



Demographic and Socioeconomic Profile 2010

TRACT: 148.04

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 4,351 | 100% |
| White | 3,196 | 73% |
| Hispanic | 597 | 14% |
| Black | 205 | 5% |
| Asian | 172 | 4% |
| Two or More | 131 | 3% |
| American Indian | 24 | 1% |
| Other | 16 | <1% |
| Pacific Islander | 10 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 4,351 | 1,985 | 2,366 | 54% |
| Under 5 | 185 | 102 | 83 | 45% |
| 5 to 9 | 198 | 112 | 86 | 43% |
| 10 to 14 | 162 | 81 | 81 | 50% |
| 15 to 17 | 93 | 56 | 37 | 40% |
| 18 and 19 | 75 | 38 | 37 | 49% |
| 20 to 24 | 286 | 132 | 154 | 54% |
| 25 to 29 | 329 | 149 | 180 | 55% |
| 30 to 34 | 312 | 148 | 164 | 53% |
| 35 to 39 | 250 | 131 | 119 | 48% |
| 40 to 44 | 236 | 119 | 117 | 50% |
| 45 to 49 | 321 | 148 | 173 | 54% |
| 50 to 54 | 358 | 173 | 185 | 52% |
| 55 to 59 | 275 | 120 | 155 | 56% |
| 60 and 61 | 119 | 50 | 69 | 58% |
| 62 to 64 | 166 | 57 | 109 | 66% |
| 65 to 69 | 202 | 77 | 125 | 62% |
| 70 to 74 | 195 | 69 | 126 | 65% |
| 75 to 79 | 188 | 76 | 112 | 60% |
| 80 to 84 | 165 | 67 | 98 | 59% |
| 85 and Older | 236 | 80 | 156 | 66% |
| Under 18 | 638 | 351 | 287 | 45% |
| 65 and older | 986 | 369 | 617 | 63% |
| Median | 45.8 | 41.8 | 48.6 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 3,806 | 100% |
| Never Married | 1,262 | 33% |
| Married, excluding separated | 1,397 | 37% |
| Separated | 70 | 2% |
| Widowed | 498 | 13% |
| Divorced | 579 | 15% |

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 | 4,351 | 100% |
| Household | 4,249 | 98% |
| Group Quarters - Other | 102 | 2% |
| 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. | 4,351 | 597 | 3,196 | 205 | 24 | 172 | 10 | 16 | 131 |
| Under 5 | 185 | 45 | 107 | 10 | 2 | 8 | 0 | 1 | 12 |
| 5 to 9 | 198 | 43 | 109 | 16 | 1 | 9 | 0 | 1 | 19 |
| 10 to 14 | 162 | 37 | 93 | 14 | 4 | 5 | 0 | 0 | 9 |
| 15 to 17 | 93 | 15 | 62 | 5 | 0 | 4 | 0 | 0 | 7 |
| 18 and 19 | 75 | 14 | 44 | 8 | 1 | 4 | 1 | 0 | 3 |
| 20 to 24 | 286 | 65 | 165 | 25 | 3 | 14 | 2 | 0 | 12 |
| 25 to 29 | 329 | 62 | 221 | 12 | 1 | 23 | 0 | 1 | 9 |
| 30 to 34 | 312 | 63 | 196 | 13 | 1 | 22 | 1 | 0 | 16 |
| 35 to 39 | 250 | 44 | 161 | 18 | 0 | 14 | 0 | 1 | 12 |
| 40 to 44 | 236 | 29 | 173 | 16 | 2 | 12 | 2 | 1 | 1 |
| 45 to 49 | 321 | 34 | 240 | 16 | 4 | 12 | 0 | 11 | 4 |
| 50 to 54 | 358 | 40 | 284 | 15 | 2 | 10 | 1 | 0 | 6 |
| 55 to 59 | 275 | 21 | 225 | 12 | 0 | 10 | 1 | 0 | 6 |
| 60 and 61 | 119 | 8 | 99 | 6 | 0 | 2 | 0 | 0 | 4 |
| 62 to 64 | 166 | 12 | 144 | 2 | 0 | 2 | 2 | 0 | 4 |
| 65 to 69 | 202 | 18 | 174 | 3 | 1 | 6 | 0 | 0 | 0 |
| 70 to 74 | 195 | 14 | 170 | 3 | 1 | 4 | 0 | 0 | 3 |
| 75 to 79 | 188 | 10 | 168 | 5 | 0 | 4 | 0 | 0 | 1 |
| 80 to 84 | 165 | 14 | 142 | 4 | 1 | 2 | 0 | 0 | 2 |
| 85 and Older | 236 | 9 | 219 | 2 | 0 | 5 | 0 | 0 | 1 |
| Under 18 | 638 | 140 | 371 | 45 | 7 | 26 | 0 | 2 | 47 |
| 65 and older | 986 | 65 | 873 | 17 | 3 | 21 | 0 | 0 | 7 |
| Median | | 31.4 | 50.5 | 34.8 | 30.0 | 34.3 | 42.5 | 46.4 | 26.9 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 4,166 | 100% |
| Speak Only English | 3,174 | 76% |
| Speak Spanish: | 315 | 8% |
| Speak English "well" or "very well" | 257 | 6% |
| Speak English "not well" or "not at all" | 58 | 1% |
| Speak Asian/Pacific Island language: | 310 | 7% |
| Speak English "well" or "very well" | 230 | 6% |
| Speak English "not well" or "not at all" | 80 | 2% |
| Speak other language: | 367 | 6% |
| Speak English "well" or "very well" | 261 | 6% |
| Speak English "not well" or "not at all" | 106 | 3% |

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 | 3,352 | 100% |
| Less than 9th grade | 125 | 4% |
| 9th through 12th grade, no diploma | 183 | 5% |
| High school grad (incl. equivalency) | 700 | 21% |
| Some college, no degree | 767 | 23% |
| Associate degree | 382 | 11% |
| Bachelor's degree | 694 | 21% |
| Master's degree | 351 | 10% |
| Professional school degree | 68 | 2% |
| Doctorate degree | 82 | 2% |

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 | 4,237 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,062 | 25% | 810 | 19% | 252 | 6% |
| Nursery / Preschool | 42 | 4% | 0 | 0% | 42 | 17% |
| Kindergarten to grade 4 | 114 | 11% | 105 | 13% | 9 | 4% |
| Grade 5 to grade 8 | 101 | 10% | 101 | 12% | 0 | 0% |
| Grade 9 to grade 12 | 146 | 14% | 104 | 13% | 42 | 17% |
| College, undergraduate | 542 | 51% | 401 | 50% | 141 | 56% |
| Graduate or Professional school | 117 | 11% | 99 | 12% | 18 | 7% |
| Not enrolled in school | 3,175 | 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 |
| Total households | 2,087 | 100% | 351 | 100% | 1,736 | 100% |
| Family Households: | 931 | 45% | 351 | 100% | 580 | 33% |
| Married couple family | 665 | 32% | 220 | 63% | 445 | 26% |
| Other family: | 266 | 13% | 131 | 37% | 135 | 8% |
| Male householder, no wife | 57 | 3% | 25 | 7% | 32 | 2% |
| Female householder, no husband | 209 | 10% | 106 | 30% | 103 | 6% |
| Nonfamily households: | 1,156 | 55% | 0 | 0% | 1,156 | 67% |
| Householder living alone | 981 | 47% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 175 | 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 | 2,209 | 100% | 2087 | 122 | 6% | 2.04 |
| Single family (detached) | 717 | 32% | 704 | 13 | 2% | 2.34 |
| Single family (attached) | 134 | 6% | 129 | 5 | 4% | 2.01 |
| 2 to 4 units | 80 | 4% | 75 | 5 | 6% | 1.93 |
| 5 to 9 units | 385 | 17% | 355 | 30 | 8% | 1.87 |
| 10 or more units | 893 | 40% | 824 | 69 | 8% | 1.86 |
| Mobile home and Other | 0 | 0% | 0 | 0 | 0% | 0.00 |

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 | 1,233 | 100% |
| Less than \$150,000 | 39 | 3% |
| \$150,000 to \$199,999 | 142 | 12% |
| \$200,000 to \$249,999 | 125 | 10% |
| \$250,000 to \$299,999 | 42 | 3% |
| \$300,000 to \$399,999 | 299 | 24% |
| \$400,000 to \$499,999 | 319 | 26% |
| \$500,000 to \$749,999 | 205 | 17% |
| \$750,000 to \$999,999 | 62 | 5% |
| \$1,000,000 or more | 0 | 0% |

Median Value **\$390,339**

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 | 2,209 | 100% |
| 2005 or Later | 0 | 0% |
| 2000 to 2004 | 0 | 0% |
| 1990 to 1999 | 229 | 10% |
| 1980 to 1989 | 136 | 6% |
| 1970 to 1979 | 1,040 | 47% |
| 1960 to 1969 | 559 | 25% |
| 1950 to 1959 | 232 | 11% |
| 1940 to 1949 | 13 | 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 | 2,087 | 100% | 854 | 100% | 1,233 | 100% |
| 1.00 occupant housing per room or less | 2,074 | 99% | 854 | 100% | 1,220 | 99% |
| 1.01 to 1.50 occupants per room | 0 | 0% | 0 | 0% | 0 | 0% |
| 1.51 to 2.00 occupants per room | 0 | 0% | 0 | 0% | 0 | 0% |
| 2.01 or more occupants per room | 13 | 1% | 0 | 0% | 13 | 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 | 854 | 100% |
| Less than \$500 | 174 | 20% |
| \$500 to \$599 | 48 | 6% |
| \$600 to \$699 | 37 | 4% |
| \$700 to \$799 | 65 | 8% |
| \$800 to \$899 | 31 | 4% |
| \$900 to \$999 | 17 | 2% |
| \$1,000 to \$1,249 | 157 | 18% |
| \$1,250 to \$1,499 | 134 | 16% |
| \$1,500 to \$1,999 | 54 | 6% |
| \$2,000 or more | 108 | 13% |
| No cash rent | 29 | 3% |
| Median contract rent | \$1,088 | |

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 | 854 | 100% |
| Less than 20 percent | 161 | 19% |
| 20.0 to 24.9 percent | 133 | 16% |
| 25.0 to 29.9 percent | 144 | 17% |
| 30.0 to 34.9 percent | 61 | 7% |
| 35.0 to 39.9 percent | 34 | 4% |
| 40.0 to 49.9 percent | 71 | 8% |
| 50.0 percent or more | 205 | 24% |
| Not computed | 45 | 5% |

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 | 2,087 | 100% |
| No vehicle | 277 | 13% |
| 1 vehicle | 959 | 46% |
| 2 vehicles | 546 | 26% |
| 3 vehicles | 211 | 10% |
| 4 or more vehicles | 94 | 5% |

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 | 2,014 | 100% |
| Worked in state of residence | 2,014 | 100% |
| Worked in county of residence | 1,967 | 98% |
| Worked outside county of residence | 47 | 2% |
| 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 | 3,783 | 100% | 1,670 | 44% |
| In labor force | 2,203 | 58% | 1,028 | 47% |
| Armed forces | 25 | 1% | 25 | 100% |
| Civilian (employed) | 1,864 | 85% | 769 | 41% |
| Civilian (unemployed) | 314 | 14% | 234 | 75% |
| Not in labor force | 1,580 | 42% | 642 | 41% |
| Pct. of civilian labor force unemployed | 14.4% | | 23.3% | |

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 | 2,014 | 100% |
| Car, truck or van: | 1,936 | 96% |
| Drove Alone | 1,665 | 83% |
| Carpooled | 271 | 13% |
| Public Transportation: | 0 | 0% |
| Bus | 0 | 0% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 0 | 0% |
| Other public transportation | 0 | 0% |
| Motorcycle | 0 | 0% |
| Bicycle | 0 | 0% |
| Walked | 50 | 2% |
| Other means | 0 | 0% |
| Worked at home | 28 | 1% |

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 | 2,014 | 100% |
| Did not work at home | 1,986 | 99% |
| Less than 10 minutes | 97 | 5% |
| 10 to 19 minutes | 632 | 31% |
| 20 to 29 minutes | 832 | 41% |
| 30 to 44 minutes | 274 | 14% |
| 45 to 59 minutes | 123 | 6% |
| 60 to 89 minutes | 14 | 1% |
| 90 minutes or more | 14 | 1% |
| Worked at home | 28 | 1% |
| Average time to work (minutes) | 25 | -- |

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+ | 1,987 | 100% |
| Agriculture, forestry, mining | 0 | 0% |
| Utilities | 0 | 0% |
| Construction | 83 | 4% |
| Manufacturing | 30 | 2% |
| Wholesale trade | 81 | 4% |
| Retail trade | 109 | 5% |
| Transportation & warehousing | 91 | 5% |
| Information & communications | 31 | 2% |
| Finance, insurance, & real estate | 194 | 10% |
| Professional, scientific, management, administration | 195 | 10% |
| Educational, social, & health services | 492 | 25% |
| Art, entertainment, recreation, accommodations, food | 208 | 10% |
| Other services | 167 | 8% |
| Public administration | 306 | 15% |

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+ | 1,987 | 100% |
| Management, professional & related: | 769 | 39% |
| Management (incl. farm managers) | 221 | 11% |
| Business & financial | 133 | 7% |
| Computer & mathematical | 24 | 1% |
| Architecture & engineering | 0 | 0% |
| Life, physical & social science | 38 | 2% |
| Community & social service | 54 | 3% |
| Legal | 0 | 0% |
| Education, training, & library | 210 | 11% |
| Art, entertainment, sports & media | 15 | 1% |
| Healthcare practitioners | 74 | 4% |
| Service: | 485 | 24% |
| Healthcare support | 88 | 4% |
| Protective service | 75 | 4% |
| Food preparation & serving | 53 | 3% |
| Building & grounds cleaning / maintenance | 73 | 4% |
| Personal care & service | 196 | 10% |
| Sales & office | 527 | 27% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 118 | 6% |
| Production, transport & material moving | 88 | 4% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 2,087 | 100% |
| Less than \$15,000 | 298 | 14% |
| \$15,000 to \$29,999 | 383 | 18% |
| \$30,000 to \$44,999 | 189 | 9% |
| \$45,000 to \$59,999 | 276 | 13% |
| \$60,000 to \$74,999 | 128 | 6% |
| \$75,000 to \$99,999 | 362 | 17% |
| \$100,000 to \$124,999 | 167 | 8% |
| \$125,000 to \$149,999 | 120 | 6% |
| \$150,000 to \$199,999 | 104 | 5% |
| \$200,000 or more | 60 | 3% |
| Median Income | \$54,429 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 2,087 | 100% |
| With earnings | 1,419 | 68% |
| With wage and salary income | 1,367 | 66% |
| With self-employment income | 179 | 9% |
| With interest, dividend, or net rental income | 691 | 33% |
| With Social Security income | 736 | 35% |
| With Supplemental Security income | 115 | 6% |
| With public assistance income | 0 | 0% |
| With retirement income | 527 | 25% |
| With other types of income | 445 | 21% |

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 | 4,204 | 100% |
| Under .50 | 257 | 6% |
| .50 to .99 | 155 | 4% |
| 1.00 to 1.24 | 132 | 3% |
| 1.25 to 1.49 | 98 | 2% |
| 1.50 to 1.84 | 519 | 12% |
| 1.85 to 1.99 | 57 | 1% |
| 2.00 and over | 2,986 | 71% |

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 | 4,204 | 100% |
| Above Poverty | 3,792 | 90% |
| Below Poverty | 412 | 10% |

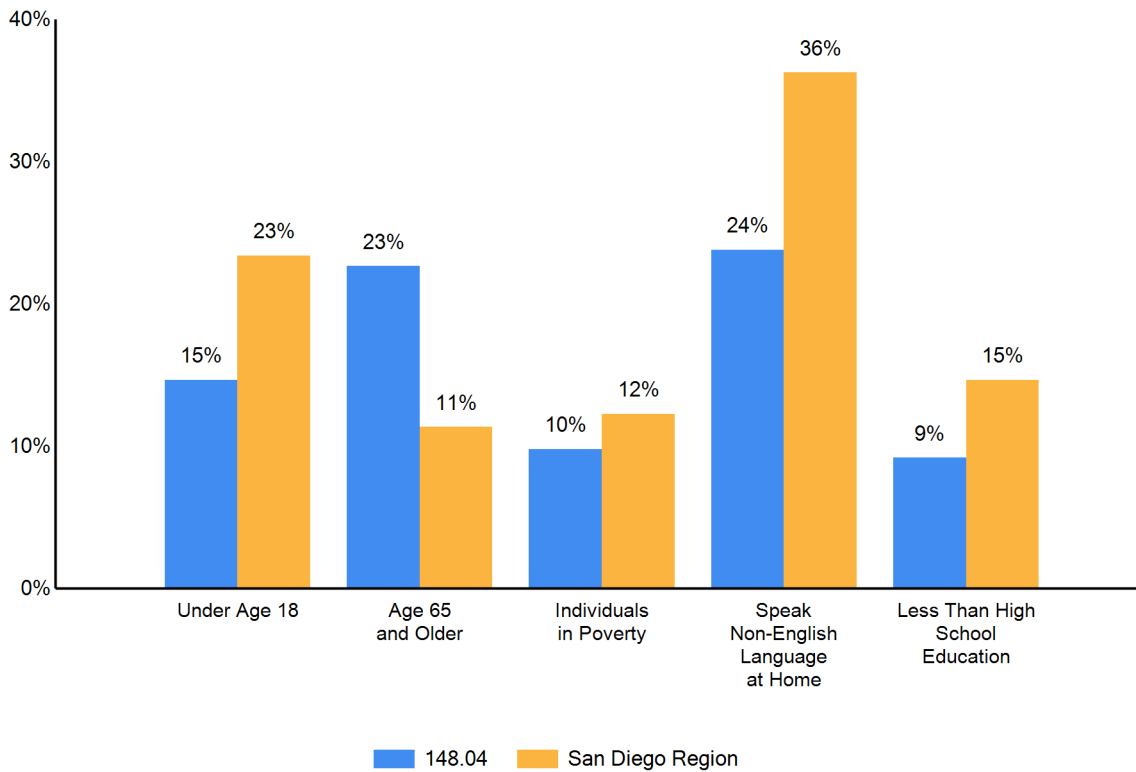
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 |
| Total Families | 931 | 351 | 580 | 873 | 322 | 551 | 58 | 29 | 29 |
| Married couple family | 665 | 220 | 445 | 636 | 191 | 445 | 29 | 29 | 0 |
| Male householder, no wife present | 57 | 25 | 32 | 42 | 25 | 17 | 15 | 0 | 15 |
| Female householder, no husband present | 209 | 106 | 103 | 195 | 106 | 89 | 14 | 0 | 14 |

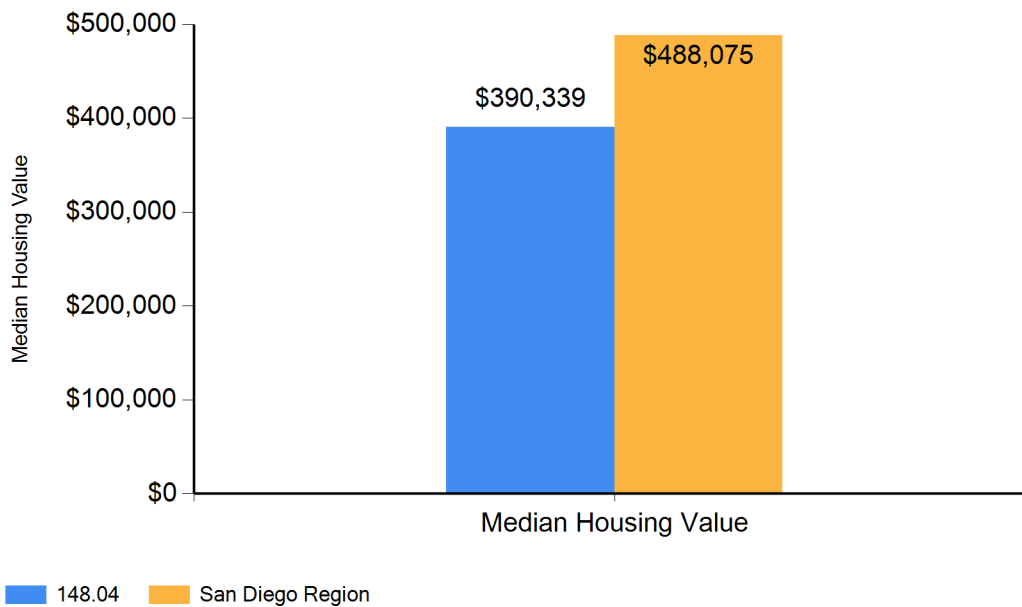
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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