



Demographic and Socioeconomic Profile 2010

ZIP: 92007

Population by Race

| | Population | Percent |
|-------------------------|---------------|-------------|
| Total Population | 10,531 | 100% |
| White | 8,478 | 81% |
| Hispanic | 1,315 | 12% |
| Asian | 328 | 3% |
| Two or More | 276 | 3% |
| American Indian | 44 | <1% |
| Black | 40 | <1% |
| Other | 32 | <1% |
| Pacific Islander | 18 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|---------------|--------------|--------------|----------------|
| Total Population | 10,531 | 5,265 | 5,266 | 50% |
| Under 5 | 515 | 268 | 247 | 48% |
| 5 to 9 | 569 | 297 | 272 | 48% |
| 10 to 14 | 489 | 269 | 220 | 45% |
| 15 to 17 | 299 | 153 | 146 | 49% |
| 18 and 19 | 165 | 104 | 61 | 37% |
| 20 to 24 | 492 | 244 | 248 | 50% |
| 25 to 29 | 908 | 444 | 464 | 51% |
| 30 to 34 | 951 | 495 | 456 | 48% |
| 35 to 39 | 903 | 462 | 441 | 49% |
| 40 to 44 | 720 | 359 | 361 | 50% |
| 45 to 49 | 812 | 395 | 417 | 51% |
| 50 to 54 | 903 | 457 | 446 | 49% |
| 55 to 59 | 843 | 418 | 425 | 50% |
| 60 and 61 | 316 | 158 | 158 | 50% |
| 62 to 64 | 400 | 199 | 201 | 50% |
| 65 to 69 | 415 | 204 | 211 | 51% |
| 70 to 74 | 240 | 109 | 131 | 55% |
| 75 to 79 | 198 | 82 | 116 | 59% |
| 80 to 84 | 170 | 71 | 99 | 58% |
| 85 and Older | 223 | 77 | 146 | 65% |
| Under 18 | 1,872 | 987 | 885 | 47% |
| 65 and older | 1,246 | 543 | 703 | 56% |
| Median | 39.9 | 38.9 | 41.1 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 8,958 | 100% |
| Never Married | 3,463 | 39% |
| Married, excluding separated | 3,909 | 44% |
| Separated | 224 | 3% |
| Widowed | 425 | 5% |
| Divorced | 937 | 10% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B12001

Pop. by Household / Group Quarters Status

| | Number | Percent |
|---------------------------|---------------|-------------|
| Total population | 10,531 | 100% |
| Household | 10,508 | 100% |
| Group Quarters - Other | 23 | <1% |
| Group Quarters - Military | 0 | 0% |
| Group Quarters - College | 0 | 0% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Race

| | Total | Hispanic | White | Black | American Indian | Asian | Pacific Islander | Other | Two or More |
|-------------------|---------------|--------------|--------------|-------------|-----------------|-------------|------------------|-------------|-------------|
| Total Pop. | 10,531 | 1,315 | 8,478 | 40 | 44 | 328 | 18 | 32 | 276 |
| Under 5 | 515 | 92 | 357 | 1 | 7 | 15 | 0 | 2 | 41 |
| 5 to 9 | 569 | 95 | 421 | 1 | 3 | 18 | 0 | 3 | 28 |
| 10 to 14 | 489 | 117 | 335 | 1 | 1 | 9 | 2 | 1 | 23 |
| 15 to 17 | 299 | 67 | 211 | 2 | 0 | 2 | 1 | 1 | 15 |
| 18 and 19 | 165 | 37 | 114 | 1 | 0 | 2 | 0 | 3 | 8 |
| 20 to 24 | 492 | 96 | 356 | 3 | 6 | 14 | 0 | 4 | 13 |
| 25 to 29 | 908 | 94 | 744 | 3 | 8 | 29 | 3 | 3 | 24 |
| 30 to 34 | 951 | 123 | 760 | 3 | 2 | 37 | 2 | 3 | 21 |
| 35 to 39 | 903 | 127 | 703 | 4 | 1 | 44 | 0 | 1 | 23 |
| 40 to 44 | 720 | 89 | 565 | 5 | 4 | 39 | 3 | 4 | 11 |
| 45 to 49 | 812 | 81 | 675 | 2 | 4 | 28 | 2 | 2 | 18 |
| 50 to 54 | 903 | 67 | 778 | 5 | 0 | 25 | 1 | 4 | 23 |
| 55 to 59 | 843 | 57 | 745 | 2 | 3 | 24 | 2 | 0 | 10 |
| 60 and 61 | 316 | 33 | 272 | 0 | 0 | 9 | 0 | 1 | 1 |
| 62 to 64 | 400 | 31 | 356 | 0 | 4 | 5 | 0 | 0 | 4 |
| 65 to 69 | 415 | 40 | 354 | 2 | 1 | 8 | 1 | 0 | 9 |
| 70 to 74 | 240 | 21 | 205 | 4 | 0 | 8 | 0 | 0 | 2 |
| 75 to 79 | 198 | 19 | 175 | 0 | 0 | 4 | 0 | 0 | 0 |
| 80 to 84 | 170 | 14 | 151 | 0 | 0 | 5 | 0 | 0 | 0 |
| 85 and Older | 223 | 15 | 201 | 1 | 0 | 3 | 1 | 0 | 2 |
| Under 18 | 1,872 | 371 | 1,324 | 5 | 11 | 44 | 3 | 7 | 107 |
| 65 and older | 1,246 | 109 | 1,086 | 7 | 1 | 28 | 2 | 0 | 13 |
| Median | | 32.4 | 42.1 | 41.0 | 28.1 | 39.3 | 41.7 | 28.3 | 27.1 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|---------------|-------------|
| Total population age 5 and over | 10,016 | 100% |
| Speak Only English | 7,929 | 79% |
| Speak Spanish: | 1,357 | 14% |
| Speak English "well" or "very well" | 1,190 | 12% |
| Speak English "not well" or "not at all" | 167 | 2% |
| Speak Asian/Pacific Island language: | 226 | 2% |
| Speak English "well" or "very well" | 199 | 2% |
| Speak English "not well" or "not at all" | 27 | <1% |
| Speak other language: | 504 | 5% |
| Speak English "well" or "very well" | 470 | 5% |
| Speak English "not well" or "not at all" | 34 | <1% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

Educational Attainment

| | Number | Percent |
|--|--------------|-------------|
| Total population age 25 and older | 8,002 | 100% |
| Less than 9th grade | 348 | 4% |
| 9th through 12th grade, no diploma | 254 | 3% |
| High school grad (incl. equivalency) | 1,099 | 14% |
| Some college, no degree | 1,271 | 16% |
| Associate degree | 709 | 9% |
| Bachelor's degree | 2,601 | 33% |
| Master's degree | 977 | 12% |
| Professional school degree | 476 | 6% |
| Doctorate degree | 267 | 3% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B15002

School Enrollment

| | Total | | Public School | | Private School | |
|---|---------------|-------------|---------------|---------|----------------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total population age 3 and older | 10,219 | 100% | --- | --- | --- | --- |
| Enrolled in school | 2,522 | 25% | 2,123 | 21% | 399 | 4% |
| Nursery / Preschool | 267 | 11% | 143 | 7% | 124 | 31% |
| Kindergarten to grade 4 | 624 | 25% | 569 | 27% | 55 | 14% |
| Grade 5 to grade 8 | 398 | 16% | 389 | 18% | 9 | 2% |
| Grade 9 to grade 12 | 508 | 20% | 489 | 23% | 19 | 5% |
| College, undergraduate | 510 | 20% | 428 | 20% | 82 | 21% |
| Graduate or Professional school | 215 | 9% | 105 | 5% | 110 | 28% |
| Not enrolled in school | 7,697 | 75% | --- | --- | --- | --- |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B14002

Households by Type and Presence of Children Under 18

| | Total | | With Persons Under 18 | | Without Persons Under 18 | |
|--------------------------------|--------------|-------------|-----------------------|-------------|--------------------------|-------------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total households | 4,456 | 100% | 1,290 | 100% | 3,166 | 100% |
| Family Households: | 2,423 | 54% | 1,257 | 97% | 1,166 | 37% |
| Married couple family | 1,931 | 43% | 943 | 73% | 988 | 31% |
| Other family: | 492 | 11% | 314 | 24% | 178 | 6% |
| Male householder, no wife | 116 | 3% | 71 | 6% | 45 | 1% |
| Female householder, no husband | 376 | 8% | 243 | 19% | 133 | 4% |
| Nonfamily households: | 2,033 | 46% | 33 | 3% | 2,000 | 63% |
| Householder living alone | 1,275 | 29% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 758 | 17% | ---- | ---- | ---- | ---- |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B11005

Housing Units by Type

| | Number | Percent | Occupied | Unoccupied | Vacancy Rate | Persons per Household |
|----------------------------|--------------|-------------|-------------|------------|--------------|-----------------------|
| Total Housing Units | 4,833 | 100% | 4456 | 377 | 8% | 2.36 |
| Single family (detached) | 2,147 | 44% | 2,011 | 136 | 6% | 2.47 |
| Single family (attached) | 1,987 | 41% | 1,820 | 167 | 8% | 2.37 |
| 2 to 4 units | 324 | 7% | 296 | 28 | 9% | 1.76 |
| 5 to 9 units | 8 | <1% | 8 | 0 | 0% | 2.00 |
| 10 or more units | 367 | 8% | 321 | 46 | 13% | 2.19 |
| Mobile home and Other | 0 | 0% | 0 | 0 | 0% | 0.00 |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

Housing Value

| | Number | Percent |
|-----------------------------------|--------------|-------------|
| Total Owner-Occupied Units | 2,608 | 100% |
| Less than \$150,000 | 40 | 2% |
| \$150,000 to \$199,999 | 55 | 2% |
| \$200,000 to \$249,999 | 36 | 1% |
| \$250,000 to \$299,999 | 48 | 2% |
| \$300,000 to \$399,999 | 172 | 7% |
| \$400,000 to \$499,999 | 197 | 8% |
| \$500,000 to \$749,999 | 669 | 26% |
| \$750,000 to \$999,999 | 665 | 25% |
| \$1,000,000 or more | 726 | 28% |

Median Value **\$784,483**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

Year Structure Built

| | Number | Percent |
|----------------------------|--------------|-------------|
| Total Housing units | 4,835 | 100% |
| 2005 or Later | 5 | <1% |
| 2000 to 2004 | 161 | 3% |
| 1990 to 1999 | 480 | 10% |
| 1980 to 1989 | 987 | 20% |
| 1970 to 1979 | 1,563 | 32% |
| 1960 to 1969 | 764 | 16% |
| 1950 to 1959 | 647 | 13% |
| 1940 to 1949 | 104 | 2% |
| 1939 or earlier | 124 | 3% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25034

Housing Units by Tenure and Occupants per Room

| | Total | | Renter Occupied | | Owner Occupied | |
|--|--------------|-------------|-----------------|-------------|----------------|-------------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total occupied housing units | 4,456 | 100% | 1,848 | 100% | 2,608 | 100% |
| 1.00 occupant housing per room or less | 4,331 | 97% | 1,759 | 95% | 2,572 | 99% |
| 1.01 to 1.50 occupants per room | 89 | 2% | 89 | 5% | 0 | 0% |
| 1.51 to 2.00 occupants per room | 36 | 1% | 0 | 0% | 36 | 1% |
| 2.01 or more occupants per room | 0 | 0% | 0 | 0% | 0 | 0% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25014

Contract Rent

| Renter Occupied Housing Units | Number | Percent |
|-------------------------------|----------------|-------------|
| Total Units | 1,848 | 100% |
| Less than \$500 | 5 | <1% |
| \$500 to \$599 | 34 | 2% |
| \$600 to \$699 | 0 | 0% |
| \$700 to \$799 | 60 | 3% |
| \$800 to \$899 | 28 | 2% |
| \$900 to \$999 | 61 | 3% |
| \$1,000 to \$1,249 | 222 | 12% |
| \$1,250 to \$1,499 | 341 | 18% |
| \$1,500 to \$1,999 | 738 | 40% |
| \$2,000 or more | 343 | 19% |
| No cash rent | 16 | 1% |
| Median contract rent | \$1,612 | |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25056

Gross Rent as a Percentage of Household Income

| Renter Occupied Housing Units | Number | Percent |
|-------------------------------|--------------|-------------|
| Total Units | 1,848 | 100% |
| Less than 20 percent | 491 | 27% |
| 20.0 to 24.9 percent | 325 | 18% |
| 25.0 to 29.9 percent | 105 | 6% |
| 30.0 to 34.9 percent | 138 | 7% |
| 35.0 to 39.9 percent | 106 | 6% |
| 40.0 to 49.9 percent | 110 | 6% |
| 50.0 percent or more | 430 | 23% |
| Not computed | 143 | 8% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25070

Vehicle Availability

| Occupied Housing Units | Number | Percent |
|---------------------------|--------------|-------------|
| Total Availability | 4,456 | 100% |
| No vehicle | 141 | 3% |
| 1 vehicle | 1,277 | 29% |
| 2 vehicles | 2,040 | 46% |
| 3 vehicles | 610 | 14% |
| 4 or more vehicles | 388 | 9% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25044

Place of Work

| Workers age 16 and older | Number | Percent |
|------------------------------------|--------------|-------------|
| Total Workers | 5,868 | 100% |
| Worked in state of residence | 5,775 | 98% |
| Worked in county of residence | 5,594 | 95% |
| Worked outside county of residence | 181 | 3% |
| Worked outside state of residence | 93 | 2% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08007

Employment Status

| | Male | | Female | |
|---|--------------|-------------|--------------|------------|
| | Total | Percent | Number | Percent |
| Population age 16 and older | 8,876 | 100% | 4,384 | 49% |
| In labor force | 6,165 | 69% | 3,446 | 56% |
| Armed forces | 89 | 1% | 76 | 85% |
| Civilian (employed) | 5,819 | 94% | 3,214 | 55% |
| Civilian (unemployed) | 257 | 4% | 156 | 61% |
| Not in labor force | 2,711 | 31% | 938 | 35% |
| Pct. of civilian labor force unemployed | 4.2% | | 4.6% | |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B23025

Means of Transportation to Work

| Workers age 16 and older | Number | Percent |
|-----------------------------|--------------|-------------|
| Total Workers | 5,868 | 100% |
| Car, truck or van: | 4,931 | 84% |
| Drove Alone | 4,556 | 78% |
| Carpooled | 375 | 6% |
| Public Transportation: | 110 | 2% |
| Bus | 76 | 1% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 34 | 1% |
| Other public transportation | 0 | 0% |
| Motorcycle | 51 | 1% |
| Bicycle | 59 | 1% |
| Walked | 247 | 4% |
| Other means | 66 | 1% |
| Worked at home | 404 | 7% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08301

Travel Time to Work

| Workers age 16 and older | Number | Percent |
|---------------------------------------|--------------|-------------|
| Total Workers | 5,868 | 100% |
| Did not work at home | 5,464 | 93% |
| Less than 10 minutes | 726 | 12% |
| 10 to 19 minutes | 1,587 | 27% |
| 20 to 29 minutes | 1,538 | 26% |
| 30 to 44 minutes | 1,207 | 21% |
| 45 to 59 minutes | 212 | 4% |
| 60 to 89 minutes | 105 | 2% |
| 90 minutes or more | 89 | 2% |
| Worked at home | 404 | 7% |
| Average time to work (minutes) | 26 | -- |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08303

Industry

| Employed civilian population age 16 and older | Number | Percent |
|--|--------------|-------------|
| Total employed civilian age 16+ | 5,783 | 100% |
| Agriculture, forestry, mining | 27 | <1% |
| Utilities | 28 | <1% |
| Construction | 496 | 9% |
| Manufacturing | 468 | 8% |
| Wholesale trade | 135 | 2% |
| Retail trade | 466 | 8% |
| Transportation & warehousing | 270 | 5% |
| Information & communications | 263 | 5% |
| Finance, insurance, & real estate | 588 | 10% |
| Professional, scientific, management, administration | 71 | 1% |
| Educational, social, & health services | 1,008 | 17% |
| Art, entertainment, recreation, accommodations, food | 644 | 11% |
| Other services | 275 | 5% |
| Public administration | 1,044 | 18% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24030

Occupation

Employed civilian population age 16 and older

Number Percent

| | | |
|---|--------------|-------------|
| Total employed civilian age 16+ | 5,783 | 100% |
| Management, professional & related: | 2,779 | 48% |
| Management (incl. farm managers) | 829 | 14% |
| Business & financial | 381 | 7% |
| Computer & mathematical | 164 | 3% |
| Architecture & engineering | 260 | 4% |
| Life, physical & social science | 103 | 2% |
| Community & social service | 20 | <1% |
| Legal | 132 | 2% |
| Education, training, & library | 354 | 6% |
| Art, entertainment, sports & media | 198 | 3% |
| Healthcare practitioners | 338 | 6% |
| Service: | 794 | 14% |
| Healthcare support | 0 | 0% |
| Protective service | 37 | 1% |
| Food preparation & serving | 342 | 6% |
| Building & grounds cleaning / maintenance | 198 | 3% |
| Personal care & service | 217 | 4% |
| Sales & office | 1,515 | 26% |
| Farming, fishing & forestry | 6 | <1% |
| Construction, extraction & maintenance | 321 | 6% |
| Production, transport & material moving | 368 | 6% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24010

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 4,456 | 100% |
| Less than \$15,000 | 406 | 9% |
| \$15,000 to \$29,999 | 285 | 6% |
| \$30,000 to \$44,999 | 361 | 8% |
| \$45,000 to \$59,999 | 503 | 11% |
| \$60,000 to \$74,999 | 411 | 9% |
| \$75,000 to \$99,999 | 533 | 12% |
| \$100,000 to \$124,999 | 616 | 14% |
| \$125,000 to \$149,999 | 384 | 9% |
| \$150,000 to \$199,999 | 439 | 10% |
| \$200,000 or more | 518 | 12% |
| Median Income | \$87,289 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 4,456 | 100% |
| With earnings | 3,806 | 85% |
| With wage and salary income | 3,559 | 80% |
| With self-employment income | 973 | 22% |
| With interest, dividend, or net rental income | 1,810 | 41% |
| With Social Security income | 831 | 19% |
| With Supplemental Security income | 80 | 2% |
| With public assistance income | 41 | 1% |
| With retirement income | 557 | 13% |
| With other types of income | 699 | 16% |

Note: "Earnings" is the sum of households with wage and salary income and/or self-employment income. Also, a household may have more than one income. Therefore, subsets will not sum to the total.

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B19051 - B19060

Ratio of Income to Poverty Level

Population for whom poverty status is determined

| | Number | Percent |
|---------------|---------------|-------------|
| Total | 10,452 | 100% |
| Under .50 | 400 | 4% |
| .50 to .99 | 477 | 5% |
| 1.00 to 1.24 | 93 | 1% |
| 1.25 to 1.49 | 77 | 1% |
| 1.50 to 1.84 | 774 | 7% |
| 1.85 to 1.99 | 85 | 1% |
| 2.00 and over | 8,546 | 82% |

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C17002

Poverty Status

Population for whom poverty status is determined

| | Number | Percent |
|---------------|---------------|-------------|
| Total | 10,452 | 100% |
| Above Poverty | 9,575 | 92% |
| Below Poverty | 877 | 8% |

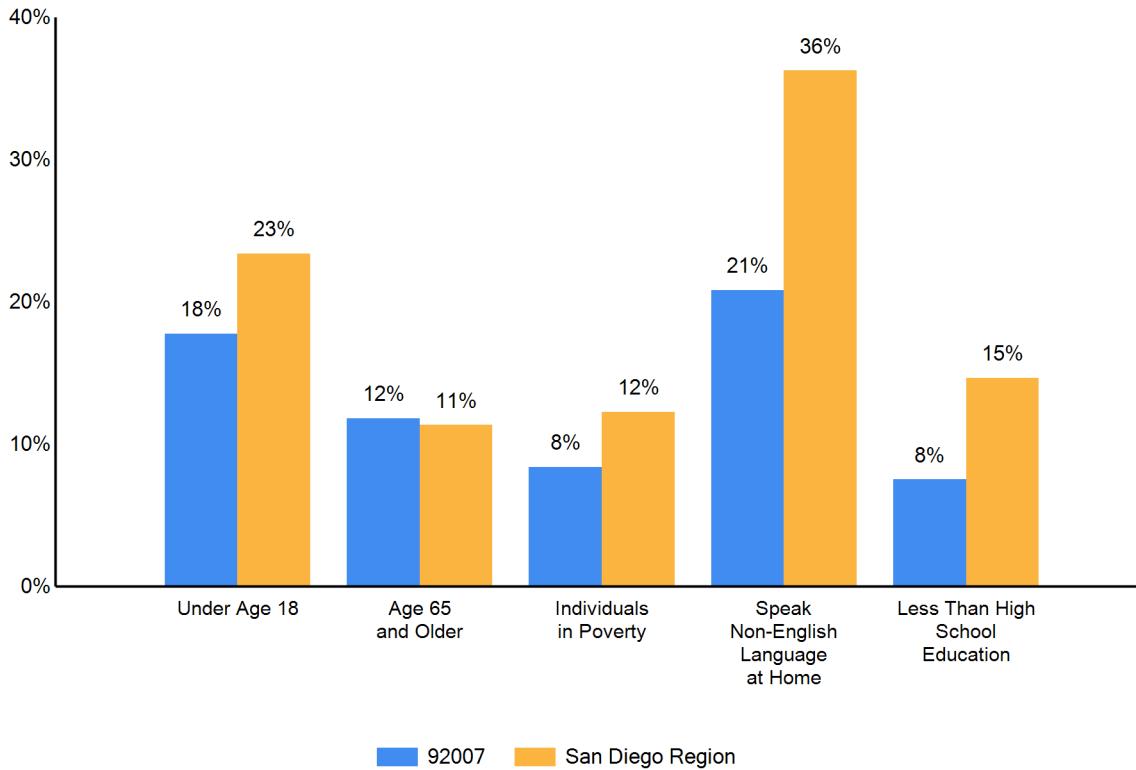
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Poverty Status of Families by Family Type and Presence of Related Children Under 18

| | Total Families | | | Above Poverty | | | Below Poverty | | |
|--|----------------|---------------|--------------|---------------|---------------|--------------|---------------|---------------|-------------|
| | Total | With Children | No Children | Total | With Children | No Children | Total | With Children | No Children |
| Total Families | 2,423 | 1,257 | 1,166 | 2,318 | 1,186 | 1,132 | 105 | 71 | 34 |
| Married couple family | 1,931 | 943 | 988 | 1,930 | 942 | 988 | 1 | 1 | 0 |
| Male householder, no wife present | 116 | 71 | 45 | 82 | 71 | 11 | 34 | 0 | 34 |
| Female householder, no husband present | 376 | 243 | 133 | 306 | 173 | 133 | 70 | 70 | 0 |

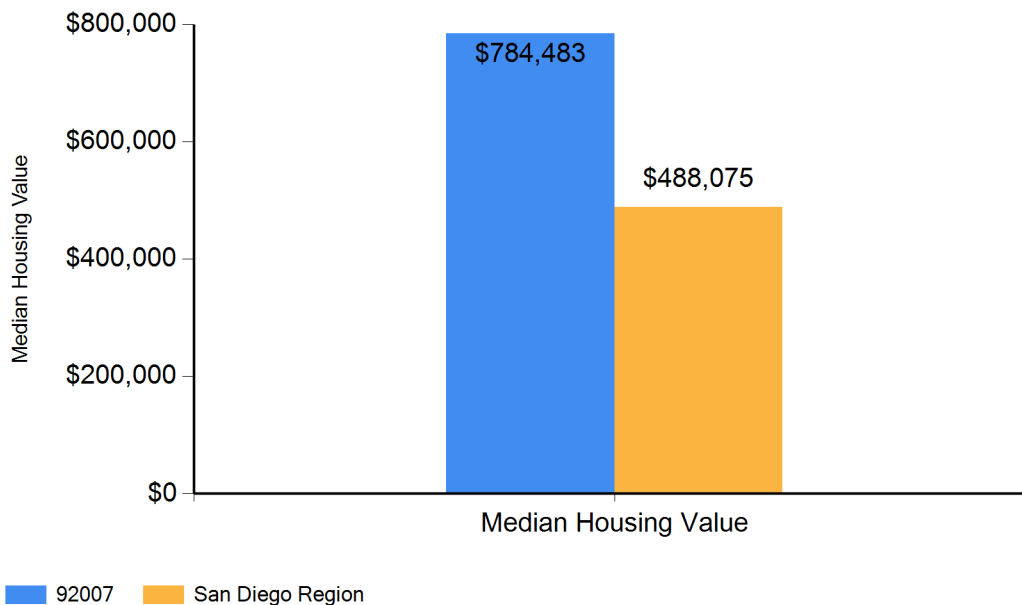
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Demographic and Socioeconomic Characteristics



Source: SANDAG, Current Estimates (2010) and constructed from U.S. Census Bureau's American Community survey 2010 5 - year file

Median Housing Value



Source: SANDAG, Constructed from U.S. Census Bureau's American Community survey 2010 5 - year file, Table B25075