



# Community Profile

Rings: 1, 3, 5 mile radii

2907 Jamacha Road, El Cajon, CA 92019,

Latitude: 32.7389

Longitude: -116.9390

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	3,472	49,844	201,130
2010 Total Population	3,884	53,188	213,024
2020 Total Population	4,026	55,120	222,311
2020 Group Quarters	2	294	3,289
2025 Total Population	4,095	56,064	226,444
2020-2025 Annual Rate	0.34%	0.34%	0.37%
2020 Total Daytime Population	4,725	48,644	196,457
Workers	2,357	17,733	64,573
Residents	2,368	30,911	131,884
<b>Household Summary</b>			
2000 Households	1,342	17,658	70,725
2000 Average Household Size	2.58	2.81	2.80
2010 Households	1,708	18,856	72,713
2010 Average Household Size	2.27	2.81	2.89
2020 Households	1,776	19,467	75,218
2020 Average Household Size	2.27	2.82	2.91
2025 Households	1,806	19,731	76,361
2025 Average Household Size	2.27	2.83	2.92
2020-2025 Annual Rate	0.34%	0.27%	0.30%
2010 Families	964	14,065	52,279
2010 Average Family Size	3.09	3.22	3.35
2020 Families	1,000	14,517	54,062
2020 Average Family Size	3.08	3.23	3.38
2025 Families	1,020	14,753	55,000
2025 Average Family Size	3.08	3.24	3.39
2020-2025 Annual Rate	0.40%	0.32%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,371	17,968	72,332
Owner Occupied Housing Units	65.4%	70.8%	51.8%
Renter Occupied Housing Units	32.5%	27.5%	45.9%
Vacant Housing Units	2.0%	1.7%	2.2%
2010 Housing Units	1,804	19,655	76,339
Owner Occupied Housing Units	45.7%	66.8%	50.2%
Renter Occupied Housing Units	49.0%	29.1%	45.1%
Vacant Housing Units	5.3%	4.1%	4.7%
2020 Housing Units	1,855	20,139	78,399
Owner Occupied Housing Units	45.2%	66.7%	50.4%
Renter Occupied Housing Units	50.6%	29.9%	45.6%
Vacant Housing Units	4.3%	3.3%	4.1%
2025 Housing Units	1,887	20,422	79,651
Owner Occupied Housing Units	45.6%	67.2%	50.9%
Renter Occupied Housing Units	50.1%	29.4%	44.9%
Vacant Housing Units	4.3%	3.4%	4.1%
<b>Median Household Income</b>			
2020	\$79,941	\$93,818	\$68,123
2025	\$83,394	\$102,955	\$75,481
<b>Median Home Value</b>			
2020	\$466,370	\$606,535	\$537,755
2025	\$491,216	\$652,053	\$603,764
<b>Per Capita Income</b>			
2020	\$43,694	\$42,749	\$31,753
2025	\$48,011	\$47,629	\$35,286
<b>Median Age</b>			
2010	38.8	40.1	35.3
2020	40.5	41.0	36.6
2025	41.5	41.8	37.7

**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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<b>2020 Households by Income</b>			
Household Income Base	1,776	19,467	75,218
<\$15,000	5.3%	5.1%	8.7%
\$15,000 - \$24,999	5.6%	4.3%	8.4%
\$25,000 - \$34,999	6.6%	5.9%	8.1%
\$35,000 - \$49,999	9.6%	9.3%	11.7%
\$50,000 - \$74,999	16.7%	14.3%	16.7%
\$75,000 - \$99,999	22.7%	13.8%	13.0%
\$100,000 - \$149,999	17.5%	20.8%	17.1%
\$150,000 - \$199,999	8.7%	13.1%	8.4%
\$200,000+	7.3%	13.3%	8.1%
Average Household Income	\$97,918	\$120,598	\$93,790
<b>2025 Households by Income</b>			
Household Income Base	1,806	19,731	76,361
<\$15,000	4.8%	4.5%	7.8%
\$15,000 - \$24,999	4.7%	3.6%	7.4%
\$25,000 - \$34,999	6.0%	5.2%	7.3%
\$35,000 - \$49,999	8.7%	8.3%	10.9%
\$50,000 - \$74,999	16.2%	13.3%	16.2%
\$75,000 - \$99,999	22.5%	13.2%	13.0%
\$100,000 - \$149,999	18.9%	21.6%	18.2%
\$150,000 - \$199,999	10.0%	14.8%	9.7%
\$200,000+	8.1%	15.6%	9.4%
Average Household Income	\$107,382	\$134,848	\$104,582
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	839	13,439	39,481
<\$50,000	1.0%	1.1%	3.6%
\$50,000 - \$99,999	0.0%	0.7%	0.9%
\$100,000 - \$149,999	0.2%	0.2%	0.5%
\$150,000 - \$199,999	0.5%	0.2%	0.6%
\$200,000 - \$249,999	2.3%	0.7%	1.4%
\$250,000 - \$299,999	6.3%	1.2%	2.6%
\$300,000 - \$399,999	17.5%	8.6%	12.8%
\$400,000 - \$499,999	33.5%	18.0%	22.2%
\$500,000 - \$749,999	33.0%	45.2%	36.2%
\$750,000 - \$999,999	3.7%	17.9%	13.0%
\$1,000,000 - \$1,499,999	1.8%	4.8%	4.6%
\$1,500,000 - \$1,999,999	0.1%	0.8%	0.6%
\$2,000,000 +	0.1%	0.6%	1.0%
Average Home Value	\$501,669	\$643,058	\$588,956
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	861	13,718	40,580
<\$50,000	0.3%	0.3%	2.5%
\$50,000 - \$99,999	0.0%	0.3%	0.5%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.2%	0.1%	0.3%
\$200,000 - \$249,999	1.4%	0.3%	0.8%
\$250,000 - \$299,999	4.1%	0.7%	1.5%
\$300,000 - \$399,999	12.5%	5.1%	8.2%
\$400,000 - \$499,999	34.4%	14.4%	19.6%
\$500,000 - \$749,999	39.4%	47.2%	39.2%
\$750,000 - \$999,999	4.6%	23.2%	18.0%
\$1,000,000 - \$1,499,999	2.6%	6.5%	6.7%
\$1,500,000 - \$1,999,999	0.2%	1.0%	0.8%
\$2,000,000 +	0.1%	0.8%	1.7%
Average Home Value	\$539,390	\$700,494	\$661,464

**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.

September 15, 2020



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<b>2010 Population by Age</b>			
Total	3,881	53,190	213,023
0 - 4	6.0%	5.5%	6.9%
5 - 9	5.3%	6.1%	6.7%
10 - 14	6.5%	6.9%	7.0%
15 - 24	13.3%	14.1%	15.4%
25 - 34	14.2%	11.6%	13.6%
35 - 44	13.0%	12.1%	12.7%
45 - 54	14.2%	15.9%	14.7%
55 - 64	11.1%	14.1%	11.3%
65 - 74	4.5%	6.9%	6.0%
75 - 84	4.6%	4.5%	3.9%
85 +	7.3%	2.1%	1.8%
18 +	78.4%	76.9%	74.6%
<b>2020 Population by Age</b>			
Total	4,028	55,117	222,312
0 - 4	5.3%	5.1%	6.4%
5 - 9	5.1%	5.5%	6.4%
10 - 14	5.8%	6.0%	6.5%
15 - 24	10.8%	11.9%	13.2%
25 - 34	16.1%	13.9%	15.4%
35 - 44	12.0%	12.0%	12.4%
45 - 54	10.8%	12.1%	11.9%
55 - 64	12.2%	14.4%	12.5%
65 - 74	8.1%	11.4%	8.8%
75 - 84	5.1%	5.1%	4.3%
85 +	8.6%	2.6%	2.1%
18 +	80.8%	79.7%	76.9%
<b>2025 Population by Age</b>			
Total	4,093	56,064	226,445
0 - 4	5.3%	5.2%	6.4%
5 - 9	4.8%	5.3%	6.2%
10 - 14	5.6%	5.7%	6.3%
15 - 24	10.5%	10.8%	12.2%
25 - 34	14.3%	12.9%	14.8%
35 - 44	13.7%	14.4%	14.1%
45 - 54	9.9%	11.2%	11.3%
55 - 64	11.0%	12.9%	11.5%
65 - 74	9.2%	12.1%	9.7%
75 - 84	6.8%	6.8%	5.4%
85 +	9.0%	2.7%	2.1%
18 +	81.2%	80.3%	77.3%
<b>2010 Population by Sex</b>			
Males	1,780	25,797	104,028
Females	2,104	27,391	108,996
<b>2020 Population by Sex</b>			
Males	1,837	26,799	108,767
Females	2,189	28,321	113,543
<b>2025 Population by Sex</b>			
Males	1,862	27,304	110,808
Females	2,233	28,759	115,636

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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<b>2010 Population by Race/Ethnicity</b>			
Total	3,885	53,187	213,024
White Alone	77.2%	74.0%	66.2%
Black Alone	5.1%	6.7%	7.9%
American Indian Alone	0.3%	0.6%	0.8%
Asian Alone	6.3%	5.3%	4.9%
Pacific Islander Alone	0.2%	0.4%	0.6%
Some Other Race Alone	4.4%	7.3%	13.1%
Two or More Races	6.5%	5.7%	6.6%
Hispanic Origin	17.1%	20.5%	29.5%
Diversity Index	56.8	62.7	73.9
<b>2020 Population by Race/Ethnicity</b>			
Total	4,026	55,120	222,309
White Alone	73.9%	70.5%	62.9%
Black Alone	5.3%	7.0%	7.9%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	7.3%	6.2%	5.7%
Pacific Islander Alone	0.2%	0.4%	0.6%
Some Other Race Alone	5.1%	8.6%	14.7%
Two or More Races	7.8%	6.7%	7.5%
Hispanic Origin	19.8%	23.7%	33.0%
Diversity Index	62.1	67.7	77.4
<b>2025 Population by Race/Ethnicity</b>			
Total	4,095	56,064	226,444
White Alone	72.2%	68.8%	61.4%
Black Alone	5.4%	7.0%	7.8%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	8.0%	6.8%	6.1%
Pacific Islander Alone	0.2%	0.4%	0.6%
Some Other Race Alone	5.5%	9.2%	15.4%
Two or More Races	8.4%	7.2%	8.0%
Hispanic Origin	21.6%	25.7%	35.1%
Diversity Index	64.9	70.1	79.0
<b>2010 Population by Relationship and Household Type</b>			
Total	3,884	53,188	213,024
In Households	99.9%	99.5%	98.5%
In Family Households	78.2%	87.6%	85.6%
Householder	25.2%	26.5%	24.5%
Spouse	17.7%	20.4%	17.1%
Child	30.4%	33.2%	34.5%
Other relative	3.3%	5.0%	6.2%
Nonrelative	1.6%	2.6%	3.3%
In Nonfamily Households	21.8%	11.8%	12.9%
In Group Quarters	0.1%	0.5%	1.5%
Institutionalized Population	0.0%	0.2%	0.8%
Noninstitutionalized Population	0.1%	0.4%	0.7%

**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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<b>2020 Population 25+ by Educational Attainment</b>			
Total	2,937	39,424	150,117
Less than 9th Grade	3.4%	3.4%	6.3%
9th - 12th Grade, No Diploma	3.0%	3.6%	6.0%
High School Graduate	13.8%	15.7%	20.9%
GED/Alternative Credential	2.6%	2.1%	3.2%
Some College, No Degree	25.1%	24.9%	26.0%
Associate Degree	14.9%	10.6%	9.1%
Bachelor's Degree	23.9%	24.7%	18.6%
Graduate/Professional Degree	13.3%	14.9%	9.8%
<b>2020 Population 15+ by Marital Status</b>			
Total	3,374	45,958	179,396
Never Married	24.2%	29.7%	33.9%
Married	45.8%	54.8%	49.4%
Widowed	14.4%	5.7%	5.5%
Divorced	15.5%	9.9%	11.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,895	28,416	109,333
Population 16+ Employed	87.2%	84.5%	82.3%
Population 16+ Unemployment rate	12.8%	15.5%	17.7%
Population 16-24 Employed	10.2%	10.0%	11.4%
Population 16-24 Unemployment rate	20.4%	27.3%	30.6%
Population 25-54 Employed	70.5%	62.1%	66.2%
Population 25-54 Unemployment rate	12.2%	15.2%	16.6%
Population 55-64 Employed	17.0%	20.3%	16.8%
Population 55-64 Unemployment rate	11.1%	11.3%	13.1%
Population 65+ Employed	2.4%	7.6%	5.6%
Population 65+ Unemployment rate	11.1%	10.1%	11.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	1,652	24,015	89,967
Agriculture/Mining	0.0%	0.7%	0.4%
Construction	4.0%	5.9%	8.1%
Manufacturing	7.7%	6.8%	6.6%
Wholesale Trade	1.2%	3.0%	2.3%
Retail Trade	8.7%	10.0%	11.7%
Transportation/Utilities	4.5%	4.8%	6.0%
Information	2.5%	1.6%	1.8%
Finance/Insurance/Real Estate	6.5%	7.6%	6.0%
Services	54.0%	51.0%	50.6%
Public Administration	10.8%	8.8%	6.5%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	1,653	24,015	89,966
White Collar	72.4%	71.0%	60.7%
Management/Business/Financial	16.2%	19.7%	15.0%
Professional	30.6%	27.3%	20.6%
Sales	8.0%	10.9%	10.7%
Administrative Support	17.6%	13.0%	14.5%
Services	17.6%	15.9%	20.4%
Blue Collar	10.0%	13.2%	18.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.4%	4.0%	5.9%
Installation/Maintenance/Repair	2.8%	2.3%	3.6%
Production	1.9%	2.2%	3.1%
Transportation/Material Moving	3.0%	4.6%	6.1%

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<b>2010 Households by Type</b>			
Total	1,708	18,857	72,713
Households with 1 Person	38.1%	19.5%	21.0%
Households with 2+ People	61.9%	80.5%	79.0%
Family Households	56.4%	74.6%	71.9%
Husband-wife Families	39.7%	57.3%	50.0%
With Related Children	18.4%	25.4%	25.3%
Other Family (No Spouse Present)	16.7%	17.3%	21.9%
Other Family with Male Householder	4.2%	5.1%	6.5%
With Related Children	2.5%	2.8%	3.6%
Other Family with Female Householder	12.5%	12.2%	15.4%
With Related Children	7.3%	7.0%	9.7%
Nonfamily Households	5.4%	5.9%	7.1%
All Households with Children	28.3%	35.8%	39.1%
Multigenerational Households	2.4%	5.4%	6.2%
Unmarried Partner Households	5.3%	5.7%	7.0%
Male-female	4.6%	4.8%	6.1%
Same-sex	0.8%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	1,709	18,857	72,714
1 Person Household	38.1%	19.5%	21.0%
2 Person Household	27.9%	32.7%	29.6%
3 Person Household	15.9%	18.3%	17.8%
4 Person Household	11.1%	16.3%	15.7%
5 Person Household	4.7%	8.0%	8.9%
6 Person Household	1.7%	3.4%	4.1%
7 + Person Household	0.6%	1.9%	2.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,708	18,856	72,713
Owner Occupied	48.2%	69.7%	52.7%
Owned with a Mortgage/Loan	43.3%	56.4%	41.4%
Owned Free and Clear	5.0%	13.3%	11.3%
Renter Occupied	51.8%	30.3%	47.3%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	97	88	71
Percent of Income for Mortgage	24.4%	27.0%	33.0%
Wealth Index	94	160	106
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,804	19,655	76,339
Housing Units Inside Urbanized Area	99.7%	99.3%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	0.7%	0.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,884	53,188	213,024
Population Inside Urbanized Area	99.5%	99.2%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	0.8%	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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<b>Top 3 Tapestry Segments</b>			
1.	Retirement Communities (9E)	Exurbanites (1E)	Metro Fusion (11C)
2.	Home Improvement (4B)	Pleasantville (2B)	City Lights (8A)
3.	Parks and Rec (5C)	City Lights (8A)	Exurbanites (1E)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,129,573	\$54,409,031	\$169,644,043
Average Spent	\$2,325.21	\$2,794.94	\$2,255.36
Spending Potential Index	108	130	105
Education: Total \$	\$3,402,196	\$51,106,404	\$149,252,678
Average Spent	\$1,915.65	\$2,625.28	\$1,984.27
Spending Potential Index	107	147	111
Entertainment/Recreation: Total \$	\$6,216,248	\$82,792,705	\$246,686,338
Average Spent	\$3,500.14	\$4,252.98	\$3,279.62
Spending Potential Index	108	131	101
Food at Home: Total \$	\$10,352,484	\$133,721,150	\$416,744,470
Average Spent	\$5,829.10	\$6,869.12	\$5,540.49
Spending Potential Index	109	129	104
Food Away from Home: Total \$	\$7,236,023	\$94,775,040	\$296,579,376
Average Spent	\$4,074.34	\$4,868.50	\$3,942.93
Spending Potential Index	108	129	105
Health Care: Total \$	\$11,292,130	\$143,723,465	\$423,876,845
Average Spent	\$6,358.18	\$7,382.93	\$5,635.31
Spending Potential Index	111	128	98
HH Furnishings & Equipment: Total \$	\$4,232,084	\$55,853,844	\$166,839,933
Average Spent	\$2,382.93	\$2,869.16	\$2,218.09
Spending Potential Index	109	131	102
Personal Care Products & Services: Total \$	\$1,821,053	\$23,334,299	\$70,975,197
Average Spent	\$1,025.37	\$1,198.66	\$943.59
Spending Potential Index	112	130	103
Shelter: Total \$	\$38,297,733	\$513,898,432	\$1,593,184,894
Average Spent	\$21,564.04	\$26,398.44	\$21,180.90
Spending Potential Index	111	136	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,557,454	\$58,139,545	\$168,587,178
Average Spent	\$2,566.13	\$2,986.57	\$2,241.31
Spending Potential Index	110	128	96
Travel: Total \$	\$4,687,040	\$65,246,854	\$189,929,801
Average Spent	\$2,639.10	\$3,351.66	\$2,525.06
Spending Potential Index	109	139	105
Vehicle Maintenance & Repairs: Total \$	\$2,388,539	\$28,759,963	\$86,953,779
Average Spent	\$1,344.90	\$1,477.37	\$1,156.02
Spending Potential Index	116	127	100

**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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