



Community Profile

Rings: 1, 3, 5 mile radii

9840 Mission Gorge Rd, Santee, CA 92071,

Latitude: 32.8398

Longitude: -116.9812

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,236	99,749	259,828
2020 Total Population	14,318	110,227	280,329
2020 Group Quarters	1,218	2,194	5,028
2023 Total Population	14,500	110,478	279,611
2023 Group Quarters	1,212	2,194	5,026
2028 Total Population	14,607	109,902	277,367
2023-2028 Annual Rate	0.15%	-0.10%	-0.16%
2023 Total Daytime Population	24,951	108,850	248,607
Workers	16,872	52,437	103,576
Residents	8,079	56,413	145,031
Household Summary			
2010 Households	4,483	36,410	94,340
2010 Average Household Size	2.54	2.70	2.71
2020 Total Households	4,972	38,877	98,926
2020 Average Household Size	2.63	2.78	2.78
2023 Total Households	5,078	38,969	98,721
2023 Average Household Size	2.62	2.78	2.78
2028 Total Households	5,131	38,882	98,181
2028 Average Household Size	2.61	2.77	2.77
2023-2028 Annual Rate	0.21%	-0.04%	-0.11%
2010 Families	2,954	25,799	65,153
2010 Average Family Size	3.09	3.15	3.20
2023 Families	3,314	27,359	67,544
2023 Average Family Size	3.22	3.26	3.31
2028 Families	3,355	27,314	67,243
2028 Average Family Size	3.20	3.25	3.30
2023-2028 Annual Rate	0.25%	-0.03%	-0.09%
Housing Unit Summary			
2000 Housing Units	4,528	36,272	95,521
Owner Occupied Housing Units	63.4%	60.3%	55.0%
Renter Occupied Housing Units	33.4%	37.4%	42.4%
Vacant Housing Units	3.2%	2.3%	2.6%
2010 Housing Units	4,703	38,050	99,085
Owner Occupied Housing Units	57.6%	59.0%	52.6%
Renter Occupied Housing Units	37.7%	36.7%	42.6%
Vacant Housing Units	4.7%	4.3%	4.8%
2020 Housing Units	5,180	40,065	102,109
Vacant Housing Units	4.0%	3.0%	3.1%
2023 Housing Units	5,313	40,264	102,117
Owner Occupied Housing Units	61.2%	60.9%	54.7%
Renter Occupied Housing Units	34.3%	35.9%	42.0%
Vacant Housing Units	4.4%	3.2%	3.3%
2028 Housing Units	5,374	40,465	102,487
Owner Occupied Housing Units	62.0%	61.2%	55.0%
Renter Occupied Housing Units	33.5%	34.8%	40.8%
Vacant Housing Units	4.5%	3.9%	4.2%
Median Household Income			
2023	\$82,967	\$92,764	\$82,409
2028	\$100,490	\$105,133	\$96,113
Median Home Value			
2023	\$545,852	\$659,041	\$671,454
2028	\$588,378	\$701,901	\$716,008
Per Capita Income			
2023	\$36,479	\$41,766	\$39,928
2028	\$41,974	\$48,386	\$46,312
Median Age			
2010	37.5	36.4	36.4
2023	38.9	38.4	38.2
2028	39.7	39.3	39.2

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	5,078	38,969	98,721
<\$15,000	9.3%	6.4%	8.4%
\$15,000 - \$24,999	7.2%	6.0%	6.6%
\$25,000 - \$34,999	5.4%	4.4%	5.0%
\$35,000 - \$49,999	7.7%	8.2%	9.3%
\$50,000 - \$74,999	17.1%	15.2%	16.2%
\$75,000 - \$99,999	8.9%	12.9%	12.6%
\$100,000 - \$149,999	23.8%	22.5%	19.7%
\$150,000 - \$199,999	14.6%	13.3%	11.2%
\$200,000+	6.0%	11.2%	11.0%
Average Household Income	\$102,071	\$118,362	\$112,902
2028 Households by Income			
Household Income Base	5,131	38,882	98,181
<\$15,000	8.2%	5.6%	7.6%
\$15,000 - \$24,999	5.4%	4.2%	4.7%
\$25,000 - \$34,999	4.5%	3.3%	3.9%
\$35,000 - \$49,999	6.6%	6.4%	7.4%
\$50,000 - \$74,999	16.1%	13.9%	15.1%
\$75,000 - \$99,999	8.9%	12.9%	12.8%
\$100,000 - \$149,999	24.8%	23.7%	21.2%
\$150,000 - \$199,999	18.1%	16.1%	13.6%
\$200,000+	7.5%	13.8%	13.5%
Average Household Income	\$117,076	\$136,734	\$130,635
2023 Owner Occupied Housing Units by Value			
Total	3,254	24,510	55,862
<\$50,000	3.6%	2.2%	3.3%
\$50,000 - \$99,999	9.8%	4.4%	3.6%
\$100,000 - \$149,999	3.1%	1.1%	1.0%
\$150,000 - \$199,999	0.7%	0.6%	0.7%
\$200,000 - \$249,999	6.1%	1.4%	1.1%
\$250,000 - \$299,999	2.1%	1.7%	1.3%
\$300,000 - \$399,999	5.8%	3.3%	3.5%
\$400,000 - \$499,999	11.0%	7.8%	7.3%
\$500,000 - \$749,999	42.2%	43.2%	41.0%
\$750,000 - \$999,999	9.5%	23.5%	24.4%
\$1,000,000 - \$1,499,999	1.5%	6.9%	8.0%
\$1,500,000 - \$1,999,999	1.5%	1.4%	1.7%
\$2,000,000 +	3.0%	2.5%	3.1%
Average Home Value	\$562,308	\$703,846	\$725,403
2028 Owner Occupied Housing Units by Value			
Total	3,330	24,784	56,333
<\$50,000	2.9%	1.8%	2.8%
\$50,000 - \$99,999	10.1%	4.4%	3.5%
\$100,000 - \$149,999	2.2%	0.8%	0.7%
\$150,000 - \$199,999	0.5%	0.4%	0.5%
\$200,000 - \$249,999	4.1%	1.0%	0.9%
\$250,000 - \$299,999	1.7%	1.4%	1.0%
\$300,000 - \$399,999	4.8%	2.6%	2.8%
\$400,000 - \$499,999	9.5%	6.5%	6.0%
\$500,000 - \$749,999	40.2%	38.5%	36.7%
\$750,000 - \$999,999	12.8%	27.6%	28.2%
\$1,000,000 - \$1,499,999	2.3%	8.7%	9.7%
\$1,500,000 - \$1,999,999	3.8%	2.3%	2.5%
\$2,000,000 +	5.0%	4.1%	4.6%
Average Home Value	\$658,015	\$771,547	\$791,954

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 2023 and 2028. 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	12,237	99,749	259,831
0 - 4	6.8%	6.9%	6.8%
5 - 9	5.8%	6.1%	6.3%
10 - 14	6.2%	6.5%	6.5%
15 - 24	12.8%	14.6%	14.7%
25 - 34	14.8%	14.1%	13.9%
35 - 44	14.1%	13.2%	12.9%
45 - 54	14.8%	15.8%	15.3%
55 - 64	10.7%	11.8%	11.3%
65 - 74	6.7%	6.0%	6.3%
75 - 84	5.1%	3.6%	4.2%
85 +	2.2%	1.4%	1.8%
18 +	77.4%	76.3%	76.0%
2023 Population by Age			
Total	14,499	110,478	279,611
0 - 4	5.5%	5.8%	5.9%
5 - 9	5.7%	6.1%	6.1%
10 - 14	6.0%	6.3%	6.2%
15 - 24	12.0%	11.5%	11.9%
25 - 34	15.1%	15.5%	15.4%
35 - 44	14.0%	13.5%	13.1%
45 - 54	12.4%	11.4%	11.4%
55 - 64	12.1%	13.0%	12.8%
65 - 74	9.3%	10.1%	9.9%
75 - 84	5.2%	4.9%	5.1%
85 +	2.7%	1.9%	2.2%
18 +	79.4%	78.5%	78.4%
2028 Population by Age			
Total	14,609	109,904	277,367
0 - 4	5.5%	6.0%	6.0%
5 - 9	5.3%	5.8%	5.8%
10 - 14	5.6%	6.1%	6.0%
15 - 24	11.8%	11.5%	11.6%
25 - 34	14.7%	13.7%	13.9%
35 - 44	14.0%	15.2%	14.7%
45 - 54	12.2%	11.5%	11.4%
55 - 64	11.3%	11.4%	11.4%
65 - 74	9.8%	10.6%	10.5%
75 - 84	6.6%	6.2%	6.2%
85 +	3.0%	2.2%	2.4%
18 +	80.0%	78.7%	78.7%
2010 Population by Sex			
Males	5,588	48,613	126,655
Females	6,648	51,136	133,173
2023 Population by Sex			
Males	7,440	54,695	137,686
Females	7,060	55,783	141,925
2028 Population by Sex			
Males	7,504	54,257	136,191
Females	7,103	55,646	141,176

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 28, 2023



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2010 Population by Race/Ethnicity			
Total	12,236	99,749	259,827
White Alone	79.3%	78.8%	76.4%
Black Alone	3.3%	3.5%	4.3%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	4.5%	3.6%	3.5%
Pacific Islander Alone	0.4%	0.5%	0.5%
Some Other Race Alone	6.6%	7.1%	8.5%
Two or More Races	5.1%	5.7%	5.9%
Hispanic Origin	18.3%	19.2%	21.7%
Diversity Index	55.2	56.5	60.5
2020 Population by Race/Ethnicity			
Total	14,318	110,227	280,329
White Alone	64.8%	65.2%	63.4%
Black Alone	3.5%	3.9%	4.8%
American Indian Alone	0.7%	0.9%	1.0%
Asian Alone	6.1%	5.2%	4.9%
Pacific Islander Alone	0.6%	0.6%	0.5%
Some Other Race Alone	10.9%	9.4%	10.8%
Two or More Races	13.5%	14.8%	14.6%
Hispanic Origin	25.1%	23.9%	25.5%
Diversity Index	71.6	70.7	72.7
2023 Population by Race/Ethnicity			
Total	14,500	110,477	279,610
White Alone	62.5%	63.1%	61.2%
Black Alone	3.7%	4.1%	5.0%
American Indian Alone	0.7%	1.0%	1.0%
Asian Alone	6.4%	5.6%	5.3%
Pacific Islander Alone	0.6%	0.6%	0.5%
Some Other Race Alone	11.9%	10.2%	11.6%
Two or More Races	14.1%	15.6%	15.4%
Hispanic Origin	27.2%	25.7%	27.3%
Diversity Index	74.0	73.0	74.8
2028 Population by Race/Ethnicity			
Total	14,607	109,903	277,366
White Alone	58.9%	59.7%	57.8%
Black Alone	3.9%	4.2%	5.1%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	7.1%	6.2%	5.8%
Pacific Islander Alone	0.6%	0.6%	0.5%
Some Other Race Alone	13.4%	11.3%	12.8%
Two or More Races	15.4%	17.0%	16.8%
Hispanic Origin	29.3%	27.6%	29.3%
Diversity Index	76.9	75.8	77.4
2010 Population by Relationship and Household Type			
Total	12,236	99,749	259,827
In Households	93.0%	98.7%	98.4%
In Family Households	77.1%	84.4%	83.4%
Householder	24.4%	25.9%	25.1%
Spouse	16.8%	18.5%	17.6%
Child	29.4%	32.3%	32.5%
Other relative	4.0%	4.7%	5.1%
Nonrelative	2.5%	3.0%	3.1%
In Nonfamily Households	15.9%	14.3%	15.1%
In Group Quarters	7.0%	1.3%	1.6%
Institutionalized Population	6.7%	1.0%	1.0%
Noninstitutionalized Population	0.2%	0.3%	0.6%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Population 25+ by Educational Attainment			
Total	10,254	77,727	195,329
Less than 9th Grade	4.4%	3.0%	4.3%
9th - 12th Grade, No Diploma	7.4%	5.1%	4.8%
High School Graduate	20.8%	21.5%	21.9%
GED/Alternative Credential	5.3%	4.8%	4.3%
Some College, No Degree	23.7%	24.2%	22.6%
Associate Degree	11.5%	10.3%	10.0%
Bachelor's Degree	18.9%	22.0%	21.9%
Graduate/Professional Degree	8.1%	9.1%	10.1%
2023 Population 15+ by Marital Status			
Total	11,992	90,410	228,742
Never Married	36.1%	33.3%	34.4%
Married	44.7%	50.5%	49.7%
Widowed	5.5%	5.1%	5.4%
Divorced	13.7%	11.1%	10.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,152	56,514	142,183
Population 16+ Employed	94.1%	94.5%	94.4%
Population 16+ Unemployment rate	5.9%	5.5%	5.6%
Population 16-24 Employed	12.1%	12.0%	12.1%
Population 16-24 Unemployment rate	10.4%	11.2%	11.7%
Population 25-54 Employed	64.5%	63.9%	63.9%
Population 25-54 Unemployment rate	5.9%	4.9%	4.7%
Population 55-64 Employed	16.9%	17.8%	17.1%
Population 55-64 Unemployment rate	1.7%	3.3%	4.6%
Population 65+ Employed	6.6%	6.4%	6.9%
Population 65+ Unemployment rate	6.8%	6.0%	4.8%
2023 Employed Population 16+ by Industry			
Total	5,791	53,401	134,253
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	7.6%	8.4%	8.3%
Manufacturing	8.9%	8.2%	7.6%
Wholesale Trade	1.8%	1.1%	1.4%
Retail Trade	13.9%	11.7%	11.5%
Transportation/Utilities	5.3%	5.9%	6.2%
Information	2.7%	1.8%	1.7%
Finance/Insurance/Real Estate	6.5%	5.5%	5.7%
Services	47.1%	51.1%	51.2%
Public Administration	6.1%	6.0%	6.2%
2023 Employed Population 16+ by Occupation			
Total	5,790	53,401	134,254
White Collar	61.9%	63.4%	62.5%
Management/Business/Financial	16.0%	18.1%	17.4%
Professional	22.6%	23.7%	24.3%
Sales	9.8%	9.8%	9.4%
Administrative Support	13.5%	11.9%	11.4%
Services	19.0%	18.2%	18.0%
Blue Collar	19.1%	18.4%	19.5%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.9%	5.1%	5.2%
Installation/Maintenance/Repair	3.8%	2.8%	2.9%
Production	4.1%	4.0%	3.9%
Transportation/Material Moving	6.9%	6.4%	7.4%

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2010 Households by Type			
Total	4,483	36,409	94,339
Households with 1 Person	26.9%	21.6%	23.1%
Households with 2+ People	73.1%	78.4%	76.9%
Family Households	65.9%	70.9%	69.1%
Husband-wife Families	45.3%	50.7%	48.4%
With Related Children	22.1%	23.8%	23.4%
Other Family (No Spouse Present)	20.6%	20.2%	20.6%
Other Family with Male Householder	5.9%	6.2%	6.2%
With Related Children	3.1%	3.5%	3.4%
Other Family with Female Householder	14.7%	14.0%	14.4%
With Related Children	8.9%	8.3%	8.7%
Nonfamily Households	7.2%	7.5%	7.8%
All Households with Children	34.4%	36.1%	36.0%
Multigenerational Households	4.5%	4.9%	4.9%
Unmarried Partner Households	6.4%	7.1%	7.2%
Male-female	5.9%	6.4%	6.4%
Same-sex	0.5%	0.7%	0.8%
2010 Households by Size			
Total	4,481	36,410	94,338
1 Person Household	26.9%	21.6%	23.1%
2 Person Household	32.8%	32.3%	31.4%
3 Person Household	17.2%	19.1%	18.1%
4 Person Household	14.1%	15.5%	14.9%
5 Person Household	5.5%	7.1%	7.4%
6 Person Household	2.4%	2.8%	3.1%
7 + Person Household	1.2%	1.6%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	4,483	36,407	94,340
Owner Occupied	60.5%	61.7%	55.3%
Owned with a Mortgage/Loan	42.5%	48.0%	41.6%
Owned Free and Clear	18.0%	13.7%	13.7%
Renter Occupied	39.5%	38.3%	44.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	58	51
Percent of Income for Mortgage	39.5%	42.7%	49.0%
Wealth Index	77	111	107
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,703	38,050	99,085
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	12,236	99,749	259,828
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

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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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Pleasantville (2B)	Pleasantville (2B)
2.	City Lights (8A)	Home Improvement (4B)	Metro Fusion (11C)
3.	Midlife Constants (5E)	Bright Young Professionals (8C)	Exurbanites (1E)
2023 Consumer Spending			
Apparel & Services: Total \$	\$10,741,500	\$95,132,519	\$232,064,667
Average Spent	\$2,115.30	\$2,441.24	\$2,350.71
Spending Potential Index	96	111	107
Education: Total \$	\$8,716,419	\$80,879,127	\$195,039,583
Average Spent	\$1,716.51	\$2,075.47	\$1,975.66
Spending Potential Index	96	116	110
Entertainment/Recreation: Total \$	\$18,219,072	\$159,933,381	\$385,527,894
Average Spent	\$3,587.84	\$4,104.12	\$3,905.23
Spending Potential Index	95	109	103
Food at Home: Total \$	\$33,080,838	\$291,660,543	\$714,450,882
Average Spent	\$6,514.54	\$7,484.42	\$7,237.07
Spending Potential Index	96	110	106
Food Away from Home: Total \$	\$18,050,665	\$160,667,515	\$391,333,849
Average Spent	\$3,554.68	\$4,122.96	\$3,964.04
Spending Potential Index	95	111	106
Health Care: Total \$	\$35,539,285	\$306,275,268	\$738,975,926
Average Spent	\$6,998.68	\$7,859.46	\$7,485.50
Spending Potential Index	95	107	102
HH Furnishings & Equipment: Total \$	\$14,337,575	\$127,295,482	\$306,559,979
Average Spent	\$2,823.47	\$3,266.58	\$3,105.32
Spending Potential Index	96	111	105
Personal Care Products & Services: Total \$	\$4,726,822	\$41,765,629	\$101,195,300
Average Spent	\$930.84	\$1,071.77	\$1,025.06
Spending Potential Index	97	112	107
Shelter: Total \$	\$121,892,598	\$1,088,107,750	\$2,652,452,305
Average Spent	\$24,004.06	\$27,922.39	\$26,868.17
Spending Potential Index	97	113	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,224,051	\$132,961,668	\$316,660,329
Average Spent	\$2,998.04	\$3,411.99	\$3,207.63
Spending Potential Index	96	109	103
Travel: Total \$	\$10,839,556	\$96,832,338	\$232,108,036
Average Spent	\$2,134.61	\$2,484.86	\$2,351.15
Spending Potential Index	95	110	105
Vehicle Maintenance & Repairs: Total \$	\$6,327,939	\$55,561,489	\$134,809,163
Average Spent	\$1,246.15	\$1,425.79	\$1,365.56
Spending Potential Index	95	109	104

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.