

Demographic and Socioeconomic Profile 2010

MSA: North County East

Population by Race

	Population	Percent
Total Population	431,210	100%
White	205,070	48%
Hispanic	179,675	42%
Asian	22,386	5%
Two or More	9,769	2%
Black	8,608	2%
American Indian	3,544	1%
Pacific Islander	1,397	<1%
Other	761	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	431,210	212,116	219,094	51%
Under 5	31,714	15,791	15,923	50%
5 to 9	29,527	15,350	14,177	48%
10 to 14	30,110	14,765	15,345	51%
15 to 17	19,122	9,716	9,406	49%
18 and 19	13,728	6,875	6,853	50%
20 to 24	33,084	17,147	15,937	48%
25 to 29	31,024	15,849	15,175	49%
30 to 34	27,936	14,160	13,776	49%
35 to 39	27,642	13,323	14,319	52%
40 to 44	28,503	13,945	14,558	51%
45 to 49	30,417	15,195	15,222	50%
50 to 54	30,239	15,211	15,028	50%
55 to 59	25,038	11,982	13,056	52%
60 and 61	9,108	4,303	4,805	53%
62 to 64	11,494	5,232	6,262	54%
65 to 69	14,850	6,790	8,060	54%
70 to 74	11,537	5,423	6,114	53%
75 to 79	9,342	4,398	4,944	53%
80 to 84	8,151	3,673	4,478	55%
85 and Older	8,644	2,988	5,656	65%
Under 18	110,473	55,622	54,851	50%
65 and older	52,524	23,272	29,252	56%
Median	34.9	33.7	36.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	339,859	100%
Never Married	102,367	30%
Married, excluding separated	180,240	53%
Separated	5,822	2%
Widowed	18,499	5%
Divorced	32,931	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	431,210	100%		
Household	425,391	99%		
Group Quarters - Other	5,202	1%		
Group Quarters - College	617	<1%		
Group Quarters - Military	0	0%		
Source: SANDAG, Current Estimates (2010)				

Population by Age and Race

. ,	J			,	American		Pacific		Two or
	Total	Hispanic	White	Black	Indian	Asian	Islander	Other	More
Total Pop.	431,210	179,675	205,070	8,608	3,544	22,386	1,397	761	9,769
Under 5	31,714	19,479	8,774	532	291	1,204	84	63	1,287
5 to 9	29,527	17,160	9,313	491	258	1,026	95	78	1,106
10 to 14	30,110	17,221	9,757	559	233	1,128	76	63	1,073
15 to 17	19,122	10,654	6,491	395	157	665	40	42	678
18 and 19	13,728	7,311	4,996	317	139	475	47	27	416
20 to 24	33,084	16,691	12,479	1,004	326	1,477	149	37	921
25 to 29	31,024	15,791	11,649	781	266	1,571	123	57	786
30 to 34	27,936	14,389	10,341	580	237	1,668	97	50	574
35 to 39	27,642	13,348	10,937	609	187	1,934	110	41	476
40 to 44	28,503	12,348	12,783	602	211	1,925	98	71	465
45 to 49	30,417	10,545	16,161	802	266	1,982	122	44	495
50 to 54	30,239	8,135	18,793	644	258	1,861	105	48	395
55 to 59	25,038	5,610	16,716	503	208	1,585	68	49	299
60 and 61	9,108	1,682	6,452	147	76	590	38	12	111
62 to 64	11,494	1,994	8,349	191	101	649	41	18	151
65 to 69	14,850	2,684	10,820	159	87	866	34	21	179
70 to 74	11,537	1,854	8,630	110	92	687	35	19	110
75 to 79	9,342	1,303	7,220	85	64	528	16	9	117
80 to 84	8,151	817	6,806	53	53	330	13	4	75
85 and Older	8,644	659	7,603	44	34	235	6	8	55
Under 18	110,473	64,514	34,335	1,977	939	4,023	295	246	4,144
65 and older	52,524	7,317	41,079	451	330	2,646	104	61	536
Median		25.4	46.6	31.9	32.2	40.1	34.4	31.4	21.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total populatioin age 5 and over	399,496	100%
Speak Only English	244,190	61%
Speak Spanish:	130,230	33%
Speak English "well" or "very well"	86,202	22%
Speak English "not well" or "not at all"	44,028	11%
Speak Asian/Pacific Island language:	14,956	4%
Speak English "well" or "very well"	11,462	3%
Speak English "not well" or "not at all"	3,494	1%
Speak other language:	10,120	2%
Speak English "well" or "very well"	8,877	2%
Speak English "not well" or "not at all"	1,243	<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	273,925	100%
Less than 9th grade	32,918	12%
9th through 12th grade, no diploma	23,072	8%
High school grad (incl. equivalency)	61,630	22%
Some college, no degree	61,500	22%
Associate degree	24,494	9%
Bachelor's degree	47,867	17%
Master's degree	15,104	6%
Professional school degree	4,803	2%
Doctorate degree	2,537	1%

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

School Enrollment Total			Public Scl	hool	Private School		
	Number	Percent	Number	Percent	Number	Percent	
Total population age 3 and older	412,244	100%					
Enrolled in school	113,901	28%	101,549	25%	12,352	3%	
Nursery / Preschool	5,943	5%	3,141	3%	2,802	23%	
Kindergarten to grade 4	28,524	25%	26,038	26%	2,486	20%	
Grade 5 to grade 8	22,770	20%	21,049	21%	1,721	14%	
Grade 9 to grade 12	27,223	24%	26,045	26%	1,178	10%	
College, undergraduate	25,884	23%	23,260	23%	2,624	21%	
Graduate or Professional school	3,557	3%	2,016	2%	1,541	12%	
Not enrolled in school	298,343	72%					

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	140,486	100%	54,783	100%	85,703	100%
Family Households:	102,957	73%	54,243	99%	48,714	57%
Married couple family	79,239	56%	38,997	71%	40,242	47%
Other family:	23,718	17%	15,246	28%	8,472	10%
Male householder, no wife	8,341	6%	5,110	9%	3,231	4%
Female householder, no husband	15,377	11%	10,136	19%	5,241	6%
Nonfamily households:	37,529	27%	540	1%	36,989	43%
Householder living alone	28,532	20%				
Other nonfamily households	8,997	6%				

Housing Units by Type

	Number	Percent	Occupied	Unoccupied	Vacancy Rate	Persons per Household
Total Housing Units	147,670	100%	140486	7,184	5%	3.03
Single family (detached)	85,668	58%	82,440	3,228	4%	3.07
Single family (attached)	9,634	7%	9,273	361	4%	3.27
2 to 4 units	7,654	5%	7,202	452	6%	3.25
5 to 9 units	8,692	6%	8,173	519	6%	2.94
10 or more units	24,175	16%	22,660	1,515	6%	2.92
Mobile home and Other	11,847	8%	10,738	1,109	9%	2.60

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	89,112	100%
Less than \$150,000	8,301	9%
\$150,000 to \$199,999	3,121	4%
\$200,000 to \$249,999	4,052	5%
\$250,000 to \$299,999	5,232	6%
\$300,000 to \$399,999	13,957	16%
\$400,000 to \$499,999	15,693	18%
\$500,000 to \$749,999	26,160	29%
\$750,000 to \$999,999	8,457	9%
\$1,000,000 or more	4,139	5%
Median Value	\$464,451	

Year Structure Built	Number	Percent
Total Housing units	147,670	100%
2005 or Later	5,529	4%
2000 to 2004	13,556	9%
1990 to 1999	19,435	13%
1980 to 1989	36,838	25%
1970 to 1979	41,143	28%
1960 to 1969	16,347	11%
1950 to 1959	9,402	6%
1940 to 1949	2,968	2%
1939 or earlier	2,452	2%

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

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

Housing Units by Tenure and Occupants per Room

	Tota	al	Renter O	ccupied	Owner O	ccupied
	Number	Percent	Number	Percent	Number	Percent
Total occupied housing units	140,486	100%	51,374	100%	89,112	100%
1.00 occupant housing per room or less	130,719	93%	44,480	87%	86,239	97%
1.01 to 1.50 occupants per room	6,987	5%	4,783	9%	2,204	2%
1.51 to 2.00 occupants per room	2,047	1%	1,502	3%	545	1%
2.01 or more occupants per room	733	1%	609	1%	124	<1%

Contract Rent

Renter Occupied Housing Units	Number	Percent
Total Units	51,374	100%
Less than \$500	2,386	5%
\$500 to \$599	891	2%
\$600 to \$699	1,580	3%
\$700 to \$799	3,085	6%
\$800 to \$899	4,800	9%
\$900 to \$999	6,697	13%
\$1,000 to \$1,249	14,698	29%
\$1,250 to \$1,499	6,718	13%
\$1,500 to \$1,999	6,264	12%
\$2,000 or more	2,512	5%
No cash rent	1,743	3%
Median contract rent	\$1,106	

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	51,374	100%
Less than 20 percent	6,690	13%
20.0 to 24.9 percent	6,286	12%
25.0 to 29.9 percent	5,608	11%
30.0 to 34.9 percent	4,864	9%
35.0 to 39.9 percent	4,477	9%
40.0 to 49.9 percent	6,835	13%
50.0 percent or more	13,734	27%
Not computed	2,880	6%

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	140,486	100%
No vehicle	7,474	5%
1 vehicle	39,136	28%
2 vehicles	56,239	40%
3 vehicles	24,104	17%
4 or more vehicles	13,533	10%

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	195,379	100%
Worked in state of residence	194,357	99%
Worked in county of residence	184,252	94%
Worked outside county of residence	10,105	5%
Worked outside state of residence	1,022	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	Number	Percent
Population age 16 and older	333,711	100%	163,084	49%	170,627	51%
In labor force	207,862	62%	117,323	56%	90,539	44%
Armed forces	3,801	2%	3,328	88%	473	12%
Civilian (employed)	186,719	90%	104,301	56%	82,418	44%
Civilian (unemployed)	17,342	8%	9,694	56%	7,648	44%
Not in labor force	125,849	38%	45,761	36%	80,088	64%
Pct. of civilian labor force unemployed	8.5%		8.5%		8.5%	

Means of Transportation to Work

Workers age 16 and older	Number	Percent
Total Workers	195,379	100%
Car, truck or van:	173,959	89%
Drove Alone	147,258	75%
Carpooled	26,701	14%
Public Transportation:	4,220	2%
Bus	3,306	2%
Trolley / Streetcar	96	<1%
Railroad	736	<1%
Other public transportation	82	<1%
Motorcycle	792	<1%
Bicycle	560	<1%
Walked	3,497	2%
Other means	1,772	1%
Worked at home	10,579	5%

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	195,379	100%
Did not work at home	184,800	95%
Less than 10 minutes	17,032	9%
10 to 19 minutes	51,860	27%
20 to 29 minutes	38,036	19%
30 to 44 minutes	40,964	21%
45 to 59 minutes	18,900	10%
60 to 89 minutes	12,932	7%
90 minutes or more	5,076	3%
Worked at home	10,579	5%
Average time to work (minutes)	33	

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

Industry

Employed cilivian population age 16 and older	Number	Percent
Total employed civilian age 16+	191,660	100%
Agriculture, forestry, mining	5,067	3%
Utilities	1,790	1%
Construction	19,885	10%
Manufacturing	21,128	11%
Wholesale trade	6,774	4%
Retail trade	21,920	11%
Transportation & warehousing	4,386	2%
Information & communications	3,599	2%
Finance, insurance, & real estate	12,351	6%
Professional, scientific, management, administration	6,927	4%
Educational, social, & health services	31,968	17%
Art, entertainment, recreation, accommodations, food	20,188	11%
Other services	11,275	6%
Public administration	24,402	13%

Occupation

Occupation		
Employed cilivian population age 16 and older	Number	Percent
Total employed civilian age 16+	191,660	100%
Management, professional & related:	59,706	31%
Management (incl. farm managers)	19,148	10%
Business & financial	8,137	4%
Computer & mathematical	4,576	2%
Architecture & engineering	4,239	2%
Life, physical & social science	1,471	1%
Community & social service	2,353	1%
Legal	965	1%
Education, training, & library	8,788	5%
Art, entertainment, sports & media	3,461	2%
Healthcare practitioners	6,568	3%
Service:	38,206	20%
Healthcare support	2,651	1%
Protective service	3,585	2%
Food preparation & serving	10,556	6%
Building & grounds cleaning / maintenance	13,455	7%
Personal care & service	7,959	4%
Sales & office	48,028	25%
Farming, fishing & forestry	3,402	2%
Construction, extraction & maintenance	21,447	11%
Production, transport & material moving	20,871	11%

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

Household Income

	Number	Percent
Total Households	140,486	100%
Less than \$15,000	11,260	8%
\$15,000 to \$29,999	20,018	14%
\$30,000 to \$44,999	22,345	16%
\$45,000 to \$59,999	18,879	13%
\$60,000 to \$74,999	14,638	10%
\$75,000 to \$99,999	17,551	12%
\$100,000 to \$124,999	12,460	9%
\$125,000 to \$149,999	8,559	6%
\$150,000 to \$199,999	7,790	6%
\$200,000 or more	6,986	5%
Median Income	\$58,205	

Source: SANDAG, Current Estimates (2010)

Earnings and Income	Number	Percent
Total households	140,486	100%
With earnings	113,877	81%
With wage and salary income	107,427	76%
With self-employment income	21,765	15%
With interest, dividend, or net rental income	37,050	26%
With Social Security income	35,880	26%
With Supplemental Security income	4,149	3%
With public assistance income	2,915	2%
With retirement income	24,735	18%
With other types of income	20,193	14%

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	426,803	100%		
Under .50	23,097	5%		
.50 to .99	29,604	7%		
1.00 to 1.24	23,350	5%		
1.25 to 1.49	22,970	5%		
1.50 to 1.84	32,289	8%		
1.85 to 1.99	14,011	3%		
2.00 and over	281,482	66%		

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

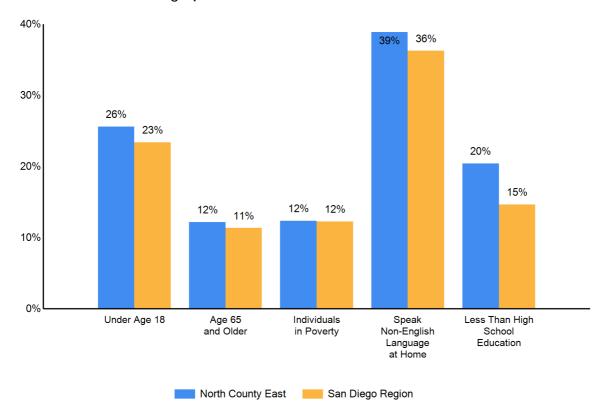
	Number	Percent
Total	426,803	100%
Above Poverty	374,102	88%
Below Poverty	52,701	12%

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

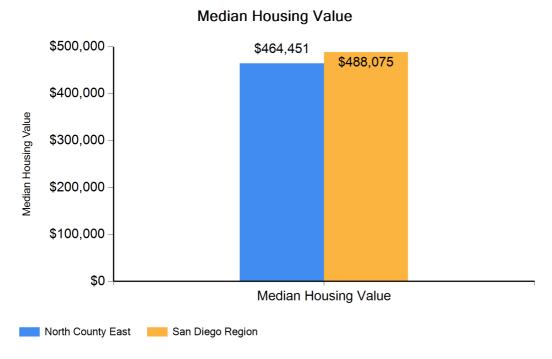
Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families				Above Poverty		Below Povery		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
Total Familes	102,957	54,243	48,714	94,644	47,826	46,818	8,313	6,417	1,896
Married couple family	79,239	38,997	40,242	74,983	36,087	38,896	4,256	2,910	1,346
Male householder, no wife present	8,341	5,110	3,231	7,108	4,058	3,050	1,233	1,052	181
Female householder, no husband present	15,377	10,136	5,241	12,553	7,681	4,872	2,824	2,455	369

Demographic and Socioeconomic Characteristics



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



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