

Community Profile

Rings: 3, 5, 10 mile radii

225 Vista Village Dr, Vista, CA 92083, USA

Latitude: 33.1979

Longitude: -117.2461

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	138,017	241,522	573,326
2020 Total Population	143,814	257,431	614,423
2020 Group Quarters	2,426	3,533	17,872
2024 Total Population	145,184	259,935	616,354
2024 Group Quarters	2,349	3,420	17,290
2029 Total Population	145,510	261,246	617,992
2024-2029 Annual Rate	0.04%	0.10%	0.05%
2024 Total Daytime Population	113,365	236,123	589,046
Workers	42,203	108,803	290,818
Residents	71,162	127,320	298,228
Household Summary			
2010 Households	44,808	81,739	199,813
2010 Average Household Size	3.03	2.92	2.80
2020 Total Households	47,680	88,023	215,042
2020 Average Household Size	2.97	2.88	2.77
2024 Households	48,796	89,923	218,581
2024 Average Household Size	2.93	2.85	2.74
2029 Households	49,975	92,332	223,647
2029 Average Household Size	2.86	2.79	2.69
2024-2029 Annual Rate	0.48%	0.53%	0.46%
2010 Families	32,193	58,212	139,874
2010 Average Family Size	3.46	3.37	3.27
2024 Families	34,823	63,598	152,669
2024 Average Family Size	3.39	3.33	3.23
2029 Families	35,620	65,279	156,239
2029 Average Family Size	3.32	3.26	3.16
2024-2029 Annual Rate	0.45%	0.52%	0.46%
Housing Unit Summary			
2000 Housing Units	45,540	78,348	183,100
Owner Occupied Housing Units	60.0%	63.1%	59.5%
Renter Occupied Housing Units	37.1%	33.6%	35.6%
Vacant Housing Units	2.9%	3.3%	4.9%
2010 Housing Units	47,194	86,478	215,017
Owner Occupied Housing Units	55.8%	58.3%	56.1%
Renter Occupied Housing Units	39.2%	36.2%	36.8%
Vacant Housing Units	5.1%	5.5%	7.1%
2020 Housing Units	49,314	91,508	228,442
Owner Occupied Housing Units	55.4%	58.4%	56.6%
Renter Occupied Housing Units	41.2%	37.8%	37.5%
Vacant Housing Units	3.3%	3.8%	5.9%
2024 Housing Units	50,692	93,869	233,042
Owner Occupied Housing Units	55.3%	58.6%	57.0%
Renter Occupied Housing Units	41.0%	37.2%	36.8%
Vacant Housing Units	3.7%	4.2%	6.2%
2029 Housing Units	51,718	96,048	237,694
Owner Occupied Housing Units	56.3%	59.4%	57.8%
Renter Occupied Housing Units	40.4%	36.7%	36.3%
Vacant Housing Units	3.4%	3.9%	5.9%

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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2024 Households by Income			
Household Income Base	48,796	89,923	218,581
<\$15,000	4.8%	5.6%	5.6%
\$15,000 - \$24,999	4.8%	4.3%	4.1%
\$25,000 - \$34,999	5.0%	4.9%	4.7%
\$35,000 - \$49,999	7.9%	7.3%	7.1%
\$50,000 - \$74,999	14.9%	14.3%	12.8%
\$75,000 - \$99,999	13.1%	12.0%	11.1%
\$100,000 - \$149,999	21.2%	20.5%	19.4%
\$150,000 - \$199,999	13.4%	14.0%	13.7%
\$200,000+	15.0%	17.1%	21.4%
Average Household Income	\$126,365	\$133,035	\$149,260
2029 Households by Income			
Household Income Base	49,975	92,332	223,647
<\$15,000	4.1%	4.8%	4.9%
\$15,000 - \$24,999	3.4%	3.1%	3.0%
\$25,000 - \$34,999	3.9%	3.8%	3.7%
\$35,000 - \$49,999	6.2%	5.7%	5.7%
\$50,000 - \$74,999	12.2%	11.9%	10.8%
\$75,000 - \$99,999	12.3%	11.2%	10.4%
\$100,000 - \$149,999	22.3%	21.1%	19.8%
\$150,000 - \$199,999	16.2%	16.6%	15.9%
\$200,000+	19.4%	21.6%	26.0%
Average Household Income	\$149,239	\$155,983	\$173,041
2024 Owner Occupied Housing Units by Value			
Total	28,036	54,963	132,783
<\$50,000	1.7%	1.5%	1.1%
\$50,000 - \$99,999	2.7%	1.9%	1.3%
\$100,000 - \$149,999	1.1%	1.2%	1.0%
\$150,000 - \$199,999	0.7%	1.0%	0.9%
\$200,000 - \$249,999	0.8%	1.0%	0.8%
\$250,000 - \$299,999	0.5%	0.7%	0.8%
\$300,000 - \$399,999	2.8%	3.1%	2.1%
\$400,000 - \$499,999	5.1%	4.7%	3.3%
\$500,000 - \$749,999	30.1%	26.1%	19.9%
\$750,000 - \$999,999	35.5%	35.6%	31.3%
\$1,000,000 - \$1,499,999	12.1%	15.6%	23.4%
\$1,500,000 - \$1,999,999	2.0%	3.3%	7.2%
\$2,000,000 +	4.8%	4.4%	6.9%
Average Home Value	\$834,578	\$867,011	\$1,001,921
2029 Owner Occupied Housing Units by Value			
Total	29,099	57,088	137,419
<\$50,000	0.7%	0.5%	0.4%
\$50,000 - \$99,999	1.3%	0.8%	0.6%
\$100,000 - \$149,999	0.3%	0.2%	0.2%
\$150,000 - \$199,999	0.3%	0.2%	0.2%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.1%	0.1%	0.1%
\$300,000 - \$399,999	0.9%	0.9%	0.7%
\$400,000 - \$499,999	2.0%	2.5%	2.0%
\$500,000 - \$749,999	18.3%	15.4%	12.1%
\$750,000 - \$999,999	42.1%	39.2%	30.6%
\$1,000,000 - \$1,499,999	20.4%	25.1%	30.4%
\$1,500,000 - \$1,999,999	4.6%	6.8%	11.3%
\$2,000,000 +	8.7%	8.1%	11.1%
Average Home Value	\$1,030,475	\$1,070,209	\$1,185,970

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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Median Household Income			
2024	\$98,854	\$102,579	\$108,307
2029	\$113,035	\$117,132	\$124,760
Median Home Value			
2024	\$780,816	\$812,458	\$899,957
2029	\$903,646	\$936,059	\$1,047,182
Per Capita Income			
2024	\$42,473	\$46,038	\$53,062
2029	\$51,246	\$55,138	\$62,729
Median Age			
2010	33.5	34.8	35.2
2020	37.1	38.3	38.4
2024	38.0	39.2	39.2
2029	39.2	40.1	40.2
2020 Population by Age			
Total	143,814	257,431	614,423
0 - 4	5.8%	5.5%	5.4%
5 - 9	6.1%	6.0%	5.9%
10 - 14	6.3%	6.3%	6.4%
15 - 24	13.6%	13.4%	14.5%
25 - 34	15.2%	14.3%	13.3%
35 - 44	13.2%	13.0%	12.8%
45 - 54	11.7%	12.0%	12.4%
55 - 64	12.7%	13.0%	12.8%
65 - 74	9.1%	9.6%	9.7%
75 - 84	4.2%	4.6%	4.7%
85 +	2.1%	2.3%	2.2%
18 +	78.0%	78.3%	78.5%
2024 Population by Age			
Total	145,185	259,935	616,353
0 - 4	5.7%	5.4%	5.3%
5 - 9	6.0%	5.9%	5.7%
10 - 14	5.9%	5.9%	5.9%
15 - 24	12.6%	12.4%	13.9%
25 - 34	15.4%	14.5%	13.6%
35 - 44	14.3%	14.0%	13.5%
45 - 54	11.5%	11.9%	12.2%
55 - 64	11.7%	12.0%	11.9%
65 - 74	9.7%	10.2%	10.1%
75 - 84	5.1%	5.6%	5.6%
85 +	2.1%	2.3%	2.3%
18 +	78.9%	79.3%	79.6%
2029 Population by Age			
Total	145,510	261,246	617,993
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.7%	5.5%	5.4%
10 - 14	6.0%	6.0%	5.9%
15 - 24	11.7%	11.4%	12.9%
25 - 34	14.6%	14.1%	13.5%
35 - 44	14.8%	14.4%	13.5%
45 - 54	12.1%	12.2%	12.4%
55 - 64	10.7%	10.9%	11.1%
65 - 74	10.2%	10.7%	10.6%
75 - 84	6.3%	6.8%	6.9%
85 +	2.4%	2.6%	2.6%
18 +	79.4%	79.8%	80.3%

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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2020 Population by Sex			
Males	71,329	126,453	305,495
Females	72,485	130,978	308,928
2024 Population by Sex			
Males	73,014	129,548	310,725
Females	72,170	130,387	305,629
2029 Population by Sex			
Males	72,736	129,429	309,891
Females	72,774	131,817	308,101
2010 Population by Race/Ethnicity			
Total	138,016	241,521	573,324
White Alone	66.2%	66.9%	70.5%
Black Alone	3.2%	3.5%	3.1%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	4.5%	6.1%	6.3%
Pacific Islander Alone	0.8%	0.8%	0.7%
Some Other Race Alone	19.0%	16.6%	13.7%
Two or More Races	5.3%	5.3%	5.0%
Hispanic Origin	43.2%	37.5%	31.1%
Diversity Index	75.5	74.4	70.1
2020 Population by Race/Ethnicity			
Total	143,814	257,431	614,423
White Alone	48.0%	51.0%	57.1%
Black Alone	2.7%	2.9%	2.8%
American Indian Alone	2.0%	1.7%	1.3%
Asian Alone	5.6%	7.3%	7.5%
Pacific Islander Alone	0.8%	0.8%	0.6%
Some Other Race Alone	23.2%	19.4%	15.4%
Two or More Races	17.7%	16.9%	15.2%
Hispanic Origin	45.4%	39.4%	32.7%
Diversity Index	83.9	82.6	78.7
2024 Population by Race/Ethnicity			
Total	145,183	259,935	616,354
White Alone	45.9%	49.0%	55.1%
Black Alone	2.7%	2.9%	2.8%
American Indian Alone	2.1%	1.7%	1.4%
Asian Alone	5.9%	7.7%	8.0%
Pacific Islander Alone	0.8%	0.8%	0.6%
Some Other Race Alone	24.3%	20.4%	16.2%
Two or More Races	18.3%	17.6%	16.0%
Hispanic Origin	47.2%	41.0%	34.1%
Diversity Index	84.5	83.5	80.1
2029 Population by Race/Ethnicity			
Total	145,510	261,246	617,993
White Alone	43.7%	46.7%	52.8%
Black Alone	2.7%	2.9%	2.8%
American Indian Alone	2.1%	1.7%	1.4%
Asian Alone	6.2%	8.2%	8.6%
Pacific Islander Alone	0.8%	0.8%	0.6%
Some Other Race Alone	25.5%	21.4%	17.1%
Two or More Races	19.0%	18.3%	16.7%
Hispanic Origin	49.2%	42.8%	35.9%
Diversity Index	85.1	84.4	81.4

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	10 mile
2020 Population by Relationship and Household Type			
Total	143,814	257,431	614,423
In Households	98.3%	98.6%	97.1%
Householder	33.1%	34.2%	34.9%
Opposite-Sex Spouse	16.9%	17.8%	18.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.2%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.2%	27.3%	27.1%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.0%	1.0%	1.0%
Grandchild	2.9%	2.6%	2.1%
Brother or Sister	2.1%	1.9%	1.5%
Parent	2.2%	1.9%	1.7%
Parent-in-law	0.5%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.9%	0.8%	0.7%
Other Relatives	2.5%	2.2%	1.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	5.7%	5.3%	4.6%
In Group Quarters	1.7%	1.4%	2.9%
Institutionalized	1.1%	0.7%	0.5%
Noninstitutionalized	0.6%	0.7%	2.4%
2024 Population 25+ by Educational Attainment			
Total	101,341	182,939	426,570
Less than 9th Grade	8.8%	7.0%	5.6%
9th - 12th Grade, No Diploma	5.2%	4.7%	4.0%
High School Graduate	20.6%	18.2%	15.8%
GED/Alternative Credential	2.3%	2.1%	2.0%
Some College, No Degree	20.8%	21.2%	19.8%
Associate Degree	9.9%	9.4%	8.9%
Bachelor's Degree	21.4%	24.4%	27.6%
Graduate/Professional Degree	10.9%	13.0%	16.4%
2024 Population 15+ by Marital Status			
Total	119,672	215,234	511,955
Never Married	34.5%	33.1%	32.8%
Married	50.0%	51.2%	53.1%
Widowed	5.4%	5.3%	4.7%
Divorced	10.2%	10.4%	9.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	77,871	139,581	322,350
Population 16+ Employed	94.8%	94.6%	94.9%
Population 16+ Unemployment rate	5.2%	5.4%	5.1%
Population 16-24 Employed	13.3%	13.3%	13.1%
Population 16-24 Unemployment rate	9.7%	9.3%	8.5%
Population 25-54 Employed	64.4%	63.1%	62.9%
Population 25-54 Unemployment rate	4.4%	4.8%	4.2%
Population 55-64 Employed	15.9%	16.4%	16.4%
Population 55-64 Unemployment rate	3.9%	4.2%	5.1%
Population 65+ Employed	6.5%	7.2%	7.6%
Population 65+ Unemployment rate	5.8%	5.9%	6.2%

	3 mile	5 mile	10 mile
2024 Employed Population 16+ by Industry			
Total	73,859	132,077	305,857
Agriculture/Mining	1.7%	1.3%	1.0%
Construction	9.7%	8.4%	7.1%
Manufacturing	11.2%	11.5%	11.9%
Wholesale Trade	1.7%	1.6%	2.0%
Retail Trade	12.5%	11.7%	10.6%
Transportation/Utilities	4.4%	4.0%	4.0%
Information	1.6%	1.9%	2.3%
Finance/Insurance/Real Estate	3.9%	4.7%	5.5%
Services	49.4%	51.2%	51.8%
Public Administration	3.8%	3.7%	3.8%
2024 Employed Population 16+ by Occupation			
Total	73,859	132,078	305,860
White Collar	55.3%	59.3%	64.0%
Management/Business/Financial	15.0%	16.5%	20.3%
Professional	20.8%	23.7%	25.2%
Sales	9.6%	9.7%	9.5%
Administrative Support	9.8%	9.4%	9.0%
Services	21.9%	20.2%	18.3%
Blue Collar	22.8%	20.5%	17.7%
Farming/Forestry/Fishing	1.0%	0.7%	0.5%
Construction/Extraction	7.3%	6.0%	4.9%
Installation/Maintenance/Repair	2.2%	2.4%	2.1%
Production	6.3%	6.0%	4.9%
Transportation/Material Moving	6.0%	5.5%	5.3%
2020 Households by Type			
Total	47,680	88,023	215,042
Married Couple Households	51.4%	52.7%	53.7%
With Own Children <18	19.9%	20.7%	21.7%
Without Own Children <18	31.5%	32.0%	32.0%
Cohabiting Couple Households	7.6%	6.8%	6.5%
With Own Children <18	2.8%	2.3%	1.9%
Without Own Children <18	4.8%	4.6%	4.6%
Male Householder, No Spouse/Partner	16.1%	15.3%	15.5%
Living Alone	8.3%	8.1%	8.7%
65 Years and over	2.8%	2.8%	3.1%
With Own Children <18	1.8%	1.7%	1.7%
Without Own Children <18, With Relatives	3.9%	3.5%	3.1%
No Relatives Present	2.2%	2.1%	2.0%
Female Householder, No Spouse/Partner	24.9%	25.1%	24.4%
Living Alone	11.1%	12.1%	12.4%
65 Years and over	6.2%	6.9%	7.0%
With Own Children <18	4.7%	4.4%	4.2%
Without Own Children <18, With Relatives	7.3%	7.0%	6.2%
No Relatives Present	1.8%	1.7%	1.7%
2020 Households by Size			
Total	47,680	88,023	215,042
1 Person Household	19.3%	20.2%	21.0%
2 Person Household	31.6%	32.4%	33.0%
3 Person Household	17.0%	17.0%	16.7%
4 Person Household	15.0%	15.3%	15.7%
5 Person Household	8.6%	8.0%	7.6%
6 Person Household	4.4%	3.8%	3.3%
7 + Person Household	4.1%	3.4%	2.6%

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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2020 Households by Tenure and Mortgage Status			
Total	47,680	88,023	215,042
Owner Occupied	57.3%	60.7%	60.1%
Owned with a Mortgage/Loan	43.2%	45.9%	45.5%
Owned Free and Clear	14.2%	14.8%	14.6%
Renter Occupied	42.7%	39.3%	39.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	51	51	48
Percent of Income for Mortgage	49.4%	49.6%	52.0%
Wealth Index	112	122	141
2020 Housing Units By Urban/ Rural Status			
Total	49,314	91,508	228,442
Urban Housing Units	99.8%	99.0%	97.0%
Rural Housing Units	0.2%	1.0%	3.0%
2020 Population By Urban/ Rural Status			
Total	143,814	257,431	614,423
Urban Population	99.8%	99.1%	96.0%
Rural Population	0.2%	0.9%	4.0%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Urban Villages (7B)	Bright Young Professionals	Bright Young Professionals
3.	Bright Young Professionals	Urban Villages (7B)	Exurbanites (1E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$126,517,960	\$243,547,091	\$667,178,207
Average Spent	\$2,592.79	\$2,708.40	\$3,052.32
Spending Potential Index	109	114	128
Education: Total \$	\$92,591,237	\$180,374,309	\$509,994,154
Average Spent	\$1,897.52	\$2,005.88	\$2,333.20
Spending Potential Index	110	116	135
Entertainment/Recreation: Total \$	\$216,472,440	\$421,187,894	\$1,149,254,156
Average Spent	\$4,436.27	\$4,683.87	\$5,257.80
Spending Potential Index	108	115	129
Food at Home: Total \$	\$395,543,392	\$761,337,816	\$2,062,458,395
Average Spent	\$8,106.06	\$8,466.55	\$9,435.67
Spending Potential Index	111	116	129
Food Away from Home: Total \$	\$217,171,144	\$418,642,989	\$1,138,248,473
Average Spent	\$4,450.59	\$4,655.57	\$5,207.44
Spending Potential Index	114	120	134
Health Care: Total \$	\$379,119,188	\$742,000,538	\$2,020,998,515
Average Spent	\$7,769.47	\$8,251.51	\$9,245.99
Spending Potential Index	101	107	120
HH Furnishings & Equipment: Total \$	\$166,226,563	\$322,919,696	\$878,709,250
Average Spent	\$3,406.56	\$3,591.07	\$4,020.06
Spending Potential Index	108	113	127
Personal Care Products & Services: Total \$	\$56,548,449	\$109,271,304	\$295,250,245
Average Spent	\$1,158.87	\$1,215.17	\$1,350.76
Spending Potential Index	116	122	136
Shelter: Total \$	\$1,550,811,155	\$2,987,325,344	\$8,042,454,477
Average Spent	\$31,781.52	\$33,220.93	\$36,793.93
Spending Potential Index	119	125	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$165,476,356	\$329,868,340	\$919,367,348
Average Spent	\$3,391.19	\$3,668.34	\$4,206.07
Spending Potential Index	97	105	120
Travel: Total \$	\$168,776,157	\$328,489,939	\$895,704,136
Average Spent	\$3,458.81	\$3,653.01	\$4,097.81
Spending Potential Index	114	120	135
Vehicle Maintenance & Repairs: Total \$	\$76,852,099	\$148,814,911	\$402,662,699
Average Spent	\$1,574.97	\$1,654.91	\$1,842.17
Spending Potential Index	106	112	124

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.

April 14, 2025