

Community Profile

Rings: 3, 5, 8 mile radii

WV8J+6H San Diego, CA, USA

Latitude: 32.9155

Longitude: -117.1186

	3 mile	5 mile	8 mile
Population Summary			
2010 Total Population	123,016	189,497	479,250
2020 Total Population	131,591	204,112	529,600
2020 Group Quarters	6,256	6,768	21,586
2024 Total Population	132,601	205,980	532,385
2024 Group Quarters	6,071	6,555	20,901
2029 Total Population	133,436	206,799	535,462
2024-2029 Annual Rate	0.13%	0.08%	0.12%
2024 Total Daytime Population	130,059	233,107	715,261
Workers	71,550	139,633	461,721
Residents	58,509	93,474	253,540
Household Summary			
2010 Households	40,621	62,939	171,387
2010 Average Household Size	2.94	2.95	2.72
2020 Total Households	43,360	67,681	186,553
2020 Average Household Size	2.89	2.92	2.72
2024 Households	44,397	69,371	190,428
2024 Average Household Size	2.85	2.87	2.69
2029 Households	45,623	71,089	195,401
2029 Average Household Size	2.79	2.82	2.63
2024-2029 Annual Rate	0.55%	0.49%	0.52%
2010 Families	30,695	48,526	118,973
2010 Average Family Size	3.31	3.31	3.18
2024 Families	32,260	51,880	130,687
2024 Average Family Size	3.24	3.27	3.17
2029 Families	33,177	53,210	134,338
2029 Average Family Size	3.17	3.20	3.10
2024-2029 Annual Rate	0.56%	0.51%	0.55%
Housing Unit Summary			
2000 Housing Units	39,319	58,385	153,120
Owner Occupied Housing Units	68.7%	68.7%	61.9%
Renter Occupied Housing Units	29.7%	29.6%	35.0%
Vacant Housing Units	1.6%	1.7%	3.2%
2010 Housing Units	41,896	64,892	178,991
Owner Occupied Housing Units	63.9%	64.9%	58.8%
Renter Occupied Housing Units	33.1%	32.1%	37.0%
Vacant Housing Units	3.0%	3.0%	4.2%
2020 Housing Units	44,403	69,285	194,682
Owner Occupied Housing Units	58.9%	61.4%	56.0%
Renter Occupied Housing Units	38.7%	36.2%	39.9%
Vacant Housing Units	2.4%	2.4%	4.2%
2024 Housing Units	45,846	71,488	199,495
Owner Occupied Housing Units	58.8%	61.3%	55.7%
Renter Occupied Housing Units	38.1%	35.7%	39.8%
Vacant Housing Units	3.2%	3.0%	4.5%
2029 Housing Units	47,006	73,097	204,176
Owner Occupied Housing Units	58.6%	61.4%	56.1%
Renter Occupied Housing Units	38.5%	35.9%	39.6%
Vacant Housing Units	2.9%	2.7%	4.3%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	44,397	69,371	190,420
<\$15,000	3.6%	3.9%	5.1%
\$15,000 - \$24,999	2.0%	2.3%	2.6%
\$25,000 - \$34,999	3.1%	2.8%	3.0%
\$35,000 - \$49,999	4.2%	4.2%	4.7%
\$50,000 - \$74,999	9.8%	9.2%	9.6%
\$75,000 - \$99,999	10.7%	9.7%	9.6%
\$100,000 - \$149,999	22.0%	20.4%	20.0%
\$150,000 - \$199,999	16.3%	15.8%	14.9%
\$200,000+	28.3%	31.8%	30.6%
Average Household Income	\$177,981	\$188,409	\$182,541
2029 Households by Income			
Household Income Base	45,623	71,089	195,393
<\$15,000	3.0%	3.3%	4.3%
\$15,000 - \$24,999	1.4%	1.5%	1.8%
\$25,000 - \$34,999	2.3%	2.1%	2.3%
\$35,000 - \$49,999	3.1%	3.1%	3.6%
\$50,000 - \$74,999	7.8%	7.3%	7.9%
\$75,000 - \$99,999	9.3%	8.5%	8.6%
\$100,000 - \$149,999	21.3%	19.7%	19.6%
\$150,000 - \$199,999	18.4%	17.5%	16.6%
\$200,000+	33.4%	37.0%	35.4%
Average Household Income	\$202,951	\$214,327	\$207,161
2024 Owner Occupied Housing Units by Value			
Total	26,938	43,810	111,065
<\$50,000	0.7%	0.6%	0.6%
\$50,000 - \$99,999	0.3%	0.4%	0.5%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.4%	0.3%	0.4%
\$200,000 - \$249,999	0.6%	0.5%	0.4%
\$250,000 - \$299,999	0.7%	0.5%	0.3%
\$300,000 - \$399,999	1.5%	1.2%	1.1%
\$400,000 - \$499,999	2.3%	1.7%	1.7%
\$500,000 - \$749,999	17.1%	13.7%	13.7%
\$750,000 - \$999,999	41.0%	40.1%	35.6%
\$1,000,000 - \$1,499,999	24.8%	27.9%	27.5%
\$1,500,000 - \$1,999,999	5.9%	7.4%	10.3%
\$2,000,000 +	4.6%	5.4%	7.5%
Average Home Value	\$1,000,819	\$1,052,449	\$1,106,268
2029 Owner Occupied Housing Units by Value			
Total	27,530	44,875	114,537
<\$50,000	0.4%	0.2%	0.2%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.0%	0.0%
\$250,000 - \$299,999	0.1%	0.1%	0.0%
\$300,000 - \$399,999	0.4%	0.3%	0.2%
\$400,000 - \$499,999	0.7%	0.5%	0.5%
\$500,000 - \$749,999	10.1%	7.8%	8.1%
\$750,000 - \$999,999	38.4%	35.6%	32.4%
\$1,000,000 - \$1,499,999	31.6%	34.8%	33.5%
\$1,500,000 - \$1,999,999	10.0%	11.7%	14.0%
\$2,000,000 +	7.9%	8.8%	10.8%
Average Home Value	\$1,151,916	\$1,200,974	\$1,243,994

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$133,604	\$141,720	\$134,940
2029	\$153,509	\$160,100	\$154,361
Median Home Value			
2024	\$909,693	\$942,050	\$967,512
2029	\$996,595	\$1,075,828	\$1,123,283
Per Capita Income			
2024	\$60,327	\$63,977	\$65,659
2029	\$70,113	\$74,197	\$75,964
Median Age			
2010	35.2	35.9	35.2
2020	36.8	37.9	36.9
2024	37.9	38.9	37.7
2029	39.4	40.3	38.9
2020 Population by Age			
Total	131,591	204,112	529,600
0 - 4	5.3%	5.3%	5.3%
5 - 9	5.5%	5.8%	5.9%
10 - 14	5.6%	6.3%	6.2%
15 - 24	15.7%	14.8%	16.0%
25 - 34	15.4%	13.6%	14.0%
35 - 44	13.7%	13.9%	13.7%
45 - 54	12.7%	13.8%	13.0%
55 - 64	12.5%	12.9%	11.9%
65 - 74	8.9%	8.7%	8.4%
75 - 84	3.7%	3.6%	4.0%
85 +	1.1%	1.2%	1.6%
18 +	80.3%	78.7%	79.0%
2024 Population by Age			
Total	132,602	205,981	532,385
0 - 4	5.2%	5.2%	5.1%
5 - 9	5.7%	6.0%	5.7%
10 - 14	5.3%	5.9%	5.8%
15 - 24	14.1%	13.5%	15.1%
25 - 34	15.3%	13.7%	14.6%
35 - 44	15.3%	15.1%	14.3%
45 - 54	12.6%	13.6%	13.0%
55 - 64	11.7%	12.1%	11.2%
65 - 74	8.9%	9.0%	8.7%
75 - 84	4.7%	4.6%	4.8%
85 +	1.3%	1.4%	1.8%
18 +	80.8%	79.6%	80.0%
2029 Population by Age			
Total	133,436	206,798	535,460
0 - 4	4.9%	4.9%	4.9%
5 - 9	5.3%	5.5%	5.3%
10 - 14	5.8%	6.2%	5.9%
15 - 24	13.2%	12.6%	14.3%
25 - 34	13.5%	12.9%	14.0%
35 - 44	15.8%	14.9%	14.1%
45 - 54	13.3%	14.1%	13.3%
55 - 64	11.1%	11.6%	11.0%
65 - 74	9.5%	9.7%	9.3%
75 - 84	6.0%	5.9%	6.0%
85 +	1.6%	1.6%	2.1%
18 +	81.0%	80.0%	80.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	68,082	103,783	263,777
Females	63,509	100,329	265,823
2024 Population by Sex			
Males	69,618	106,391	269,545
Females	62,983	99,589	262,840
2029 Population by Sex			
Males	69,544	106,097	269,406
Females	63,892	100,702	266,055
2020 Population by Race/Ethnicity			
Total	123,016	189,496	479,250
White Alone	49.0%	52.9%	61.4%
Black Alone	3.7%	3.2%	3.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	36.4%	33.2%	25.4%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	4.2%	4.1%	4.1%
Two or More Races	5.9%	5.8%	5.4%
Hispanic Origin	11.9%	11.8%	12.3%
Diversity Index	70.1	68.6	65.0
2024 Population by Race/Ethnicity			
Total	131,591	204,112	529,600
White Alone	38.5%	41.6%	50.0%
Black Alone	3.4%	3.0%	2.9%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	41.4%	38.4%	29.4%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	4.8%	4.7%	5.0%
Two or More Races	10.9%	11.6%	12.0%
Hispanic Origin	13.6%	13.5%	14.3%
Diversity Index	74.4	74.2	73.3
2029 Population by Race/Ethnicity			
Total	132,601	205,980	532,384
White Alone	36.3%	39.2%	47.6%
Black Alone	3.4%	3.0%	2.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	43.1%	40.1%	31.0%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	5.1%	5.0%	5.3%
Two or More Races	11.2%	11.9%	12.5%
Hispanic Origin	14.1%	14.1%	15.0%
Diversity Index	74.7	74.9	74.5
2020 Population by Race/Ethnicity			
Total	133,435	206,800	535,462
White Alone	33.8%	36.6%	44.9%
Black Alone	3.4%	2.9%	2.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	45.1%	42.2%	32.9%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	5.3%	5.2%	5.6%
Two or More Races	11.5%	12.3%	13.0%
Hispanic Origin	14.7%	14.8%	15.9%
Diversity Index	74.9	75.3	75.8

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	131,591	204,112	529,600
In Households	95.2%	96.7%	95.9%
Householder	32.9%	33.2%	35.2%
Opposite-Sex Spouse	19.1%	20.1%	19.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.6%	1.5%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.4%	28.4%	27.1%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	0.7%	0.7%	0.7%
Grandchild	1.5%	1.4%	1.2%
Brother or Sister	1.7%	1.4%	1.1%
Parent	2.2%	2.1%	1.6%
Parent-in-law	0.7%	0.7%	0.5%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.4%
Other Relatives	1.8%	1.6%	1.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	5.4%	4.4%	5.0%
In Group Quarters	4.8%	3.3%	4.1%
Institutionalized	0.2%	0.2%	0.2%
Noninstitutionalized	4.6%	3.1%	3.8%
2024 Population 25+ by Educational Attainment			
Total	92,479	143,049	363,514
Less than 9th Grade	3.8%	3.3%	2.5%
9th - 12th Grade, No Diploma	2.3%	2.2%	1.9%
High School Graduate	10.4%	9.7%	9.2%
GED/Alternative Credential	1.4%	1.3%	1.1%
Some College, No Degree	14.7%	13.6%	12.8%
Associate Degree	8.7%	8.2%	7.4%
Bachelor's Degree	33.3%	34.2%	34.9%
Graduate/Professional Degree	25.3%	27.5%	30.1%
2024 Population 15+ by Marital Status			
Total	111,131	170,894	443,682
Never Married	33.7%	30.8%	33.8%
Married	55.3%	58.2%	55.2%
Widowed	3.5%	3.6%	3.7%
Divorced	7.6%	7.4%	7.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	71,496	111,977	286,568
Population 16+ Employed	95.3%	95.3%	95.1%
Population 16+ Unemployment rate	4.7%	4.7%	4.9%
Population 16-24 Employed	10.0%	10.5%	11.7%
Population 16-24 Unemployment rate	9.0%	8.8%	10.1%
Population 25-54 Employed	67.5%	66.5%	65.9%
Population 25-54 Unemployment rate	3.8%	3.9%	4.1%
Population 55-64 Employed	15.9%	16.6%	16.0%
Population 55-64 Unemployment rate	6.0%	5.2%	3.9%
Population 65+ Employed	6.6%	6.5%	6.4%
Population 65+ Unemployment rate	4.4%	4.4%	5.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry			
Total	68,117	106,740	272,417
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.1%	3.1%	3.1%
Manufacturing	16.0%	15.8%	12.8%
Wholesale Trade	1.2%	1.3%	1.5%
Retail Trade	8.5%	8.5%	7.6%
Transportation/Utilities	3.5%	3.6%	3.6%
Information	3.3%	3.0%	3.1%
Finance/Insurance/Real Estate	5.7%	6.0%	6.2%
Services	53.3%	53.7%	57.4%
Public Administration	5.0%	4.8%	4.5%
2024 Employed Population 16+ by Occupation			
Total	68,116	106,742	272,418
White Collar	76.8%	78.8%	80.1%
Management/Business/Financial	21.2%	23.4%	23.4%
Professional	40.8%	40.8%	43.0%
Sales	7.2%	7.5%	6.9%
Administrative Support	7.6%	7.1%	6.7%
Services	13.1%	12.0%	11.4%
Blue Collar	10.0%	9.2%	8.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	1.6%	1.6%
Installation/Maintenance/Repair	1.7%	1.6%	1.3%
Production	3.3%	2.9%	2.3%
Transportation/Material Moving	3.3%	3.1%	3.3%
2020 Households by Type			
Total	43,360	67,681	186,553
Married Couple Households	58.7%	61.1%	55.6%
With Own Children <18	25.7%	28.0%	25.6%
Without Own Children <18	32.9%	33.1%	30.0%
Cohabiting Couple Households	5.3%	4.9%	5.5%
With Own Children <18	1.1%	1.1%	1.0%
Without Own Children <18	4.2%	3.8%	4.4%
Male Householder, No Spouse/Partner	15.9%	14.3%	16.3%
Living Alone	7.9%	7.3%	9.0%
65 Years and over	1.9%	1.8%	2.3%
With Own Children <18	1.5%	1.5%	1.6%
Without Own Children <18, With Relatives	3.1%	2.8%	2.6%
No Relatives Present	3.4%	2.7%	3.2%
Female Householder, No Spouse/Partner	20.1%	19.7%	22.7%
Living Alone	8.7%	8.5%	11.2%
65 Years and over	3.9%	3.8%	5.2%
With Own Children <18	3.2%	3.5%	3.6%
Without Own Children <18, With Relatives	6.1%	5.9%	5.4%
No Relatives Present	2.2%	1.8%	2.4%
2020 Households by Size			
Total	43,360	67,681	186,553
1 Person Household	16.5%	15.8%	20.2%
2 Person Household	31.9%	31.2%	32.1%
3 Person Household	20.4%	20.8%	19.1%
4 Person Household	18.8%	19.8%	18.0%
5 Person Household	7.5%	7.8%	6.8%
6 Person Household	2.9%	2.9%	2.5%
7 + Person Household	1.9%	1.7%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	43,360	67,681	186,553
Owner Occupied	60.4%	62.9%	58.4%
Owned with a Mortgage/Loan	46.9%	49.5%	44.9%
Owned Free and Clear	13.5%	13.4%	13.5%
Renter Occupied	39.6%	37.1%	41.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	61	56
Percent of Income for Mortgage	42.6%	41.6%	44.9%
Wealth Index	161	173	165
2020 Housing Units By Urban/ Rural Status			
Total	44,403	69,285	194,682
Urban Housing Units	100.0%	99.7%	99.3%
Rural Housing Units	0.0%	0.3%	0.7%
2020 Population By Urban/ Rural Status			
Total	131,591	204,112	529,600
Urban Population	100.0%	99.7%	99.2%
Rural Population	0.0%	0.3%	0.8%

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.

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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Professional Pride (1B)	Professional Pride (1B)	Boomburbs (1C)
3.	Pacific Heights (2C)	Savvy Suburbanites (1D)	Professional Pride (1B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$160,743,405	\$264,632,569	\$715,466,532
Average Spent	\$3,620.59	\$3,814.74	\$3,757.15
Spending Potential Index	152	160	158
Education: Total \$	\$129,084,229	\$215,757,503	\$574,840,750
Average Spent	\$2,907.50	\$3,110.20	\$3,018.68
Spending Potential Index	168	180	175
Entertainment/Recreation: Total \$	\$275,989,318	\$456,937,280	\$1,217,929,807
Average Spent	\$6,216.40	\$6,586.86	\$6,395.75
Spending Potential Index	152	161	156
Food at Home: Total \$	\$489,592,315	\$804,239,614	\$2,156,109,478
Average Spent	\$11,027.60	\$11,593.31	\$11,322.44
Spending Potential Index	151	159	155
Food Away from Home: Total \$	\$273,974,201	\$451,012,656	\$1,212,447,669
Average Spent	\$6,171.01	\$6,501.46	\$6,366.96
Spending Potential Index	159	167	164
Health Care: Total \$	\$473,856,846	\$783,968,925	\$2,093,951,955
Average Spent	\$10,673.17	\$11,301.10	\$10,996.03
Spending Potential Index	139	147	143
HH Furnishings & Equipment: Total \$	\$209,855,231	\$346,755,253	\$928,291,843
Average Spent	\$4,726.79	\$4,998.56	\$4,874.77
Spending Potential Index	149	158	154
Personal Care Products & Services: Total \$	\$70,622,707	\$115,927,144	\$310,678,323
Average Spent	\$1,590.71	\$1,671.12	\$1,631.47
Spending Potential Index	160	168	164
Shelter: Total \$	\$1,942,231,779	\$3,188,944,417	\$8,471,676,071
Average Spent	\$43,746.91	\$45,969.42	\$44,487.55
Spending Potential Index	164	172	167
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$216,005,477	\$362,752,422	\$967,260,602
Average Spent	\$4,865.32	\$5,229.17	\$5,079.40
Spending Potential Index	139	149	145
Travel: Total \$	\$217,993,575	\$361,507,300	\$958,676,673
Average Spent	\$4,910.10	\$5,211.22	\$5,034.33
Spending Potential Index	162	172	166
Vehicle Maintenance & Repairs: Total \$	\$94,712,036	\$155,476,260	\$418,545,120
Average Spent	\$2,133.30	\$2,241.23	\$2,197.92
Spending Potential Index	144	151	148

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025