"No Kings 3" San Diego, March 28, 2026: Crowd Size

Larry Stowell and Wendy Gelernter, Take Action San Diego

Direct questions to: TakeActionSanDiego@gmail.com

March 28, 2026

Revised March 29, 2026

Summary

For the San Diego Waterfront Park "No Kings" march on March 28, 2026, we used two different methods to estimate a crowd size of ranging from 49,500 – 54,196 participants.

These values were computed using two static methods (ground and aerial counts). The methods for generating this estimate are described below so that others can validate these numbers. This procedure has also been submitted to [The Crowd Counting Consortium](#), a public interest and scholarly project hosted by Harvard University to document protests in the U.S., for review and input.

An additional 22 No Kings rallies were held throughout San Diego on March 28 (Table 2). Counts provided by local organizers totalled more than 43,000 additional participants, with several locations not yet reporting at this time, due to later event starting times.

When crowd counts from all of San Diego County's No Kings events are combined, we estimate a range of 93,350-98,046 attendees. Of all of the rallies held in San Diego since Donald Trump's second inauguration, this is the highest attendance level yet at San Diego County's pro-democracy events.

As in the past, we calculated the ratio of attendees at Waterfront Park to the number of online signups on the Mobilize application, which totalled 4,501. Based on this, we found that the number of attendees was 11 to 12 times higher than the number of Mobilize signups. This ratio grows slightly larger with every successive large No Kings event.

Methods

We utilized two static approaches to estimating crowd size:

1) Initial pre-march static estimate of Waterfront Park capacity based upon Jacobs density assessments and described by Choi-Fitzpatrick, A. and T Juskauskas, 2015.
2) Aerial video frame capture of the length of the march on Harbor Dr. using the Jacobs method.

Method 1: Waterfront Park pre-march estimate: The static estimate of Waterfront Park's maximum capacity is 73,356 people (Figure 1, Table 1). It was derived using Google Earth to measure the area where

participants were expected to gather. Based on assessments of the crowd density and the area covered by the crowd, there were approximately 49,500 people assembled in Waterfront Park at 10:10 am (Table 1). This estimate does not include people who arrived after 10:10am and does not include participants lined up along Harbor Drive and other nearby sidewalks. For that reason, the estimate of 49,500 is quite conservative.

Figure1. Waterfront Park, San Diego. Main turfgrass areas where participants gathered, showing the square footage of each section of the park.

Table 1. Pre-march static measurements taken at 10:10 am prior to the start of the march. Participants continued to arrive throughout this area over the next hour and are therefore not included in this assessment. In addition, the data below only evaluates participants within the park, and not those lined up along Harbor Drive, or approaching the park in multiple directions. The maximum number of people who could potentially fit into Waterfront Park is 73,356, if they were densely packed throughout the area. The actual density of participants at 10:10am, however, was more moderate, resulting in the estimate of 46,949 at 10:10am.

		Density sq ft per person		
		DL 1	DL2	DL3
Waterfront Park Areas (south to north)	Sq ft	10	4.5	2.5
1	37,101	3,710	8,245	14,840
2	24,414	2,441	5,425	9,766
3	16,443	1,644	3,654	6,577
Fountain	10,331	1,033	2,296	4,132
4	17,375	1,738	3,861	6,950
5	26,699	2,670	5,933	10,680
6	51,028	5,103	11,340	20,411
		18,339	40,754	73,356

	Time of observation (provide DL 1, 2, 3 or count)			
Quadrat	A	B	C	D
1	3	3	3	3
2	3	3	3	3
3	3	3	3	3
Fountain	3	3	3	3
4	2	2	2	2
5	1	1	1	1
6	1	1	1	1

	Time of observation (provide DL 1, 2, 3 or count)				
Quadrat	A	B	C	D	
1	14,840	14,840	14,840	14,840	14,840
2	9,766	9,766	9,766	9,766	9,766
3	6,577	6,577	6,577	6,577	6,577
Fountain	4,132	4,132	4,132	4,132	4,132
4	3,861	3,861	3,861	3,861	3,861
5	2,670	2,670	2,670	2,670	2,670
6	5,103	5,103	5,103	5,103	5,103
					46,949

Method 2 – Aerial Video Frame Capture- The approximate area where the large majority of marchers were present was about 243,884 sq ft (See Google Earth polygon area measurement, Figure 2). At a density of approximately 4.5 people/sq ft, an estimate of 54,196 marchers was computed based on a screen capture from CBS8, San Diego YouTube video of No Kings protests around San Diego (https://www.youtube.com/live/LyGj5RWkBaA?si=nw_1t5T4LfWjabJl):

Figure 2. Area occupied by marchers in this CBS8 video on Harbor Drive after the march had started. Google Earth polygon measurement tool was used to estimate the area occupied by the marchers

Table 2. Crowd counts from 22 No Kings protests around San Diego County on March 28.

Town	Estimate
Borrego Springs	300
Carmel Valley	2,000
Carlsbad	14,000
Chula Vista	500
Escondido	3,000
El Cajon	2,700
Fallbrook	300
Julian	70
La Jolla	1,000
La Mesa	2,000
Mira Mesa	2,000
Ocean Beach	300
Oceanside	1,000
Otay Mesa	2,000
Ramona	400
Rancho Bernardo	6,000
Ruocco Park	300
San Marcos	800
Temecula	3,500
Valley Center	180
Vista	1,500
TOTAL	**43,850**

References

Choi-Fitzpatrick, A, T. Juskauskas and B. Sabur. 2018. All the protestors fit to count: using geospatial affordances to estimate protest event size. Interface. 10:297-321. Retrieved https://www.interfacejournal.net/wordpress/wp-ontent/uploads/2018/12/Interface-10-1-2-Choi-Fitzpatrick-et-al.pdf

Choi-Fitzpatrick, A. and T Juskauskas. 2015. Up in the Air: Applying the Jacobs Crowd formula to Drone Imagry. Procedia Eng. 107:273-281. https://www.sciencedirect.com/science/article/pii/S1877705815010358?utm_source=chatgpt.com

Wikipedia contributors. (2023). 'Crowd counting.' *Wikipedia, The Free Encyclopedia.* Retrieved 4/7/2025 https://en.wikipedia.org/wiki/Crowd_counting