



Demographic and Socioeconomic Profile 2010

CPA: Rainbow

Population by Race

	Population	Percent
Total Population	1,893	100%
White	1,055	56%
Hispanic	733	39%
Asian	39	2%
American Indian	31	2%
Two or More	15	1%
Black	14	1%
Pacific Islander	6	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	1,893	821	1,072	57%
Under 5	116	32	84	72%
5 to 9	79	29	50	63%
10 to 14	90	28	62	69%
15 to 17	59	17	42	71%
18 and 19	54	26	28	52%
20 to 24	108	54	54	50%
25 to 29	90	32	58	64%
30 to 34	110	43	67	61%
35 to 39	109	46	63	58%
40 to 44	120	43	77	64%
45 to 49	170	59	111	65%
50 to 54	165	86	79	48%
55 to 59	163	96	67	41%
60 and 61	61	30	31	51%
62 to 64	95	53	42	44%
65 to 69	105	49	56	53%
70 to 74	71	35	36	51%
75 to 79	65	37	28	43%
80 to 84	36	17	19	53%
85 and Older	27	9	18	67%
Under 18	344	106	238	69%
65 and older	304	147	157	52%
Median	45.3	50.1	41.8	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	1,608	100%
Never Married	441	27%
Married, excluding separated	959	60%
Separated	28	2%
Widowed	68	4%
Divorced	112	7%

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	1,893	100%
Household	1,806	95%
Group Quarters - Other	87	5%
Group Quarters - Military	0	0%
Group Quarters - College	0	0%

Source: SANDAG, Current Estimates (2010)

Population by Age and Race

	Total	Hispanic	White	Black	American Indian	Asian	Pacific Islander	Two or More
Total Pop.	1,893	733	1,055	14	31	39	6	15
Under 5	116	87	26	0	2	1	0	0
5 to 9	79	35	40	0	1	0	1	2
10 to 14	90	51	36	1	2	0	0	0
15 to 17	59	35	23	0	0	1	0	0
18 and 19	54	28	18	0	4	2	1	1
20 to 24	108	70	34	0	2	0	1	1
25 to 29	90	47	36	1	1	2	1	2
30 to 34	110	57	43	6	1	1	2	0
35 to 39	109	52	50	1	2	2	0	2
40 to 44	120	63	52	2	0	2	0	1
45 to 49	170	65	99	0	3	3	0	0
50 to 54	165	50	104	0	3	6	0	2
55 to 59	163	30	125	1	2	4	0	1
60 and 61	61	9	49	0	1	2	0	0
62 to 64	95	11	77	2	1	3	0	1
65 to 69	105	16	85	0	0	4	0	0
70 to 74	71	10	58	0	0	3	0	0
75 to 79	65	6	53	0	2	3	0	1
80 to 84	36	8	24	0	3	0	0	1
85 and Older	27	3	23	0	1	0	0	0
Under 18	344	208	125	1	5	2	1	2
65 and older	304	43	243	0	6	10	0	2
Median		31.2	53.4	34.2	45.8	54.6	25.0	38.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	1,777	100%
Speak Only English	1,368	77%
Speak Spanish:	370	21%
Speak English "well" or "very well"	238	13%
Speak English "not well" or "not at all"	132	7%
Speak Asian/Pacific Island language:	17	1%
Speak English "well" or "very well"	16	1%
Speak English "not well" or "not at all"	1	<1%
Speak other language:	22	1%
Speak English "well" or "very well"	22	1%
Speak English "not well" or "not at all"	0	0%

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	1,387	100%
Less than 9th grade	105	8%
9th through 12th grade, no diploma	113	8%
High school grad (incl. equivalency)	396	29%
Some college, no degree	400	29%
Associate degree	49	4%
Bachelor's degree	233	17%
Master's degree	85	6%
Professional school degree	1	<1%
Doctorate degree	5	<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	1,822	100%	---	---	---	---
Enrolled in school	422	23%	384	21%	38	2%
Nursery / Preschool	17	4%	13	3%	4	11%
Kindergarten to grade 4	127	30%	116	30%	11	29%
Grade 5 to grade 8	58	14%	54	14%	4	11%
Grade 9 to grade 12	98	23%	98	26%	0	0%
College, undergraduate	121	29%	103	27%	18	47%
Graduate or Professional school	1	<1%	0	0%	1	3%
Not enrolled in school	1,400	77%	---	---	---	---

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	708	100%	230	100%	478	100%
Family Households:	566	80%	229	100%	337	71%
Married couple family	485	69%	180	78%	305	64%
Other family:	81	11%	49	21%	32	7%
Male householder, no wife	18	3%	10	4%	8	2%
Female householder, no husband	63	9%	39	17%	24	5%
Nonfamily households:	142	20%	1	<1%	141	29%
Householder living alone	129	18%	----	----	----	----
Other nonfamily households	13	2%	----	----	----	----

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	708	100%	708	0	0%	2.55
Single family (detached)	590	83%	590	0	0%	2.69
Single family (attached)	6	1%	6	0	0%	3.17
2 to 4 units	0	0%	0	0	0%	0.00
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	112	16%	112	0	0%	1.80

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	567	100%
Less than \$150,000	47	8%
\$150,000 to \$199,999	30	5%
\$200,000 to \$249,999	6	1%
\$250,000 to \$299,999	5	1%
\$300,000 to \$399,999	55	10%
\$400,000 to \$499,999	51	9%
\$500,000 to \$749,999	215	38%
\$750,000 to \$999,999	69	12%
\$1,000,000 or more	89	16%

Median Value **\$655,423**

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	708	100%
2005 or Later	45	6%
2000 to 2004	26	4%
1990 to 1999	85	12%
1980 to 1989	174	25%
1970 to 1979	189	27%
1960 to 1969	123	17%
1950 to 1959	46	6%
1940 to 1949	1	<1%
1939 or earlier	19	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	708	100%	141	100%	567	100%
1.00 occupant housing per room or less	690	97%	125	89%	565	100%
1.01 to 1.50 occupants per room	18	3%	16	11%	2	<1%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
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	141	100%
Less than \$500	27	19%
\$500 to \$599	11	8%
\$600 to \$699	0	0%
\$700 to \$799	3	2%
\$800 to \$899	0	0%
\$900 to \$999	11	8%
\$1,000 to \$1,249	60	43%
\$1,250 to \$1,499	14	10%
\$1,500 to \$1,999	0	0%
\$2,000 or more	0	0%
No cash rent	15	11%
Median contract rent	\$1,077	

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	141	100%
Less than 20 percent	35	25%
20.0 to 24.9 percent	15	11%
25.0 to 29.9 percent	6	4%
30.0 to 34.9 percent	11	8%
35.0 to 39.9 percent	14	10%
40.0 to 49.9 percent	19	13%
50.0 percent or more	17	12%
Not computed	24	17%

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	708	100%
No vehicle	26	4%
1 vehicle	117	17%
2 vehicles	289	41%
3 vehicles	161	23%
4 or more vehicles	115	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	777	100%
Worked in state of residence	774	100%
Worked in county of residence	601	77%
Worked outside county of residence	173	22%
Worked outside state of residence	3	<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	1,596	100%	727	46%
In labor force	887	56%	441	50%
Armed forces	8	1%	5	63%
Civilian (employed)	780	88%	419	54%
Civilian (unemployed)	99	11%	17	17%
Not in labor force	709	44%	286	40%
Pct. of civilian labor force unemployed	11.3%		3.9%	

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	777	100%
Car, truck or van:	687	88%
Drove Alone	597	77%
Carpooled	90	12%
Public Transportation:	0	0%
Bus	0	0%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	1	<1%
Bicycle	0	0%
Walked	28	4%
Other means	4	1%
Worked at home	57	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	777	100%
Did not work at home	720	93%
Less than 10 minutes	61	8%
10 to 19 minutes	139	18%
20 to 29 minutes	176	23%
30 to 44 minutes	129	17%
45 to 59 minutes	84	11%
60 to 89 minutes	115	15%
90 minutes or more	16	2%
Worked at home	57	7%
Average time to work (minutes)	37	--

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+	745	100%
Agriculture, forestry, mining	127	17%
Utilities	1	<1%
Construction	163	22%
Manufacturing	85	11%
Wholesale trade	11	1%
Retail trade	6	1%
Transportation & warehousing	19	3%
Information & communications	5	1%
Finance, insurance, & real estate	30	4%
Professional, scientific, management, administration	14	2%
Educational, social, & health services	143	19%
Art, entertainment, recreation, accommodations, food	70	9%
Other services	32	4%
Public administration	39	5%

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+	745	100%
Management, professional & related:	322	43%
Management (incl. farm managers)	187	25%
Business & financial	40	5%
Computer & mathematical	2	<1%
Architecture & engineering	1	<1%
Life, physical & social science	1	<1%
Community & social service	4	1%
Legal	3	<1%
Education, training, & library	28	4%
Art, entertainment, sports & media	35	5%
Healthcare practitioners	21	3%
Service:	64	9%
Healthcare support	9	1%
Protective service	1	<1%
Food preparation & serving	22	3%
Building & grounds cleaning / maintenance	19	3%
Personal care & service	13	2%
Sales & office	97	13%
Farming, fishing & forestry	47	6%
Construction, extraction & maintenance	157	21%
Production, transport & material moving	58	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	708	100%
Less than \$15,000	41	6%
\$15,000 to \$29,999	71	10%
\$30,000 to \$44,999	99	14%
\$45,000 to \$59,999	161	23%
\$60,000 to \$74,999	69	10%
\$75,000 to \$99,999	102	14%
\$100,000 to \$124,999	57	8%
\$125,000 to \$149,999	34	5%
\$150,000 to \$199,999	49	7%
\$200,000 or more	25	4%
Median Income	\$58,323	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	708	100%
With earnings	530	75%
With wage and salary income	485	69%
With self-employment income	140	20%
With interest, dividend, or net rental income	176	25%
With Social Security income	219	31%
With Supplemental Security income	9	1%
With public assistance income	9	1%
With retirement income	138	19%
With other types of income	111	16%

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	1,855	100%
Under .50	69	4%
.50 to .99	142	8%
1.00 to 1.24	140	8%
1.25 to 1.49	66	4%
1.50 to 1.84	124	7%
1.85 to 1.99	50	3%
2.00 and over	1,264	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	1,855	100%
Above Poverty	1,644	89%
Below Poverty	211	11%

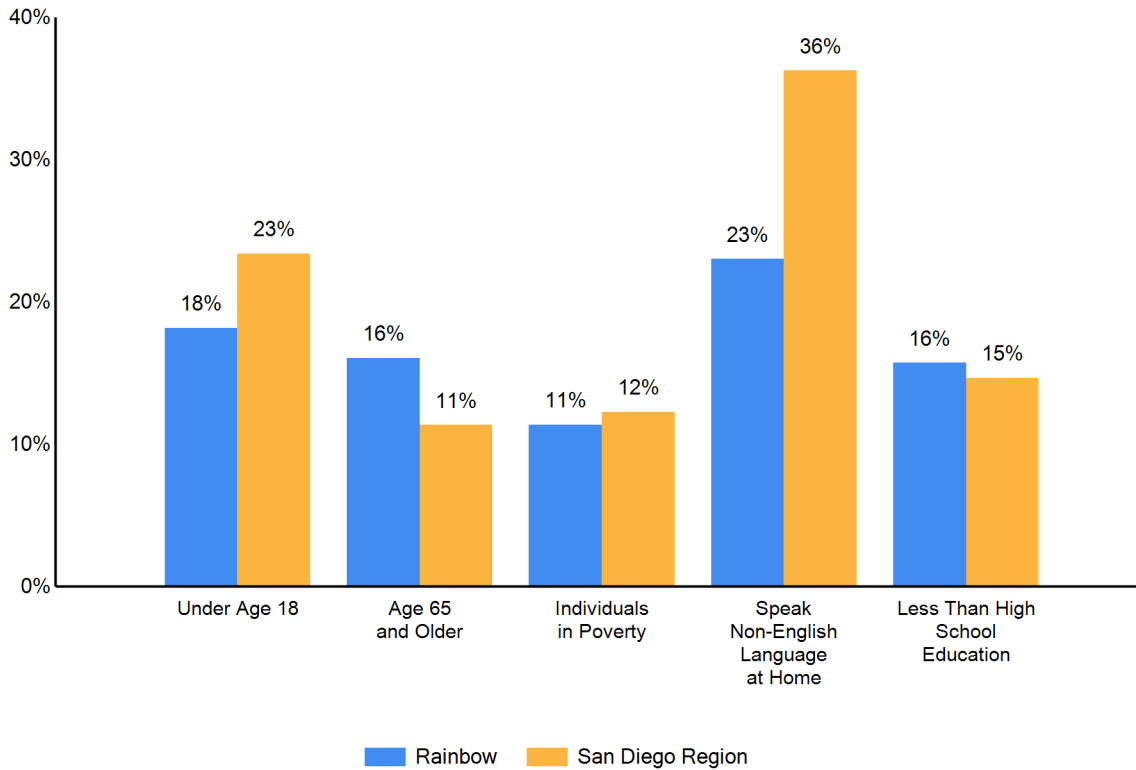
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	566	229	337	535	222	313	31	7	24
Married couple family	485	180	305	459	177	282	26	3	23
Male householder, no wife present	18	10	8	14	6	8	4	4	0
Female householder, no husband present	63	39	24	62	39	23	1	0	1

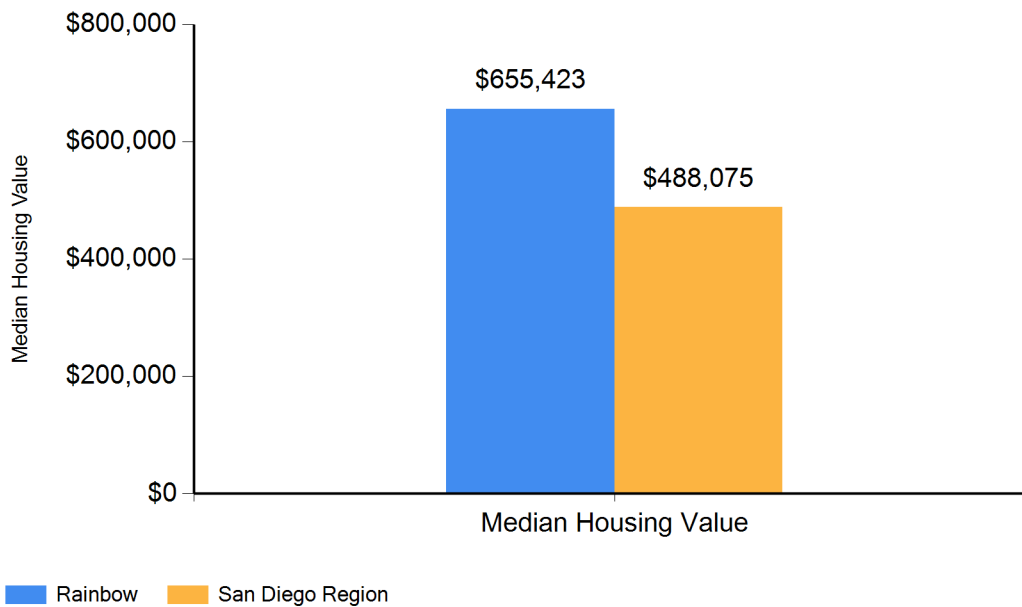
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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