



Community Profile

Rings: 1, 3, 5 mile radii

10604 Westview Pkwy, San Diego, CA

Latitude: 32.9139

Longitude: -117.1215

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	19,122	118,917	172,064
2010 Total Population	20,399	122,898	186,597
2020 Total Population	25,525	131,206	200,591
2020 Group Quarters	84	3,730	3,877
2025 Total Population	26,258	134,247	206,719
2020-2025 Annual Rate	0.57%	0.46%	0.60%
2020 Total Daytime Population	25,587	126,633	223,113
Workers	12,966	61,728	122,204
Residents	12,621	64,905	100,909
Household Summary			
2000 Households	6,499	38,304	55,655
2000 Average Household Size	2.92	2.98	3.00
2010 Households	7,080	40,474	61,617
2010 Average Household Size	2.87	2.95	2.97
2020 Households	8,673	43,053	66,031
2020 Average Household Size	2.93	2.96	2.98
2025 Households	8,880	43,929	67,861
2025 Average Household Size	2.95	2.97	2.99
2020-2025 Annual Rate	0.47%	0.40%	0.55%
2010 Families	4,850	30,548	47,504
2010 Average Family Size	3.33	3.32	3.32
2020 Families	6,054	32,508	51,029
2020 Average Family Size	3.38	3.33	3.33
2025 Families	6,224	33,273	52,576
2025 Average Family Size	3.39	3.33	3.34
2020-2025 Annual Rate	0.56%	0.47%	0.60%
Housing Unit Summary			
2000 Housing Units	6,613	38,951	56,658
Owner Occupied Housing Units	56.5%	68.3%	69.1%
Renter Occupied Housing Units	41.8%	30.0%	29.1%
Vacant Housing Units	1.7%	1.7%	1.8%
2010 Housing Units	7,377	41,760	63,532
Owner Occupied Housing Units	51.1%	63.2%	64.7%
Renter Occupied Housing Units	44.9%	33.7%	32.3%
Vacant Housing Units	4.0%	3.1%	3.0%
2020 Housing Units	8,958	44,188	67,903
Owner Occupied Housing Units	45.3%	61.0%	63.0%
Renter Occupied Housing Units	51.5%	36.4%	34.3%
Vacant Housing Units	3.2%	2.6%	2.8%
2025 Housing Units	9,183	45,125	69,827
Owner Occupied Housing Units	45.2%	60.9%	62.8%
Renter Occupied Housing Units	51.5%	36.5%	34.4%
Vacant Housing Units	3.3%	2.7%	2.8%
Median Household Income			
2020	\$96,643	\$112,304	\$118,463
2025	\$104,127	\$121,457	\$129,751
Median Home Value			
2020	\$500,630	\$630,634	\$676,763
2025	\$562,061	\$680,744	\$732,668
Per Capita Income			
2020	\$39,107	\$45,926	\$49,535
2025	\$43,634	\$51,451	\$55,577
Median Age			
2010	34.7	35.1	35.8
2020	36.6	36.9	37.4
2025	37.6	37.8	38.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	8,673	43,053	66,031
<\$15,000	2.7%	2.7%	2.8%
\$15,000 - \$24,999	3.2%	2.8%	2.8%
\$25,000 - \$34,999	5.3%	3.3%	2.9%
\$35,000 - \$49,999	9.8%	6.5%	6.2%
\$50,000 - \$74,999	15.6%	12.4%	11.4%
\$75,000 - \$99,999	14.9%	13.4%	12.4%
\$100,000 - \$149,999	25.8%	25.7%	23.9%
\$150,000 - \$199,999	13.6%	16.3%	16.8%
\$200,000+	9.1%	16.9%	20.8%
Average Household Income	\$112,464	\$138,799	\$148,987
2025 Households by Income			
Household Income Base	8,880	43,929	67,861
<\$15,000	2.3%	2.3%	2.5%
\$15,000 - \$24,999	2.7%	2.3%	2.4%
\$25,000 - \$34,999	4.5%	2.8%	2.4%
\$35,000 - \$49,999	8.4%	5.5%	5.3%
\$50,000 - \$74,999	14.2%	10.9%	10.0%
\$75,000 - \$99,999	14.3%	12.4%	11.4%
\$100,000 - \$149,999	26.8%	25.5%	23.1%
\$150,000 - \$199,999	15.8%	17.9%	17.8%
\$200,000+	11.0%	20.5%	25.0%
Average Household Income	\$125,929	\$156,192	\$167,800
2020 Owner Occupied Housing Units by Value			
Total	4,060	26,962	42,751
<\$50,000	1.3%	0.4%	0.4%
\$50,000 - \$99,999	1.7%	0.3%	0.3%
\$100,000 - \$149,999	0.6%	0.2%	0.1%
\$150,000 - \$199,999	1.2%	0.3%	0.3%
\$200,000 - \$249,999	2.4%	0.9%	0.7%
\$250,000 - \$299,999	4.0%	1.6%	1.5%
\$300,000 - \$399,999	15.3%	7.8%	6.1%
\$400,000 - \$499,999	23.3%	16.4%	12.2%
\$500,000 - \$749,999	39.1%	42.1%	40.1%
\$750,000 - \$999,999	6.4%	22.7%	27.3%
\$1,000,000 - \$1,499,999	3.5%	6.1%	8.8%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.7%
\$2,000,000 +	1.0%	0.7%	1.5%
Average Home Value	\$548,411	\$669,496	\$727,763
2025 Owner Occupied Housing Units by Value			
Total	4,153	27,461	43,862
<\$50,000	0.9%	0.2%	0.2%
\$50,000 - \$99,999	1.3%	0.2%	0.2%
\$100,000 - \$149,999	0.3%	0.1%	0.0%
\$150,000 - \$199,999	0.7%	0.2%	0.2%
\$200,000 - \$249,999	1.9%	0.6%	0.4%
\$250,000 - \$299,999	3.3%	1.0%	0.9%
\$300,000 - \$399,999	11.5%	4.8%	3.7%
\$400,000 - \$499,999	19.0%	12.3%	8.8%
\$500,000 - \$749,999	44.6%	42.3%	38.3%
\$750,000 - \$999,999	8.9%	28.1%	33.3%
\$1,000,000 - \$1,499,999	5.7%	8.5%	11.3%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.8%
\$2,000,000 +	1.7%	1.2%	2.0%
Average Home Value	\$610,973	\$728,682	\$786,475

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	20,401	122,896	186,595
0 - 4	6.4%	6.7%	6.8%
5 - 9	5.3%	6.2%	6.8%
10 - 14	5.4%	6.3%	6.9%
15 - 24	14.6%	15.0%	14.1%
25 - 34	18.8%	15.6%	14.2%
35 - 44	14.9%	15.3%	15.7%
45 - 54	13.7%	15.3%	16.1%
55 - 64	11.0%	11.3%	11.3%
65 - 74	5.7%	5.2%	5.0%
75 - 84	3.0%	2.3%	2.3%
85 +	1.2%	0.8%	0.8%
18 +	79.2%	76.7%	75.1%
2020 Population by Age			
Total	25,524	131,206	200,590
0 - 4	5.9%	5.9%	6.0%
5 - 9	6.1%	6.3%	6.5%
10 - 14	5.8%	6.5%	7.0%
15 - 24	10.6%	12.8%	12.6%
25 - 34	18.7%	15.4%	14.3%
35 - 44	16.1%	15.1%	14.7%
45 - 54	12.7%	13.4%	14.1%
55 - 64	11.3%	12.1%	12.8%
65 - 74	8.0%	8.0%	7.8%
75 - 84	3.6%	3.3%	3.2%
85 +	1.2%	1.0%	1.0%
18 +	79.4%	77.8%	76.8%
2025 Population by Age			
Total	26,258	134,245	206,718
0 - 4	6.0%	5.9%	6.0%
5 - 9	5.7%	6.0%	6.2%
10 - 14	5.6%	6.1%	6.5%
15 - 24	10.7%	12.6%	12.1%
25 - 34	17.3%	14.8%	14.3%
35 - 44	17.0%	15.8%	15.3%
45 - 54	12.7%	13.3%	13.5%
55 - 64	10.9%	11.4%	12.1%
65 - 74	8.2%	8.5%	8.6%
75 - 84	4.6%	4.4%	4.2%
85 +	1.4%	1.2%	1.2%
18 +	79.7%	78.4%	77.5%
2010 Population by Sex			
Males	10,346	63,104	94,497
Females	10,053	59,794	92,100
2020 Population by Sex			
Males	12,877	67,289	101,532
Females	12,648	63,917	99,059
2025 Population by Sex			
Males	13,216	68,744	104,519
Females	13,042	65,502	102,200

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	20,400	122,897	186,596
White Alone	39.8%	48.2%	52.5%
Black Alone	5.0%	3.7%	3.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	41.6%	37.0%	33.6%
Pacific Islander Alone	0.7%	0.5%	0.4%
Some Other Race Alone	6.4%	4.3%	4.1%
Two or More Races	6.2%	5.9%	5.8%
Hispanic Origin	14.8%	12.0%	11.8%
Diversity Index	75.0	70.7	69.2
2020 Population by Race/Ethnicity			
Total	25,525	131,205	200,591
White Alone	35.5%	43.4%	47.8%
Black Alone	4.6%	3.7%	3.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	45.8%	40.8%	37.2%
Pacific Islander Alone	0.6%	0.5%	0.4%
Some Other Race Alone	6.5%	4.6%	4.5%
Two or More Races	6.8%	6.6%	6.5%
Hispanic Origin	15.2%	13.0%	12.9%
Diversity Index	75.0	72.4	71.4
2025 Population by Race/Ethnicity			
Total	26,259	134,246	206,720
White Alone	33.3%	41.1%	45.4%
Black Alone	4.4%	3.5%	3.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	47.8%	42.9%	39.4%
Pacific Islander Alone	0.6%	0.5%	0.4%
Some Other Race Alone	6.6%	4.8%	4.6%
Two or More Races	6.9%	6.9%	6.8%
Hispanic Origin	15.8%	13.5%	13.6%
Diversity Index	74.9	72.8	72.3
2010 Population by Relationship and Household Type			
Total	20,399	122,898	186,597
In Households	99.6%	97.1%	98.0%
In Family Households	82.6%	85.0%	86.9%
Householder	24.1%	24.8%	25.5%
Spouse	18.2%	20.0%	20.7%
Child	28.6%	30.9%	32.4%
Other relative	8.3%	6.8%	6.0%
Nonrelative	3.4%	2.6%	2.3%
In Nonfamily Households	17.0%	12.1%	11.1%
In Group Quarters	0.4%	2.9%	2.0%
Institutionalized Population	0.0%	0.2%	0.2%
Noninstitutionalized Population	0.4%	2.7%	1.8%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	18,280	89,740	136,255
Less than 9th Grade	4.9%	3.7%	3.1%
9th - 12th Grade, No Diploma	3.1%	2.8%	2.6%
High School Graduate	11.5%	10.3%	10.0%
GED/Alternative Credential	1.1%	1.0%	1.0%
Some College, No Degree	21.6%	18.2%	17.0%
Associate Degree	9.1%	8.4%	8.0%
Bachelor's Degree	32.8%	33.9%	34.2%
Graduate/Professional Degree	15.8%	21.8%	24.1%
2020 Population 15+ by Marital Status			
Total	20,987	106,578	161,461
Never Married	36.2%	33.0%	31.0%
Married	52.3%	56.4%	58.0%
Widowed	3.4%	3.2%	3.4%
Divorced	8.2%	7.4%	7.5%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,890	71,863	109,903
Population 16+ Employed	86.2%	86.7%	86.9%
Population 16+ Unemployment rate	13.8%	13.3%	13.1%
Population 16-24 Employed	8.8%	8.7%	8.8%
Population 16-24 Unemployment rate	22.9%	22.5%	22.0%
Population 25-54 Employed	71.0%	69.2%	68.4%
Population 25-54 Unemployment rate	12.6%	12.1%	12.1%
Population 55-64 Employed	14.6%	16.4%	17.3%
Population 55-64 Unemployment rate	14.2%	12.9%	12.4%
Population 65+ Employed	5.5%	5.7%	5.5%
Population 65+ Unemployment rate	12.2%	12.4%	12.0%
2020 Employed Population 16+ by Industry			
Total	12,835	62,313	95,490
Agriculture/Mining	0.6%	0.3%	0.2%
Construction	3.5%	2.8%	3.1%
Manufacturing	13.7%	15.4%	15.2%
Wholesale Trade	3.4%	2.5%	2.3%
Retail Trade	8.3%	7.0%	7.1%
Transportation/Utilities	4.8%	3.5%	3.5%
Information	2.6%	3.0%	3.4%
Finance/Insurance/Real Estate	5.7%	7.2%	6.9%
Services	52.7%	53.7%	53.5%
Public Administration	4.7%	4.8%	4.9%
2020 Employed Population 16+ by Occupation			
Total	12,836	62,312	95,490
White Collar	68.8%	75.2%	77.2%
Management/Business/Financial	15.4%	19.2%	20.8%
Professional	31.2%	36.6%	37.3%
Sales	10.1%	7.7%	8.1%
Administrative Support	12.0%	11.7%	11.0%
Services	17.1%	13.6%	12.7%
Blue Collar	14.1%	11.2%	10.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	1.8%	1.8%	1.8%
Installation/Maintenance/Repair	2.4%	1.9%	1.7%
Production	7.0%	5.0%	4.0%
Transportation/Material Moving	2.9%	2.5%	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	7,079	40,475	61,618
Households with 1 Person	21.7%	16.7%	16.0%
Households with 2+ People	78.3%	83.3%	84.0%
Family Households	68.5%	75.5%	77.1%
Husband-wife Families	51.7%	60.7%	62.5%
With Related Children	24.6%	32.2%	34.0%
Other Family (No Spouse Present)	16.8%	14.7%	14.6%
Other Family with Male Householder	5.6%	4.6%	4.4%
With Related Children	2.5%	2.3%	2.3%
Other Family with Female Householder	11.2%	10.1%	10.1%
With Related Children	6.4%	5.8%	6.0%
Nonfamily Households	9.8%	7.8%	6.9%
All Households with Children	34.0%	40.6%	42.5%
Multigenerational Households	6.3%	6.1%	5.6%
Unmarried Partner Households	5.5%	4.9%	4.7%
Male-female	4.8%	4.2%	4.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	7,079	40,474	61,617
1 Person Household	21.7%	16.7%	16.0%
2 Person Household	30.8%	29.5%	29.4%
3 Person Household	17.8%	20.5%	20.7%
4 Person Household	15.6%	19.1%	20.2%
5 Person Household	7.8%	8.2%	8.3%
6 Person Household	3.3%	3.3%	3.2%
7 + Person Household	3.0%	2.6%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	7,080	40,474	61,617
Owner Occupied	53.2%	65.2%	66.7%
Owned with a Mortgage/Loan	43.8%	56.8%	58.6%
Owned Free and Clear	9.4%	8.4%	8.1%
Renter Occupied	46.8%	34.8%	33.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	101	99
Percent of Income for Mortgage	21.6%	23.5%	23.9%
Wealth Index	107	159	177
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,377	41,760	63,532
Housing Units Inside Urbanized Area	100.0%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	20,399	122,898	186,597
Population Inside Urbanized Area	100.0%	99.8%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Young and Restless (11B)	Professional Pride (1B)	Professional Pride (1B)
3.	Home Improvement (4B)	Pacific Heights (2C)	Boomburbs (1C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$23,889,669	\$141,038,882	\$232,388,240
Average Spent	\$2,754.49	\$3,275.94	\$3,519.38
Spending Potential Index	128	153	164
Education: Total \$	\$19,669,797	\$127,027,014	\$209,822,802
Average Spent	\$2,267.93	\$2,950.48	\$3,177.64
Spending Potential Index	127	165	178
Entertainment/Recreation: Total \$	\$33,918,680	\$206,410,943	\$340,862,365
Average Spent	\$3,910.84	\$4,794.35	\$5,162.16
Spending Potential Index	120	148	159
Food at Home: Total \$	\$57,448,833	\$337,434,818	\$553,791,456
Average Spent	\$6,623.87	\$7,837.66	\$8,386.84
Spending Potential Index	124	147	157
Food Away from Home: Total \$	\$42,297,398	\$249,791,805	\$408,789,792
Average Spent	\$4,876.91	\$5,801.96	\$6,190.88
Spending Potential Index	129	154	164
Health Care: Total \$	\$57,827,057	\$346,459,953	\$573,693,170
Average Spent	\$6,667.48	\$8,047.29	\$8,688.24
Spending Potential Index	116	140	151
HH Furnishings & Equipment: Total \$	\$23,122,033	\$139,355,827	\$231,306,617
Average Spent	\$2,665.98	\$3,236.84	\$3,503.00
Spending Potential Index	122	148	160
Personal Care Products & Services: Total \$	\$10,061,195	\$59,787,534	\$98,801,355
Average Spent	\$1,160.06	\$1,388.70	\$1,496.29
Spending Potential Index	126	151	163
Shelter: Total \$	\$218,694,441	\$1,321,899,557	\$2,154,740,625
Average Spent	\$25,215.55	\$30,704.01	\$32,632.26
Spending Potential Index	130	159	168
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,420,932	\$142,004,829	\$237,776,924
Average Spent	\$2,700.44	\$3,298.37	\$3,600.99
Spending Potential Index	115	141	154
Travel: Total \$	\$25,999,955	\$165,151,968	\$271,888,049
Average Spent	\$2,997.80	\$3,836.02	\$4,117.58
Spending Potential Index	124	159	171
Vehicle Maintenance & Repairs: Total \$	\$12,094,563	\$70,096,456	\$115,551,083
Average Spent	\$1,394.51	\$1,628.14	\$1,749.95
Spending Potential Index	120	140	151

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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