



Community Profile

Grossmont Trolley Center
8495 Fletcher Pkwy. La Mesa CA 91942
Rings: 1, 3, 5 mile radii

Latitude: 32.7798
Longitude: -117.0151

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	18,327	145,038	414,758
2020 Total Population	19,703	156,436	445,335
2020 Group Quarters	973	2,433	12,369
2022 Total Population	20,029	156,225	445,290
2022 Group Quarters	975	2,433	12,369
2027 Total Population	19,974	155,682	444,194
2022-2027 Annual Rate	-0.05%	-0.07%	-0.05%
2022 Total Daytime Population	28,424	137,512	396,968
Workers	18,371	58,950	163,840
Residents	10,053	78,562	233,128
Household Summary			
2010 Households	8,220	58,031	150,889
2010 Average Household Size	2.18	2.47	2.70
2020 Total Households	8,196	59,928	157,093
2020 Average Household Size	2.29	2.57	2.76
2022 Households	8,290	59,905	157,262
2022 Average Household Size	2.30	2.57	2.75
2027 Households	8,263	59,684	156,844
2027 Average Household Size	2.30	2.57	2.75
2022-2027 Annual Rate	-0.07%	-0.07%	-0.05%
2010 Families	4,167	35,313	97,701
2010 Average Family Size	2.90	3.03	3.25
2022 Families	4,179	35,977	100,922
2022 Average Family Size	3.08	3.17	3.33
2027 Families	4,171	35,854	100,671
2027 Average Family Size	3.07	3.17	3.33
2022-2027 Annual Rate	-0.04%	-0.07%	-0.05%
Housing Unit Summary			
2000 Housing Units	8,266	59,546	154,972
Owner Occupied Housing Units	39.6%	53.4%	51.5%
Renter Occupied Housing Units	57.7%	44.0%	45.8%
Vacant Housing Units	2.7%	2.7%	2.7%
2010 Housing Units	8,942	61,245	159,150
Owner Occupied Housing Units	35.6%	50.1%	49.0%
Renter Occupied Housing Units	56.3%	44.7%	45.8%
Vacant Housing Units	8.1%	5.2%	5.2%
2020 Housing Units	8,564	62,318	162,984
Vacant Housing Units	4.3%	3.8%	3.6%
2022 Housing Units	8,673	62,339	163,404
Owner Occupied Housing Units	35.7%	49.5%	49.7%
Renter Occupied Housing Units	59.9%	46.6%	46.5%
Vacant Housing Units	4.4%	3.9%	3.8%
2027 Housing Units	8,678	62,535	163,976
Owner Occupied Housing Units	36.2%	49.3%	49.5%
Renter Occupied Housing Units	59.1%	46.2%	46.1%
Vacant Housing Units	4.8%	4.6%	4.3%
Median Household Income			
2022	\$78,869	\$82,792	\$77,620
2027	\$89,129	\$98,608	\$92,036
Median Home Value			
2022	\$597,296	\$637,014	\$595,958
2027	\$641,376	\$678,823	\$653,666
Per Capita Income			
2022	\$42,032	\$44,143	\$37,724
2027	\$50,717	\$52,839	\$45,307
Median Age			
2010	37.0	37.6	34.8
2022	39.3	39.0	36.2
2027	41.0	39.9	37.4

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	8,290	59,905	157,262
<\$15,000	7.2%	6.7%	7.6%
\$15,000 - \$24,999	4.8%	5.8%	6.6%
\$25,000 - \$34,999	6.3%	6.2%	6.7%
\$35,000 - \$49,999	10.8%	9.1%	10.1%
\$50,000 - \$74,999	17.6%	16.5%	17.0%
\$75,000 - \$99,999	16.4%	14.9%	14.7%
\$100,000 - \$149,999	22.3%	19.6%	18.9%
\$150,000 - \$199,999	7.2%	9.7%	8.9%
\$200,000+	7.4%	11.4%	9.6%
Average Household Income	\$101,458	\$114,787	\$106,119
2027 Households by Income			
Household Income Base	8,263	59,684	156,844
<\$15,000	5.0%	4.8%	5.8%
\$15,000 - \$24,999	3.0%	3.9%	4.5%
\$25,000 - \$34,999	3.5%	4.1%	4.9%
\$35,000 - \$49,999	8.4%	7.2%	8.4%
\$50,000 - \$74,999	19.2%	15.9%	15.8%
\$75,000 - \$99,999	17.0%	14.7%	14.4%
\$100,000 - \$149,999	23.8%	22.0%	21.7%
\$150,000 - \$199,999	9.2%	12.4%	11.8%
\$200,000+	10.9%	15.0%	12.7%
Average Household Income	\$122,604	\$137,448	\$127,582
2022 Owner Occupied Housing Units by Value			
Total	3,099	30,854	81,244
<\$50,000	1.2%	0.6%	2.4%
\$50,000 - \$99,999	0.0%	0.2%	1.4%
\$100,000 - \$149,999	0.0%	0.2%	0.5%
\$150,000 - \$199,999	0.2%	0.7%	0.9%
\$200,000 - \$249,999	0.6%	0.4%	0.9%
\$250,000 - \$299,999	1.0%	0.7%	1.3%
\$300,000 - \$399,999	8.6%	3.8%	7.6%
\$400,000 - \$499,999	14.7%	11.1%	15.6%
\$500,000 - \$749,999	60.9%	58.8%	50.6%
\$750,000 - \$999,999	7.4%	15.6%	12.3%
\$1,000,000 - \$1,499,999	4.7%	5.1%	3.7%
\$1,500,000 - \$1,999,999	0.6%	1.2%	1.2%
\$2,000,000 +	0.1%	1.4%	1.6%
Average Home Value	\$617,870	\$690,015	\$633,214
2027 Owner Occupied Housing Units by Value			
Total	3,138	30,819	81,170
<\$50,000	0.0%	0.2%	1.2%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.2%
\$200,000 - \$249,999	0.0%	0.0%	0.2%
\$250,000 - \$299,999	0.1%	0.1%	0.4%
\$300,000 - \$399,999	2.3%	1.0%	2.9%
\$400,000 - \$499,999	9.4%	6.7%	11.2%
\$500,000 - \$749,999	67.6%	58.4%	54.3%
\$750,000 - \$999,999	12.6%	22.4%	18.6%
\$1,000,000 - \$1,499,999	6.7%	7.1%	5.6%
\$1,500,000 - \$1,999,999	1.1%	1.8%	2.2%
\$2,000,000 +	0.2%	2.2%	2.7%
Average Home Value	\$691,730	\$763,064	\$734,427

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 2022 and 2027. 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	18,328	145,040	414,757
0 - 4	5.7%	6.1%	6.8%
5 - 9	4.7%	5.5%	6.1%
10 - 14	4.6%	5.5%	6.2%
15 - 24	15.5%	15.4%	16.5%
25 - 34	17.0%	14.4%	14.6%
35 - 44	12.3%	12.7%	12.9%
45 - 54	14.0%	14.5%	13.8%
55 - 64	10.2%	11.4%	10.8%
65 - 74	5.6%	6.7%	6.0%
75 - 84	5.6%	5.3%	4.3%
85 +	4.8%	2.7%	2.0%
18 +	82.0%	79.4%	76.9%
2022 Population by Age			
Total	20,027	156,225	445,291
0 - 4	4.9%	5.3%	6.0%
5 - 9	5.0%	5.3%	5.9%
10 - 14	4.7%	5.4%	5.9%
15 - 24	10.3%	12.8%	14.6%
25 - 34	18.2%	15.5%	15.9%
35 - 44	13.9%	12.9%	12.7%
45 - 54	11.1%	11.5%	11.1%
55 - 64	11.9%	12.7%	11.7%
65 - 74	9.1%	9.8%	9.0%
75 - 84	5.7%	5.6%	4.8%
85 +	5.1%	3.1%	2.4%
18 +	82.9%	80.8%	78.8%
2027 Population by Age			
Total	19,974	155,682	444,193
0 - 4	4.9%	5.4%	6.0%
5 - 9	4.8%	5.2%	5.7%
10 - 14	4.7%	5.2%	5.7%
15 - 24	10.7%	12.7%	14.2%
25 - 34	15.1%	14.0%	14.8%
35 - 44	15.8%	14.3%	14.1%
45 - 54	11.4%	11.3%	10.9%
55 - 64	10.8%	11.6%	10.7%
65 - 74	10.2%	10.7%	9.6%
75 - 84	6.7%	6.6%	5.7%
85 +	5.0%	3.2%	2.5%
18 +	83.0%	81.2%	79.2%
2010 Population by Sex			
Males	8,621	70,363	202,045
Females	9,706	74,675	212,713
2022 Population by Sex			
Males	9,505	76,191	217,998
Females	10,524	80,034	227,292
2027 Population by Sex			
Males	9,464	75,879	217,529
Females	10,510	79,803	226,665

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	18,327	145,038	414,758
White Alone	76.1%	72.1%	64.3%
Black Alone	5.8%	7.2%	8.9%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	5.5%	5.6%	7.2%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	6.1%	8.1%	12.2%
Two or More Races	5.5%	5.7%	6.1%
Hispanic Origin	18.8%	21.8%	28.1%
Diversity Index	58.8	64.5	73.5
2020 Population by Race/Ethnicity			
Total	19,703	156,436	445,335
White Alone	63.2%	57.8%	51.2%
Black Alone	5.9%	7.3%	8.7%
American Indian Alone	1.0%	0.9%	1.1%
Asian Alone	6.3%	6.7%	8.4%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	7.9%	10.8%	14.7%
Two or More Races	15.2%	15.8%	15.5%
Hispanic Origin	23.4%	26.9%	31.5%
Diversity Index	72.0	76.9	81.7
2022 Population by Race/Ethnicity			
Total	20,029	156,224	445,289
White Alone	62.3%	57.0%	50.4%
Black Alone	5.9%	7.3%	8.6%
American Indian Alone	1.0%	1.0%	1.1%
Asian Alone	6.5%	7.0%	8.7%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	8.1%	11.0%	14.9%
Two or More Races	15.6%	16.2%	15.9%
Hispanic Origin	23.7%	27.1%	31.7%
Diversity Index	72.7	77.4	82.1
2027 Population by Race/Ethnicity			
Total	19,974	155,682	444,194
White Alone	59.9%	54.6%	48.1%
Black Alone	5.9%	7.2%	8.4%
American Indian Alone	1.1%	1.0%	1.2%
Asian Alone	7.1%	7.7%	9.4%
Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	8.5%	11.5%	15.4%
Two or More Races	16.9%	17.4%	16.9%
Hispanic Origin	23.8%	27.3%	31.9%
Diversity Index	74.3	78.7	83.0
2010 Population by Relationship and Household Type			
Total	18,327	145,038	414,758
In Households	97.6%	98.9%	98.2%
In Family Households	68.4%	76.7%	79.7%
Householder	22.6%	24.4%	23.6%
Spouse	15.4%	17.2%	16.1%
Child	24.0%	27.7%	31.0%
Other relative	4.0%	4.7%	5.9%
Nonrelative	2.4%	2.8%	3.2%
In Nonfamily Households	29.2%	22.2%	18.4%
In Group Quarters	2.4%	1.1%	1.8%
Institutionalized Population	2.1%	0.6%	0.7%
Noninstitutionalized Population	0.3%	0.4%	1.2%

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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2022 Population 25+ by Educational Attainment			
Total	15,028	111,100	301,036
Less than 9th Grade	1.7%	3.1%	5.3%
9th - 12th Grade, No Diploma	4.5%	4.4%	5.7%
High School Graduate	14.2%	16.6%	19.2%
GED/Alternative Credential	1.3%	2.2%	2.9%
Some College, No Degree	24.6%	22.5%	22.7%
Associate Degree	9.2%	9.0%	9.1%
Bachelor's Degree	28.4%	26.4%	22.7%
Graduate/Professional Degree	16.2%	15.8%	12.3%
2022 Population 15+ by Marital Status			
Total	17,100	131,124	366,011
Never Married	40.7%	35.3%	37.5%
Married	40.8%	47.7%	46.3%
Widowed	5.9%	5.3%	5.3%
Divorced	12.6%	11.6%	10.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,319	81,875	225,615
Population 16+ Employed	94.9%	95.0%	94.0%
Population 16+ Unemployment rate	5.1%	5.0%	6.0%
Population 16-24 Employed	9.7%	13.0%	14.7%
Population 16-24 Unemployment rate	12.8%	10.5%	11.4%
Population 25-54 Employed	68.5%	63.3%	63.7%
Population 25-54 Unemployment rate	4.3%	4.7%	5.6%
Population 55-64 Employed	16.6%	16.9%	15.5%
Population 55-64 Unemployment rate	2.5%	2.8%	3.0%
Population 65+ Employed	5.3%	6.8%	6.1%
Population 65+ Unemployment rate	7.4%	2.2%	3.4%
2022 Employed Population 16+ by Industry			
Total	9,795	77,774	212,104
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	3.8%	6.5%	7.0%
Manufacturing	5.0%	5.3%	5.7%
Wholesale Trade	1.2%	1.9%	1.9%
Retail Trade	15.1%	11.4%	11.8%
Transportation/Utilities	3.8%	4.9%	5.7%
Information	0.9%	2.0%	1.9%
Finance/Insurance/Real Estate	7.7%	5.9%	5.7%
Services	53.4%	54.9%	53.9%
Public Administration	8.9%	7.0%	6.3%
2022 Employed Population 16+ by Occupation			
Total	9,794	77,771	212,104
White Collar	74.1%	69.0%	62.5%
Management/Business/Financial	19.8%	20.5%	17.4%
Professional	32.8%	28.1%	23.7%
Sales	10.5%	9.2%	9.8%
Administrative Support	11.0%	11.1%	11.6%
Services	14.1%	15.8%	19.4%
Blue Collar	11.8%	15.2%	18.1%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	3.7%	4.5%	5.4%
Installation/Maintenance/Repair	2.3%	2.4%	2.8%
Production	2.0%	2.7%	3.0%
Transportation/Material Moving	3.7%	5.5%	6.8%

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2010 Households by Type			
Total	8,219	58,032	150,881
Households with 1 Person	37.0%	28.0%	24.9%
Households with 2+ People	63.0%	72.0%	75.1%
Family Households	50.7%	60.9%	64.8%
Husband-wife Families	34.5%	42.9%	44.2%
With Related Children	14.9%	18.6%	21.4%
Other Family (No Spouse Present)	16.2%	18.0%	20.5%
Other Family with Male Householder	4.9%	5.4%	6.1%
With Related Children	2.7%	2.8%	3.3%
Other Family with Female Householder	11.3%	12.6%	14.5%
With Related Children	6.2%	7.3%	8.8%
Nonfamily Households	12.3%	11.1%	10.3%
All Households with Children	24.1%	29.2%	34.0%
Multigenerational Households	2.5%	3.7%	5.3%
Unmarried Partner Households	8.1%	7.5%	7.5%
Male-female	7.3%	6.4%	6.4%
Same-sex	0.8%	1.1%	1.2%
2010 Households by Size			
Total	8,219	58,032	150,890
1 Person Household	37.0%	28.0%	24.9%
2 Person Household	32.7%	33.9%	31.3%
3 Person Household	14.5%	16.5%	17.1%
4 Person Household	9.9%	12.6%	13.7%
5 Person Household	3.9%	5.5%	7.1%
6 Person Household	1.3%	2.2%	3.2%
7 + Person Household	0.8%	1.4%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	8,219	58,031	150,894
Owner Occupied	38.7%	52.9%	51.7%
Owned with a Mortgage/Loan	28.8%	39.3%	38.9%
Owned Free and Clear	9.9%	13.6%	12.8%
Renter Occupied	61.3%	47.1%	48.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	61	61
Percent of Income for Mortgage	39.9%	40.6%	40.5%
Wealth Index	73	112	96
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,942	61,245	159,150
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	18,327	145,038	414,758
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.	Old and Newcomers (8F)	Exurbanites (1E)	Metro Fusion (11C)
2.	Young and Restless (11B)	Pleasantville (2B)	Pleasantville (2B)
3.	Retirement Communities (9E)	City Lights (8A)	Exurbanites (1E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$19,912,273	\$159,675,333	\$389,076,844
Average Spent	\$2,401.96	\$2,665.48	\$2,474.07
Spending Potential Index	100	111	103
Education: Total \$	\$16,075,853	\$139,486,953	\$334,523,985
Average Spent	\$1,939.19	\$2,328.47	\$2,127.18
Spending Potential Index	99	119	108
Entertainment/Recreation: Total \$	\$29,243,650	\$235,423,140	\$567,216,090
Average Spent	\$3,527.58	\$3,929.94	\$3,606.82
Spending Potential Index	96	107	98
Food at Home: Total \$	\$50,572,255	\$403,457,989	\$986,309,834
Average Spent	\$6,100.39	\$6,734.96	\$6,271.76
Spending Potential Index	99	109	101
Food Away from Home: Total \$	\$35,448,784	\$285,067,782	\$700,309,787
Average Spent	\$4,276.09	\$4,758.66	\$4,453.14
Spending Potential Index	99	110	103
Health Care: Total \$	\$56,455,603	\$443,921,631	\$1,061,793,845
Average Spent	\$6,810.08	\$7,410.43	\$6,751.75
Spending Potential Index	96	105	95
HH Furnishings & Equipment: Total \$	\$20,500,197	\$165,578,761	\$399,845,829
Average Spent	\$2,472.88	\$2,764.02	\$2,542.55
Spending Potential Index	97	108	99
Personal Care Products & Services: Total \$	\$8,440,744	\$67,362,194	\$162,747,333
Average Spent	\$1,018.18	\$1,124.48	\$1,034.88
Spending Potential Index	100	110	101
Shelter: Total \$	\$189,103,032	\$1,556,330,106	\$3,817,869,039
Average Spent	\$22,810.98	\$25,979.97	\$24,277.12
Spending Potential Index	100	113	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,487,302	\$170,877,671	\$405,961,807
Average Spent	\$2,591.95	\$2,852.48	\$2,581.44
Spending Potential Index	95	105	95
Travel: Total \$	\$22,625,870	\$188,211,459	\$454,579,406
Average Spent	\$2,729.30	\$3,141.83	\$2,890.59
Spending Potential Index	95	109	101
Vehicle Maintenance & Repairs: Total \$	\$10,336,118	\$80,692,297	\$194,770,307
Average Spent	\$1,246.82	\$1,347.00	\$1,238.51
Spending Potential Index	99	107	98

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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