



Community Profile

Rings: 1, 3, 5 mile radii

1741 Eastlake Pkwy, Chula Vista, CA 91915,

Latitude: 32.6206

Longitude: -116.9614

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	15,101	86,843	158,094
2020 Total Population	22,560	109,501	186,905
2020 Group Quarters	0	5,327	6,226
2022 Total Population	24,075	112,500	190,384
2022 Group Quarters	0	5,327	6,227
2027 Total Population	24,776	113,699	191,379
2022-2027 Annual Rate	0.58%	0.21%	0.10%
2022 Total Daytime Population	18,568	82,024	152,319
Workers	5,668	25,043	54,702
Residents	12,900	56,981	97,617
Household Summary			
2010 Households	4,319	23,540	44,224
2010 Average Household Size	3.50	3.43	3.42
2020 Total Households	6,683	30,567	53,154
2020 Average Household Size	3.38	3.41	3.40
2022 Total Households	7,277	31,656	54,318
2022 Average Household Size	3.31	3.39	3.39
2027 Total Households	7,589	32,098	54,674
2027 Average Household Size	3.26	3.38	3.39
2022-2027 Annual Rate	0.84%	0.28%	0.13%
2010 Families	3,822	20,105	37,569
2010 Average Family Size	3.67	3.70	3.68
2022 Total Families	6,461	27,186	46,317
2022 Average Family Size	3.47	3.63	3.64
2027 Total Families	6,742	27,591	46,663
2027 Average Family Size	3.43	3.62	3.64
2022-2027 Annual Rate	0.86%	0.30%	0.15%
Housing Unit Summary			
2000 Housing Units	787	9,753	25,022
Owner Occupied Housing Units	89.6%	80.5%	77.6%
Renter Occupied Housing Units	5.7%	13.8%	18.8%
Vacant Housing Units	4.7%	5.7%	3.7%
2010 Housing Units	4,666	24,845	46,487
Owner Occupied Housing Units	73.4%	70.5%	70.0%
Renter Occupied Housing Units	19.1%	24.2%	25.1%
Vacant Housing Units	7.4%	5.3%	4.9%
2020 Housing Units	7,043	31,467	54,624
Vacant Housing Units	5.1%	2.9%	2.7%
2022 Housing Units	7,691	32,804	56,066
Owner Occupied Housing Units	70.9%	70.4%	70.2%
Renter Occupied Housing Units	23.8%	26.1%	26.7%
Vacant Housing Units	5.4%	3.5%	3.1%
2027 Housing Units	7,821	33,112	56,558
Owner Occupied Housing Units	70.1%	69.6%	69.4%
Renter Occupied Housing Units	27.0%	27.3%	27.2%
Vacant Housing Units	3.0%	3.1%	3.3%
Median Household Income			
2022	\$121,841	\$117,352	\$113,127
2027	\$131,254	\$129,855	\$125,198
Median Home Value			
2022	\$627,018	\$629,109	\$630,586
2027	\$661,062	\$664,640	\$667,591
Per Capita Income			
2022	\$45,717	\$42,564	\$41,798
2027	\$55,567	\$52,016	\$50,515
Median Age			
2010	30.5	32.9	33.8
2022	33.2	34.5	35.2
2027	33.6	34.9	35.8

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	7,277	31,656	54,312
<\$15,000	2.6%	3.4%	3.5%
\$15,000 - \$24,999	2.3%	2.5%	2.5%
\$25,000 - \$34,999	2.5%	2.5%	2.8%
\$35,000 - \$49,999	5.1%	5.0%	5.3%
\$50,000 - \$74,999	7.4%	9.3%	10.6%
\$75,000 - \$99,999	12.8%	14.2%	15.2%
\$100,000 - \$149,999	30.8%	28.1%	27.0%
\$150,000 - \$199,999	16.2%	16.8%	15.7%
\$200,000+	20.3%	18.1%	17.3%
Average Household Income	\$155,484	\$148,816	\$144,774
2027 Households by Income			
Household Income Base	7,589	32,098	54,668
<\$15,000	1.8%	2.4%	2.4%
\$15,000 - \$24,999	1.4%	1.5%	1.5%
\$25,000 - \$34,999	1.8%	1.7%	1.8%
\$35,000 - \$49,999	4.8%	3.7%	3.8%
\$50,000 - \$74,999	9.9%	10.1%	10.8%
\$75,000 - \$99,999	18.2%	17.3%	16.8%
\$100,000 - \$149,999	17.2%	19.5%	21.4%
\$150,000 - \$199,999	12.3%	14.5%	15.2%
\$200,000+	32.6%	29.4%	26.4%
Average Household Income	\$187,064	\$181,541	\$174,856
2022 Owner Occupied Housing Units by Value			
Total	5,450	23,099	39,348
<\$50,000	0.1%	0.5%	0.4%
\$50,000 - \$99,999	0.0%	0.5%	0.3%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.1%	0.2%	0.3%
\$250,000 - \$299,999	0.2%	0.3%	0.5%
\$300,000 - \$399,999	3.5%	3.6%	4.0%
\$400,000 - \$499,999	10.3%	10.4%	11.2%
\$500,000 - \$749,999	70.5%	66.5%	63.5%
\$750,000 - \$999,999	14.6%	14.7%	15.0%
\$1,000,000 - \$1,499,999	0.5%	1.4%	3.1%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.6%
\$2,000,000 +	0.1%	1.2%	1.0%
Average Home Value	\$638,633	\$659,864	\$666,019
2027 Owner Occupied Housing Units by Value			
Total	5,479	23,051	39,275
<\$50,000	0.0%	0.2%	0.1%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.1%	0.0%
\$250,000 - \$299,999	0.0%	0.1%	0.1%
\$300,000 - \$399,999	0.6%	1.4%	1.5%
\$400,000 - \$499,999	4.7%	5.0%	5.6%
\$500,000 - \$749,999	69.3%	65.2%	63.4%
\$750,000 - \$999,999	24.3%	22.8%	22.4%
\$1,000,000 - \$1,499,999	0.6%	1.8%	4.2%
\$1,500,000 - \$1,999,999	0.3%	1.0%	0.8%
\$2,000,000 +	0.1%	2.0%	1.7%
Average Home Value	\$685,362	\$722,097	\$727,626

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	15,101	86,844	158,093
0 - 4	10.0%	7.4%	7.0%
5 - 9	9.3%	8.1%	7.7%
10 - 14	9.2%	8.3%	8.2%
15 - 24	13.0%	14.3%	14.6%
25 - 34	18.0%	15.4%	14.2%
35 - 44	19.6%	18.6%	17.0%
45 - 54	11.4%	14.2%	14.4%
55 - 64	5.8%	7.8%	8.9%
65 - 74	2.5%	3.8%	4.6%
75 - 84	1.0%	1.7%	2.5%
85 +	0.4%	0.5%	0.8%
18 +	66.2%	71.1%	71.9%
2022 Population by Age			
Total	24,075	112,500	190,385
0 - 4	8.2%	7.0%	6.6%
5 - 9	9.2%	7.8%	7.3%
10 - 14	8.8%	7.9%	7.5%
15 - 24	11.3%	12.0%	12.2%
25 - 34	15.4%	16.2%	16.1%
35 - 44	18.4%	17.1%	15.9%
45 - 54	14.0%	14.1%	13.7%
55 - 64	8.3%	9.5%	10.4%
65 - 74	4.3%	5.4%	6.4%
75 - 84	1.6%	2.3%	2.9%
85 +	0.4%	0.6%	0.9%
18 +	69.6%	73.2%	74.5%
2027 Population by Age			
Total	24,776	113,699	191,378
0 - 4	8.6%	7.4%	6.9%
5 - 9	9.1%	7.8%	7.2%
10 - 14	8.5%	7.4%	7.2%
15 - 24	10.0%	10.6%	10.8%
25 - 34	16.9%	17.0%	16.3%
35 - 44	19.4%	19.0%	18.2%
45 - 54	13.1%	13.1%	12.6%
55 - 64	7.9%	8.9%	9.6%
65 - 74	4.3%	5.6%	6.8%
75 - 84	1.8%	2.6%	3.3%
85 +	0.4%	0.7%	1.0%
18 +	69.6%	73.5%	74.8%
2010 Population by Sex			
Males	7,310	45,166	80,334
Females	7,791	41,676	77,759
2022 Population by Sex			
Males	11,664	56,866	95,292
Females	12,410	55,634	95,092
2027 Population by Sex			
Males	11,990	57,455	95,880
Females	12,786	56,244	95,499

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	15,102	86,844	158,095
White Alone	44.1%	48.8%	51.0%
Black Alone	6.9%	7.1%	5.9%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	29.3%	22.3%	20.1%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	11.4%	14.3%	15.7%
Two or More Races	7.2%	6.3%	6.2%
Hispanic Origin	42.7%	44.8%	48.4%
Diversity Index	84.5	83.9	83.4
2020 Population by Race/Ethnicity			
Total	22,560	109,501	186,905
White Alone	22.1%	25.7%	26.6%
Black Alone	7.9%	8.1%	6.9%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	27.2%	23.4%	21.1%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	16.0%	17.5%	19.1%
Two or More Races	25.5%	23.9%	24.7%
Hispanic Origin	45.2%	46.0%	49.6%
Diversity Index	88.9	89.2	89.1
2022 Population by Race/Ethnicity			
Total	24,074	112,500	190,385
White Alone	21.6%	24.7%	25.6%
Black Alone	7.9%	8.1%	6.9%
American Indian Alone	0.8%	0.9%	1.1%
Asian Alone	27.2%	24.1%	21.8%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	16.2%	17.5%	19.2%
Two or More Races	25.8%	24.1%	24.9%
Hispanic Origin	45.3%	45.8%	49.4%
Diversity Index	88.9	89.2	89.1
2027 Population by Race/Ethnicity			
Total	24,777	113,699	191,379
White Alone	19.6%	22.4%	23.2%
Black Alone	7.6%	7.9%	6.7%
American Indian Alone	0.8%	1.0%	1.2%
Asian Alone	28.4%	25.6%	23.2%
Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	16.4%	17.8%	19.5%
Two or More Races	26.6%	24.8%	25.7%
Hispanic Origin	44.8%	45.2%	48.8%
Diversity Index	88.8	89.1	89.2
2010 Population by Relationship and Household Type			
Total	15,101	86,843	158,094
In Households	100.0%	93.1%	95.6%
In Family Households	95.2%	87.5%	89.7%
Householder	24.8%	23.4%	23.9%
Spouse	19.4%	18.6%	18.7%
Child	40.5%	36.4%	37.1%
Other relative	8.2%	7.1%	7.6%
Nonrelative	2.3%	2.0%	2.3%
In Nonfamily Households	4.8%	5.5%	5.9%
In Group Quarters	0.0%	6.9%	4.4%
Institutionalized Population	0.0%	6.9%	4.2%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Population 25+ by Educational Attainment			
Total	15,027	73,404	126,309
Less than 9th Grade	2.2%	3.6%	4.0%
9th - 12th Grade, No Diploma	3.3%	4.4%	4.8%
High School Graduate	12.1%	13.7%	14.9%
GED/Alternative Credential	1.1%	2.4%	2.4%
Some College, No Degree	20.6%	20.7%	20.9%
Associate Degree	14.6%	12.0%	11.4%
Bachelor's Degree	33.8%	30.1%	28.8%
Graduate/Professional Degree	12.4%	13.2%	12.7%
2022 Population 15+ by Marital Status			
Total	17,747	86,901	149,499
Never Married	33.7%	35.2%	33.7%
Married	57.9%	53.5%	54.5%
Widowed	3.5%	3.8%	4.2%
Divorced	4.8%	7.4%	7.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,377	51,056	89,870
Population 16+ Employed	95.2%	95.1%	95.1%
Population 16+ Unemployment rate	4.8%	4.9%	4.9%
Population 16-24 Employed	9.6%	9.8%	10.7%
Population 16-24 Unemployment rate	11.6%	14.0%	13.5%
Population 25-54 Employed	76.7%	74.6%	72.2%
Population 25-54 Unemployment rate	4.2%	4.0%	3.9%
Population 55-64 Employed	12.0%	13.2%	13.9%
Population 55-64 Unemployment rate	3.5%	2.7%	2.7%
Population 65+ Employed	1.7%	2.4%	3.2%
Population 65+ Unemployment rate	0.0%	0.6%	4.0%
2022 Employed Population 16+ by Industry			
Total	10,830	48,579	85,464
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.7%	2.7%	4.1%
Manufacturing	7.3%	8.0%	7.7%
Wholesale Trade	3.0%	2.9%	2.8%
Retail Trade	8.6%	9.0%	9.8%
Transportation/Utilities	4.5%	5.6%	6.0%
Information	2.1%	2.2%	2.3%
Finance/Insurance/Real Estate	7.5%	6.5%	6.3%
Services	51.5%	51.6%	49.9%
Public Administration	11.6%	11.4%	11.0%
2022 Employed Population 16+ by Occupation			
Total	10,832	48,579	85,464
White Collar	73.3%	73.1%	71.2%
Management/Business/Financial	24.8%	21.6%	20.5%
Professional	29.7%	31.3%	29.1%
Sales	8.5%	8.7%	9.3%
Administrative Support	10.3%	11.5%	12.3%
Services	17.0%	15.9%	15.3%
Blue Collar	9.7%	10.9%	13.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	1.7%	1.6%	2.9%
Installation/Maintenance/Repair	1.9%	1.9%	2.5%
Production	2.3%	2.9%	3.3%
Transportation/Material Moving	3.6%	4.4%	4.9%

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July 07, 2022



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2010 Households by Type			
Total	4,318	23,541	44,225
Households with 1 Person	7.7%	10.8%	11.1%
Households with 2+ People	92.3%	89.2%	88.9%
Family Households	88.5%	85.4%	84.9%
Husband-wife Families	69.6%	67.6%	66.4%
With Related Children	49.6%	44.0%	40.5%
Other Family (No Spouse Present)	18.9%	17.8%	18.5%
Other Family with Male Householder	4.9%	4.7%	5.2%
With Related Children	3.3%	2.8%	3.1%
Other Family with Female Householder	14.0%	13.1%	13.4%
With Related Children	10.8%	9.2%	8.8%
Nonfamily Households	3.8%	3.8%	4.0%
All Households with Children	63.9%	56.5%	52.8%
Multigenerational Households	10.2%	9.5%	10.0%
Unmarried Partner Households	5.3%	4.7%	4.9%
Male-female	4.7%	4.0%	4.1%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	4,320	23,541	44,224
1 Person Household	7.8%	10.8%	11.1%
2 Person Household	19.2%	22.0%	23.4%
3 Person Household	22.2%	20.6%	19.9%
4 Person Household	27.0%	24.8%	23.4%
5 Person Household	14.2%	12.9%	12.6%
6 Person Household	6.0%	5.5%	5.6%
7 + Person Household	3.8%	3.4%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	4,317	23,539	44,226
Owner Occupied	79.3%	74.4%	73.6%
Owned with a Mortgage/Loan	77.6%	70.1%	66.9%
Owned Free and Clear	1.8%	4.3%	6.7%
Renter Occupied	20.7%	25.6%	26.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	83	82	80
Percent of Income for Mortgage	27.1%	28.3%	29.4%
Wealth Index	140	138	139
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,666	24,845	46,487
Housing Units Inside Urbanized Area	95.1%	97.6%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.9%	2.4%	1.6%
2010 Population By Urban/ Rural Status			
Total Population	15,101	86,843	158,094
Population Inside Urbanized Area	95.6%	96.9%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.4%	3.1%	1.9%

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.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Professional Pride (1B)	Professional Pride (1B)	Urban Villages (7B)
3.		Workday Drive (4A)	Pleasantville (2B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$25,243,398	\$104,817,262	\$174,852,321
Average Spent	\$3,468.93	\$3,311.13	\$3,219.05
Spending Potential Index	144	137	134
Education: Total \$	\$19,967,226	\$85,733,761	\$146,461,386
Average Spent	\$2,743.88	\$2,708.29	\$2,696.37
Spending Potential Index	140	138	137
Entertainment/Recreation: Total \$	\$38,175,648	\$158,999,484	\$265,166,739
Average Spent	\$5,246.07	\$5,022.73	\$4,881.75
Spending Potential Index	143	137	133
Food at Home: Total \$	\$60,986,487	\$255,566,079	\$431,240,592
Average Spent	\$8,380.72	\$8,073.23	\$7,939.18
Spending Potential Index	135	130	128
Food Away from Home: Total \$	\$45,958,245	\$190,345,534	\$317,896,469
Average Spent	\$6,315.55	\$6,012.94	\$5,852.51
Spending Potential Index	146	139	136
Health Care: Total \$	\$69,839,537	\$291,946,737	\$488,246,256
Average Spent	\$9,597.30	\$9,222.48	\$8,988.66
Spending Potential Index	135	130	127
HH Furnishings & Equipment: Total \$	\$27,756,028	\$115,212,161	\$191,598,511
Average Spent	\$3,814.21	\$3,639.50	\$3,527.35
Spending Potential Index	149	142	138
Personal Care Products & Services: Total \$	\$10,725,022	\$44,555,289	\$74,259,673
Average Spent	\$1,473.82	\$1,407.48	\$1,367.13
Spending Potential Index	145	138	134
Shelter: Total \$	\$240,687,927	\$1,009,668,646	\$1,707,520,855
Average Spent	\$33,075.16	\$31,895.02	\$31,435.64
Spending Potential Index	144	139	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,672,263	\$128,679,389	\$209,271,032
Average Spent	\$4,352.38	\$4,064.93	\$3,852.70
Spending Potential Index	160	150	142
Travel: Total \$	\$32,410,843	\$134,955,866	\$224,729,982
Average Spent	\$4,453.87	\$4,263.20	\$4,137.30
Spending Potential Index	155	148	144
Vehicle Maintenance & Repairs: Total \$	\$12,876,842	\$53,267,216	\$88,716,137
Average Spent	\$1,769.53	\$1,682.69	\$1,633.27
Spending Potential Index	141	134	130

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.