



## Demographic and Socioeconomic Profile 2010

SRA: Fallbrook

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>47,306</b>	<b>100%</b>
White	27,306	58%
Hispanic	17,235	36%
Asian	1,010	2%
Two or More	867	2%
Black	553	1%
American Indian	169	<1%
Pacific Islander	93	<1%
Other	73	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>47,306</b>	<b>22,942</b>	<b>24,364</b>	<b>52%</b>
Under 5	2,958	1,420	1,538	52%
5 to 9	2,744	1,458	1,286	47%
10 to 14	2,969	1,321	1,648	56%
15 to 17	2,148	1,030	1,118	52%
18 and 19	1,430	727	703	49%
20 to 24	3,430	1,901	1,529	45%
25 to 29	2,413	1,276	1,137	47%
30 to 34	2,374	1,089	1,285	54%
35 to 39	2,377	1,112	1,265	53%
40 to 44	2,755	1,304	1,451	53%
45 to 49	3,299	1,508	1,791	54%
50 to 54	3,695	1,851	1,844	50%
55 to 59	3,627	1,803	1,824	50%
60 and 61	1,403	605	798	57%
62 to 64	1,727	854	873	51%
65 to 69	2,404	1,046	1,358	56%
70 to 74	1,710	785	925	54%
75 to 79	1,528	827	701	46%
80 to 84	1,124	602	522	46%
85 and Older	1,191	423	768	64%
Under 18	10,819	5,229	5,590	52%
65 and older	7,957	3,683	4,274	54%
<b>Median</b>	<b>41.5</b>	<b>40.5</b>	<b>42.3</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>38,635</b>	<b>100%</b>
Never Married	10,458	27%
Married, excluding separated	22,159	57%
Separated	506	1%
Widowed	2,315	6%
Divorced	3,197	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
<b>Total population</b>	<b>47,306</b>	<b>100%</b>
Household	47,024	99%
Group Quarters - Other	282	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
<b>Total Pop.</b>	<b>47,306</b>	<b>17,235</b>	<b>27,306</b>	<b>553</b>	<b>169</b>	<b>1,010</b>	<b>93</b>	<b>73</b>	<b>867</b>
Under 5	2,958	1,887	903	34	11	26	6	3	88
5 to 9	2,744	1,433	1,107	35	5	36	5	8	115
10 to 14	2,969	1,591	1,204	28	12	38	4	5	87
15 to 17	2,148	1,041	976	19	7	33	3	3	66
18 and 19	1,430	710	588	18	9	20	9	4	72
20 to 24	3,430	1,745	1,419	114	18	60	9	1	64
25 to 29	2,413	1,245	991	60	13	50	9	2	43
30 to 34	2,374	1,294	904	32	12	43	9	5	75
35 to 39	2,377	1,219	1,020	24	5	50	5	3	51
40 to 44	2,755	1,218	1,369	25	16	75	4	6	42
45 to 49	3,299	989	2,093	43	14	113	6	2	39
50 to 54	3,695	929	2,528	47	11	136	6	4	34
55 to 59	3,627	716	2,728	32	8	105	5	9	24
60 and 61	1,403	192	1,129	7	4	55	3	5	8
62 to 64	1,727	190	1,468	10	6	32	3	4	14
65 to 69	2,404	328	1,983	13	7	46	4	4	19
70 to 74	1,710	202	1,444	8	3	39	1	4	9
75 to 79	1,528	171	1,317	1	2	30	1	0	6
80 to 84	1,124	80	1,017	3	4	14	0	0	6
85 and Older	1,191	55	1,118	0	2	9	1	1	5
Under 18	10,819	5,952	4,190	116	35	133	18	19	356
65 and older	7,957	836	6,879	25	18	138	7	9	45
<b>Median</b>		<b>25.8</b>	<b>52.1</b>	<b>27.4</b>	<b>34.0</b>	<b>48.3</b>	<b>30.8</b>	<b>42.1</b>	<b>20.4</b>

Source: SANDAG, Current Estimates (2010)

## Language Spoken at Home and Ability to Speak English

	Number	Percent
<b>Total population age 5 and over</b>	<b>44,348</b>	<b>100%</b>
Speak Only English	31,031	70%
Speak Spanish:	11,791	27%
Speak English "well" or "very well"	7,885	18%
Speak English "not well" or "not at all"	3,906	9%
Speak Asian/Pacific Island language:	576	1%
Speak English "well" or "very well"	493	1%
Speak English "not well" or "not at all"	83	<1%
Speak other language:	950	2%
Speak English "well" or "very well"	888	2%
Speak English "not well" or "not at all"	62	<1%

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

## Educational Attainment

	Number	Percent
<b>Total population age 25 and older</b>	<b>31,627</b>	<b>100%</b>
Less than 9th grade	3,517	11%
9th through 12th grade, no diploma	1,787	6%
High school grad (incl. equivalency)	6,477	20%
Some college, no degree	8,538	27%
Associate degree	2,769	9%
Bachelor's degree	5,413	17%
Master's degree	2,212	7%
Professional school degree	577	2%
Doctorate degree	337	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
<b>Total population age 3 and older</b>	<b>45,518</b>	<b>100%</b>	---	---	---	---
Enrolled in school	11,503	25%	10,117	22%	1,386	3%
Nursery / Preschool	728	6%	324	3%	404	29%
Kindergarten to grade 4	2,731	24%	2,327	23%	404	29%
Grade 5 to grade 8	2,421	21%	2,265	22%	156	11%
Grade 9 to grade 12	2,908	25%	2,784	28%	124	9%
College, undergraduate	2,427	21%	2,228	22%	199	14%
Graduate or Professional school	288	3%	189	2%	99	7%
Not enrolled in school	34,015	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
<b>Total households</b>	<b>16,588</b>	<b>100%</b>	<b>5,401</b>	<b>100%</b>	<b>11,187</b>	<b>100%</b>
Family Households:	12,372	75%	5,360	99%	7,012	63%
Married couple family	10,109	61%	4,080	76%	6,029	54%
Other family:	2,263	14%	1,280	24%	983	9%
Male householder, no wife	702	4%	486	9%	216	2%
Female householder, no husband	1,561	9%	794	15%	767	7%
Nonfamily households:	4,216	25%	41	1%	4,175	37%
Householder living alone	3,368	20%	----	----	----	----
Other nonfamily households	848	5%	----	----	----	----

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
<b>Total Housing Units</b>	<b>17,558</b>	<b>100%</b>	<b>16588</b>	<b>970</b>	<b>6%</b>	<b>2.83</b>
Single family (detached)	12,567	72%	11,898	669	5%	2.78
Single family (attached)	970	6%	912	58	6%	2.84
2 to 4 units	806	5%	752	54	7%	3.16
5 to 9 units	686	4%	647	39	6%	3.13
10 or more units	1,600	9%	1,512	88	6%	3.07
Mobile home and Other	929	5%	867	62	7%	2.71

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

## Housing Value

	Number	Percent
<b>Total Owner-Occupied Units</b>	<b>11,646</b>	<b>100%</b>
Less than \$150,000	593	5%
\$150,000 to \$199,999	244	2%
\$200,000 to \$249,999	456	4%
\$250,000 to \$299,999	515	4%
\$300,000 to \$399,999	1,446	12%
\$400,000 to \$499,999	1,405	12%
\$500,000 to \$749,999	3,672	32%
\$750,000 to \$999,999	1,605	14%
\$1,000,000 or more	1,710	15%

**Median Value** **\$584,068**

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

## Year Structure Built

	Number	Percent
<b>Total Housing units</b>	<b>17,558</b>	<b>100%</b>
2005 or Later	728	4%
2000 to 2004	1,898	11%
1990 to 1999	2,607	15%
1980 to 1989	4,038	23%
1970 to 1979	4,547	26%
1960 to 1969	1,726	10%
1950 to 1959	1,348	8%
1940 to 1949	429	2%
1939 or earlier	237	1%

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
<b>Total occupied housing units</b>	<b>16,588</b>	<b>100%</b>	<b>4,942</b>	<b>100%</b>	<b>11,646</b>	<b>100%</b>
1.00 occupant housing per room or less	15,653	94%	4,289	87%	11,364	98%
1.01 to 1.50 occupants per room	644	4%	380	8%	264	2%
1.51 to 2.00 occupants per room	213	1%	202	4%	11	<1%
2.01 or more occupants per room	78	<1%	71	1%	7	<1%

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
<b>Total Units</b>	<b>4,942</b>	<b>100%</b>
Less than \$500	166	3%
\$500 to \$599	107	2%
\$600 to \$699	260	5%
\$700 to \$799	314	6%
\$800 to \$899	784	16%
\$900 to \$999	963	19%
\$1,000 to \$1,249	943	19%
\$1,250 to \$1,499	417	8%
\$1,500 to \$1,999	247	5%
\$2,000 or more	335	7%
No cash rent	406	8%
<b>Median contract rent</b>	<b>\$989</b>	

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
<b>Total Units</b>	<b>4,942</b>	<b>100%</b>
Less than 20 percent	707	14%
20.0 to 24.9 percent	640	13%
25.0 to 29.9 percent	633	13%
30.0 to 34.9 percent	445	9%
35.0 to 39.9 percent	403	8%
40.0 to 49.9 percent	614	12%
50.0 percent or more	1,044	21%
Not computed	456	9%

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
<b>Total Availability</b>	<b>16,588</b>	<b>100%</b>
No vehicle	904	5%
1 vehicle	3,704	22%
2 vehicles	6,464	39%
3 vehicles	3,365	20%
4 or more vehicles	2,151	13%

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
<b>Total Workers</b>	<b>20,879</b>	<b>100%</b>
Worked in state of residence	20,733	99%
Worked in county of residence	17,731	85%
Worked outside county of residence	3,002	14%
Worked outside state of residence	146	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
<b>Population age 16 and older</b>	<b>37,982</b>	<b>100%</b>	<b>18,444</b>	<b>49%</b>
In labor force	22,512	59%	12,413	55%
Armed forces	680	3%	631	93%
Civilian (employed)	19,800	88%	10,859	55%
Civilian (unemployed)	2,032	9%	923	45%
Not in labor force	15,470	41%	6,031	39%
Pct. of civilian labor force unemployed	9.3%		7.8%	

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
<b>Total Workers</b>	<b>20,879</b>	<b>100%</b>
Car, truck or van:	18,325	88%
Drove Alone	15,494	74%
Carpooled	2,831	14%
Public Transportation:	194	1%
Bus	103	0%
Trolley / Streetcar	19	<1%
Railroad	62	<1%
Other public transportation	10	<1%
Motorcycle	43	<1%
Bicycle	62	<1%
Walked	542	3%
Other means	102	<1%
Worked at home	1,611	8%

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
<b>Total Workers</b>	<b>20,879</b>	<b>100%</b>
Did not work at home	19,268	92%
Less than 10 minutes	2,441	12%
10 to 19 minutes	3,632	17%
20 to 29 minutes	3,429	16%
30 to 44 minutes	4,858	23%
45 to 59 minutes	2,142	10%
60 to 89 minutes	1,954	9%
90 minutes or more	812	4%
Worked at home	1,611	8%
<b>Average time to work (minutes)</b>	<b>37</b>	<b>--</b>

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
<b>Total employed civilian age 16+</b>	<b>20,148</b>	<b>100%</b>
Agriculture, forestry, mining	1,150	6%
Utilities	108	1%
Construction	2,408	12%
Manufacturing	1,803	9%
Wholesale trade	883	4%
Retail trade	2,017	10%
Transportation & warehousing	710	4%
Information & communications	297	1%
Finance, insurance, & real estate	1,341	7%
Professional, scientific, management, administration	889	4%
Educational, social, & health services	3,222	16%
Art, entertainment, recreation, accommodations, food	1,840	9%
Other services	1,001	5%
Public administration	2,479	12%

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

<b>Total employed civilian age 16+</b>	<b>20,148</b>	<b>100%</b>
Management, professional & related:	6,920	34%
Management (incl. farm managers)	2,838	14%
Business & financial	838	4%
Computer & mathematical	331	2%
Architecture & engineering	415	2%
Life, physical & social science	111	1%
Community & social service	167	1%
Legal	113	1%
Education, training, & library	825	4%
Art, entertainment, sports & media	529	3%
Healthcare practitioners	753	4%
Service:	3,144	16%
Healthcare support	240	1%
Protective service	364	2%
Food preparation & serving	862	4%
Building & grounds cleaning / maintenance	881	4%
Personal care & service	797	4%
Sales & office	5,070	25%
Farming, fishing & forestry	715	4%
Construction, extraction & maintenance	2,354	12%
Production, transport & material moving	1,945	10%

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

## Household Income

Number Percent

<b>Total Households</b>	<b>16,588</b>	<b>100%</b>
Less than \$15,000	1,152	7%
\$15,000 to \$29,999	2,192	13%
\$30,000 to \$44,999	2,370	14%
\$45,000 to \$59,999	1,987	12%
\$60,000 to \$74,999	1,759	11%
\$75,000 to \$99,999	2,282	14%
\$100,000 to \$124,999	1,438	9%
\$125,000 to \$149,999	1,008	6%
\$150,000 to \$199,999	1,063	6%
\$200,000 or more	1,337	8%
<b>Median Income</b>	<b>\$65,057</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>16,588</b>	<b>100%</b>
With earnings	12,617	76%
With wage and salary income	11,617	70%
With self-employment income	2,975	18%
With interest, dividend, or net rental income	5,829	35%
With Social Security income	5,549	33%
With Supplemental Security income	529	3%
With public assistance income	216	1%
With retirement income	3,893	23%
With other types of income	2,449	15%

*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
<b>Total</b>	<b>47,188</b>	<b>100%</b>
Under .50	1,940	4%
.50 to .99	2,568	5%
1.00 to 1.24	1,923	4%
1.25 to 1.49	2,383	5%
1.50 to 1.84	2,916	6%
1.85 to 1.99	1,441	3%
2.00 and over	34,017	72%

*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
<b>Total</b>	<b>47,188</b>	<b>100%</b>
Above Poverty	42,680	90%
Below Poverty	4,508	10%

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

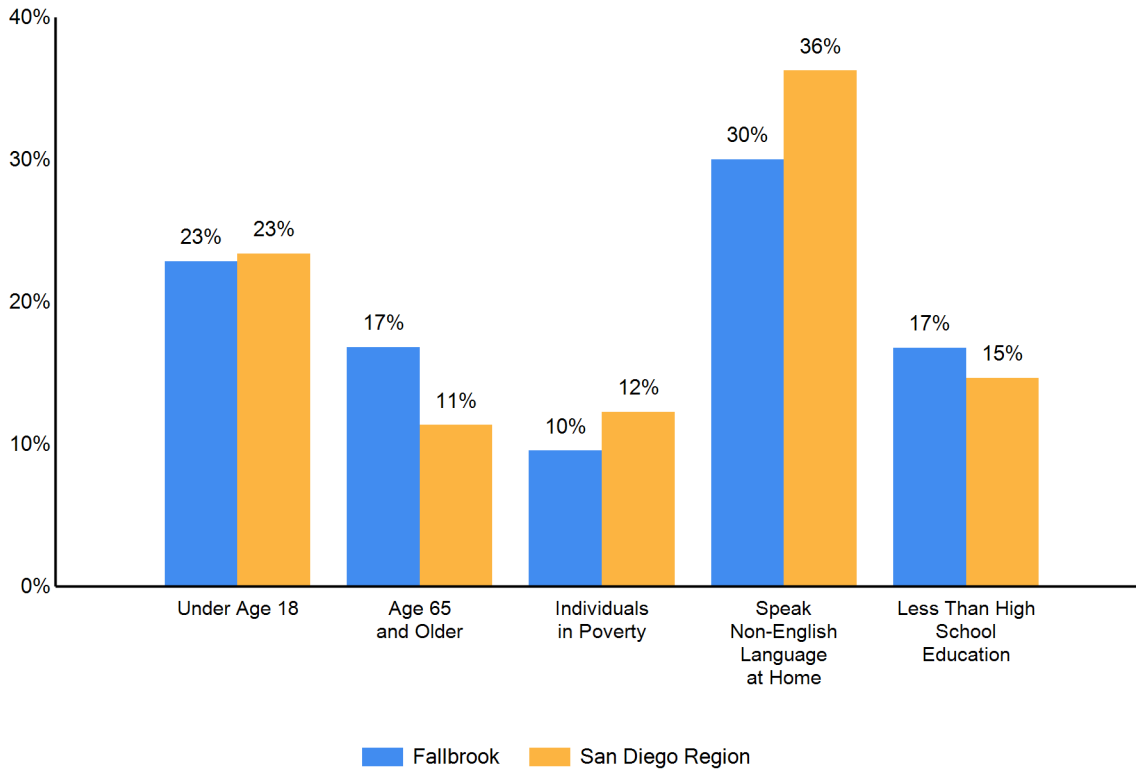
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>12,372</b>	<b>5,360</b>	<b>7,012</b>	<b>11,662</b>	<b>4,855</b>	<b>6,807</b>	<b>710</b>	<b>505</b>	<b>205</b>
Married couple family	10,109	4,080	6,029	9,635	3,790	5,845	474	290	184
Male householder, no wife present	702	486	216	620	414	206	82	72	10
Female householder, no husband present	1,561	794	767	1,407	651	756	154	143	11

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

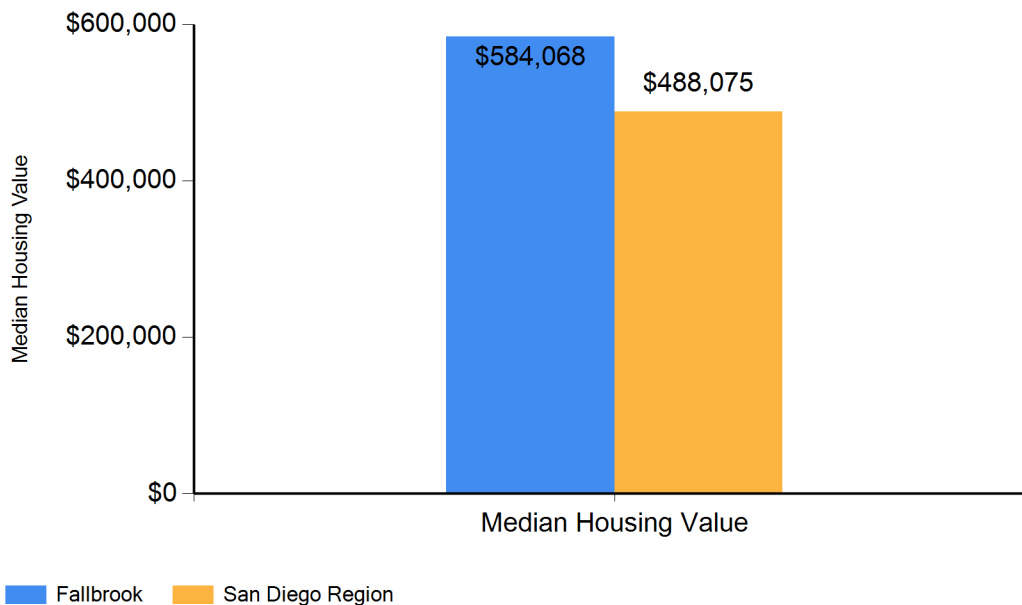


## Demographic and Socioeconomic Characteristics



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