



Demographic and Socioeconomic Profile 2010

UNIFIED: Valley Center-Pauma

Population by Race

	Population	Percent
Total Population	25,057	100%
White	14,546	58%
Hispanic	6,973	28%
American Indian	1,843	7%
Asian	766	3%
Two or More	644	3%
Black	186	1%
Other	51	<1%
Pacific Islander	48	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	25,057	12,693	12,364	49%
Under 5	1,562	786	776	50%
5 to 9	1,578	856	722	46%
10 to 14	1,734	860	874	50%
15 to 17	1,180	629	551	47%
18 and 19	677	342	335	49%
20 to 24	1,466	794	672	46%
25 to 29	1,265	676	589	47%
30 to 34	1,186	638	548	46%
35 to 39	1,352	624	728	54%
40 to 44	1,576	751	825	52%
45 to 49	2,090	1,058	1,032	49%
50 to 54	2,125	1,047	1,078	51%
55 to 59	1,941	966	975	50%
60 and 61	768	391	377	49%
62 to 64	994	487	507	51%
65 to 69	1,233	636	597	48%
70 to 74	885	465	420	47%
75 to 79	608	317	291	48%
80 to 84	457	213	244	53%
85 and Older	380	157	223	59%
Under 18	6,054	3,131	2,923	48%
65 and older	3,563	1,788	1,775	50%
Median	41.7	40.9	42.3	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	20,183	100%
Never Married	5,063	25%
Married, excluding separated	12,381	61%
Separated	396	2%
Widowed	814	4%
Divorced	1,529	8%

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	25,057	100%
Household	24,911	99%
Group Quarters - Other	146	1%
Group Quarters - College	0	0%
Group Quarters - Military	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.	25,057	6,973	14,546	186	1,843	766	48	51	644
Under 5	1,562	681	516	13	206	36	1	8	101
5 to 9	1,578	630	663	12	163	24	5	4	77
10 to 14	1,734	669	754	18	143	49	3	8	90
15 to 17	1,180	457	555	9	97	16	4	4	38
18 and 19	677	273	303	7	53	19	1	3	18
20 to 24	1,466	554	652	7	155	40	3	2	53
25 to 29	1,265	496	532	4	133	63	3	1	33
30 to 34	1,186	473	506	14	122	40	1	1	29
35 to 39	1,352	533	653	9	85	42	1	3	26
40 to 44	1,576	487	871	15	97	60	3	4	39
45 to 49	2,090	481	1,335	26	137	68	5	2	36
50 to 54	2,125	397	1,477	8	125	75	7	4	32
55 to 59	1,941	285	1,445	13	88	70	3	4	33
60 and 61	768	106	586	9	32	30	2	0	3
62 to 64	994	116	770	5	58	35	3	0	7
65 to 69	1,233	157	969	6	42	44	1	1	13
70 to 74	885	75	736	6	40	19	1	1	7
75 to 79	608	49	498	2	31	21	1	0	6
80 to 84	457	31	392	1	22	8	0	1	2
85 and Older	380	23	333	2	14	7	0	0	1
Under 18	6,054	2,437	2,488	52	609	125	13	24	306
65 and older	3,563	335	2,928	17	149	99	3	3	29
Median		27.2	49.7	40.0	28.9	44.5	43.3	19.0	19.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	23,495	100%
Speak Only English	17,209	73%
Speak Spanish:	5,092	22%
Speak English "well" or "very well"	4,035	17%
Speak English "not well" or "not at all"	1,057	4%
Speak Asian/Pacific Island language:	654	3%
Speak English "well" or "very well"	537	2%
Speak English "not well" or "not at all"	117	0%
Speak other language:	540	2%
Speak English "well" or "very well"	486	2%
Speak English "not well" or "not at all"	54	<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	16,860	100%
Less than 9th grade	1,332	8%
9th through 12th grade, no diploma	960	6%
High school grad (incl. equivalency)	4,340	26%
Some college, no degree	3,761	22%
Associate degree	1,313	8%
Bachelor's degree	3,413	20%
Master's degree	1,106	7%
Professional school degree	438	3%
Doctorate degree	197	1%

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	24,111	100%	---	---	---	---
Enrolled in school	6,540	27%	5,734	24%	806	3%
Nursery / Preschool	373	6%	105	2%	268	33%
Kindergarten to grade 4	1,634	25%	1,496	26%	138	17%
Grade 5 to grade 8	1,384	21%	1,204	21%	180	22%
Grade 9 to grade 12	1,784	27%	1,660	29%	124	15%
College, undergraduate	1,293	20%	1,218	21%	75	9%
Graduate or Professional school	72	1%	51	1%	21	3%
Not enrolled in school	17,571	73%	---	---	---	---

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	8,349	100%	3,234	100%	5,115	100%
Family Households:	6,869	82%	3,220	100%	3,649	71%
Married couple family	5,874	70%	2,610	81%	3,264	64%
Other family:	995	12%	610	19%	385	8%
Male householder, no wife	575	7%	298	9%	277	5%
Female householder, no husband	420	5%	312	10%	108	2%
Nonfamily households:	1,480	18%	14	<1%	1,466	29%
Householder living alone	1,227	15%	----	----	----	----
Other nonfamily households	253	3%	----	----	----	----

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	8,742	100%	8349	393	4%	2.98
Single family (detached)	7,664	88%	7,350	314	4%	3.00
Single family (attached)	284	3%	260	24	8%	3.14
2 to 4 units	20	<1%	20	0	0%	1.80
5 to 9 units	0	0%	0	0	0%	0.00
10 or more units	0	0%	0	0	0%	0.00
Mobile home and Other	774	9%	719	55	7%	2.76

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	7,120	100%
Less than \$150,000	659	9%
\$150,000 to \$199,999	130	2%
\$200,000 to \$249,999	123	2%
\$250,000 to \$299,999	362	5%
\$300,000 to \$399,999	791	11%
\$400,000 to \$499,999	1,012	14%
\$500,000 to \$749,999	2,488	35%
\$750,000 to \$999,999	1,088	15%
\$1,000,000 or more	467	7%

Median Value **\$555,975**

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	8,742	100%
2005 or Later	793	9%
2000 to 2004	1,224	14%
1990 to 1999	1,574	18%
1980 to 1989	1,886	22%
1970 to 1979	1,620	19%
1960 to 1969	717	8%
1950 to 1959	444	5%
1940 to 1949	206	2%
1939 or earlier	278	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	8,349	100%	1,229	100%	7,120	100%
1.00 occupant housing per room or less	8,126	97%	1,092	89%	7,034	99%
1.01 to 1.50 occupants per room	123	1%	67	5%	56	1%
1.51 to 2.00 occupants per room	100	1%	70	6%	30	<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	1,229	100%
Less than \$500	184	15%
\$500 to \$599	35	3%
\$600 to \$699	53	4%
\$700 to \$799	99	8%
\$800 to \$899	82	7%
\$900 to \$999	43	3%
\$1,000 to \$1,249	93	8%
\$1,250 to \$1,499	51	4%
\$1,500 to \$1,999	174	14%
\$2,000 or more	113	9%
No cash rent	302	25%
Median contract rent	\$1,355	

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	1,229	100%
Less than 20 percent	290	24%
20.0 to 24.9 percent	294	24%
25.0 to 29.9 percent	39	3%
30.0 to 34.9 percent	24	2%
35.0 to 39.9 percent	74	6%
40.0 to 49.9 percent	79	6%
50.0 percent or more	130	11%
Not computed	299	24%

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	8,349	100%
No vehicle	204	2%
1 vehicle	1,645	20%
2 vehicles	3,048	37%
3 vehicles	2,135	26%
4 or more vehicles	1,317	16%

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	11,286	100%
Worked in state of residence	11,232	100%
Worked in county of residence	10,676	95%
Worked outside county of residence	556	5%
Worked outside state of residence	54	<1%

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	19,848	100%	10,001	50%
In labor force	11,711	59%	6,748	58%
Armed forces	38	<1%	38	100%
Civilian (employed)	10,786	92%	6,141	57%
Civilian (unemployed)	887	8%	569	64%
Not in labor force	8,137	41%	3,253	40%
Pct. of civilian labor force unemployed	7.6%		8.5%	

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	11,286	100%
Car, truck or van:	9,855	87%
Drove Alone	8,823	78%
Carpooled	1,032	9%
Public Transportation:	64	1%
Bus	30	<1%
Trolley / Streetcar	0	0%
Railroad	34	<1%
Other public transportation	0	0%
Motorcycle	38	<1%
Bicycle	0	0%
Walked	304	3%
Other means	42	<1%
Worked at home	983	9%

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	11,286	100%
Did not work at home	10,303	91%
Less than 10 minutes	1,288	11%
10 to 19 minutes	1,778	16%
20 to 29 minutes	1,787	16%
30 to 44 minutes	2,609	23%
45 to 59 minutes	1,261	11%
60 to 89 minutes	990	9%
90 minutes or more	590	5%
Worked at home	983	9%
Average time to work (minutes)	39	--

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+	11,192	100%
Agriculture, forestry, mining	615	5%
Utilities	103	1%
Construction	1,195	11%
Manufacturing	1,209	11%
Wholesale trade	415	4%
Retail trade	824	7%
Transportation & warehousing	263	2%
Information & communications	182	2%
Finance, insurance, & real estate	823	7%
Professional, scientific, management, administration	382	3%
Educational, social, & health services	1,840	16%
Art, entertainment, recreation, accommodations, food	1,405	13%
Other services	522	5%
Public administration	1,414	13%

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+	11,192	100%
Management, professional & related:	4,171	37%
Management (incl. farm managers)	1,611	14%
Business & financial	580	5%
Computer & mathematical	342	3%
Architecture & engineering	241	2%
Life, physical & social science	58	1%
Community & social service	76	1%
Legal	56	1%
Education, training, & library	731	7%
Art, entertainment, sports & media	200	2%
Healthcare practitioners	276	2%
Service:	1,949	17%
Healthcare support	71	1%
Protective service	199	2%
Food preparation & serving	638	6%
Building & grounds cleaning / maintenance	686	6%
Personal care & service	355	3%
Sales & office	2,820	25%
Farming, fishing & forestry	276	2%
Construction, extraction & maintenance	1,053	9%
Production, transport & material moving	923	8%

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

Household Income

Number Percent

Total Households	8,349	100%
Less than \$15,000	341	4%
\$15,000 to \$29,999	736	9%
\$30,000 to \$44,999	850	10%
\$45,000 to \$59,999	1,200	14%
\$60,000 to \$74,999	1,104	13%
\$75,000 to \$99,999	1,204	14%
\$100,000 to \$124,999	976	12%
\$125,000 to \$149,999	740	9%
\$150,000 to \$199,999	516	6%
\$200,000 or more	682	8%
Median Income	\$74,232	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	8,349	100%
With earnings	6,945	83%
With wage and salary income	6,523	78%
With self-employment income	1,552	19%
With interest, dividend, or net rental income	2,721	33%
With Social Security income	2,305	28%
With Supplemental Security income	164	2%
With public assistance income	23	<1%
With retirement income	1,609	19%
With other types of income	1,605	19%

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	25,002	100%
Under .50	695	3%
.50 to .99	867	3%
1.00 to 1.24	515	2%
1.25 to 1.49	1,058	4%
1.50 to 1.84	1,251	5%
1.85 to 1.99	465	2%
2.00 and over	20,151	81%

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	25,002	100%
Above Poverty	23,440	94%
Below Poverty	1,562	6%

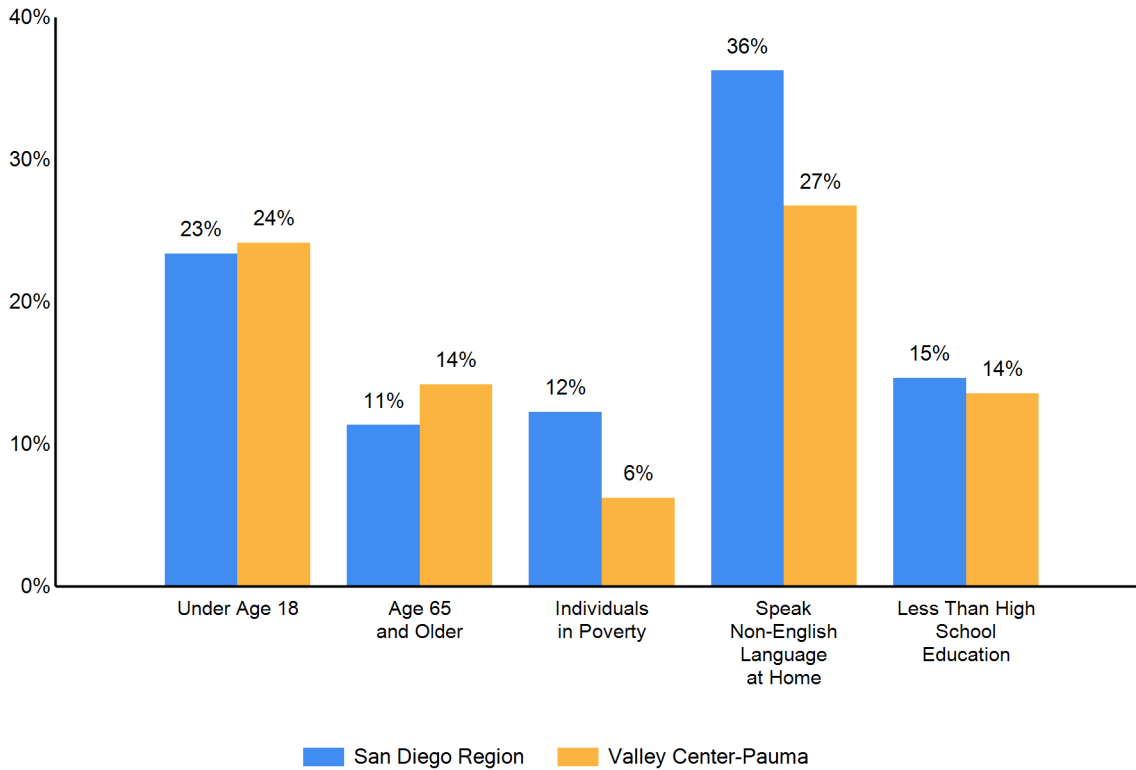
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	6,869	3,220	3,649	6,706	3,100	3,606	163	120	43
Married couple family	5,874	2,610	3,264	5,762	2,532	3,230	112	78	34
Male householder, no wife present	575	298	277	560	286	274	15	12	3
Female householder, no husband present	420	312	108	384	282	102	36	30	6

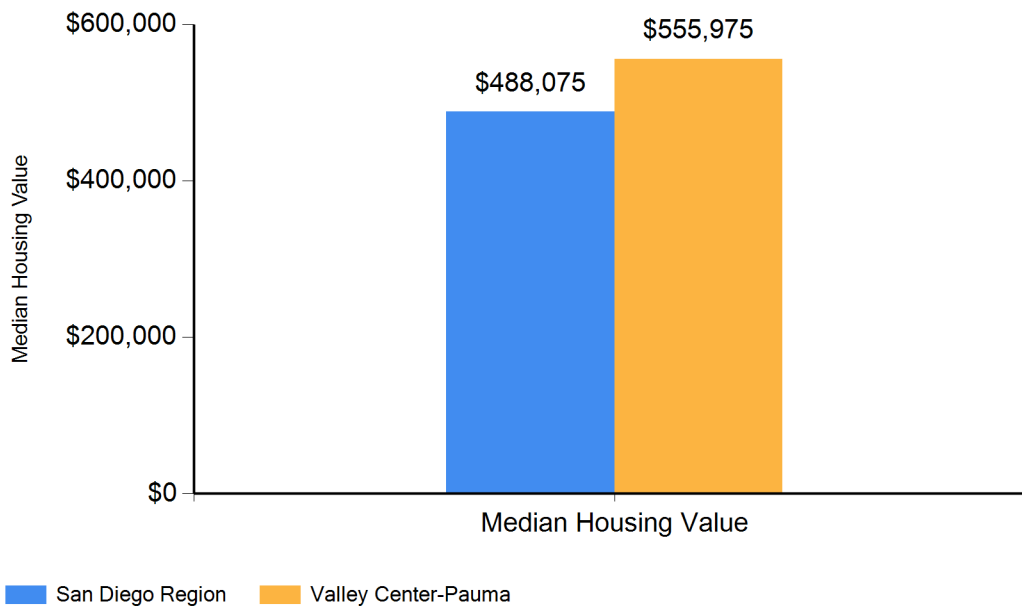
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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