

## Community Profile

Rings: 3, 5, 6 mile radii

1725-45 Eastlake Pkwy, Chula Vista, CA

Latitude: 32.6204

Longitude: -116.9613

	3 mile	5 mile	6 mile
<b>Population Summary</b>			
2010 Total Population	85,846	157,864	212,737
2020 Total Population	107,847	186,559	244,339
2020 Group Quarters	5,316	6,247	6,955
2024 Total Population	113,529	191,637	250,211
2024 Group Quarters	5,162	6,114	6,758
2029 Total Population	116,859	194,739	253,844
2024-2029 Annual Rate	0.58%	0.32%	0.29%
2024 Total Daytime Population	76,826	146,592	188,075
Workers	22,675	51,881	61,937
Residents	54,151	94,711	126,138
<b>Household Summary</b>			
2010 Households	23,192	44,165	59,958
2010 Average Household Size	3.44	3.42	3.43
2020 Total Households	30,052	53,057	69,600
2020 Average Household Size	3.41	3.40	3.41
2024 Households	32,272	55,368	72,470
2024 Average Household Size	3.36	3.35	3.36
2029 Households	33,959	57,439	75,062
2029 Average Household Size	3.29	3.28	3.29
2024-2029 Annual Rate	1.02%	0.74%	0.71%
2010 Families	19,806	37,512	50,388
2010 Average Family Size	3.71	3.68	3.71
2024 Families	27,062	46,300	60,078
2024 Average Family Size	3.65	3.65	3.68
2029 Families	28,501	48,088	62,309
2029 Average Family Size	3.57	3.57	3.60
2024-2029 Annual Rate	1.04%	0.76%	0.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,330	24,826	39,602
Owner Occupied Housing Units	80.2%	78.1%	76.0%
Renter Occupied Housing Units	13.9%	18.2%	20.8%
Vacant Housing Units	5.9%	3.7%	3.3%
2010 Housing Units	24,507	46,419	62,975
Owner Occupied Housing Units	70.3%	70.1%	69.2%
Renter Occupied Housing Units	24.3%	25.0%	26.0%
Vacant Housing Units	5.4%	4.9%	4.8%
2020 Housing Units	30,951	54,530	71,537
Owner Occupied Housing Units	67.6%	68.7%	68.8%
Renter Occupied Housing Units	29.5%	28.6%	28.5%
Vacant Housing Units	2.9%	2.7%	2.7%
2024 Housing Units	33,977	57,855	75,643
Owner Occupied Housing Units	65.7%	67.4%	67.7%
Renter Occupied Housing Units	29.3%	28.3%	28.1%
Vacant Housing Units	5.0%	4.3%	4.2%
2029 Housing Units	35,239	59,462	77,763
Owner Occupied Housing Units	64.8%	67.0%	67.5%
Renter Occupied Housing Units	31.6%	29.6%	29.0%
Vacant Housing Units	3.6%	3.4%	3.5%

**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:** 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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<b>2024 Households by Income</b>			
Household Income Base	32,272	55,362	72,464
<\$15,000	3.5%	3.8%	3.9%
\$15,000 - \$24,999	2.6%	2.5%	2.7%
\$25,000 - \$34,999	2.7%	2.9%	3.5%
\$35,000 - \$49,999	3.4%	3.7%	4.7%
\$50,000 - \$74,999	7.3%	8.4%	9.8%
\$75,000 - \$99,999	8.9%	9.5%	10.4%
\$100,000 - \$149,999	25.9%	26.0%	26.0%
\$150,000 - \$199,999	19.8%	19.0%	17.6%
\$200,000+	26.0%	24.2%	21.4%
Average Household Income	\$168,400	\$162,618	\$152,791
<b>2029 Households by Income</b>			
Household Income Base	33,959	57,433	75,056
<\$15,000	2.7%	3.0%	3.1%
\$15,000 - \$24,999	1.7%	1.7%	1.8%
\$25,000 - \$34,999	2.0%	2.1%	2.5%
\$35,000 - \$49,999	2.4%	2.7%	3.4%
\$50,000 - \$74,999	5.4%	6.4%	7.7%
\$75,000 - \$99,999	6.9%	7.7%	8.8%
\$100,000 - \$149,999	24.4%	24.7%	25.4%
\$150,000 - \$199,999	22.5%	21.7%	20.6%
\$200,000+	32.0%	29.8%	26.6%
Average Household Income	\$194,718	\$188,083	\$177,478
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	22,319	38,964	51,226
<\$50,000	1.2%	0.9%	1.4%
\$50,000 - \$99,999	0.7%	0.5%	0.8%
\$100,000 - \$149,999	0.2%	0.2%	0.2%
\$150,000 - \$199,999	0.1%	0.1%	0.2%
\$200,000 - \$249,999	0.2%	0.2%	0.4%
\$250,000 - \$299,999	0.3%	0.3%	0.4%
\$300,000 - \$399,999	1.7%	1.7%	2.4%
\$400,000 - \$499,999	3.2%	3.3%	4.5%
\$500,000 - \$749,999	33.5%	32.3%	33.7%
\$750,000 - \$999,999	44.8%	43.2%	39.1%
\$1,000,000 - \$1,499,999	11.2%	13.9%	13.1%
\$1,500,000 - \$1,999,999	1.9%	2.0%	2.0%
\$2,000,000 +	1.0%	1.5%	1.8%
Average Home Value	\$818,835	\$844,531	\$824,160
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	22,841	39,805	52,501
<\$50,000	0.4%	0.2%	0.5%
\$50,000 - \$99,999	0.4%	0.2%	0.4%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.1%
\$250,000 - \$299,999	0.1%	0.1%	0.1%
\$300,000 - \$399,999	0.3%	0.2%	0.6%
\$400,000 - \$499,999	1.4%	1.2%	1.5%
\$500,000 - \$749,999	19.0%	18.7%	21.6%
\$750,000 - \$999,999	50.8%	48.4%	44.5%
\$1,000,000 - \$1,499,999	20.8%	23.1%	22.2%
\$1,500,000 - \$1,999,999	4.3%	4.3%	4.5%
\$2,000,000 +	2.4%	3.4%	3.8%
Average Home Value	\$960,377	\$988,711	\$976,969

**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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<b>Median Household Income</b>			
2024	\$138,402	\$132,168	\$123,145
2029	\$157,171	\$152,495	\$142,236
<b>Median Home Value</b>			
2024	\$799,242	\$811,107	\$788,213
2029	\$889,180	\$901,075	\$890,582
<b>Per Capita Income</b>			
2024	\$48,605	\$47,425	\$44,586
2029	\$57,380	\$55,961	\$52,851
<b>Median Age</b>			
2010	32.8	33.8	34.2
2020	35.6	36.5	36.9
2024	36.3	37.2	37.6
2029	37.1	38.1	38.4
<b>2020 Population by Age</b>			
Total	107,847	186,559	244,339
0 - 4	5.6%	5.5%	5.4%
5 - 9	7.3%	6.8%	6.7%
10 - 14	8.2%	7.7%	7.5%
15 - 24	14.6%	14.5%	14.4%
25 - 34	13.4%	13.2%	13.3%
35 - 44	16.2%	15.0%	14.6%
45 - 54	15.1%	14.5%	14.0%
55 - 64	10.2%	11.2%	11.5%
65 - 74	6.1%	7.1%	7.6%
75 - 84	2.6%	3.3%	3.7%
85 +	0.8%	1.2%	1.4%
18 +	74.0%	75.2%	75.9%
<b>2024 Population by Age</b>			
Total	113,531	191,637	250,212
0 - 4	5.7%	5.5%	5.4%
5 - 9	6.8%	6.4%	6.2%
10 - 14	7.5%	7.1%	6.8%
15 - 24	13.9%	13.8%	13.7%
25 - 34	14.0%	13.9%	14.0%
35 - 44	16.9%	15.6%	15.2%
45 - 54	15.0%	14.4%	14.0%
55 - 64	10.1%	10.9%	11.1%
65 - 74	6.3%	7.5%	7.9%
75 - 84	2.9%	3.7%	4.1%
85 +	0.9%	1.3%	1.6%
18 +	75.6%	76.8%	77.4%
<b>2029 Population by Age</b>			
Total	116,860	194,739	253,844
0 - 4	5.6%	5.4%	5.4%
5 - 9	6.2%	5.9%	5.8%
10 - 14	7.0%	6.6%	6.4%
15 - 24	12.6%	12.3%	12.3%
25 - 34	15.0%	14.9%	15.0%
35 - 44	16.7%	15.6%	15.2%
45 - 54	14.7%	14.0%	13.8%
55 - 64	10.8%	11.2%	11.2%
65 - 74	6.8%	8.0%	8.4%
75 - 84	3.6%	4.5%	4.9%
85 +	1.0%	1.5%	1.7%
18 +	77.1%	78.2%	78.7%

**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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<b>2020 Population by Sex</b>			
Males	55,009	93,777	121,948
Females	52,838	92,782	122,391
<b>2024 Population by Sex</b>			
Males	58,702	97,840	126,840
Females	54,827	93,797	123,371
<b>2029 Population by Sex</b>			
Males	59,957	98,755	127,842
Females	56,902	95,984	126,002
<b>2010 Population by Race/Ethnicity</b>			
Total	85,845	157,864	212,736
White Alone	48.7%	51.0%	51.5%
Black Alone	7.1%	5.8%	5.5%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	22.4%	20.2%	18.1%
Pacific Islander Alone	0.5%	0.5%	0.6%
Some Other Race Alone	14.3%	15.6%	17.6%
Two or More Races	6.3%	6.2%	6.0%
Hispanic Origin	44.8%	48.2%	51.8%
Diversity Index	84.0	83.4	83.2
<b>2020 Population by Race/Ethnicity</b>			
Total	107,847	186,559	244,339
White Alone	25.6%	26.6%	26.4%
Black Alone	8.2%	6.9%	6.3%
American Indian Alone	0.9%	1.0%	1.2%
Asian Alone	23.4%	21.2%	19.0%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	17.5%	19.0%	21.8%
Two or More Races	23.9%	24.7%	24.9%
Hispanic Origin	46.0%	49.4%	53.3%
Diversity Index	89.2	89.1	89.0
<b>2024 Population by Race/Ethnicity</b>			
Total	113,528	191,638	250,211
White Alone	23.8%	24.9%	24.7%
Black Alone	8.2%	6.9%	6.3%
American Indian Alone	0.9%	1.0%	1.2%
Asian Alone	24.4%	22.0%	19.6%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	18.1%	19.7%	22.5%
Two or More Races	24.1%	24.9%	25.2%
Hispanic Origin	46.8%	50.4%	54.3%
Diversity Index	89.3	89.2	89.0
<b>2029 Population by Race/Ethnicity</b>			
Total	116,858	194,739	253,844
White Alone	22.2%	23.3%	23.1%
Black Alone	8.0%	6.7%	6.2%
American Indian Alone	0.9%	1.0%	1.1%
Asian Alone	25.4%	22.9%	20.4%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	18.7%	20.4%	23.2%
Two or More Races	24.3%	25.2%	25.4%
Hispanic Origin	47.7%	51.4%	55.3%
Diversity Index	89.3	89.2	89.0

**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.

April 14, 2025

	3 mile	5 mile	6 mile
<b>2020 Population by Relationship and Household Type</b>			
Total	107,847	186,559	244,339
In Households	95.1%	96.7%	97.2%
Householder	28.2%	28.7%	28.7%
Opposite-Sex Spouse	18.3%	18.4%	17.8%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.2%	1.2%	1.3%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	33.8%	32.8%	32.1%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.4%	1.4%	1.3%
Grandchild	1.9%	2.6%	3.1%
Brother or Sister	1.4%	1.6%	1.8%
Parent	2.4%	2.5%	2.6%
Parent-in-law	1.0%	1.0%	1.0%
Son-in-law or Daughter-in-law	0.6%	0.8%	0.9%
Other Relatives	2.0%	2.3%	2.6%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.2%	2.6%	3.1%
In Group Quarters	4.9%	3.3%	2.8%
Institutionalized	4.8%	3.1%	2.6%
Noninstitutionalized	0.1%	0.3%	0.3%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	75,057	128,975	169,804
Less than 9th Grade	3.4%	3.4%	4.3%
9th - 12th Grade, No Diploma	4.3%	4.4%	5.3%
High School Graduate	14.1%	14.4%	16.9%
GED/Alternative Credential	3.5%	3.0%	3.2%
Some College, No Degree	18.3%	18.5%	19.3%
Associate Degree	11.4%	11.9%	11.4%
Bachelor's Degree	29.9%	29.6%	26.5%
Graduate/Professional Degree	14.9%	14.7%	13.1%
<b>2024 Population 15+ by Marital Status</b>			
Total	90,816	155,339	204,137
Never Married	35.1%	34.0%	34.3%
Married	54.9%	55.3%	54.2%
Widowed	3.0%	3.7%	4.1%
Divorced	7.0%	7.0%	7.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	54,724	93,980	123,255
Population 16+ Employed	94.2%	94.1%	93.6%
Population 16+ Unemployment rate	5.8%	5.9%	6.4%
Population 16-24 Employed	12.2%	12.2%	12.2%
Population 16-24 Unemployment rate	14.0%	15.4%	16.7%
Population 25-54 Employed	69.7%	68.0%	67.8%
Population 25-54 Unemployment rate	4.8%	4.5%	4.9%
Population 55-64 Employed	14.1%	15.1%	15.2%
Population 55-64 Unemployment rate	4.8%	4.3%	5.0%
Population 65+ Employed	4.0%	4.6%	4.8%
Population 65+ Unemployment rate	0.7%	2.8%	2.4%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	51,525	88,441	115,381
Agriculture/Mining	0.2%	0.1%	0.3%
Construction	4.4%	4.9%	5.5%
Manufacturing	8.1%	7.9%	8.1%
Wholesale Trade	1.7%	1.8%	1.9%
Retail Trade	8.8%	9.0%	9.9%
Transportation/Utilities	5.8%	6.0%	6.3%
Information	1.7%	1.9%	1.9%
Finance/Insurance/Real Estate	6.8%	6.2%	5.8%
Services	50.4%	50.3%	49.5%
Public Administration	12.1%	11.8%	10.9%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	51,526	88,440	115,381
White Collar	71.7%	69.4%	66.4%
Management/Business/Financial	22.7%	21.0%	19.4%
Professional	29.5%	28.8%	26.9%
Sales	9.1%	8.9%	9.0%
Administrative Support	10.4%	10.7%	11.0%
Services	17.7%	17.7%	18.2%
Blue Collar	10.6%	12.9%	15.4%
Farming/Forestry/Fishing	0.1%	0.0%	0.2%
Construction/Extraction	2.6%	3.0%	3.7%
Installation/Maintenance/Repair	1.1%	1.8%	2.1%
Production	3.0%	3.3%	3.7%
Transportation/Material Moving	3.8%	4.7%	5.7%
<b>2020 Households by Type</b>			
Total	30,052	53,057	69,600
Married Couple Households	65.7%	64.9%	62.8%
With Own Children <18	36.3%	32.6%	30.2%
Without Own Children <18	29.4%	32.3%	32.7%
Cohabiting Couple Households	4.6%	4.5%	4.7%
With Own Children <18	2.1%	2.0%	2.0%
Without Own Children <18	2.5%	2.6%	2.6%
Male Householder, No Spouse/Partner	10.7%	11.1%	11.7%
Living Alone	5.1%	5.1%	5.3%
65 Years and over	0.9%	1.2%	1.4%
With Own Children <18	1.9%	1.8%	1.8%
Without Own Children <18, With Relatives	2.7%	3.0%	3.3%
No Relatives Present	1.1%	1.2%	1.3%
Female Householder, No Spouse/Partner	19.0%	19.5%	20.8%
Living Alone	6.3%	6.3%	6.6%
65 Years and over	2.7%	3.1%	3.4%
With Own Children <18	5.9%	5.3%	5.2%
Without Own Children <18, With Relatives	6.2%	7.1%	8.1%
No Relatives Present	0.7%	0.8%	0.9%
<b>2020 Households by Size</b>			
Total	30,052	53,057	69,600
1 Person Household	11.4%	11.5%	11.9%
2 Person Household	21.9%	23.5%	23.7%
3 Person Household	20.3%	19.9%	19.8%
4 Person Household	24.8%	23.6%	22.6%
5 Person Household	12.7%	12.2%	12.0%
6 Person Household	5.4%	5.5%	5.8%
7 + Person Household	3.6%	3.9%	4.2%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	30,052	53,057	69,600
Owner Occupied	69.6%	70.6%	70.7%
Owned with a Mortgage/Loan	63.7%	62.4%	60.9%
Owned Free and Clear	6.0%	8.3%	9.7%
Renter Occupied	30.4%	29.4%	29.3%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	70	66	63
Percent of Income for Mortgage	36.1%	38.4%	40.1%
Wealth Index	150	148	139
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	30,951	54,530	71,537
Urban Housing Units	98.0%	98.1%	98.4%
Rural Housing Units	2.0%	1.9%	1.6%
<b>2020 Population By Urban/ Rural Status</b>			
Total	107,847	186,559	244,339
Urban Population	92.7%	94.9%	95.7%
Rural Population	7.3%	5.1%	4.3%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Professional Pride (1B)	Urban Villages (7B)	Urban Villages (7B)
3.	Workday Drive (4A)	Pleasantville (2B)	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$112,214,226	\$183,938,705	\$225,476,923
Average Spent	\$3,477.14	\$3,322.11	\$3,111.31
Spending Potential Index	146	139	131
Education: Total \$	\$81,117,631	\$136,234,349	\$166,461,313
Average Spent	\$2,513.56	\$2,460.53	\$2,296.97
Spending Potential Index	145	142	133
Entertainment/Recreation: Total \$	\$195,213,662	\$319,599,795	\$390,769,788
Average Spent	\$6,049.01	\$5,772.28	\$5,392.16
Spending Potential Index	148	141	132
Food at Home: Total \$	\$328,582,172	\$548,491,838	\$679,895,310
Average Spent	\$10,181.65	\$9,906.30	\$9,381.75
Spending Potential Index	139	136	128
Food Away from Home: Total \$	\$191,797,569	\$315,543,586	\$388,014,374
Average Spent	\$5,943.16	\$5,699.02	\$5,354.14
Spending Potential Index	153	146	138
Health Care: Total \$	\$337,370,958	\$550,687,674	\$671,710,633
Average Spent	\$10,453.98	\$9,945.96	\$9,268.81
Spending Potential Index	136	129	121
HH Furnishings & Equipment: Total \$	\$150,207,047	\$245,549,006	\$300,589,962
Average Spent	\$4,654.41	\$4,434.85	\$4,147.78
Spending Potential Index	147	140	131
Personal Care Products & Services: Total \$	\$46,958,565	\$78,931,025	\$98,016,828
Average Spent	\$1,455.09	\$1,425.57	\$1,352.52
Spending Potential Index	146	143	136
Shelter: Total \$	\$1,289,020,339	\$2,179,334,522	\$2,717,874,388
Average Spent	\$39,942.38	\$39,360.90	\$37,503.44
Spending Potential Index	150	148	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$169,201,623	\$264,706,154	\$313,409,226
Average Spent	\$5,242.99	\$4,780.85	\$4,324.68
Spending Potential Index	150	136	123
Travel: Total \$	\$150,933,957	\$249,974,311	\$307,338,466
Average Spent	\$4,676.93	\$4,514.78	\$4,240.91
Spending Potential Index	154	149	140
Vehicle Maintenance & Repairs: Total \$	\$67,549,204	\$110,652,938	\$135,936,107
Average Spent	\$2,093.12	\$1,998.50	\$1,875.76
Spending Potential Index	141	135	127

**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.

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