



Demographic and Socioeconomic Profile 2010

ZIP: 92010

Population by Race

	Population	Percent
Total Population	14,481	100%
White	10,449	72%
Hispanic	1,979	14%
Asian	1,219	8%
Two or More	487	3%
Black	224	2%
American Indian	49	<1%
Pacific Islander	39	<1%
Other	35	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	14,481	6,948	7,533	52%
Under 5	1,002	543	459	46%
5 to 9	905	399	506	56%
10 to 14	1,034	491	543	53%
15 to 17	576	324	252	44%
18 and 19	335	195	140	42%
20 to 24	736	359	377	51%
25 to 29	772	355	417	54%
30 to 34	991	474	517	52%
35 to 39	1,058	505	553	52%
40 to 44	992	449	543	55%
45 to 49	1,239	654	585	47%
50 to 54	1,165	556	609	52%
55 to 59	1,009	467	542	54%
60 and 61	398	213	185	46%
62 to 64	456	201	255	56%
65 to 69	487	227	260	53%
70 to 74	316	114	202	64%
75 to 79	371	164	207	56%
80 to 84	330	146	184	56%
85 and Older	309	112	197	64%
Under 18	3,517	1,757	1,760	50%
65 and older	1,813	763	1,050	58%
Median	39.2	38.3	40.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	11,540	100%
Never Married	2,900	25%
Married, excluding separated	6,732	58%
Separated	116	1%
Widowed	525	5%
Divorced	1,267	11%

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	14,481	100%
Household	14,316	99%
Group Quarters - Other	165	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.	14,481	1,979	10,449	224	49	1,219	39	35	487
Under 5	1,002	164	673	8	1	88	1	2	65
5 to 9	905	175	539	25	3	90	0	3	70
10 to 14	1,034	167	688	9	4	88	1	4	73
15 to 17	576	106	387	10	2	21	9	1	40
18 and 19	335	101	178	5	2	17	1	0	31
20 to 24	736	123	544	9	2	34	3	1	20
25 to 29	772	141	489	15	8	77	8	4	30
30 to 34	991	166	694	17	1	85	1	9	18
35 to 39	1,058	164	687	33	3	133	1	3	34
40 to 44	992	125	717	25	3	96	0	1	25
45 to 49	1,239	159	883	11	5	165	4	2	10
50 to 54	1,165	111	947	9	7	70	6	0	15
55 to 59	1,009	111	795	13	4	75	2	2	7
60 and 61	398	21	337	12	0	25	0	0	3
62 to 64	456	33	384	3	1	24	0	0	11
65 to 69	487	35	411	6	0	27	1	0	7
70 to 74	316	24	231	6	1	39	0	1	14
75 to 79	371	28	290	5	1	37	0	0	10
80 to 84	330	12	294	1	1	20	1	0	1
85 and Older	309	13	281	2	0	8	0	2	3
Under 18	3,517	612	2,287	52	10	287	11	10	248
65 and older	1,813	112	1,507	20	3	131	2	3	35
Median		30.4	42.4	37.1	37.5	39.1	27.8	31.4	17.7

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	13,479	100%
Speak Only English	11,321	84%
Speak Spanish:	703	5%
Speak English "well" or "very well"	671	5%
Speak English "not well" or "not at all"	32	<1%
Speak Asian/Pacific Island language:	750	6%
Speak English "well" or "very well"	630	5%
Speak English "not well" or "not at all"	120	1%
Speak other language:	705	5%
Speak English "well" or "very well"	667	5%
Speak English "not well" or "not at all"	38	<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	9,893	100%
Less than 9th grade	85	1%
9th through 12th grade, no diploma	143	1%
High school grad (incl. equivalency)	1,566	16%
Some college, no degree	2,559	26%
Associate degree	974	10%
Bachelor's degree	2,765	28%
Master's degree	1,234	12%
Professional school degree	290	3%
Doctorate degree	277	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	13,897	100%	---	---	---	---
Enrolled in school	3,881	28%	3,314	24%	567	4%
Nursery / Preschool	365	9%	113	3%	252	44%
Kindergarten to grade 4	904	23%	843	25%	61	11%
Grade 5 to grade 8	737	19%	705	21%	32	6%
Grade 9 to grade 12	804	21%	799	24%	5	1%
College, undergraduate	918	24%	766	23%	152	27%
Graduate or Professional school	153	4%	88	3%	65	11%
Not enrolled in school	10,016	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	5,460	100%	1,861	100%	3,599	100%
Family Households:	3,883	71%	1,861	100%	2,022	56%
Married couple family	3,192	58%	1,422	76%	1,770	49%
Other family:	691	13%	439	24%	252	7%
Male householder, no wife	169	3%	70	4%	99	3%
Female householder, no husband	522	10%	369	20%	153	4%
Nonfamily households:	1,577	29%	0	0%	1,577	44%
Householder living alone	1,333	24%	----	----	----	----
Other nonfamily households	244	4%	----	----	----	----

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	5,739	100%	5460	279	5%	2.62
Single family (detached)	2,851	50%	2,788	63	2%	2.79
Single family (attached)	1,679	29%	1,540	139	8%	2.57
2 to 4 units	179	3%	171	8	4%	2.77
5 to 9 units	304	5%	293	11	4%	2.75
10 or more units	225	4%	220	5	2%	2.75
Mobile home and Other	501	9%	448	53	11%	1.59

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	4,161	100%
Less than \$150,000	27	1%
\$150,000 to \$199,999	45	1%
\$200,000 to \$249,999	74	2%
\$250,000 to \$299,999	111	3%
\$300,000 to \$399,999	646	16%
\$400,000 to \$499,999	890	21%
\$500,000 to \$749,999	1,795	43%
\$750,000 to \$999,999	529	13%
\$1,000,000 or more	44	1%

Median Value **\$540,644**

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	5,739	100%
2005 or Later	412	7%
2000 to 2004	710	12%
1990 to 1999	638	11%
1980 to 1989	2,490	43%
1970 to 1979	1,099	19%
1960 to 1969	335	6%
1950 to 1959	46	1%
1940 to 1949	9	<1%
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	5,460	100%	1,299	100%	4,161	100%
1.00 occupant housing per room or less	5,414	99%	1,288	99%	4,126	99%
1.01 to 1.50 occupants per room	36	1%	11	1%	25	1%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	10	<1%	0	0%	10	<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
Total Units	1,299	100%
Less than \$500	35	3%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	10	1%
\$800 to \$899	59	5%
\$900 to \$999	122	9%
\$1,000 to \$1,249	141	11%
\$1,250 to \$1,499	124	10%
\$1,500 to \$1,999	582	45%
\$2,000 or more	192	15%
No cash rent	34	3%
Median contract rent	\$1,635	

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	1,299	100%
Less than 20 percent	213	16%
20.0 to 24.9 percent	106	8%
25.0 to 29.9 percent	121	9%
30.0 to 34.9 percent	133	10%
35.0 to 39.9 percent	78	6%
40.0 to 49.9 percent	231	18%
50.0 percent or more	382	29%
Not computed	35	3%

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	5,460	100%
No vehicle	265	5%
1 vehicle	1,533	28%
2 vehicles	2,293	42%
3 vehicles	1,033	19%
4 or more vehicles	336	6%

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	7,317	100%
Worked in state of residence	7,214	99%
Worked in county of residence	6,521	89%
Worked outside county of residence	693	9%
Worked outside state of residence	103	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	11,357	100%	5,409	48%
In labor force	7,704	68%	4,053	53%
Armed forces	106	1%	92	87%
Civilian (employed)	7,070	92%	3,735	53%
Civilian (unemployed)	528	7%	226	43%
Not in labor force	3,653	32%	1,356	37%
Pct. of civilian labor force unemployed	6.9%		5.7%	

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	7,317	100%
Car, truck or van:	6,431	88%
Drove Alone	5,854	80%
Carpooled	577	8%
Public Transportation:	225	3%
Bus	54	1%
Trolley / Streetcar	0	0%
Railroad	171	2%
Other public transportation	0	0%
Motorcycle	59	1%
Bicycle	35	<1%
Walked	74	1%
Other means	62	1%
Worked at home	431	6%

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	7,317	100%
Did not work at home	6,886	94%
Less than 10 minutes	715	10%
10 to 19 minutes	1,896	26%
20 to 29 minutes	1,386	19%
30 to 44 minutes	1,387	19%
45 to 59 minutes	664	9%
60 to 89 minutes	519	7%
90 minutes or more	319	4%
Worked at home	431	6%
Average time to work (minutes)	34	--

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+	7,216	100%
Agriculture, forestry, mining	75	1%
Utilities	222	3%
Construction	300	4%
Manufacturing	658	9%
Wholesale trade	278	4%
Retail trade	782	11%
Transportation & warehousing	292	4%
Information & communications	223	3%
Finance, insurance, & real estate	582	8%
Professional, scientific, management, administration	386	5%
Educational, social, & health services	1,384	19%
Art, entertainment, recreation, accommodations, food	615	9%
Other services	277	4%
Public administration	1,142	16%

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+	7,216	100%
Management, professional & related:	3,594	50%
Management (incl. farm managers)	965	13%
Business & financial	474	7%
Computer & mathematical	335	5%
Architecture & engineering	335	5%
Life, physical & social science	130	2%
Community & social service	79	1%
Legal	86	1%
Education, training, & library	635	9%
Art, entertainment, sports & media	202	3%
Healthcare practitioners	353	5%
Service:	993	14%
Healthcare support	152	2%
Protective service	126	2%
Food preparation & serving	212	3%
Building & grounds cleaning / maintenance	106	1%
Personal care & service	397	6%
Sales & office	1,875	26%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	391	5%
Production, transport & material moving	363	5%

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

Household Income

Number Percent

Total Households	5,460	100%
Less than \$15,000	233	4%
\$15,000 to \$29,999	486	9%
\$30,000 to \$44,999	678	12%
\$45,000 to \$59,999	533	10%
\$60,000 to \$74,999	517	9%
\$75,000 to \$99,999	795	15%
\$100,000 to \$124,999	660	12%
\$125,000 to \$149,999	538	10%
\$150,000 to \$199,999	587	11%
\$200,000 or more	433	8%
Median Income	\$83,899	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	5,460	100%
With earnings	4,454	82%
With wage and salary income	4,314	79%
With self-employment income	785	14%
With interest, dividend, or net rental income	2,069	38%
With Social Security income	1,379	25%
With Supplemental Security income	199	4%
With public assistance income	114	2%
With retirement income	1,177	22%
With other types of income	737	13%

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	14,417	100%
Under .50	392	3%
.50 to .99	207	1%
1.00 to 1.24	170	1%
1.25 to 1.49	167	1%
1.50 to 1.84	528	4%
1.85 to 1.99	141	1%
2.00 and over	12,812	89%

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	14,417	100%
Above Poverty	13,818	96%
Below Poverty	599	4%

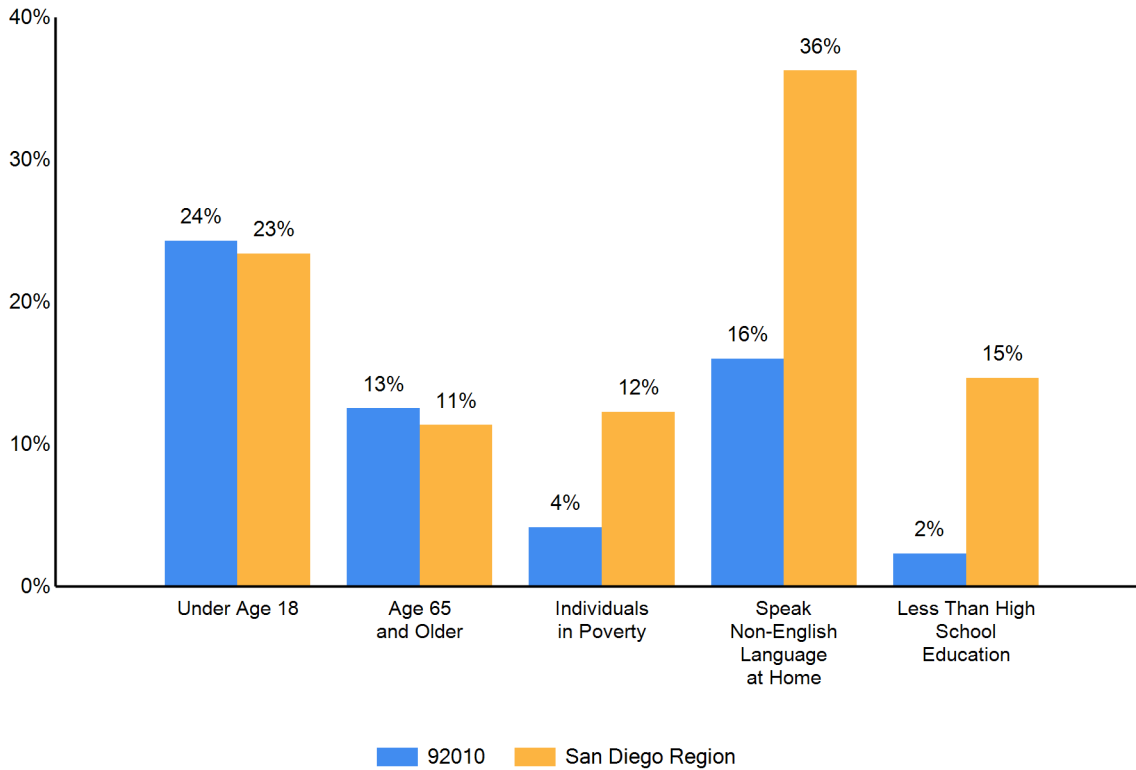
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	3,883	1,861	2,022	3,765	1,755	2,010	118	106	12
Married couple family	3,192	1,422	1,770	3,102	1,344	1,758	90	78	12
Male householder, no wife present	169	70	99	169	70	99	0	0	0
Female householder, no husband present	522	369	153	494	341	153	28	28	0

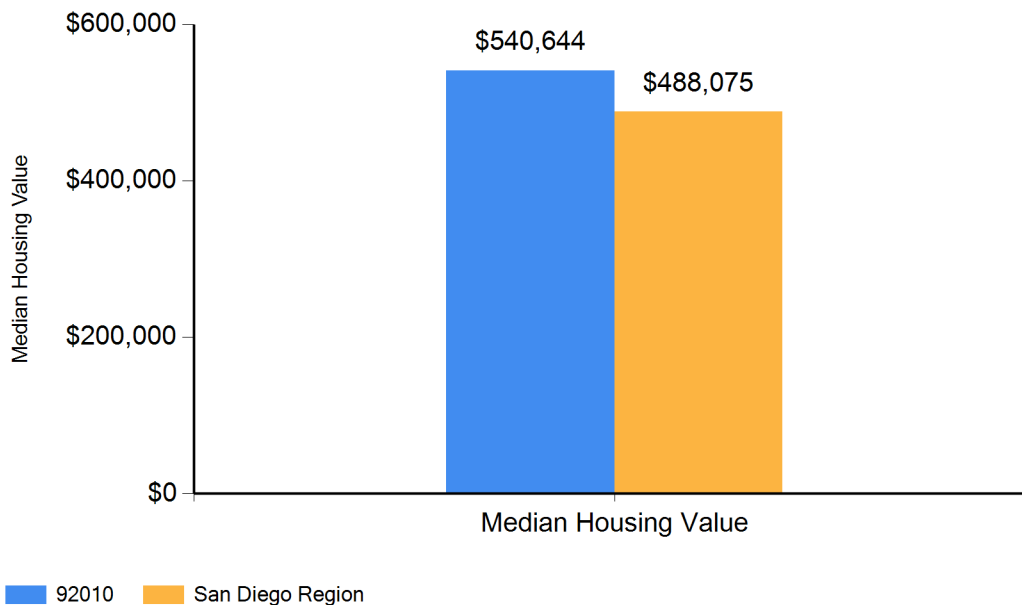
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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