



Demographic and Socioeconomic Profile 2010

TRACT: 197.01

Population by Race

	Population	Percent
Total Population	6,022	100%
White	3,332	55%
Hispanic	1,734	29%
Asian	338	6%
Black	324	5%
Two or More	208	3%
Pacific Islander	29	<1%
Other	29	<1%
American Indian	28	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	6,022	3,275	2,747	46%
Under 5	376	204	172	46%
5 to 9	297	142	155	52%
10 to 14	254	128	126	50%
15 to 17	147	77	70	48%
18 and 19	227	118	109	48%
20 to 24	880	518	362	41%
25 to 29	685	415	270	39%
30 to 34	494	300	194	39%
35 to 39	393	231	162	41%
40 to 44	411	236	175	43%
45 to 49	371	203	168	45%
50 to 54	383	202	181	47%
55 to 59	267	132	135	51%
60 and 61	103	58	45	44%
62 to 64	128	61	67	52%
65 to 69	135	63	72	53%
70 to 74	114	48	66	58%
75 to 79	124	46	78	63%
80 to 84	132	57	75	57%
85 and Older	101	36	65	64%
Under 18	1,074	551	523	49%
65 and older	606	250	356	59%
Median	31.5	30.6	32.8	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	5,095	100%
Never Married	1,969	39%
Married, excluding separated	2,138	42%
Separated	147	3%
Widowed	211	4%
Divorced	630	12%

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	6,022	100%
Household	5,273	88%
Group Quarters - Other	749	12%
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.	6,022	1,734	3,332	324	28	338	29	29	208
Under 5	376	158	153	13	0	11	0	3	38
5 to 9	297	121	127	9	0	17	0	4	19
10 to 14	254	102	113	10	0	11	1	1	16
15 to 17	147	64	60	8	0	7	1	1	6
18 and 19	227	79	111	11	4	11	0	0	11
20 to 24	880	293	447	50	3	37	7	2	41
25 to 29	685	229	318	69	4	36	4	8	17
30 to 34	494	158	245	35	4	34	2	1	15
35 to 39	393	110	224	23	2	28	3	0	3
40 to 44	411	123	222	20	1	35	1	2	7
45 to 49	371	97	210	22	1	25	3	1	12
50 to 54	383	64	244	34	2	25	3	1	10
55 to 59	267	48	187	10	1	16	2	1	2
60 and 61	103	18	73	3	0	5	0	1	3
62 to 64	128	11	99	4	0	12	1	0	1
65 to 69	135	17	97	2	1	12	1	1	4
70 to 74	114	19	89	0	1	3	0	1	1
75 to 79	124	15	101	0	1	6	0	1	0
80 to 84	132	3	125	1	0	2	0	0	1
85 and Older	101	5	87	0	3	5	0	0	1
Under 18	1,074	445	453	40	0	46	2	9	79
65 and older	606	59	499	3	6	28	1	3	7
Median		26.1	37.1	29.4	33.8	35.9	33.8	27.2	21.7

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	5,646	100%
Speak Only English	3,748	66%
Speak Spanish:	1,143	20%
Speak English "well" or "very well"	970	17%
Speak English "not well" or "not at all"	173	3%
Speak Asian/Pacific Island language:	569	10%
Speak English "well" or "very well"	292	5%
Speak English "not well" or "not at all"	277	5%
Speak other language:	186	3%
Speak English "well" or "very well"	169	3%
Speak English "not well" or "not at all"	17	<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	3,841	100%
Less than 9th grade	176	5%
9th through 12th grade, no diploma	347	9%
High school grad (incl. equivalency)	1,156	30%
Some college, no degree	916	24%
Associate degree	278	7%
Bachelor's degree	779	20%
Master's degree	128	3%
Professional school degree	57	1%
Doctorate degree	4	<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	5,770	100%	---	---	---	---
Enrolled in school	1,278	22%	1,087	19%	191	3%
Nursery / Preschool	89	7%	0	0%	89	47%
Kindergarten to grade 4	255	20%	255	23%	0	0%
Grade 5 to grade 8	187	15%	177	16%	10	5%
Grade 9 to grade 12	238	19%	237	22%	1	1%
College, undergraduate	477	37%	401	37%	76	40%
Graduate or Professional school	32	3%	17	2%	15	8%
Not enrolled in school	4,492	78%	---	---	---	---

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	2,171	100%	618	100%	1,553	100%
Family Households:	1,413	65%	618	100%	795	51%
Married couple family	997	46%	377	61%	620	40%
Other family:	416	19%	241	39%	175	11%
Male householder, no wife	97	4%	33	5%	64	4%
Female householder, no husband	319	15%	208	34%	111	7%
Nonfamily households:	758	35%	0	0%	758	49%
Householder living alone	585	27%	----	----	----	----
Other nonfamily households	173	8%	----	----	----	----

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	2,369	100%	2171	198	8%	2.43
Single family (detached)	733	31%	709	24	3%	2.55
Single family (attached)	6	<1%	6	0	0%	1.83
2 to 4 units	108	5%	98	10	9%	2.76
5 to 9 units	370	16%	321	49	13%	2.41
10 or more units	777	33%	694	83	11%	2.32
Mobile home and Other	375	16%	343	32	9%	2.34

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	1,133	100%
Less than \$150,000	128	11%
\$150,000 to \$199,999	38	3%
\$200,000 to \$249,999	68	6%
\$250,000 to \$299,999	69	6%
\$300,000 to \$399,999	287	25%
\$400,000 to \$499,999	159	14%
\$500,000 to \$749,999	270	24%
\$750,000 to \$999,999	38	3%
\$1,000,000 or more	76	7%

Median Value **\$391,897**

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	2,369	100%
2005 or Later	12	1%
2000 to 2004	170	7%
1990 to 1999	633	27%
1980 to 1989	1,094	46%
1970 to 1979	327	14%
1960 to 1969	99	4%
1950 to 1959	34	1%
1940 to 1949	0	0%
1939 or earlier	0	0%

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	2,171	100%	1,038	100%	1,133	100%
1.00 occupant housing per room or less	2,090	96%	999	96%	1,091	96%
1.01 to 1.50 occupants per room	27	1%	27	3%	0	0%
1.51 to 2.00 occupants per room	54	2%	12	1%	42	4%
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	1,038	100%
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	41	4%
\$800 to \$899	11	1%
\$900 to \$999	82	8%
\$1,000 to \$1,249	647	62%
\$1,250 to \$1,499	186	18%
\$1,500 to \$1,999	44	4%
\$2,000 or more	26	3%
No cash rent	1	<1%
Median contract rent	\$1,150	

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	1,038	100%
Less than 20 percent	126	12%
20.0 to 24.9 percent	195	19%
25.0 to 29.9 percent	54	5%
30.0 to 34.9 percent	54	5%
35.0 to 39.9 percent	125	12%
40.0 to 49.9 percent	196	19%
50.0 percent or more	246	24%
Not computed	42	4%

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	2,171	100%
No vehicle	26	1%
1 vehicle	931	43%
2 vehicles	764	35%
3 vehicles	263	12%
4 or more vehicles	187	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	2,566	100%
Worked in state of residence	2,566	100%
Worked in county of residence	2,474	96%
Worked outside county of residence	92	4%
Worked outside state of residence	0	0%

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	5,045	100%	2,773	55%
In labor force	2,615	52%	1,404	54%
Armed forces	133	5%	126	95%
Civilian (employed)	2,165	83%	1,158	53%
Civilian (unemployed)	317	12%	120	38%
Not in labor force	2,430	48%	1,369	56%
Pct. of civilian labor force unemployed	12.8%		9.4%	

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	2,566	100%
Car, truck or van:	2,333	91%
Drove Alone	2,111	82%
Carpooled	222	9%
Public Transportation:	0	0%
Bus	0	0%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	37	1%
Bicycle	1	<1%
Walked	26	1%
Other means	0	0%
Worked at home	169	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	2,566	100%
Did not work at home	2,397	93%
Less than 10 minutes	227	9%
10 to 19 minutes	948	37%
20 to 29 minutes	531	21%
30 to 44 minutes	451	18%
45 to 59 minutes	80	3%
60 to 89 minutes	130	5%
90 minutes or more	30	1%
Worked at home	169	7%
Average time to work (minutes)	27	--

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+	2,458	100%
Agriculture, forestry, mining	5	<1%
Utilities	0	0%
Construction	163	7%
Manufacturing	335	14%
Wholesale trade	147	6%
Retail trade	588	24%
Transportation & warehousing	33	1%
Information & communications	27	1%
Finance, insurance, & real estate	64	3%
Professional, scientific, management, administration	37	2%
Educational, social, & health services	369	15%
Art, entertainment, recreation, accommodations, food	364	15%
Other services	83	3%
Public administration	243	10%

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+	2,458	100%
Management, professional & related:	824	34%
Management (incl. farm managers)	234	10%
Business & financial	72	3%
Computer & mathematical	55	2%
Architecture & engineering	72	3%
Life, physical & social science	10	<1%
Community & social service	80	3%
Legal	0	0%
Education, training, & library	110	4%
Art, entertainment, sports & media	39	2%
Healthcare practitioners	152	6%
Service:	403	16%
Healthcare support	1	<1%
Protective service	28	1%
Food preparation & serving	108	4%
Building & grounds cleaning / maintenance	124	5%
Personal care & service	142	6%
Sales & office	826	34%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	53	2%
Production, transport & material moving	352	14%

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

Household Income

Number Percent

Total Households	2,171	100%
Less than \$15,000	110	5%
\$15,000 to \$29,999	279	13%
\$30,000 to \$44,999	568	26%
\$45,000 to \$59,999	299	14%
\$60,000 to \$74,999	293	13%
\$75,000 to \$99,999	186	9%
\$100,000 to \$124,999	149	7%
\$125,000 to \$149,999	224	10%
\$150,000 to \$199,999	17	1%
\$200,000 or more	46	2%
Median Income	\$51,446	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	2,171	100%
With earnings	1,806	83%
With wage and salary income	1,785	82%
With self-employment income	154	7%
With interest, dividend, or net rental income	521	24%
With Social Security income	508	23%
With Supplemental Security income	62	3%
With public assistance income	0	0%
With retirement income	382	18%
With other types of income	369	17%

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	4,716	100%
Under .50	207	4%
.50 to .99	141	3%
1.00 to 1.24	134	3%
1.25 to 1.49	616	13%
1.50 to 1.84	278	6%
1.85 to 1.99	118	3%
2.00 and over	3,222	68%

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	4,716	100%
Above Poverty	4,368	93%
Below Poverty	348	7%

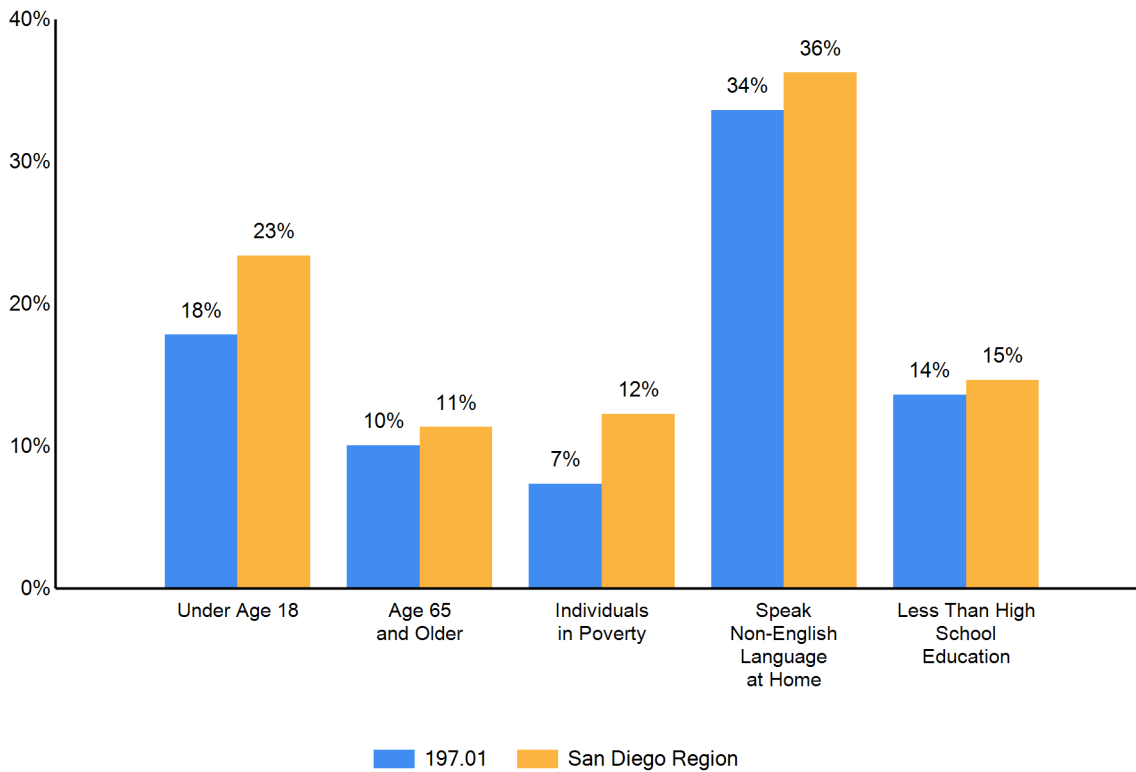
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	1,413	618	795	1,315	589	726	98	29	69
Married couple family	997	377	620	943	363	580	54	14	40
Male householder, no wife present	97	33	64	97	33	64	0	0	0
Female householder, no husband present	319	208	111	275	193	82	44	15	29

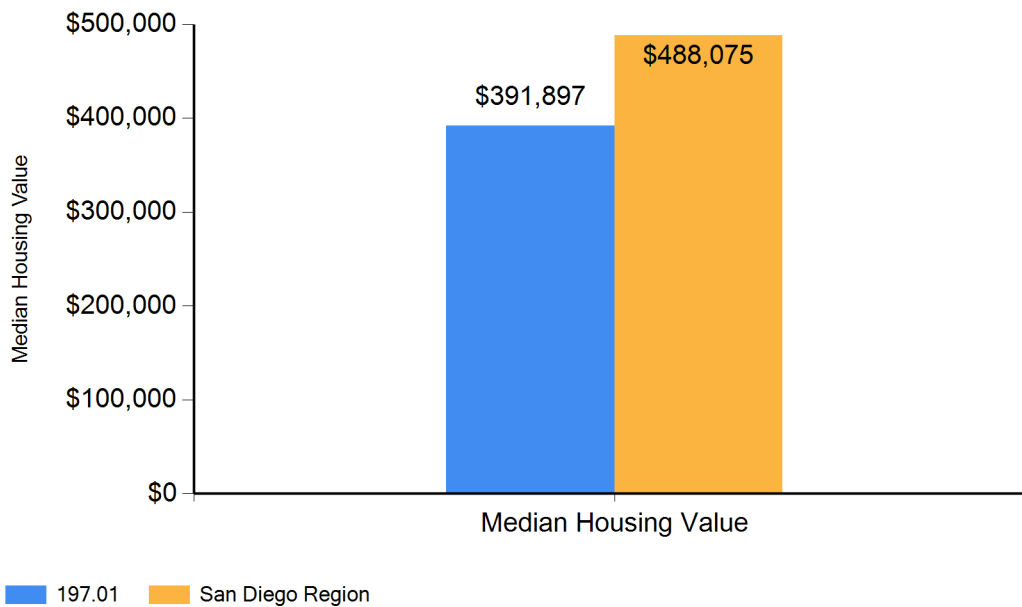
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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