

Grossmont Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 32.77868
Longitude: -117.01311

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,402	149,073	418,851
2020 Total Population	18,727	160,104	449,841
2020 Group Quarters	892	2,419	12,380
2024 Total Population	19,080	158,468	445,719
2024 Group Quarters	869	2,345	11,937
2029 Total Population	18,916	157,386	442,897
2024-2029 Annual Rate	-0.17%	-0.14%	-0.13%
2024 Total Daytime Population	28,194	137,801	385,753
Workers	18,870	58,256	154,631
Residents	9,324	79,545	231,122
Household Summary			
2010 Households	7,777	59,367	151,270
2010 Average Household Size	2.20	2.48	2.72
2020 Total Households	7,740	61,183	157,670
2020 Average Household Size	2.30	2.58	2.77
2024 Households	7,945	61,197	158,327
2024 Average Household Size	2.29	2.55	2.74
2029 Households	8,019	61,840	160,221
2029 Average Household Size	2.25	2.51	2.69
2024-2029 Annual Rate	0.19%	0.21%	0.24%
2010 Families	3,984	36,447	98,630
2010 Average Family Size	2.92	3.04	3.27
2024 Families	4,368	38,751	104,689
2024 Average Family Size	3.06	3.15	3.30
2029 Families	4,422	39,238	106,147
2029 Average Family Size	2.99	3.08	3.23
2024-2029 Annual Rate	0.25%	0.25%	0.28%
Housing Unit Summary			
2000 Housing Units	7,815	60,945	155,193
Owner Occupied Housing Units	38.0%	53.1%	51.8%
Renter Occupied Housing Units	59.0%	44.3%	45.6%
Vacant Housing Units	3.0%	2.7%	2.6%
2010 Housing Units	8,508	62,645	159,463
Owner Occupied Housing Units	33.7%	49.9%	49.5%
Renter Occupied Housing Units	57.8%	44.9%	45.4%
Vacant Housing Units	8.6%	5.2%	5.1%
2020 Housing Units	8,130	63,591	163,470
Owner Occupied Housing Units	35.1%	49.4%	48.9%
Renter Occupied Housing Units	60.1%	46.8%	47.5%
Vacant Housing Units	4.5%	3.7%	3.5%
2024 Housing Units	8,376	63,799	164,598
Owner Occupied Housing Units	34.4%	49.3%	49.1%
Renter Occupied Housing Units	60.4%	46.6%	47.1%
Vacant Housing Units	5.1%	4.1%	3.8%
2029 Housing Units	8,444	64,378	166,302
Owner Occupied Housing Units	35.2%	50.2%	50.1%
Renter Occupied Housing Units	59.8%	45.8%	46.3%
Vacant Housing Units	5.0%	3.9%	3.7%

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: 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	7,945	61,197	158,327
<\$15,000	8.0%	7.2%	8.0%
\$15,000 - \$24,999	5.8%	5.7%	6.3%
\$25,000 - \$34,999	5.2%	5.3%	5.6%
\$35,000 - \$49,999	8.7%	8.0%	8.3%
\$50,000 - \$74,999	17.4%	13.4%	15.3%
\$75,000 - \$99,999	13.3%	12.2%	12.5%
\$100,000 - \$149,999	19.2%	20.0%	19.4%
\$150,000 - \$199,999	11.2%	12.0%	11.1%
\$200,000+	11.2%	16.2%	13.6%
Average Household Income	\$111,256	\$128,441	\$118,210
2029 Households by Income			
Household Income Base	8,019	61,840	160,221
<\$15,000	6.9%	6.2%	7.0%
\$15,000 - \$24,999	4.3%	4.2%	4.6%
\$25,000 - \$34,999	4.2%	4.3%	4.5%
\$35,000 - \$49,999	7.3%	6.5%	6.8%
\$50,000 - \$74,999	15.6%	11.8%	13.6%
\$75,000 - \$99,999	13.3%	11.9%	12.3%
\$100,000 - \$149,999	20.3%	21.0%	20.6%
\$150,000 - \$199,999	13.7%	14.4%	13.6%
\$200,000+	14.3%	19.8%	17.1%
Average Household Income	\$129,727	\$149,054	\$138,193
2024 Owner Occupied Housing Units by Value			
Total	2,881	31,448	80,712
<\$50,000	0.1%	1.3%	2.5%
\$50,000 - \$99,999	0.1%	0.5%	1.6%
\$100,000 - \$149,999	0.0%	0.1%	0.9%
\$150,000 - \$199,999	0.2%	0.4%	0.8%
\$200,000 - \$249,999	0.2%	0.4%	0.9%
\$250,000 - \$299,999	0.3%	0.6%	0.9%
\$300,000 - \$399,999	1.4%	1.9%	3.2%
\$400,000 - \$499,999	2.5%	3.7%	5.8%
\$500,000 - \$749,999	35.6%	27.1%	29.8%
\$750,000 - \$999,999	39.1%	40.5%	32.8%
\$1,000,000 - \$1,499,999	14.9%	16.5%	13.9%
\$1,500,000 - \$1,999,999	2.5%	3.2%	3.1%
\$2,000,000 +	3.2%	3.6%	3.7%
Average Home Value	\$882,026	\$895,621	\$830,173
2029 Owner Occupied Housing Units by Value			
Total	2,968	32,325	83,221
<\$50,000	0.0%	0.6%	1.3%
\$50,000 - \$99,999	0.0%	0.1%	0.7%
\$100,000 - \$149,999	0.0%	0.1%	0.3%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.1%	0.2%
\$250,000 - \$299,999	0.0%	0.0%	0.1%
\$300,000 - \$399,999	0.2%	0.4%	0.8%
\$400,000 - \$499,999	0.7%	1.1%	2.1%
\$500,000 - \$749,999	18.8%	16.2%	21.0%
\$750,000 - \$999,999	45.1%	42.9%	37.6%
\$1,000,000 - \$1,499,999	21.9%	24.4%	22.0%
\$1,500,000 - \$1,999,999	5.4%	6.3%	6.4%
\$2,000,000 +	7.8%	7.8%	7.4%
Average Home Value	\$1,060,217	\$1,074,068	\$1,027,964

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	\$82,698	\$95,539	\$86,514
2029	\$96,016	\$108,712	\$101,948
Median Home Value			
2024	\$811,057	\$835,657	\$776,609
2029	\$917,537	\$932,923	\$905,536
Per Capita Income			
2024	\$46,452	\$49,609	\$42,189
2029	\$55,100	\$58,572	\$50,217
Median Age			
2010	36.6	37.5	34.9
2020	39.2	38.4	36.7
2024	39.7	39.0	37.4
2029	41.5	40.1	38.5
2020 Population by Age			
Total	18,727	160,104	449,841
0 - 4	5.2%	5.7%	5.8%
5 - 9	4.9%	5.9%	6.1%
10 - 14	4.8%	5.7%	6.2%
15 - 24	11.0%	12.6%	14.5%
25 - 34	17.5%	15.1%	15.0%
35 - 44	14.2%	13.8%	13.4%
45 - 54	10.9%	11.8%	11.7%
55 - 64	12.1%	12.5%	12.1%
65 - 74	9.3%	9.5%	8.8%
75 - 84	5.5%	4.9%	4.3%
85 +	4.7%	2.5%	2.0%
18 +	82.3%	79.5%	78.3%
2024 Population by Age			
Total	19,080	158,469	445,718
0 - 4	5.1%	5.6%	5.8%
5 - 9	4.9%	5.7%	5.9%
10 - 14	4.5%	5.4%	5.8%
15 - 24	10.0%	12.0%	14.0%
25 - 34	17.9%	15.2%	15.0%
35 - 44	15.5%	14.8%	14.3%
45 - 54	11.5%	11.9%	11.8%
55 - 64	10.5%	11.5%	11.3%
65 - 74	9.7%	9.8%	9.2%
75 - 84	6.1%	5.6%	4.9%
85 +	4.4%	2.5%	2.1%
18 +	82.8%	80.1%	79.2%
2029 Population by Age			
Total	18,919	157,385	442,897
0 - 4	4.8%	5.4%	5.6%
5 - 9	4.8%	5.5%	5.6%
10 - 14	4.8%	5.6%	5.8%
15 - 24	10.1%	12.0%	13.8%
25 - 34	14.5%	13.6%	13.9%
35 - 44	16.5%	15.1%	14.5%
45 - 54	12.8%	12.7%	12.3%
55 - 64	9.8%	10.7%	10.5%
65 - 74	10.3%	10.2%	9.7%
75 - 84	7.2%	6.7%	6.0%
85 +	4.5%	2.7%	2.3%
18 +	82.8%	80.3%	79.7%

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2020 Population by Sex			
Males	8,886	77,626	218,475
Females	9,841	82,478	231,366
2024 Population by Sex			
Males	9,189	77,996	219,705
Females	9,891	80,472	226,014
2029 Population by Sex			
Males	9,041	77,076	217,049
Females	9,876	80,310	225,847
2010 Population by Race/Ethnicity			
Total	17,401	149,074	418,850
White Alone	76.6%	71.9%	64.2%
Black Alone	5.6%	7.2%	8.9%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	5.2%	5.5%	7.1%
Pacific Islander Alone	0.4%	0.6%	0.6%
Some Other Race Alone	6.2%	8.3%	12.4%
Two or More Races	5.5%	5.8%	6.1%
Hispanic Origin	18.7%	22.3%	28.3%
Diversity Index	58.4	65.0	73.6
2020 Population by Race/Ethnicity			
Total	18,727	160,104	449,841
White Alone	63.9%	57.5%	51.1%
Black Alone	5.6%	7.3%	8.7%
American Indian Alone	1.0%	0.9%	1.1%
Asian Alone	5.8%	6.6%	8.2%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	7.9%	11.2%	14.8%
Two or More Races	15.2%	15.9%	15.5%
Hispanic Origin	23.5%	27.4%	31.7%
Diversity Index	71.5	77.2	81.7
2024 Population by Race/Ethnicity			
Total	19,080	158,467	445,719
White Alone	61.7%	55.5%	49.3%
Black Alone	5.7%	7.4%	8.6%
American Indian Alone	1.1%	1.0%	1.1%
Asian Alone	6.1%	7.0%	8.6%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	8.7%	11.9%	15.6%
Two or More Races	16.1%	16.7%	16.2%
Hispanic Origin	25.3%	29.0%	33.3%
Diversity Index	73.8	78.8	82.9
2029 Population by Race/Ethnicity			
Total	18,917	157,385	442,897
White Alone	59.3%	53.1%	47.2%
Black Alone	5.8%	7.4%	8.5%
American Indian Alone	1.1%	1.0%	1.1%
Asian Alone	6.6%	7.5%	9.1%
Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	9.4%	12.8%	16.5%
Two or More Races	17.1%	17.6%	16.9%
Hispanic Origin	27.2%	30.9%	35.1%
Diversity Index	76.0	80.5	84.0

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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2020 Population by Relationship and Household Type			
Total	18,727	160,104	449,841
In Households	95.2%	98.5%	97.2%
Householder	41.4%	38.2%	35.1%
Opposite-Sex Spouse	15.5%	16.8%	15.6%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	3.5%	2.6%	2.3%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	22.0%	25.5%	27.0%
Adopted Child	0.5%	0.6%	0.5%
Stepchild	0.8%	1.0%	1.0%
Grandchild	1.5%	1.9%	2.4%
Brother or Sister	1.4%	1.5%	1.9%
Parent	1.4%	1.7%	2.2%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.6%
Other Relatives	1.1%	1.5%	1.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.0%	5.7%	5.6%
In Group Quarters	4.8%	1.5%	2.8%
Institutionalized	4.0%	0.9%	0.9%
Noninstitutionalized	0.7%	0.6%	1.8%
2024 Population 25+ by Educational Attainment			
Total	14,416	112,979	305,683
Less than 9th Grade	1.8%	3.3%	5.3%
9th - 12th Grade, No Diploma	4.0%	3.4%	5.1%
High School Graduate	14.3%	16.5%	18.9%
GED/Alternative Credential	1.4%	2.7%	3.3%
Some College, No Degree	24.2%	21.0%	21.7%
Associate Degree	13.7%	10.8%	9.7%
Bachelor's Degree	26.7%	26.3%	23.2%
Graduate/Professional Degree	13.9%	15.9%	12.8%
2024 Population 15+ by Marital Status			
Total	16,325	131,924	368,172
Never Married	41.5%	37.2%	38.9%
Married	39.5%	46.4%	45.6%
Widowed	6.8%	5.2%	5.1%
Divorced	12.3%	11.2%	10.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,298	84,916	229,973
Population 16+ Employed	91.7%	93.3%	93.1%
Population 16+ Unemployment rate	8.3%	6.7%	6.9%
Population 16-24 Employed	8.0%	11.2%	13.0%
Population 16-24 Unemployment rate	25.8%	15.2%	14.1%
Population 25-54 Employed	72.0%	66.8%	65.8%
Population 25-54 Unemployment rate	6.2%	5.2%	5.7%
Population 55-64 Employed	12.4%	15.0%	14.9%
Population 55-64 Unemployment rate	7.4%	6.4%	5.8%
Population 65+ Employed	7.6%	7.0%	6.3%
Population 65+ Unemployment rate	6.5%	5.6%	5.8%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	9,442	79,265	214,111
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	4.2%	6.3%	6.3%
Manufacturing	6.8%	6.2%	7.0%
Wholesale Trade	1.0%	1.6%	1.5%
Retail Trade	9.0%	10.3%	11.1%
Transportation/Utilities	6.3%	4.9%	5.7%
Information	1.6%	2.0%	2.0%
Finance/Insurance/Real Estate	4.7%	5.5%	5.4%
Services	58.9%	55.7%	54.3%
Public Administration	7.0%	7.3%	6.5%
2024 Employed Population 16+ by Occupation			
Total	9,444	79,264	214,112
White Collar	67.8%	66.9%	61.2%
Management/Business/Financial	19.8%	18.9%	16.9%
Professional	33.8%	29.1%	24.6%
Sales	6.2%	8.5%	9.4%
Administrative Support	8.0%	10.5%	10.3%
Services	16.8%	16.8%	20.4%
Blue Collar	15.5%	16.3%	18.4%
Farming/Forestry/Fishing	0.4%	0.2%	0.2%
Construction/Extraction	2.4%	4.2%	4.7%
Installation/Maintenance/Repair	2.9%	2.5%	2.6%
Production	3.0%	3.5%	4.1%
Transportation/Material Moving	6.7%	5.9%	6.8%
2020 Households by Type			
Total	7,740	61,183	157,670
Married Couple Households	38.5%	45.1%	45.5%
With Own Children <18	15.0%	18.2%	19.3%
Without Own Children <18	23.5%	26.9%	26.1%
Cohabiting Couple Households	8.9%	7.4%	7.2%
With Own Children <18	2.0%	2.0%	2.3%
Without Own Children <18	6.9%	5.5%	5.0%
Male Householder, No Spouse/Partner	20.5%	18.6%	18.7%
Living Alone	13.5%	10.9%	10.1%
65 Years and over	4.1%	3.5%	3.3%
With Own Children <18	1.6%	1.8%	1.9%
Without Own Children <18, With Relatives	3.2%	3.4%	4.0%
No Relatives Present	2.2%	2.5%	2.7%
Female Householder, No Spouse/Partner	32.2%	28.9%	28.6%
Living Alone	18.8%	14.7%	13.0%
65 Years and over	9.1%	7.6%	6.7%
With Own Children <18	4.1%	4.9%	5.4%
Without Own Children <18, With Relatives	6.8%	7.1%	8.0%
No Relatives Present	2.5%	2.2%	2.2%
2020 Households by Size			
Total	7,740	61,183	157,670
1 Person Household	32.3%	25.5%	23.2%
2 Person Household	32.6%	32.6%	30.6%
3 Person Household	16.2%	17.1%	17.5%
4 Person Household	11.2%	13.8%	14.8%
5 Person Household	4.6%	6.3%	7.8%
6 Person Household	1.8%	2.8%	3.5%
7 + Person Household	1.3%	1.9%	2.6%

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2020 Households by Tenure and Mortgage Status			
Total	7,740	61,183	157,670
Owner Occupied	36.9%	51.3%	50.7%
Owned with a Mortgage/Loan	27.6%	38.6%	38.3%
Owned Free and Clear	9.3%	12.8%	12.4%
Renter Occupied	63.1%	48.7%	49.3%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	41	46	45
Percent of Income for Mortgage	61.4%	54.7%	56.2%
Wealth Index	83	113	100
2020 Housing Units By Urban/ Rural Status			
Total	8,130	63,591	163,470
Urban Housing Units	100.0%	99.8%	99.9%
Rural Housing Units	0.0%	0.2%	0.1%
2020 Population By Urban/ Rural Status			
Total	18,727	160,104	449,841
Urban Population	100.0%	99.8%	99.9%
Rural Population	0.0%	0.2%	0.1%

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)	Exurbanites (1E)	Metro Fusion (11C)
2.	Bright Young Professionals	Pleasantville (2B)	Pleasantville (2B)
3.	Retirement Communities (9E)	City Lights (8A)	Exurbanites (1E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,154,390	\$165,573,927	\$398,069,527
Average Spent	\$2,410.87	\$2,705.59	\$2,514.22
Spending Potential Index	101	114	106
Education: Total \$	\$14,016,206	\$125,686,355	\$294,747,402
Average Spent	\$1,764.15	\$2,053.80	\$1,861.64
Spending Potential Index	102	119	108
Entertainment/Recreation: Total \$	\$30,916,229	\$274,952,269	\$655,715,980
Average Spent	\$3,891.28	\$4,492.90	\$4,141.53
Spending Potential Index	95	110	101
Food at Home: Total \$	\$58,759,370	\$509,382,613	\$1,224,251,017
Average Spent	\$7,395.77	\$8,323.65	\$7,732.42
Spending Potential Index	101	114	106
Food Away from Home: Total \$	\$31,999,191	\$279,692,467	\$668,508,023
Average Spent	\$4,027.59	\$4,570.36	\$4,222.32
Spending Potential Index	104	117	109
Health Care: Total \$	\$53,476,824	\$473,617,722	\$1,135,630,256
Average Spent	\$6,730.88	\$7,739.23	\$7,172.69
Spending Potential Index	88	101	93
HH Furnishings & Equipment: Total \$	\$23,609,556	\$210,056,172	\$503,035,290
Average Spent	\$2,971.62	\$3,432.46	\$3,177.19
Spending Potential Index	94	108	100
Personal Care Products & Services: Total \$	\$8,279,029	\$72,449,940	\$172,743,116
Average Spent	\$1,042.04	\$1,183.88	\$1,091.05
Spending Potential Index	105	119	110
Shelter: Total \$	\$223,844,730	\$1,976,666,764	\$4,712,559,440
Average Spent	\$28,174.29	\$32,300.06	\$29,764.72
Spending Potential Index	106	121	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,374,739	\$204,230,934	\$488,300,467
Average Spent	\$2,816.20	\$3,337.27	\$3,084.13
Spending Potential Index	80	95	88
Travel: Total \$	\$23,859,417	\$213,978,677	\$508,183,671
Average Spent	\$3,003.07	\$3,496.56	\$3,209.71
Spending Potential Index	99	115	106
Vehicle Maintenance & Repairs: Total \$	\$11,031,300	\$97,108,342	\$233,685,972
Average Spent	\$1,388.46	\$1,586.82	\$1,475.97
Spending Potential Index	94	107	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 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.