



Demographic and Socioeconomic Profile 2010

TRACT: 100.12

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 4,581 | 100% |
| Hispanic | 4,345 | 95% |
| White | 110 | 2% |
| Asian | 62 | 1% |
| Black | 30 | 1% |
| Two or More | 19 | <1% |
| Pacific Islander | 6 | <1% |
| American Indian | 5 | <1% |
| Other | 4 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 4,581 | 2,187 | 2,394 | 52% |
| Under 5 | 357 | 177 | 180 | 50% |
| 5 to 9 | 366 | 191 | 175 | 48% |
| 10 to 14 | 464 | 243 | 221 | 48% |
| 15 to 17 | 312 | 172 | 140 | 45% |
| 18 and 19 | 185 | 90 | 95 | 51% |
| 20 to 24 | 381 | 190 | 191 | 50% |
| 25 to 29 | 320 | 161 | 159 | 50% |
| 30 to 34 | 310 | 138 | 172 | 55% |
| 35 to 39 | 281 | 115 | 166 | 59% |
| 40 to 44 | 308 | 148 | 160 | 52% |
| 45 to 49 | 317 | 147 | 170 | 54% |
| 50 to 54 | 292 | 135 | 157 | 54% |
| 55 to 59 | 179 | 68 | 111 | 62% |
| 60 and 61 | 52 | 23 | 29 | 56% |
| 62 to 64 | 100 | 44 | 56 | 56% |
| 65 to 69 | 123 | 55 | 68 | 55% |
| 70 to 74 | 86 | 37 | 49 | 57% |
| 75 to 79 | 61 | 22 | 39 | 64% |
| 80 to 84 | 46 | 17 | 29 | 63% |
| 85 and Older | 41 | 14 | 27 | 66% |
| Under 18 | 1,499 | 783 | 716 | 48% |
| 65 and older | 357 | 145 | 212 | 59% |
| Median | 28.5 | 25.9 | 31.0 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 3,394 | 100% |
| Never Married | 1,023 | 30% |
| Married, excluding separated | 1,694 | 50% |
| Separated | 347 | 10% |
| Widowed | 80 | 2% |
| Divorced | 250 | 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 | 4,581 | 100% |
| Household | 4,562 | 100% |
| Group Quarters - Other | 19 | <1% |
| 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 | Other | Two or More |
|-------------------|--------------|--------------|-------------|-------------|-----------------|-------------|------------------|-------------|-------------|
| Total Pop. | 4,581 | 4,345 | 110 | 30 | 5 | 62 | 6 | 4 | 19 |
| Under 5 | 357 | 350 | 2 | 1 | 0 | 4 | 0 | 0 | 0 |
| 5 to 9 | 366 | 352 | 7 | 0 | 0 | 1 | 1 | 2 | 3 |
| 10 to 14 | 464 | 443 | 10 | 2 | 2 | 3 | 1 | 0 | 3 |
| 15 to 17 | 312 | 300 | 4 | 3 | 1 | 1 | 1 | 1 | 1 |
| 18 and 19 | 185 | 179 | 0 | 3 | 0 | 2 | 0 | 0 | 1 |
| 20 to 24 | 381 | 363 | 10 | 4 | 0 | 2 | 0 | 0 | 2 |
| 25 to 29 | 320 | 305 | 6 | 1 | 1 | 4 | 0 | 0 | 3 |
| 30 to 34 | 310 | 293 | 7 | 1 | 1 | 4 | 2 | 0 | 2 |
| 35 to 39 | 281 | 266 | 9 | 3 | 0 | 1 | 1 | 0 | 1 |
| 40 to 44 | 308 | 292 | 8 | 3 | 0 | 3 | 0 | 1 | 1 |
| 45 to 49 | 317 | 306 | 7 | 1 | 0 | 2 | 0 | 0 | 1 |
| 50 to 54 | 292 | 277 | 9 | 3 | 0 | 3 | 0 | 0 | 0 |
| 55 to 59 | 179 | 166 | 4 | 2 | 0 | 7 | 0 | 0 | 0 |
| 60 and 61 | 52 | 48 | 1 | 0 | 0 | 3 | 0 | 0 | 0 |
| 62 to 64 | 100 | 84 | 7 | 1 | 0 | 7 | 0 | 0 | 1 |
| 65 to 69 | 123 | 107 | 8 | 1 | 0 | 7 | 0 | 0 | 0 |
| 70 to 74 | 86 | 79 | 4 | 0 | 0 | 3 | 0 | 0 | 0 |
| 75 to 79 | 61 | 56 | 2 | 0 | 0 | 3 | 0 | 0 | 0 |
| 80 to 84 | 46 | 42 | 2 | 1 | 0 | 1 | 0 | 0 | 0 |
| 85 and Older | 41 | 37 | 3 | 0 | 0 | 1 | 0 | 0 | 0 |
| Under 18 | 1,499 | 1,445 | 23 | 6 | 3 | 9 | 3 | 3 | 7 |
| 65 and older | 357 | 321 | 19 | 2 | 0 | 15 | 0 | 0 | 0 |
| Median | | 28.0 | 40.0 | 35.0 | 16.5 | 55.7 | 30.0 | 15.0 | 23.8 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 4,224 | 100% |
| Speak Only English | 486 | 12% |
| Speak Spanish: | 3,682 | 87% |
| Speak English "well" or "very well" | 2,652 | 63% |
| Speak English "not well" or "not at all" | 1,030 | 24% |
| Speak Asian/Pacific Island language: | 56 | 1% |
| Speak English "well" or "very well" | 43 | 1% |
| Speak English "not well" or "not at all" | 13 | <1% |
| Speak other language: | 0 | 0% |
| Speak English "well" or "very well" | 0 | 0% |
| 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 | 2,516 | 100% |
| Less than 9th grade | 594 | 24% |
| 9th through 12th grade, no diploma | 388 | 15% |
| High school grad (incl. equivalency) | 504 | 20% |
| Some college, no degree | 415 | 16% |
| Associate degree | 229 | 9% |
| Bachelor's degree | 262 | 10% |
| Master's degree | 55 | 2% |
| Professional school degree | 22 | 1% |
| Doctorate degree | 47 | 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 | 4,383 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,526 | 35% | 1,392 | 32% | 134 | 3% |
| Nursery / Preschool | 46 | 3% | 40 | 3% | 6 | 4% |
| Kindergarten to grade 4 | 352 | 23% | 337 | 24% | 15 | 11% |
| Grade 5 to grade 8 | 397 | 26% | 372 | 27% | 25 | 19% |
| Grade 9 to grade 12 | 394 | 26% | 359 | 26% | 35 | 26% |
| College, undergraduate | 308 | 20% | 284 | 20% | 24 | 18% |
| Graduate or Professional school | 29 | 2% | 0 | 0% | 29 | 22% |
| Not enrolled in school | 2,857 | 65% | --- | --- | --- | --- |

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 | 1,209 | 100% | 717 | 100% | 492 | 100% |
| Family Households: | 1,032 | 85% | 717 | 100% | 315 | 64% |
| Married couple family | 645 | 53% | 426 | 59% | 219 | 45% |
| Other family: | 387 | 32% | 291 | 41% | 96 | 20% |
| Male householder, no wife | 75 | 6% | 55 | 8% | 20 | 4% |
| Female householder, no husband | 312 | 26% | 236 | 33% | 76 | 15% |
| Nonfamily households: | 177 | 15% | 0 | 0% | 177 | 36% |
| Householder living alone | 152 | 13% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 25 | 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 | 1,235 | 100% | 1209 | 26 | 2% | 3.77 |
| Single family (detached) | 296 | 24% | 288 | 8 | 3% | 4.42 |
| Single family (attached) | 20 | 2% | 20 | 0 | 0% | 4.20 |
| 2 to 4 units | 116 | 9% | 113 | 3 | 3% | 3.74 |
| 5 to 9 units | 152 | 12% | 149 | 3 | 2% | 3.54 |
| 10 or more units | 651 | 53% | 639 | 12 | 2% | 3.53 |
| 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 | 501 | 100% |
| Less than \$150,000 | 149 | 30% |
| \$150,000 to \$199,999 | 6 | 1% |
| \$200,000 to \$249,999 | 70 | 14% |
| \$250,000 to \$299,999 | 37 | 7% |
| \$300,000 to \$399,999 | 78 | 16% |
| \$400,000 to \$499,999 | 84 | 17% |
| \$500,000 to \$749,999 | 62 | 12% |
| \$750,000 to \$999,999 | 15 | 3% |
| \$1,000,000 or more | 0 | 0% |

Median Value **\$284,459**

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 | 1,235 | 100% |
| 2005 or Later | 20 | 2% |
| 2000 to 2004 | 53 | 4% |
| 1990 to 1999 | 114 | 9% |
| 1980 to 1989 | 321 | 26% |
| 1970 to 1979 | 570 | 46% |
| 1960 to 1969 | 60 | 5% |
| 1950 to 1959 | 97 | 8% |
| 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 | 1,209 | 100% | 708 | 100% | 501 | 100% |
| 1.00 occupant housing per room or less | 715 | 59% | 401 | 57% | 314 | 63% |
| 1.01 to 1.50 occupants per room | 176 | 15% | 106 | 15% | 70 | 14% |
| 1.51 to 2.00 occupants per room | 109 | 9% | 57 | 8% | 52 | 10% |
| 2.01 or more occupants per room | 209 | 17% | 144 | 20% | 65 | 13% |

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 | 708 | 100% |
| Less than \$500 | 106 | 15% |
| \$500 to \$599 | 15 | 2% |
| \$600 to \$699 | 10 | 1% |
| \$700 to \$799 | 9 | 1% |
| \$800 to \$899 | 97 | 14% |
| \$900 to \$999 | 80 | 11% |
| \$1,000 to \$1,249 | 284 | 40% |
| \$1,250 to \$1,499 | 73 | 10% |
| \$1,500 to \$1,999 | 23 | 3% |
| \$2,000 or more | 11 | 2% |
| No cash rent | 0 | 0% |
| Median contract rent | \$1,032 | |

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 | 708 | 100% |
| Less than 20 percent | 132 | 19% |
| 20.0 to 24.9 percent | 95 | 13% |
| 25.0 to 29.9 percent | 72 | 10% |
| 30.0 to 34.9 percent | 87 | 12% |
| 35.0 to 39.9 percent | 34 | 5% |
| 40.0 to 49.9 percent | 84 | 12% |
| 50.0 percent or more | 204 | 29% |
| Not computed | 0 | 0% |

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 | 1,209 | 100% |
| No vehicle | 65 | 5% |
| 1 vehicle | 487 | 40% |
| 2 vehicles | 451 | 37% |
| 3 vehicles | 144 | 12% |
| 4 or more vehicles | 62 | 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 | 1,868 | 100% |
| Worked in state of residence | 1,767 | 95% |
| Worked in county of residence | 1,757 | 94% |
| Worked outside county of residence | 10 | 1% |
| Worked outside state of residence | 101 | 5% |

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 | 3,306 | 100% | 1,528 | 46% |
| In labor force | 2,075 | 63% | 947 | 46% |
| Armed forces | 0 | 0% | 0 | 0% |
| Civilian (employed) | 1,931 | 93% | 887 | 46% |
| Civilian (unemployed) | 144 | 7% | 60 | 42% |
| Not in labor force | 1,231 | 37% | 831 | 68% |
| Pct. of civilian labor force unemployed | 6.9% | | 7.4% | 6.3% |

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 | 1,868 | 100% |
| Car, truck or van: | 1,627 | 87% |
| Drove Alone | 1,477 | 79% |
| Carpooled | 150 | 8% |
| Public Transportation: | 112 | 6% |
| Bus | 107 | 6% |
| Trolley / Streetcar | 5 | <1% |
| Railroad | 0 | 0% |
| Other public transportation | 0 | 0% |
| Motorcycle | 0 | 0% |
| Bicycle | 0 | 0% |
| Walked | 0 | 0% |
| Other means | 24 | 1% |
| Worked at home | 105 | 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 | 1,868 | 100% |
| Did not work at home | 1,763 | 94% |
| Less than 10 minutes | 187 | 10% |
| 10 to 19 minutes | 451 | 24% |
| 20 to 29 minutes | 330 | 18% |
| 30 to 44 minutes | 359 | 19% |
| 45 to 59 minutes | 198 | 11% |
| 60 to 89 minutes | 130 | 7% |
| 90 minutes or more | 108 | 6% |
| Worked at home | 105 | 6% |
| Average time to work (minutes) | 36 | -- |

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+ | 1,868 | 100% |
| Agriculture, forestry, mining | 51 | 3% |
| Utilities | 33 | 2% |
| Construction | 171 | 9% |
| Manufacturing | 151 | 8% |
| Wholesale trade | 53 | 3% |
| Retail trade | 210 | 11% |
| Transportation & warehousing | 133 | 7% |
| Information & communications | 0 | 0% |
| Finance, insurance, & real estate | 166 | 9% |
| Professional, scientific, management, administration | 127 | 7% |
| Educational, social, & health services | 280 | 15% |
| Art, entertainment, recreation, accommodations, food | 173 | 9% |
| Other services | 160 | 9% |
| Public administration | 160 | 9% |

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+ | 1,868 | 100% |
| Management, professional & related: | 480 | 26% |
| Management (incl. farm managers) | 169 | 9% |
| Business & financial | 30 | 2% |
| Computer & mathematical | 30 | 2% |
| Architecture & engineering | 10 | 1% |
| Life, physical & social science | 58 | 3% |
| Community & social service | 0 | 0% |
| Legal | 16 | 1% |
| Education, training, & library | 117 | 6% |
| Art, entertainment, sports & media | 0 | 0% |
| Healthcare practitioners | 50 | 3% |
| Service: | 424 | 23% |
| Healthcare support | 18 | 1% |
| Protective service | 32 | 2% |
| Food preparation & serving | 95 | 5% |
| Building & grounds cleaning / maintenance | 167 | 9% |
| Personal care & service | 112 | 6% |
| Sales & office | 538 | 29% |
| Farming, fishing & forestry | 13 | 1% |
| Construction, extraction & maintenance | 221 | 12% |
| Production, transport & material moving | 192 | 10% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 1,209 | 100% |
| Less than \$15,000 | 180 | 15% |
| \$15,000 to \$29,999 | 170 | 14% |
| \$30,000 to \$44,999 | 212 | 18% |
| \$45,000 to \$59,999 | 149 | 12% |
| \$60,000 to \$74,999 | 200 | 17% |
| \$75,000 to \$99,999 | 167 | 14% |
| \$100,000 to \$124,999 | 63 | 5% |
| \$125,000 to \$149,999 | 48 | 4% |
| \$150,000 to \$199,999 | 0 | 0% |
| \$200,000 or more | 20 | 2% |
| Median Income | \$49,279 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 1,209 | 100% |
| With earnings | 1,028 | 85% |
| With wage and salary income | 998 | 83% |
| With self-employment income | 127 | 11% |
| With interest, dividend, or net rental income | 92 | 8% |
| With Social Security income | 185 | 15% |
| With Supplemental Security income | 43 | 4% |
| With public assistance income | 50 | 4% |
| With retirement income | 141 | 12% |
| With other types of income | 200 | 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 | 4,537 | 100% |
| Under .50 | 255 | 6% |
| .50 to .99 | 521 | 11% |
| 1.00 to 1.24 | 591 | 13% |
| 1.25 to 1.49 | 173 | 4% |
| 1.50 to 1.84 | 179 | 4% |
| 1.85 to 1.99 | 251 | 6% |
| 2.00 and over | 2,567 | 57% |

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 | 4,537 | 100% |
| Above Poverty | 3,761 | 83% |
| Below Poverty | 776 | 17% |

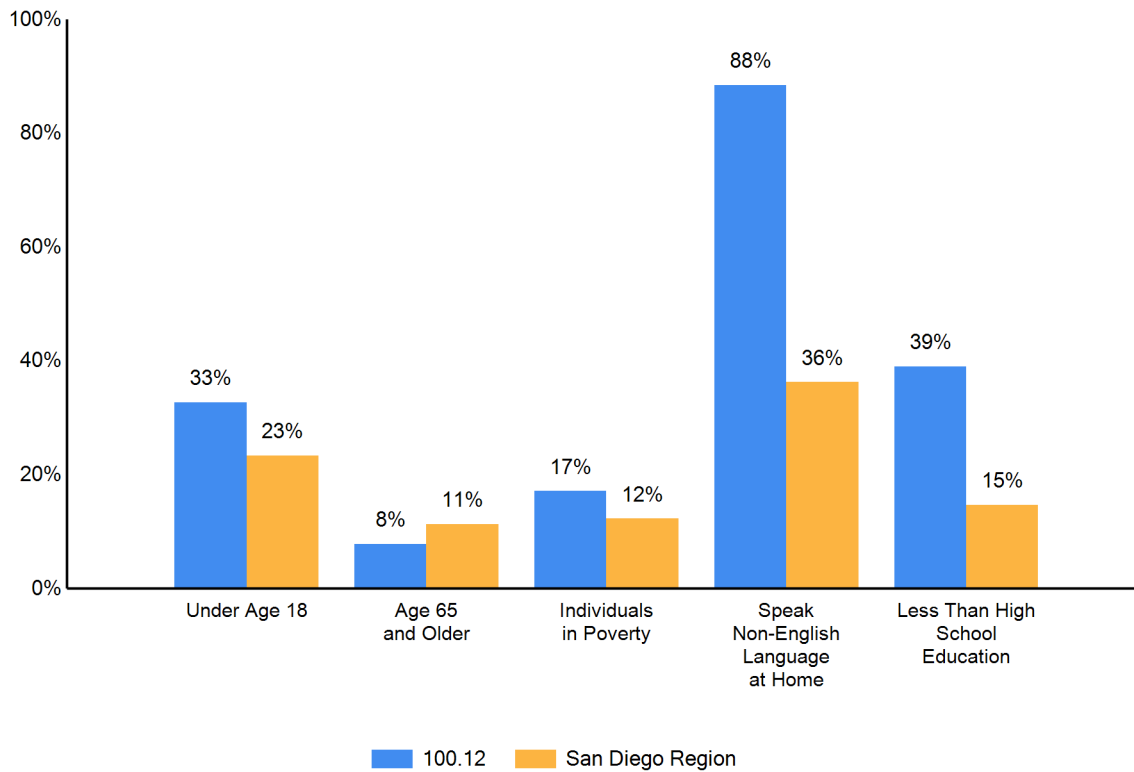
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 1,032 | 717 | 315 | 863 | 577 | 286 | 169 | 140 | 29 |
| Married couple family | 645 | 426 | 219 | 571 | 381 | 190 | 74 | 45 | 29 |
| Male householder, no wife present | 75 | 55 | 20 | 75 | 55 | 20 | 0 | 0 | 0 |
| Female householder, no husband present | 312 | 236 | 76 | 217 | 141 | 76 | 95 | 95 | 0 |

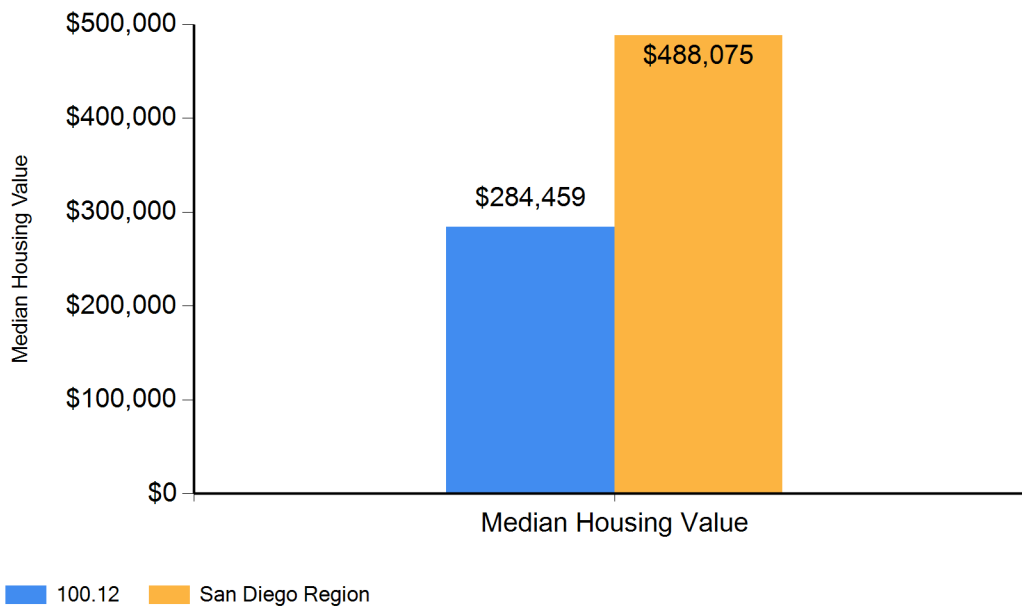
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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