

## Community Profile

Rings: 3, 5, 10 mile radii

2907 Jamacha Rd, El Cajon, CA 92019, USA

Latitude: 32.7389

Longitude: -116.939

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2010 Total Population	52,779	211,127	900,619
2020 Total Population	56,020	223,435	965,881
2020 Group Quarters	396	3,182	17,003
2024 Total Population	55,352	220,645	958,881
2024 Group Quarters	385	3,080	16,464
2029 Total Population	54,830	218,726	953,223
2024-2029 Annual Rate	-0.19%	-0.17%	-0.12%
2024 Total Daytime Population	41,026	178,245	768,555
Workers	13,177	60,661	268,370
Residents	27,849	117,584	500,185
<b>Household Summary</b>			
2010 Households	18,689	72,180	300,216
2010 Average Household Size	2.81	2.88	2.96
2020 Total Households	19,366	75,116	318,755
2020 Average Household Size	2.87	2.93	2.98
2024 Households	19,515	75,113	320,850
2024 Average Household Size	2.82	2.90	2.94
2029 Households	19,669	75,835	325,077
2029 Average Household Size	2.77	2.84	2.88
2024-2029 Annual Rate	0.16%	0.19%	0.26%
2010 Families	13,910	51,893	215,845
2010 Average Family Size	3.22	3.35	3.43
2024 Families	14,383	53,971	229,858
2024 Average Family Size	3.23	3.39	3.44
2029 Families	14,527	54,594	233,360
2029 Average Family Size	3.17	3.31	3.37
2024-2029 Annual Rate	0.20%	0.23%	0.30%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,097	72,545	287,863
Owner Occupied Housing Units	71.3%	51.8%	56.6%
Renter Occupied Housing Units	27.0%	45.8%	40.7%
Vacant Housing Units	1.7%	2.3%	2.7%
2010 Housing Units	19,490	75,790	316,120
Owner Occupied Housing Units	66.9%	50.1%	54.4%
Renter Occupied Housing Units	29.0%	45.2%	40.6%
Vacant Housing Units	4.1%	4.8%	5.0%
2020 Housing Units	19,983	77,465	329,624
Owner Occupied Housing Units	66.3%	49.9%	54.4%
Renter Occupied Housing Units	30.7%	47.1%	42.3%
Vacant Housing Units	3.1%	3.0%	3.3%
2024 Housing Units	20,178	77,708	333,238
Owner Occupied Housing Units	66.9%	50.2%	54.5%
Renter Occupied Housing Units	29.8%	46.5%	41.8%
Vacant Housing Units	3.3%	3.3%	3.7%
2029 Housing Units	20,328	78,384	337,002
Owner Occupied Housing Units	67.8%	51.1%	55.3%
Renter Occupied Housing Units	28.9%	45.6%	41.2%
Vacant Housing Units	3.2%	3.3%	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	19,515	75,113	320,850
<\$15,000	4.2%	7.8%	7.0%
\$15,000 - \$24,999	3.5%	5.7%	5.2%
\$25,000 - \$34,999	3.5%	5.2%	5.3%
\$35,000 - \$49,999	5.1%	8.7%	7.5%
\$50,000 - \$74,999	13.4%	15.9%	14.2%
\$75,000 - \$99,999	11.2%	12.4%	12.0%
\$100,000 - \$149,999	21.3%	18.7%	20.7%
\$150,000 - \$199,999	14.3%	10.8%	12.5%
\$200,000+	23.4%	14.8%	15.4%
Average Household Income	\$156,023	\$120,630	\$125,819
<b>2029 Households by Income</b>			
Household Income Base	19,669	75,835	325,077
<\$15,000	3.5%	6.7%	6.0%
\$15,000 - \$24,999	2.5%	4.1%	3.8%
\$25,000 - \$34,999	2.7%	4.1%	4.3%
\$35,000 - \$49,999	4.1%	7.3%	6.1%
\$50,000 - \$74,999	11.0%	14.2%	12.4%
\$75,000 - \$99,999	10.2%	12.2%	11.5%
\$100,000 - \$149,999	20.9%	19.7%	21.4%
\$150,000 - \$199,999	16.7%	13.3%	15.0%
\$200,000+	28.4%	18.3%	19.4%
Average Household Income	\$180,301	\$140,828	\$146,990
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	13,498	38,984	181,512
<\$50,000	1.5%	3.0%	2.1%
\$50,000 - \$99,999	1.2%	1.3%	1.6%
\$100,000 - \$149,999	0.3%	0.8%	0.8%
\$150,000 - \$199,999	0.1%	0.5%	0.8%
\$200,000 - \$249,999	0.2%	0.8%	0.8%
\$250,000 - \$299,999	0.3%	0.7%	0.8%
\$300,000 - \$399,999	1.7%	3.4%	3.2%
\$400,000 - \$499,999	2.2%	5.4%	6.1%
\$500,000 - \$749,999	25.0%	26.7%	30.2%
\$750,000 - \$999,999	37.8%	31.0%	33.5%
\$1,000,000 - \$1,499,999	20.5%	17.3%	13.7%
\$1,500,000 - \$1,999,999	4.6%	4.3%	2.7%
\$2,000,000 +	4.7%	4.7%	3.7%
Average Home Value	\$946,891	\$879,338	\$829,794
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	13,786	40,061	186,174
<\$50,000	0.5%	1.6%	0.9%
\$50,000 - \$99,999	0.6%	0.4%	0.6%
\$100,000 - \$149,999	0.1%	0.3%	0.2%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.0%	0.2%	0.1%
\$250,000 - \$299,999	0.0%	0.1%	0.1%
\$300,000 - \$399,999	0.2%	0.8%	0.8%
\$400,000 - \$499,999	0.6%	1.9%	2.3%
\$500,000 - \$749,999	15.0%	17.8%	21.0%
\$750,000 - \$999,999	39.6%	34.2%	38.9%
\$1,000,000 - \$1,499,999	27.7%	24.9%	21.9%
\$1,500,000 - \$1,999,999	8.0%	8.3%	5.8%
\$2,000,000 +	7.7%	9.5%	7.2%
Average Home Value	\$1,105,018	\$1,092,681	\$1,023,970

**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	\$116,147	\$86,805	\$96,586
2029	\$134,524	\$102,260	\$109,791
<b>Median Home Value</b>			
2024	\$865,812	\$809,226	\$776,249
2029	\$958,730	\$946,110	\$902,878
<b>Per Capita Income</b>			
2024	\$55,396	\$41,021	\$42,159
2029	\$65,118	\$48,769	\$50,191
<b>Median Age</b>			
2010	40.4	35.3	34.7
2020	41.0	37.6	37.0
2024	41.4	38.3	37.8
2029	42.3	39.1	38.8
<b>2020 Population by Age</b>			
Total	56,020	223,435	965,881
0 - 4	5.2%	6.0%	5.7%
5 - 9	5.8%	6.5%	6.4%
10 - 14	6.5%	7.0%	6.8%
15 - 24	12.8%	13.1%	14.2%
25 - 34	12.1%	14.0%	14.2%
35 - 44	12.3%	13.0%	13.4%
45 - 54	12.2%	12.0%	12.3%
55 - 64	14.1%	13.0%	12.3%
65 - 74	11.4%	9.3%	8.8%
75 - 84	5.1%	4.3%	4.1%
85 +	2.4%	1.8%	1.8%
18 +	78.5%	76.6%	77.2%
<b>2024 Population by Age</b>			
Total	55,353	220,644	958,881
0 - 4	5.2%	5.9%	5.6%
5 - 9	5.6%	6.1%	6.0%
10 - 14	5.9%	6.3%	6.2%
15 - 24	12.1%	12.9%	13.7%
25 - 34	12.9%	14.1%	14.4%
35 - 44	13.0%	13.8%	14.3%
45 - 54	11.9%	12.0%	12.3%
55 - 64	12.9%	12.1%	11.5%
65 - 74	11.6%	9.8%	9.2%
75 - 84	6.4%	5.1%	4.7%
85 +	2.5%	1.9%	1.9%
18 +	79.8%	77.8%	78.4%
<b>2029 Population by Age</b>			
Total	54,829	218,726	953,222
0 - 4	5.0%	5.8%	5.5%
5 - 9	5.2%	5.8%	5.7%
10 - 14	5.9%	6.1%	6.0%
15 - 24	11.0%	12.6%	13.1%
25 - 34	13.3%	13.8%	14.2%
35 - 44	13.1%	13.9%	14.4%
45 - 54	12.2%	12.2%	12.6%
55 - 64	11.7%	11.1%	10.9%
65 - 74	11.8%	10.4%	9.7%
75 - 84	8.0%	6.2%	5.8%
85 +	2.9%	2.2%	2.1%
18 +	80.5%	78.5%	79.2%

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<b>2020 Population by Sex</b>			
Males	27,290	109,658	470,285
Females	28,730	113,777	495,596
<b>2024 Population by Sex</b>			
Males	27,421	109,925	474,095
Females	27,931	110,720	484,787
<b>2029 Population by Sex</b>			
Males	27,033	108,412	468,412
Females	27,797	110,314	484,812
<b>2020 Population by Race/Ethnicity</b>			
Total	52,779	211,127	900,620
White Alone	74.8%	66.4%	57.8%
Black Alone	6.7%	7.9%	8.7%
American Indian Alone	0.6%	0.8%	0.7%
Asian Alone	4.8%	4.7%	12.1%
Pacific Islander Alone	0.4%	0.6%	0.6%
Some Other Race Alone	7.1%	13.1%	14.2%
Two or More Races	5.6%	6.6%	5.8%
Hispanic Origin	19.7%	29.4%	34.0%
Diversity Index	60.7	72.5	79.1
<b>2020 Population by Race/Ethnicity</b>			
Total	56,020	223,435	965,881
White Alone	62.4%	54.0%	43.3%
Black Alone	7.0%	7.7%	8.1%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	5.2%	5.7%	12.9%
Pacific Islander Alone	0.5%	0.5%	0.6%
Some Other Race Alone	9.9%	15.4%	16.8%
Two or More Races	14.2%	15.5%	17.1%
Hispanic Origin	24.5%	32.6%	36.9%
Diversity Index	73.1	80.4	85.7
<b>2024 Population by Race/Ethnicity</b>			
Total	55,352	220,645	958,881
White Alone	60.4%	52.0%	41.5%
Black Alone	7.1%	7.7%	8.0%
American Indian Alone	0.8%	1.1%	1.2%
Asian Alone	5.6%	5.9%	13.4%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	10.5%	16.4%	17.6%
Two or More Races	15.0%	16.2%	17.7%
Hispanic Origin	26.1%	34.3%	38.4%
Diversity Index	75.0	81.7	86.3
<b>2029 Population by Race/Ethnicity</b>			
Total	54,829	218,725	953,222
White Alone	58.2%	49.8%	39.7%
Black Alone	7.2%	7.7%	7.8%
American Indian Alone	0.8%	1.2%	1.2%
Asian Alone	6.1%	6.3%	13.9%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	11.3%	17.5%	18.5%
Two or More Races	15.9%	17.0%	18.3%
Hispanic Origin	27.9%	36.3%	40.0%
Diversity Index	77.0	82.9	87.0

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	56,020	223,435	965,881
In Households	99.3%	98.6%	98.2%
Householder	34.7%	33.5%	33.0%
Opposite-Sex Spouse	19.4%	16.5%	16.3%
Same-Sex Spouse	0.2%	0.2%	0.3%
Opposite-Sex Unmarried Partner	1.7%	2.0%	2.0%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.9%	29.8%	29.1%
Adopted Child	0.6%	0.5%	0.5%
Stepchild	1.1%	1.1%	1.1%
Grandchild	2.3%	2.6%	2.9%
Brother or Sister	1.6%	2.2%	2.0%
Parent	2.2%	2.6%	2.4%
Parent-in-law	0.5%	0.5%	0.6%
Son-in-law or Daughter-in-law	0.7%	0.7%	0.8%
Other Relatives	1.6%	2.0%	2.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.5%	4.3%	4.8%
In Group Quarters	0.7%	1.4%	1.8%
Institutionalized	0.3%	0.8%	0.6%
Noninstitutionalized	0.4%	0.7%	1.1%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	39,415	151,621	655,957
Less than 9th Grade	3.3%	5.7%	5.6%
9th - 12th Grade, No Diploma	2.8%	5.0%	5.3%
High School Graduate	14.6%	20.8%	19.5%
GED/Alternative Credential	3.9%	4.3%	3.4%
Some College, No Degree	21.3%	22.4%	21.3%
Associate Degree	11.6%	10.2%	10.4%
Bachelor's Degree	24.8%	20.2%	22.9%
Graduate/Professional Degree	17.7%	11.4%	11.7%
<b>2024 Population 15+ by Marital Status</b>			
Total	46,134	180,164	787,671
Never Married	31.0%	35.7%	36.9%
Married	55.2%	49.2%	48.7%
Widowed	5.8%	5.6%	5.0%
Divorced	8.1%	9.5%	9.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	29,516	111,945	489,444
Population 16+ Employed	93.7%	92.6%	93.2%
Population 16+ Unemployment rate	6.3%	7.4%	6.8%
Population 16-24 Employed	12.5%	12.6%	12.6%
Population 16-24 Unemployment rate	16.9%	17.1%	15.2%
Population 25-54 Employed	62.3%	65.5%	66.0%
Population 25-54 Unemployment rate	4.6%	5.8%	5.5%
Population 55-64 Employed	17.6%	15.3%	15.5%
Population 55-64 Unemployment rate	4.0%	6.5%	5.0%
Population 65+ Employed	7.6%	6.7%	5.9%
Population 65+ Unemployment rate	5.3%	4.1%	5.7%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	27,667	103,668	456,120
Agriculture/Mining	0.8%	0.5%	0.3%
Construction	6.0%	7.5%	7.0%
Manufacturing	5.7%	6.9%	7.4%
Wholesale Trade	2.1%	2.1%	1.5%
Retail Trade	9.4%	11.8%	10.9%
Transportation/Utilities	5.9%	6.1%	5.6%
Information	2.1%	1.9%	1.8%
Finance/Insurance/Real Estate	7.6%	5.6%	5.4%
Services	51.5%	51.0%	52.6%
Public Administration	8.9%	6.5%	7.4%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	27,665	103,666	456,120
White Collar	68.0%	60.0%	61.0%
Management/Business/Financial	20.3%	16.3%	17.1%
Professional	27.0%	22.1%	24.2%
Sales	10.0%	10.3%	9.2%
Administrative Support	10.7%	11.4%	10.5%
Services	16.7%	20.1%	20.6%
Blue Collar	15.3%	19.9%	18.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	3.8%	5.2%	4.9%
Installation/Maintenance/Repair	3.0%	3.1%	2.5%
Production	2.8%	3.8%	4.4%
Transportation/Material Moving	5.4%	7.7%	6.4%
<b>2020 Households by Type</b>			
Total	19,366	75,116	318,755
Married Couple Households	56.2%	50.0%	50.3%
With Own Children <18	21.1%	21.5%	21.8%
Without Own Children <18	35.1%	28.5%	28.5%
Cohabiting Couple Households	5.1%	6.2%	6.5%
With Own Children <18	1.7%	2.3%	2.3%
Without Own Children <18	3.4%	3.9%	4.3%
Male Householder, No Spouse/Partner	14.2%	17.2%	16.7%
Living Alone	7.7%	8.7%	8.6%
65 Years and over	3.0%	2.9%	2.7%
With Own Children <18	1.6%	2.1%	1.9%
Without Own Children <18, With Relatives	3.3%	4.4%	3.9%
No Relatives Present	1.7%	2.1%	2.2%
Female Householder, No Spouse/Partner	24.5%	26.6%	26.5%
Living Alone	11.6%	11.2%	10.9%
65 Years and over	6.9%	6.1%	5.6%
With Own Children <18	4.2%	5.6%	5.5%
Without Own Children <18, With Relatives	7.6%	8.3%	8.3%
No Relatives Present	1.1%	1.5%	1.8%
<b>2020 Households by Size</b>			
Total	19,366	75,116	318,755
1 Person Household	19.3%	19.9%	19.5%
2 Person Household	32.7%	29.6%	28.7%
3 Person Household	17.2%	17.7%	18.2%
4 Person Household	16.2%	16.1%	16.9%
5 Person Household	8.6%	9.5%	9.1%
6 Person Household	3.7%	4.2%	4.3%
7 + Person Household	2.3%	3.0%	3.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	19,366	75,116	318,755
Owner Occupied	68.4%	51.5%	56.3%
Owned with a Mortgage/Loan	52.3%	39.5%	44.3%
Owned Free and Clear	16.1%	12.0%	12.0%
Renter Occupied	31.6%	48.5%	43.7%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	54	43	50
Percent of Income for Mortgage	46.7%	58.4%	50.3%
Wealth Index	157	107	110
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	19,983	77,465	329,624
Urban Housing Units	97.3%	98.3%	98.7%
Rural Housing Units	2.7%	1.7%	1.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	56,020	223,435	965,881
Urban Population	96.9%	98.1%	98.7%
Rural Population	3.1%	1.9%	1.3%

**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.	Exurbanites (1E)	Metro Fusion (11C)	Pleasantville (2B)
2.	Pleasantville (2B)	City Lights (8A)	Urban Villages (7B)
3.	City Lights (8A)	Exurbanites (1E)	Boomburbs (1C)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$60,686,095	\$192,200,476	\$846,390,270
Average Spent	\$3,109.72	\$2,558.82	\$2,637.96
Spending Potential Index	131	107	111
Education: Total \$	\$48,778,962	\$141,983,018	\$627,148,067
Average Spent	\$2,499.56	\$1,890.26	\$1,954.65
Spending Potential Index	145	109	113
Entertainment/Recreation: Total \$	\$106,627,621	\$317,345,105	\$1,415,998,516
Average Spent	\$5,463.88	\$4,224.90	\$4,413.27
Spending Potential Index	134	103	108
Food at Home: Total \$	\$188,870,909	\$592,249,764	\$2,599,091,277
Average Spent	\$9,678.24	\$7,884.78	\$8,100.64
Spending Potential Index	133	108	111
Food Away from Home: Total \$	\$104,303,197	\$321,871,180	\$1,431,781,717
Average Spent	\$5,344.77	\$4,285.16	\$4,462.46
Spending Potential Index	137	110	115
Health Care: Total \$	\$184,953,244	\$548,642,350	\$2,449,088,633
Average Spent	\$9,477.49	\$7,304.23	\$7,633.13
Spending Potential Index	123	95	99
HH Furnishings & Equipment: Total \$	\$80,847,588	\$243,204,549	\$1,085,601,399
Average Spent	\$4,142.84	\$3,237.85	\$3,383.52
Spending Potential Index	131	102	107
Personal Care Products & Services: Total \$	\$27,328,329	\$83,333,228	\$368,511,207
Average Spent	\$1,400.38	\$1,109.44	\$1,148.55
Spending Potential Index	141	111	115
Shelter: Total \$	\$755,521,269	\$2,284,964,380	\$10,117,757,216
Average Spent	\$38,714.90	\$30,420.36	\$31,534.23
Spending Potential Index	145	114	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$83,725,025	\$237,284,045	\$1,072,695,630
Average Spent	\$4,290.29	\$3,159.03	\$3,343.29
Spending Potential Index	122	90	95
Travel: Total \$	\$84,214,894	\$246,739,096	\$1,102,693,603
Average Spent	\$4,315.39	\$3,284.91	\$3,436.79
Spending Potential Index	142	108	113
Vehicle Maintenance & Repairs: Total \$	\$36,623,910	\$112,622,910	\$500,519,529
Average Spent	\$1,876.71	\$1,499.38	\$1,559.98
Spending Potential Index	127	101	105

**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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