



## Community Profile

Rings: 1, 3, 5 mile radii

695 El Cajon Blvd, El Cajon, CA 92020, USA

Latitude: 32.7878

Longitude: -116.9741

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	23,221	152,627	336,523
2010 Total Population	23,981	157,671	348,963
2018 Total Population	25,292	167,306	371,181
2018 Group Quarters	680	2,570	5,010
2023 Total Population	26,178	173,449	385,606
2018-2023 Annual Rate	0.69%	0.72%	0.77%
2018 Total Daytime Population	21,369	159,110	322,940
Workers	6,756	65,807	122,728
Residents	14,613	93,303	200,212
<b>Household Summary</b>			
2000 Households	8,366	56,878	126,516
2000 Average Household Size	2.70	2.64	2.62
2010 Households	8,262	56,718	128,817
2010 Average Household Size	2.82	2.74	2.67
2018 Households	8,653	59,749	136,290
2018 Average Household Size	2.84	2.76	2.69
2023 Households	8,931	61,757	141,190
2023 Average Household Size	2.85	2.77	2.70
2018-2023 Annual Rate	0.63%	0.66%	0.71%
2010 Families	5,647	38,606	86,906
2010 Average Family Size	3.33	3.25	3.19
2018 Families	5,914	40,630	91,951
2018 Average Family Size	3.38	3.29	3.23
2023 Families	6,116	42,050	95,426
2023 Average Family Size	3.40	3.31	3.24
2018-2023 Annual Rate	0.67%	0.69%	0.74%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,635	58,315	129,862
Owner Occupied Housing Units	34.7%	46.7%	54.6%
Renter Occupied Housing Units	62.2%	50.9%	42.8%
Vacant Housing Units	3.1%	2.5%	2.6%
2010 Housing Units	8,696	59,755	135,433
Owner Occupied Housing Units	34.7%	45.0%	52.3%
Renter Occupied Housing Units	60.3%	50.0%	42.8%
Vacant Housing Units	5.0%	5.1%	4.9%
2018 Housing Units	9,011	62,343	141,646
Owner Occupied Housing Units	34.3%	43.8%	51.4%
Renter Occupied Housing Units	61.7%	52.0%	44.8%
Vacant Housing Units	4.0%	4.2%	3.8%
2023 Housing Units	9,294	64,333	146,595
Owner Occupied Housing Units	37.2%	46.7%	54.4%
Renter Occupied Housing Units	58.8%	49.3%	42.0%
Vacant Housing Units	3.9%	4.0%	3.7%
<b>Median Household Income</b>			
2018	\$48,641	\$57,656	\$63,415
2023	\$55,133	\$66,352	\$74,674
<b>Median Home Value</b>			
2018	\$455,318	\$483,222	\$466,311
2023	\$496,925	\$536,500	\$519,614
<b>Per Capita Income</b>			
2018	\$24,634	\$29,798	\$32,042
2023	\$29,039	\$34,685	\$37,439
<b>Median Age</b>			
2010	32.9	35.4	36.8
2018	34.0	36.2	37.7
2023	35.2	37.1	38.5

**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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<b>2018 Households by Income</b>			
Household Income Base	8,653	59,749	136,290
<\$15,000	12.6%	10.0%	9.1%
\$15,000 - \$24,999	11.9%	10.0%	8.6%
\$25,000 - \$34,999	10.7%	9.5%	8.7%
\$35,000 - \$49,999	15.8%	13.5%	12.5%
\$50,000 - \$74,999	18.1%	17.9%	17.7%
\$75,000 - \$99,999	9.9%	12.5%	13.6%
\$100,000 - \$149,999	12.7%	15.0%	16.7%
\$150,000 - \$199,999	3.4%	5.8%	7.0%
\$200,000+	4.9%	6.0%	6.1%
Average Household Income	\$69,298	\$81,304	\$85,659
<b>2023 Households by Income</b>			
Household Income Base	8,931	61,757	141,190
<\$15,000	10.8%	8.5%	7.6%
\$15,000 - \$24,999	10.0%	8.3%	7.1%
\$25,000 - \$34,999	9.3%	8.1%	7.4%
\$35,000 - \$49,999	14.5%	12.2%	11.2%
\$50,000 - \$74,999	19.3%	17.5%	16.9%
\$75,000 - \$99,999	10.9%	13.1%	13.9%
\$100,000 - \$149,999	14.0%	17.1%	18.9%
\$150,000 - \$199,999	4.0%	7.0%	8.6%
\$200,000+	7.3%	8.1%	8.4%
Average Household Income	\$82,642	\$95,300	\$100,688
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,093	27,304	72,765
<\$50,000	2.6%	4.6%	3.7%
\$50,000 - \$99,999	1.1%	1.1%	1.2%
\$100,000 - \$149,999	2.7%	1.1%	1.2%
\$150,000 - \$199,999	1.5%	1.4%	1.3%
\$200,000 - \$249,999	3.6%	2.5%	3.3%
\$250,000 - \$299,999	8.4%	5.1%	5.6%
\$300,000 - \$399,999	18.1%	16.4%	19.4%
\$400,000 - \$499,999	21.9%	21.5%	21.5%
\$500,000 - \$749,999	25.3%	27.0%	27.8%
\$750,000 - \$999,999	6.3%	11.8%	9.2%
\$1,000,000 - \$1,499,999	7.3%	6.1%	4.7%
\$1,500,000 - \$1,999,999	0.6%	1.0%	0.6%
\$2,000,000 +	0.7%	0.5%	0.5%
Average Home Value	\$531,817	\$555,656	\$527,756
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,462	30,037	79,683
<\$50,000	1.8%	3.7%	2.5%
\$50,000 - \$99,999	0.4%	0.6%	0.7%
\$100,000 - \$149,999	0.8%	0.6%	0.7%
\$150,000 - \$199,999	1.0%	1.0%	0.8%
\$200,000 - \$249,999	2.6%	1.4%	1.7%
\$250,000 - \$299,999	5.6%	3.3%	3.4%
\$300,000 - \$399,999	13.2%	12.7%	15.4%
\$400,000 - \$499,999	25.4%	22.2%	22.3%
\$500,000 - \$749,999	28.7%	30.0%	32.8%
\$750,000 - \$999,999	8.7%	15.1%	12.6%
\$1,000,000 - \$1,499,999	10.2%	7.6%	5.9%
\$1,500,000 - \$1,999,999	0.6%	1.0%	0.7%
\$2,000,000 +	1.1%	0.6%	0.6%
Average Home Value	\$603,105	\$606,902	\$585,359

**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.

May 08, 2019



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<b>2010 Population by Age</b>			
Total	23,982	157,672	348,959
0 - 4	7.9%	7.0%	6.6%
5 - 9	7.1%	6.4%	6.1%
10 - 14	6.8%	6.5%	6.3%
15 - 24	16.0%	15.3%	14.7%
25 - 34	15.0%	14.3%	14.0%
35 - 44	13.4%	12.6%	12.8%
45 - 54	14.3%	14.6%	15.0%
55 - 64	9.1%	11.0%	11.6%
65 - 74	4.9%	6.1%	6.4%
75 - 84	3.5%	4.4%	4.4%
85 +	2.0%	1.9%	2.1%
18 +	73.7%	75.8%	76.7%
<b>2018 Population by Age</b>			
Total	25,290	167,307	371,180
0 - 4	7.3%	6.5%	6.2%
5 - 9	6.9%	6.4%	6.0%
10 - 14	6.7%	6.2%	6.0%
15 - 24	14.1%	13.3%	12.7%
25 - 34	16.5%	16.0%	15.5%
35 - 44	12.9%	12.3%	12.4%
45 - 54	12.2%	12.2%	12.5%
55 - 64	11.3%	12.2%	12.9%
65 - 74	6.6%	8.4%	8.9%
75 - 84	3.4%	4.3%	4.5%
85 +	2.0%	2.2%	2.3%
18 +	75.1%	77.3%	78.3%
<b>2023 Population by Age</b>			
Total	26,178	173,450	385,608
0 - 4	7.3%	6.6%	6.2%
5 - 9	6.8%	6.2%	5.9%
10 - 14	6.5%	6.2%	5.9%
15 - 24	13.2%	12.4%	11.8%
25 - 34	15.9%	15.6%	15.1%
35 - 44	14.1%	13.6%	13.6%
45 - 54	11.6%	11.4%	11.6%
55 - 64	11.2%	11.6%	12.2%
65 - 74	7.7%	9.4%	10.0%
75 - 84	3.9%	5.0%	5.3%
85 +	1.8%	2.1%	2.3%
18 +	75.6%	77.5%	78.6%
<b>2010 Population by Sex</b>			
Males	11,953	76,845	169,313
Females	12,028	80,826	179,650
<b>2018 Population by Sex</b>			
Males	12,643	81,647	180,473
Females	12,649	85,660	190,708
<b>2023 Population by Sex</b>			
Males	13,098	84,678	187,806
Females	13,079	88,771	197,800

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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<b>2010 Population by Race/Ethnicity</b>			
Total	23,982	157,671	348,962
White Alone	66.3%	71.9%	72.5%
Black Alone	7.2%	6.2%	6.3%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	3.9%	3.8%	4.4%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	14.2%	10.5%	9.4%
Two or More Races	7.1%	6.5%	6.0%
Hispanic Origin	32.9%	25.0%	23.5%
Diversity Index	75.1	67.4	65.9
<b>2018 Population by Race/Ethnicity</b>			
Total	25,292	167,306	371,181
White Alone	63.5%	68.9%	69.8%
Black Alone	7.3%	6.4%	6.5%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	4.2%	4.2%	4.9%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	15.8%	11.8%	10.7%
Two or More Races	7.9%	7.3%	6.9%
Hispanic Origin	36.2%	28.1%	26.4%
Diversity Index	77.9	71.3	69.8
<b>2023 Population by Race/Ethnicity</b>			
Total	26,178	173,449	385,606
White Alone	61.8%	67.0%	67.9%
Black Alone	7.2%	6.5%	6.5%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	4.6%	4.6%	5.4%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	16.7%	12.7%	11.5%
Two or More Races	8.4%	7.9%	7.4%
Hispanic Origin	38.7%	30.6%	28.7%
Diversity Index	79.6	73.8	72.3
<b>2010 Population by Relationship and Household Type</b>			
Total	23,981	157,671	348,963
In Households	97.3%	98.4%	98.6%
In Family Households	82.2%	82.7%	82.5%
Householder	23.2%	24.5%	24.9%
Spouse	14.9%	16.8%	17.5%
Child	34.2%	32.6%	31.7%
Other relative	6.1%	5.6%	5.3%
Nonrelative	3.7%	3.2%	3.0%
In Nonfamily Households	15.1%	15.7%	16.2%
In Group Quarters	2.7%	1.6%	1.4%
Institutionalized Population	1.8%	0.9%	0.9%
Noninstitutionalized Population	1.0%	0.7%	0.5%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	16,431	113,024	256,374
Less than 9th Grade	11.0%	7.3%	5.4%
9th - 12th Grade, No Diploma	7.8%	6.7%	6.1%
High School Graduate	26.4%	21.8%	20.8%
GED/Alternative Credential	4.1%	3.2%	3.1%
Some College, No Degree	24.9%	25.1%	26.0%
Associate Degree	8.3%	8.5%	8.6%
Bachelor's Degree	12.5%	17.5%	19.2%
Graduate/Professional Degree	5.0%	9.8%	10.8%
<b>2018 Population 15+ by Marital Status</b>			
Total	20,000	135,303	303,539
Never Married	36.6%	34.7%	33.0%
Married	43.6%	46.9%	48.4%
Widowed	6.5%	6.1%	6.3%
Divorced	13.3%	12.3%	12.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.8%	94.5%	95.1%
Civilian Unemployed (Unemployment Rate)	6.2%	5.5%	4.9%
<b>2018 Employed Population 16+ by Industry</b>			
Total	10,671	74,467	171,888
Agriculture/Mining	0.5%	0.4%	0.4%
Construction	8.8%	6.9%	7.7%
Manufacturing	6.1%	5.3%	6.4%
Wholesale Trade	2.2%	1.9%	1.9%
Retail Trade	12.2%	13.4%	12.2%
Transportation/Utilities	4.3%	4.5%	4.3%
Information	1.2%	1.6%	1.6%
Finance/Insurance/Real Estate	5.2%	6.2%	6.4%
Services	54.7%	54.4%	53.0%
Public Administration	5.0%	5.4%	6.1%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	10,672	74,468	171,887
White Collar	50.7%	60.7%	63.4%
Management/Business/Financial	8.8%	13.4%	15.7%
Professional	16.2%	20.0%	21.5%
Sales	11.0%	11.6%	11.0%
Administrative Support	14.7%	15.7%	15.2%
Services	27.1%	22.0%	19.5%
Blue Collar	22.3%	17.3%	17.1%
Farming/Forestry/Fishing	0.4%	0.2%	0.1%
Construction/Extraction	6.9%	5.1%	5.3%
Installation/Maintenance/Repair	3.3%	3.6%	3.3%
Production	4.9%	3.5%	3.6%
Transportation/Material Moving	6.7%	5.1%	4.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	23,981	157,671	348,963
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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<b>2010 Households by Type</b>			
Total	8,262	56,718	128,816
Households with 1 Person	22.5%	23.5%	24.3%
Households with 2+ People	77.5%	76.5%	75.7%
Family Households	68.3%	68.1%	67.5%
Husband-wife Families	43.8%	46.5%	47.4%
With Related Children	25.0%	22.9%	22.3%
Other Family (No Spouse Present)	24.5%	21.6%	20.1%
Other Family with Male Householder	7.3%	6.4%	6.0%
With Related Children	4.0%	3.4%	3.2%
Other Family with Female Householder	17.2%	15.2%	14.1%
With Related Children	11.8%	9.3%	8.5%
Nonfamily Households	9.1%	8.5%	8.2%
All Households with Children	41.3%	36.2%	34.5%
Multigenerational Households	5.4%	4.8%	4.9%
Unmarried Partner Households	8.7%	7.5%	7.1%
Male-female	7.8%	6.6%	6.2%
Same-sex	0.8%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	8,262	56,718	128,815
1 Person Household	22.5%	23.5%	24.3%
2 Person Household	28.0%	31.1%	31.8%
3 Person Household	18.3%	17.7%	17.5%
4 Person Household	15.2%	14.5%	14.3%
5 Person Household	9.2%	7.6%	7.1%
6 Person Household	3.8%	3.4%	3.0%
7 + Person Household	2.9%	2.2%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,262	56,718	128,817
Owner Occupied	36.6%	47.4%	55.0%
Owned with a Mortgage/Loan	28.0%	35.4%	41.8%
Owned Free and Clear	8.5%	11.9%	13.2%
Renter Occupied	63.4%	52.6%	45.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,696	59,755	135,433
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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<b>Top 3 Tapestry Segments</b>			
1.	Metro Fusion (11C)	Metro Fusion (11C)	Metro Fusion (11C)
2.	International Marketplace	Exurbanites (1E)	Pleasantville (2B)
3.	The Great Outdoors (6C)	Pleasantville (2B)	City Lights (8A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,350,041	\$129,049,294	\$305,740,209
Average Spent	\$1,889.52	\$2,159.86	\$2,243.31
Spending Potential Index	87	99	103
Education: Total \$	\$10,599,399	\$86,973,115	\$208,877,374
Average Spent	\$1,224.94	\$1,455.64	\$1,532.60
Spending Potential Index	85	101	106
Entertainment/Recreation: Total \$	\$22,700,083	\$183,636,817	\$442,089,290
Average Spent	\$2,623.38	\$3,073.47	\$3,243.74
Spending Potential Index	81	95	101
Food at Home: Total \$	\$37,528,834	\$294,074,096	\$697,411,717
Average Spent	\$4,337.09	\$4,921.82	\$5,117.12
Spending Potential Index	86	98	102
Food Away from Home: Total \$	\$26,030,971	\$207,116,318	\$491,617,391
Average Spent	\$3,008.32	\$3,466.44	\$3,607.14
Spending Potential Index	86	99	103
Health Care: Total \$	\$38,738,175	\$316,981,345	\$771,280,041
Average Spent	\$4,476.85	\$5,305.22	\$5,659.11
Spending Potential Index	78	93	99
HH Furnishings & Equipment: Total \$	\$14,834,723	\$120,129,809	\$288,216,035
Average Spent	\$1,714.40	\$2,010.57	\$2,114.73
Spending Potential Index	82	96	101
Personal Care Products & Services: Total \$	\$5,976,775	\$48,330,489	\$115,711,094
Average Spent	\$690.72	\$808.89	\$849.01
Spending Potential Index	83	98	103
Shelter: Total \$	\$128,302,051	\$1,019,126,584	\$2,424,546,339
Average Spent	\$14,827.46	\$17,056.80	\$17,789.61
Spending Potential Index	88	102	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,952,508	\$141,010,573	\$344,519,924
Average Spent	\$1,959.15	\$2,360.05	\$2,527.84
Spending Potential Index	79	95	102
Travel: Total \$	\$15,122,253	\$125,052,420	\$303,152,500
Average Spent	\$1,747.63	\$2,092.96	\$2,224.32
Spending Potential Index	81	97	103
Vehicle Maintenance & Repairs: Total \$	\$7,780,681	\$62,161,086	\$148,520,589
Average Spent	\$899.19	\$1,040.37	\$1,089.74
Spending Potential Index	84	97	101

**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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