%	4.2%
15 - 24	13.8%	22.5%	17.2%
25 - 34	20.3%	19.6%	20.5%
35 - 44	12.7%	11.6%	13.1%
45 - 54	10.7%	9.6%	10.7%
55 - 64	11.3%	10.2%	10.6%
65 - 74	9.6%	7.6%	7.8%
75 - 84	6.0%	4.8%	4.6%
85 +	3.1%	2.8%	2.6%
18 +	85.3%	86.6%	84.7%
<b>2023 Population by Age</b>			
Total	20,121	124,392	278,771
0 - 4	4.4%	4.2%	4.6%
5 - 9	3.8%	3.5%	4.1%
10 - 14	3.9%	3.5%	4.1%
15 - 24	13.7%	21.8%	16.6%
25 - 34	18.9%	18.8%	19.7%
35 - 44	14.5%	12.9%	14.2%
45 - 54	10.1%	9.2%	10.2%
55 - 64	10.4%	9.6%	10.2%
65 - 74	10.2%	8.4%	8.5%
75 - 84	6.7%	5.3%	5.2%
85 +	3.4%	2.9%	2.7%
18 +	85.9%	86.9%	85.0%
<b>2010 Population by Sex</b>			
Males	9,319	56,063	126,053
Females	9,739	56,644	123,064
<b>2018 Population by Sex</b>			
Males	9,614	59,605	135,557
Females	10,046	60,197	131,865
<b>2023 Population by Sex</b>			
Males	9,831	62,048	141,425
Females	10,287	62,344	137,345

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

May 30, 2019



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	19,058	112,707	249,116
White Alone	68.5%	65.2%	68.4%
Black Alone	1.6%	1.7%	2.6%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	22.5%	22.1%	17.9%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	2.9%	5.6%	5.5%
Two or More Races	4.2%	4.7%	4.8%
Hispanic Origin	9.8%	14.5%	14.7%
Diversity Index	57.2	64.3	62.5
<b>2018 Population by Race/Ethnicity</b>			
Total	19,660	119,802	267,421
White Alone	64.8%	61.4%	65.0%
Black Alone	1.6%	1.8%	2.6%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	25.2%	24.7%	20.0%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.3%	6.1%	6.1%
Two or More Races	4.8%	5.3%	5.5%
Hispanic Origin	11.1%	16.1%	16.3%
Diversity Index	61.2	68.0	66.3
<b>2023 Population by Race/Ethnicity</b>			
Total	20,118	124,394	278,771
White Alone	62.0%	58.8%	62.7%
Black Alone	1.6%	1.8%	2.6%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	27.3%	26.6%	21.6%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.5%	6.5%	6.4%
Two or More Races	5.2%	5.7%	5.9%
Hispanic Origin	12.2%	17.3%	17.6%
Diversity Index	63.9	70.2	68.7
<b>2010 Population by Relationship and Household Type</b>			
Total	19,058	112,707	249,117
In Households	99.8%	91.8%	94.9%
In Family Households	65.9%	60.5%	63.7%
Householder	23.1%	20.5%	21.0%
Spouse	18.5%	16.0%	16.2%
Child	19.9%	18.7%	20.5%
Other relative	2.7%	3.3%	3.8%
Nonrelative	1.7%	2.0%	2.1%
In Nonfamily Households	33.9%	31.3%	31.2%
In Group Quarters	0.2%	8.2%	5.1%
Institutionalized Population	0.0%	0.5%	0.5%
Noninstitutionalized Population	0.2%	7.8%	4.6%

**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.



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>2018 Population 25+ by Educational Attainment</b>			
Total	14,470	79,236	186,741
Less than 9th Grade	0.9%	2.7%	2.8%
9th - 12th Grade, No Diploma	1.2%	2.3%	2.5%
High School Graduate	8.1%	10.4%	10.6%
GED/Alternative Credential	0.8%	1.1%	1.4%
Some College, No Degree	12.7%	15.8%	17.2%
Associate Degree	7.0%	6.7%	6.7%
Bachelor's Degree	30.6%	30.0%	32.8%
Graduate/Professional Degree	38.8%	31.0%	26.2%
<b>2018 Population 15+ by Marital Status</b>			
Total	17,181	106,150	232,677
Never Married	41.2%	44.7%	42.9%
Married	45.1%	41.6%	43.2%
Widowed	4.2%	4.2%	4.2%
Divorced	9.5%	9.5%	9.7%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.1%	96.9%	96.9%
Civilian Unemployed (Unemployment Rate)	1.9%	3.1%	3.1%
<b>2018 Employed Population 16+ by Industry</b>			
Total	10,726	61,388	141,971
Agriculture/Mining	0.7%	0.4%	0.3%
Construction	1.7%	3.5%	3.5%
Manufacturing	8.3%	8.7%	8.9%
Wholesale Trade	2.3%	1.8%	1.6%
Retail Trade	5.1%	7.8%	8.2%
Transportation/Utilities	2.0%	2.8%	2.8%
Information	4.1%	2.9%	2.5%
Finance/Insurance/Real Estate	6.0%	6.5%	7.7%
Services	67.0%	62.7%	60.5%
Public Administration	2.8%	3.0%	3.9%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	10,727	61,387	141,971
White Collar	85.6%	76.9%	76.0%
Management/Business/Financial	19.5%	16.7%	18.7%
Professional	50.6%	42.1%	36.8%
Sales	7.6%	8.3%	10.3%
Administrative Support	7.9%	9.8%	10.2%
Services	8.1%	14.7%	15.3%
Blue Collar	6.2%	8.4%	8.6%
Farming/Forestry/Fishing	0.6%	0.3%	0.2%
Construction/Extraction	1.3%	2.2%	2.0%
Installation/Maintenance/Repair	1.1%	1.7%	1.9%
Production	0.9%	1.8%	2.0%
Transportation/Material Moving	2.3%	2.5%	2.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,058	112,707	249,117
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.

May 30, 2019



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>2010 Households by Type</b>			
Total	8,290	44,467	101,591
Households with 1 Person	30.6%	29.2%	30.3%
Households with 2+ People	69.4%	70.8%	69.7%
Family Households	52.9%	52.0%	51.3%
Husband-wife Families	42.5%	40.6%	39.6%
With Related Children	16.2%	15.8%	16.4%
Other Family (No Spouse Present)	10.4%	11.4%	11.7%
Other Family with Male Householder	2.9%	3.7%	3.8%
With Related Children	1.2%	1.5%	1.7%
Other Family with Female Householder	7.4%	7.7%	7.9%
With Related Children	3.3%	3.6%	3.9%
Nonfamily Households	16.6%	18.8%	18.4%
All Households with Children	21.0%	21.2%	22.3%
Multigenerational Households	1.7%	2.3%	2.5%
Unmarried Partner Households	5.0%	6.4%	7.0%
Male-female	4.4%	5.7%	6.3%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	8,288	44,466	101,590
1 Person Household	30.6%	29.2%	30.3%
2 Person Household	36.0%	36.7%	36.4%
3 Person Household	16.1%	16.3%	15.5%
4 Person Household	12.0%	11.6%	11.2%
5 Person Household	3.9%	4.1%	4.2%
6 Person Household	1.0%	1.4%	1.5%
7 + Person Household	0.4%	0.8%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,289	44,467	101,591
Owner Occupied	47.5%	47.4%	46.4%
Owned with a Mortgage/Loan	33.6%	33.9%	33.5%
Owned Free and Clear	13.9%	13.5%	12.8%
Renter Occupied	52.5%	52.6%	53.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,775	47,446	109,190
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.



# Community Profile

Rings: 1, 3, 5 mile radii

3860 Governor Dr, San Diego, CA 92122,

Latitude: 32.8550

Longitude: -117.2053

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Exurbanites (1E)	Metro Renters (3B)	Metro Renters (3B)
<b>2.</b>	Metro Renters (3B)	College Towns (14B)	Pleasantville (2B)
<b>3.</b>	College Towns (14B)	Pleasantville (2B)	Exurbanites (1E)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$28,304,357	\$135,406,344	\$328,473,386
Average Spent	\$3,344.88	\$2,882.03	\$3,030.03
Spending Potential Index	154	132	139
Education: Total \$	\$20,000,321	\$98,361,107	\$230,994,550
Average Spent	\$2,363.55	\$2,093.55	\$2,130.83
Spending Potential Index	163	145	147
Entertainment/Recreation: Total \$	\$40,527,302	\$192,231,793	\$463,893,751
Average Spent	\$4,789.33	\$4,091.52	\$4,279.23
Spending Potential Index	149	127	133
Food at Home: Total \$	\$62,770,327	\$300,058,604	\$725,283,237
Average Spent	\$7,417.91	\$6,386.54	\$6,690.43
Spending Potential Index	148	127	133
Food Away from Home: Total \$	\$45,914,754	\$218,792,940	\$530,082,275
Average Spent	\$5,425.99	\$4,656.85	\$4,889.79
Spending Potential Index	154	133	139
Health Care: Total \$	\$68,974,292	\$323,918,181	\$778,264,420
Average Spent	\$8,151.06	\$6,894.37	\$7,179.16
Spending Potential Index	142	120	125
HH Furnishings & Equipment: Total \$	\$26,551,450	\$125,614,625	\$303,995,436
Average Spent	\$3,137.73	\$2,673.62	\$2,804.23
Spending Potential Index	150	128	134
Personal Care Products & Services: Total \$	\$10,696,009	\$50,409,382	\$122,683,730
Average Spent	\$1,264.00	\$1,072.93	\$1,131.71
Spending Potential Index	153	130	137
Shelter: Total \$	\$223,564,814	\$1,069,687,117	\$2,579,022,799
Average Spent	\$26,419.86	\$22,767.54	\$23,790.41
Spending Potential Index	157	136	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,166,599	\$149,427,331	\$360,040,028
Average Spent	\$3,801.30	\$3,180.46	\$3,321.22
Spending Potential Index	153	128	134
Travel: Total \$	\$28,179,763	\$132,718,621	\$322,221,813
Average Spent	\$3,330.15	\$2,824.82	\$2,972.36
Spending Potential Index	155	131	138
Vehicle Maintenance & Repairs: Total \$	\$13,353,243	\$63,812,612	\$153,763,860
Average Spent	\$1,578.02	\$1,358.21	\$1,418.41
Spending Potential Index	147	126	132

**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.