



Community Profile

Rings: 1, 3, 5 mile radii

580 69th St, San Diego, CA 92114, USA

Latitude: 32.7112
Longitude: -117.0499

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	22,646	214,339	551,235
2010 Total Population	22,625	215,998	555,474
2018 Total Population	23,722	225,694	585,587
2018 Group Quarters	186	2,166	17,598
2023 Total Population	24,502	232,568	605,373
2018-2023 Annual Rate	0.65%	0.60%	0.67%
2018 Total Daytime Population	15,444	159,402	498,570
Workers	1,324	30,015	174,665
Residents	14,120	129,387	323,905
Household Summary			
2000 Households	6,024	63,449	173,169
2000 Average Household Size	3.75	3.35	3.09
2010 Households	6,042	63,061	173,251
2010 Average Household Size	3.72	3.39	3.11
2018 Households	6,327	65,557	182,049
2018 Average Household Size	3.72	3.41	3.12
2023 Households	6,521	67,367	187,923
2023 Average Household Size	3.73	3.42	3.13
2018-2023 Annual Rate	0.61%	0.55%	0.64%
2010 Families	5,014	49,236	120,964
2010 Average Family Size	3.98	3.77	3.64
2018 Families	5,250	51,183	126,895
2018 Average Family Size	4.00	3.81	3.68
2023 Families	5,417	52,651	131,073
2023 Average Family Size	4.01	3.82	3.69
2018-2023 Annual Rate	0.63%	0.57%	0.65%
Housing Unit Summary			
2000 Housing Units	6,178	64,881	178,266
Owner Occupied Housing Units	73.3%	59.4%	46.4%
Renter Occupied Housing Units	24.2%	38.4%	50.7%
Vacant Housing Units	2.5%	2.2%	2.9%
2010 Housing Units	6,328	66,437	183,438
Owner Occupied Housing Units	69.8%	55.3%	43.9%
Renter Occupied Housing Units	25.7%	39.6%	50.6%
Vacant Housing Units	4.5%	5.1%	5.6%
2018 Housing Units	6,612	68,956	191,808
Owner Occupied Housing Units	69.0%	54.0%	42.6%
Renter Occupied Housing Units	26.7%	41.0%	52.4%
Vacant Housing Units	4.3%	4.9%	5.1%
2023 Housing Units	6,818	70,913	197,932
Owner Occupied Housing Units	71.8%	57.1%	45.5%
Renter Occupied Housing Units	23.9%	37.9%	49.5%
Vacant Housing Units	4.4%	5.0%	5.1%
Median Household Income			
2018	\$63,271	\$56,894	\$52,830
2023	\$72,534	\$65,323	\$60,435
Median Home Value			
2018	\$400,365	\$379,887	\$426,792
2023	\$459,666	\$446,281	\$487,206
Per Capita Income			
2018	\$20,890	\$21,679	\$23,541
2023	\$24,241	\$25,286	\$27,607
Median Age			
2010	33.7	33.2	31.8
2018	34.9	34.1	32.7
2023	36.7	35.4	33.9

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	6,327	65,557	182,049
<\$15,000	8.8%	10.1%	12.1%
\$15,000 - \$24,999	7.2%	9.7%	11.0%
\$25,000 - \$34,999	7.0%	9.1%	10.0%
\$35,000 - \$49,999	12.7%	14.2%	14.1%
\$50,000 - \$74,999	22.6%	19.0%	17.4%
\$75,000 - \$99,999	17.0%	14.0%	12.6%
\$100,000 - \$149,999	15.2%	15.1%	13.3%
\$150,000 - \$199,999	6.3%	5.2%	5.1%
\$200,000+	3.2%	3.5%	4.4%
Average Household Income	\$77,422	\$73,489	\$72,710
2023 Households by Income			
Household Income Base	6,521	67,367	187,923
<\$15,000	7.1%	8.5%	10.3%
\$15,000 - \$24,999	5.9%	8.1%	9.3%
\$25,000 - \$34,999	5.8%	7.7%	8.7%
\$35,000 - \$49,999	11.2%	12.9%	13.0%
\$50,000 - \$74,999	21.6%	18.4%	17.1%
\$75,000 - \$99,999	17.7%	14.7%	13.3%
\$100,000 - \$149,999	18.1%	17.9%	15.6%
\$150,000 - \$199,999	8.0%	6.7%	6.4%
\$200,000+	4.8%	5.2%	6.4%
Average Household Income	\$90,279	\$86,250	\$85,977
2018 Owner Occupied Housing Units by Value			
Total	4,562	37,263	81,615
<\$50,000	1.6%	2.4%	2.0%
\$50,000 - \$99,999	0.5%	0.9%	0.8%
\$100,000 - \$149,999	0.7%	1.3%	1.2%
\$150,000 - \$199,999	1.7%	2.5%	2.1%
\$200,000 - \$249,999	4.7%	6.6%	5.5%
\$250,000 - \$299,999	12.6%	13.5%	10.0%
\$300,000 - \$399,999	28.2%	28.6%	23.1%
\$400,000 - \$499,999	27.0%	20.5%	20.2%
\$500,000 - \$749,999	16.9%	16.6%	22.1%
\$750,000 - \$999,999	3.6%	4.5%	8.0%
\$1,000,000 - \$1,499,999	1.8%	1.7%	3.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.8%	0.9%	0.9%
Average Home Value	\$447,194	\$438,368	\$499,981
2023 Owner Occupied Housing Units by Value			
Total	4,893	40,480	89,995
<\$50,000	0.6%	1.1%	0.9%
\$50,000 - \$99,999	0.1%	0.3%	0.3%
\$100,000 - \$149,999	0.2%	0.4%	0.4%
\$150,000 - \$199,999	0.5%	1.0%	0.8%
\$200,000 - \$249,999	1.6%	2.8%	2.4%
\$250,000 - \$299,999	5.4%	7.2%	5.7%
\$300,000 - \$399,999	23.0%	25.9%	20.2%
\$400,000 - \$499,999	31.2%	24.4%	22.0%
\$500,000 - \$749,999	25.5%	24.2%	28.0%
\$750,000 - \$999,999	7.0%	8.0%	12.1%
\$1,000,000 - \$1,499,999	3.7%	2.9%	5.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	1.2%	1.6%	1.3%
Average Home Value	\$535,224	\$526,853	\$578,407

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	22,624	215,998	555,474
0 - 4	6.7%	7.4%	7.3%
5 - 9	7.2%	7.2%	6.9%
10 - 14	7.9%	7.6%	7.1%
15 - 24	16.9%	16.3%	18.2%
25 - 34	12.8%	13.9%	15.0%
35 - 44	12.6%	12.8%	13.3%
45 - 54	14.6%	13.6%	12.8%
55 - 64	11.7%	10.5%	9.6%
65 - 74	5.4%	5.6%	5.0%
75 - 84	3.3%	3.7%	3.3%
85 +	0.9%	1.5%	1.5%
18 +	72.7%	72.7%	74.0%
2018 Population by Age			
Total	23,721	225,694	585,585
0 - 4	6.4%	7.1%	7.0%
5 - 9	6.5%	6.8%	6.6%
10 - 14	7.1%	6.9%	6.6%
15 - 24	15.3%	14.7%	16.8%
25 - 34	14.8%	15.8%	16.5%
35 - 44	12.1%	12.2%	12.5%
45 - 54	12.1%	11.7%	11.5%
55 - 64	13.0%	11.7%	10.7%
65 - 74	8.2%	7.6%	6.9%
75 - 84	3.4%	3.8%	3.4%
85 +	1.1%	1.7%	1.6%
18 +	75.4%	74.9%	75.8%
2023 Population by Age			
Total	24,503	232,567	605,373
0 - 4	6.3%	7.1%	7.0%
5 - 9	6.1%	6.6%	6.4%
10 - 14	6.8%	6.8%	6.4%
15 - 24	13.9%	13.5%	15.6%
25 - 34	14.3%	15.5%	16.5%
35 - 44	13.6%	13.6%	13.4%
45 - 54	11.4%	11.0%	10.9%
55 - 64	12.2%	11.1%	10.4%
65 - 74	9.6%	8.7%	7.8%
75 - 84	4.4%	4.4%	4.0%
85 +	1.2%	1.7%	1.6%
18 +	76.4%	75.5%	76.5%
2010 Population by Sex			
Males	11,233	105,066	275,535
Females	11,392	110,932	279,939
2018 Population by Sex			
Males	11,776	109,965	291,118
Females	11,946	115,729	294,469
2023 Population by Sex			
Males	12,186	113,803	301,756
Females	12,317	118,765	303,617

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 08, 2019



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2010 Population by Race/Ethnicity			
Total	22,627	215,998	555,474
White Alone	27.4%	34.4%	44.5%
Black Alone	25.1%	17.2%	12.3%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	18.7%	19.9%	14.0%
Pacific Islander Alone	1.1%	1.1%	0.8%
Some Other Race Alone	20.8%	20.5%	22.2%
Two or More Races	6.2%	6.1%	5.5%
Hispanic Origin	42.0%	42.6%	46.3%
Diversity Index	91.1	90.4	88.3
2018 Population by Race/Ethnicity			
Total	23,722	225,695	585,587
White Alone	26.8%	33.1%	43.0%
Black Alone	23.8%	16.5%	11.8%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	19.1%	20.6%	14.5%
Pacific Islander Alone	1.0%	1.1%	0.7%
Some Other Race Alone	21.9%	21.7%	23.3%
Two or More Races	6.5%	6.4%	5.9%
Hispanic Origin	43.9%	44.7%	48.4%
Diversity Index	91.6	90.9	89.0
2023 Population by Race/Ethnicity			
Total	24,503	232,568	605,374
White Alone	26.7%	32.5%	42.2%
Black Alone	22.7%	15.8%	11.3%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	19.7%	21.2%	15.1%
Pacific Islander Alone	1.0%	1.0%	0.7%
Some Other Race Alone	22.5%	22.3%	23.9%
Two or More Races	6.7%	6.6%	6.1%
Hispanic Origin	45.5%	46.2%	50.0%
Diversity Index	91.8	91.2	89.3
2010 Population by Relationship and Household Type			
Total	22,625	215,998	555,474
In Households	99.2%	99.0%	97.0%
In Family Households	92.3%	90.0%	83.1%
Householder	22.0%	22.7%	21.8%
Spouse	14.6%	14.7%	13.9%
Child	40.3%	38.7%	35.1%
Other relative	11.2%	9.9%	8.4%
Nonrelative	4.1%	4.0%	3.9%
In Nonfamily Households	6.9%	9.1%	13.8%
In Group Quarters	0.8%	1.0%	3.0%
Institutionalized Population	0.1%	0.4%	0.4%
Noninstitutionalized Population	0.7%	0.6%	2.7%

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	15,349	145,535	369,134
Less than 9th Grade	12.6%	11.5%	11.6%
9th - 12th Grade, No Diploma	9.5%	10.0%	10.4%
High School Graduate	23.3%	22.7%	20.7%
GED/Alternative Credential	3.0%	2.9%	2.7%
Some College, No Degree	26.5%	25.9%	23.7%
Associate Degree	7.9%	8.4%	7.8%
Bachelor's Degree	14.1%	14.1%	15.7%
Graduate/Professional Degree	3.3%	4.6%	7.2%
2018 Population 15+ by Marital Status			
Total	18,987	178,651	467,337
Never Married	39.6%	38.9%	41.6%
Married	43.7%	45.4%	43.5%
Widowed	5.6%	5.6%	4.9%
Divorced	11.0%	10.1%	10.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	94.4%	94.8%
Civilian Unemployed (Unemployment Rate)	6.4%	5.6%	5.2%
2018 Employed Population 16+ by Industry			
Total	9,655	96,724	253,532
Agriculture/Mining	0.1%	0.4%	0.5%
Construction	6.6%	6.5%	7.0%
Manufacturing	6.7%	7.4%	7.2%
Wholesale Trade	3.9%	2.3%	1.9%
Retail Trade	8.4%	10.6%	10.7%
Transportation/Utilities	4.9%	4.9%	4.5%
Information	2.5%	2.0%	1.7%
Finance/Insurance/Real Estate	4.7%	4.5%	4.6%
Services	53.6%	53.9%	55.9%
Public Administration	8.6%	7.5%	6.1%
2018 Employed Population 16+ by Occupation			
Total	9,653	96,724	253,532
White Collar	52.9%	52.3%	52.1%
Management/Business/Financial	10.1%	9.7%	10.8%
Professional	18.9%	17.3%	18.0%
Sales	8.8%	9.9%	10.1%
Administrative Support	15.0%	15.4%	13.2%
Services	24.2%	26.4%	27.1%
Blue Collar	22.9%	21.3%	20.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	5.3%	5.6%	5.9%
Installation/Maintenance/Repair	4.9%	4.0%	3.5%
Production	5.9%	5.4%	5.2%
Transportation/Material Moving	6.7%	6.0%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	22,625	215,998	555,474
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	6,042	63,061	173,251
Households with 1 Person	11.9%	16.1%	21.1%
Households with 2+ People	88.1%	83.9%	78.9%
Family Households	83.0%	78.1%	69.8%
Husband-wife Families	55.1%	50.4%	44.6%
With Related Children	30.4%	28.1%	24.6%
Other Family (No Spouse Present)	27.9%	27.7%	25.2%
Other Family with Male Householder	8.8%	7.4%	7.1%
With Related Children	5.2%	4.2%	4.1%
Other Family with Female Householder	19.1%	20.3%	18.1%
With Related Children	11.9%	12.9%	11.9%
Nonfamily Households	5.1%	5.8%	9.1%
All Households with Children	48.4%	45.9%	41.3%
Multigenerational Households	16.7%	12.6%	9.3%
Unmarried Partner Households	6.1%	6.5%	7.9%
Male-female	5.1%	5.6%	6.6%
Same-sex	0.9%	0.9%	1.3%
2010 Households by Size			
Total	6,042	63,061	173,252
1 Person Household	11.9%	16.1%	21.1%
2 Person Household	21.6%	24.0%	26.2%
3 Person Household	17.6%	17.8%	17.0%
4 Person Household	17.8%	17.0%	15.3%
5 Person Household	13.7%	11.7%	9.8%
6 Person Household	8.0%	6.3%	5.2%
7 + Person Household	9.3%	7.0%	5.4%
2010 Households by Tenure and Mortgage Status			
Total	6,042	63,061	173,251
Owner Occupied	73.1%	58.3%	46.5%
Owned with a Mortgage/Loan	62.2%	47.4%	37.2%
Owned Free and Clear	10.9%	10.9%	9.3%
Renter Occupied	26.9%	41.7%	53.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,328	66,437	183,438
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.	Urban Villages (7B)	Urban Villages (7B)	Urban Villages (7B)
2.	Las Casas (13B)	Pacific Heights (2C)	Las Casas (13B)
3.	Pacific Heights (2C)	City Lights (8A)	City Lights (8A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$12,958,713	\$128,420,375	\$359,061,043
Average Spent	\$2,048.16	\$1,958.91	\$1,972.33
Spending Potential Index	94	90	91
Education: Total \$	\$8,347,392	\$83,385,486	\$235,156,147
Average Spent	\$1,319.33	\$1,271.95	\$1,291.72
Spending Potential Index	91	88	89
Entertainment/Recreation: Total \$	\$18,395,610	\$181,551,454	\$497,845,251
Average Spent	\$2,907.48	\$2,769.37	\$2,734.68
Spending Potential Index	90	86	85
Food at Home: Total \$	\$28,707,009	\$288,523,407	\$812,350,315
Average Spent	\$4,537.22	\$4,401.11	\$4,462.26
Spending Potential Index	90	88	89
Food Away from Home: Total \$	\$20,602,241	\$204,130,197	\$573,118,276
Average Spent	\$3,256.24	\$3,113.78	\$3,148.15
Spending Potential Index	93	89	90
Health Care: Total \$	\$31,111,725	\$309,996,692	\$841,303,277
Average Spent	\$4,917.29	\$4,728.66	\$4,621.30
Spending Potential Index	86	83	81
HH Furnishings & Equipment: Total \$	\$12,527,357	\$120,837,246	\$329,735,398
Average Spent	\$1,979.98	\$1,843.24	\$1,811.25
Spending Potential Index	95	88	87
Personal Care Products & Services: Total \$	\$4,942,256	\$48,115,328	\$132,832,532
Average Spent	\$781.14	\$733.95	\$729.65
Spending Potential Index	94	89	88
Shelter: Total \$	\$102,754,245	\$1,016,849,037	\$2,836,860,838
Average Spent	\$16,240.60	\$15,510.91	\$15,582.95
Spending Potential Index	97	92	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,916,952	\$138,182,254	\$373,743,649
Average Spent	\$2,199.61	\$2,107.82	\$2,052.98
Spending Potential Index	88	85	83
Travel: Total \$	\$13,830,066	\$129,362,037	\$344,160,522
Average Spent	\$2,185.88	\$1,973.28	\$1,890.48
Spending Potential Index	101	92	88
Vehicle Maintenance & Repairs: Total \$	\$6,375,592	\$62,145,406	\$171,098,542
Average Spent	\$1,007.68	\$947.96	\$939.85
Spending Potential Index	94	88	87

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.