



## Demographic and Socioeconomic Profile 2010

TRACT: 193.01

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>6,936</b>	<b>100%</b>
White	4,155	60%
Hispanic	1,579	23%
Asian	653	9%
Two or More	243	4%
Black	206	3%
Pacific Islander	63	1%
American Indian	26	<1%
Other	11	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>6,936</b>	<b>3,426</b>	<b>3,510</b>	<b>51%</b>
Under 5	396	201	195	49%
5 to 9	441	221	220	50%
10 to 14	568	312	256	45%
15 to 17	359	182	177	49%
18 and 19	217	114	103	47%
20 to 24	428	212	216	50%
25 to 29	366	200	166	45%
30 to 34	354	162	192	54%
35 to 39	408	200	208	51%
40 to 44	504	238	266	53%
45 to 49	674	344	330	49%
50 to 54	679	317	362	53%
55 to 59	506	253	253	50%
60 and 61	154	68	86	56%
62 to 64	207	111	96	46%
65 to 69	205	102	103	50%
70 to 74	128	56	72	56%
75 to 79	139	59	80	58%
80 to 84	106	39	67	63%
85 and Older	97	35	62	64%
Under 18	1,764	916	848	48%
65 and older	675	291	384	57%
<b>Median</b>	<b>39.2</b>	<b>37.7</b>	<b>40.4</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>5,531</b>	<b>100%</b>
Never Married	1,611	29%
Married, excluding separated	3,144	57%
Separated	123	2%
Widowed	258	5%
Divorced	395	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
<b>Total population</b>	<b>6,936</b>	<b>100%</b>
Household	6,911	100%
Group Quarters - Other	25	<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>6,936</b>	<b>1,579</b>	<b>4,155</b>	<b>206</b>	<b>26</b>	<b>653</b>	<b>63</b>	<b>11</b>	<b>243</b>
Under 5	396	128	205	6	2	28	6	0	21
5 to 9	441	142	226	14	1	33	5	1	19
10 to 14	568	176	282	18	0	48	3	2	39
15 to 17	359	107	190	9	3	19	0	0	31
18 and 19	217	59	125	8	0	15	3	0	7
20 to 24	428	118	224	14	4	35	5	0	28
25 to 29	366	97	211	10	0	37	2	0	9
30 to 34	354	101	187	9	1	34	7	0	15
35 to 39	408	95	234	11	1	47	7	1	12
40 to 44	504	135	299	10	2	42	3	0	13
45 to 49	674	115	432	24	2	79	7	0	15
50 to 54	679	112	453	24	3	68	3	3	13
55 to 59	506	65	349	17	2	55	6	3	9
60 and 61	154	19	107	7	1	18	1	0	1
62 to 64	207	21	144	9	2	27	0	0	4
65 to 69	205	39	134	7	0	20	3	0	2
70 to 74	128	16	92	4	0	13	0	0	3
75 to 79	139	19	96	2	1	17	2	0	2
80 to 84	106	8	87	0	1	9	0	1	0
85 and Older	97	7	78	3	0	9	0	0	0
Under 18	1,764	553	903	47	6	128	14	3	110
65 and older	675	89	487	16	2	68	5	1	7
<b>Median</b>		<b>28.1</b>	<b>43.2</b>	<b>42.0</b>	<b>42.5</b>	<b>43.6</b>	<b>35.4</b>	<b>52.5</b>	<b>20.8</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>6,540</b>	<b>100%</b>
Speak Only English	4,556	70%
Speak Spanish:	1,102	17%
Speak English "well" or "very well"	803	12%
Speak English "not well" or "not at all"	299	5%
Speak Asian/Pacific Island language:	571	9%
Speak English "well" or "very well"	551	8%
Speak English "not well" or "not at all"	20	<1%
Speak other language:	311	4%
Speak English "well" or "very well"	294	4%
Speak English "not well" or "not at all"	17	<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>4,527</b>	<b>100%</b>
Less than 9th grade	243	5%
9th through 12th grade, no diploma	241	5%
High school grad (incl. equivalency)	998	22%
Some college, no degree	1,290	28%
Associate degree	517	11%
Bachelor's degree	827	18%
Master's degree	264	6%
Professional school degree	86	2%
Doctorate degree	61	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>6,714</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,997	30%	1,815	27%	182	3%
Nursery / Preschool	92	5%	71	4%	21	12%
Kindergarten to grade 4	375	19%	360	20%	15	8%
Grade 5 to grade 8	380	19%	380	21%	0	0%
Grade 9 to grade 12	540	27%	504	28%	36	20%
College, undergraduate	523	26%	471	26%	52	29%
Graduate or Professional school	87	4%	29	2%	58	32%
Not enrolled in school	4,717	70%	---	---	---	---

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>2,239</b>	<b>100%</b>	<b>949</b>	<b>100%</b>	<b>1,290</b>	<b>100%</b>
Family Households:	1,893	85%	949	100%	944	73%
Married couple family	1,533	68%	787	83%	746	58%
Other family:	360	16%	162	17%	198	15%
Male householder, no wife	60	3%	37	4%	23	2%
Female householder, no husband	300	13%	125	13%	175	14%
Nonfamily households:	346	15%	0	0%	346	27%
Householder living alone	244	11%	----	----	----	----
Other nonfamily households	102	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>2,301</b>	<b>100%</b>	<b>2239</b>	<b>62</b>	<b>3%</b>	<b>3.09</b>
Single family (detached)	2,137	93%	2,100	37	2%	3.09
Single family (attached)	164	7%	139	25	15%	2.98
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	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
<b>Total Owner-Occupied Units</b>	<b>1,922</b>	<b>100%</b>
Less than \$150,000	49	3%
\$150,000 to \$199,999	67	3%
\$200,000 to \$249,999	68	4%
\$250,000 to \$299,999	115	6%
\$300,000 to \$399,999	312	16%
\$400,000 to \$499,999	510	27%
\$500,000 to \$749,999	726	38%
\$750,000 to \$999,999	60	3%
\$1,000,000 or more	15	1%

**Median Value** **\$468,493**

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>2,301</b>	<b>100%</b>
2005 or Later	74	3%
2000 to 2004	233	10%
1990 to 1999	746	32%
1980 to 1989	960	42%
1970 to 1979	234	10%
1960 to 1969	54	2%
1950 to 1959	0	0%
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
<b>Total occupied housing units</b>	<b>2,239</b>	<b>100%</b>	<b>317</b>	<b>100%</b>	<b>1,922</b>	<b>100%</b>
1.00 occupant housing per room or less	2,147	96%	299	94%	1,848	96%
1.01 to 1.50 occupants per room	92	4%	18	6%	74	4%
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
<b>Total Units</b>	<b>317</b>	<b>100%</b>
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	0	0%
\$800 to \$899	0	0%
\$900 to \$999	0	0%
\$1,000 to \$1,249	17	5%
\$1,250 to \$1,499	63	20%
\$1,500 to \$1,999	156	49%
\$2,000 or more	73	23%
No cash rent	8	3%
<b>Median contract rent</b>	<b>\$1,752</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>317</b>	<b>100%</b>
Less than 20 percent	105	33%
20.0 to 24.9 percent	48	15%
25.0 to 29.9 percent	32	10%
30.0 to 34.9 percent	27	9%
35.0 to 39.9 percent	25	8%
40.0 to 49.9 percent	12	4%
50.0 percent or more	60	19%
Not computed	8	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
<b>Total Availability</b>	<b>2,239</b>	<b>100%</b>
No vehicle	15	1%
1 vehicle	502	22%
2 vehicles	971	43%
3 vehicles	513	23%
4 or more vehicles	238	11%

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>3,326</b>	<b>100%</b>
Worked in state of residence	3,261	98%
Worked in county of residence	2,936	88%
Worked outside county of residence	325	10%
Worked outside state of residence	65	2%

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>5,406</b>	<b>100%</b>	<b>2,632</b>	<b>49%</b>
In labor force	3,806	70%	2,025	53%
Armed forces	78	2%	78	100%
Civilian (employed)	3,376	89%	1,766	52%
Civilian (unemployed)	352	9%	181	51%
Not in labor force	1,600	30%	607	38%
Pct. of civilian labor force unemployed	9.4%		9.3%	

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
<b>Total Workers</b>	<b>3,326</b>	<b>100%</b>
Car, truck or van:	3,081	93%
Drove Alone	2,754	83%
Carpooled	327	10%
Public Transportation:	36	1%
Bus	0	0%
Trolley / Streetcar	0	0%
Railroad	20	1%
Other public transportation	16	<1%
Motorcycle	0	0%
Bicycle	19	1%
Walked	17	1%
Other means	25	1%
Worked at home	148	4%

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>3,326</b>	<b>100%</b>
Did not work at home	3,178	96%
Less than 10 minutes	315	9%
10 to 19 minutes	871	26%
20 to 29 minutes	588	18%
30 to 44 minutes	631	19%
45 to 59 minutes	353	11%
60 to 89 minutes	261	8%
90 minutes or more	159	5%
Worked at home	148	4%
<b>Average time to work (minutes)</b>	<b>36</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>3,268</b>	<b>100%</b>
Agriculture, forestry, mining	0	0%
Utilities	74	2%
Construction	212	6%
Manufacturing	247	8%
Wholesale trade	145	4%
Retail trade	445	14%
Transportation & warehousing	73	2%
Information & communications	24	1%
Finance, insurance, & real estate	229	7%
Professional, scientific, management, administration	219	7%
Educational, social, & health services	844	26%
Art, entertainment, recreation, accommodations, food	251	8%
Other services	151	5%
Public administration	354	11%

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>3,268</b>	<b>100%</b>
Management, professional & related:	1,309	40%
Management (incl. farm managers)	401	12%
Business & financial	193	6%
Computer & mathematical	157	5%
Architecture & engineering	83	3%
Life, physical & social science	19	1%
Community & social service	0	0%
Legal	31	1%
Education, training, & library	210	6%
Art, entertainment, sports & media	51	2%
Healthcare practitioners	164	5%
Service:	645	20%
Healthcare support	11	<1%
Protective service	143	4%
Food preparation & serving	133	4%
Building & grounds cleaning / maintenance	221	7%
Personal care & service	137	4%
Sales & office	1,047	32%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	124	4%
Production, transport & material moving	143	4%

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>2,239</b>	<b>100%</b>
Less than \$15,000	110	5%
\$15,000 to \$29,999	152	7%
\$30,000 to \$44,999	98	4%
\$45,000 to \$59,999	165	7%
\$60,000 to \$74,999	161	7%
\$75,000 to \$99,999	468	21%
\$100,000 to \$124,999	285	13%
\$125,000 to \$149,999	313	14%
\$150,000 to \$199,999	296	13%
\$200,000 or more	191	9%
<b>Median Income</b>	<b>\$98,157</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,239</b>	<b>100%</b>
With earnings	1,938	87%
With wage and salary income	1,879	84%
With self-employment income	262	12%
With interest, dividend, or net rental income	734	33%
With Social Security income	509	23%
With Supplemental Security income	80	4%
With public assistance income	46	2%
With retirement income	420	19%
With other types of income	449	20%

*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>6,936</b>	<b>100%</b>
Under .50	185	3%
.50 to .99	159	2%
1.00 to 1.24	37	1%
1.25 to 1.49	107	2%
1.50 to 1.84	183	3%
1.85 to 1.99	195	3%
2.00 and over	6,070	88%

*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>6,936</b>	<b>100%</b>
Above Poverty	6,592	95%
Below Poverty	344	5%

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

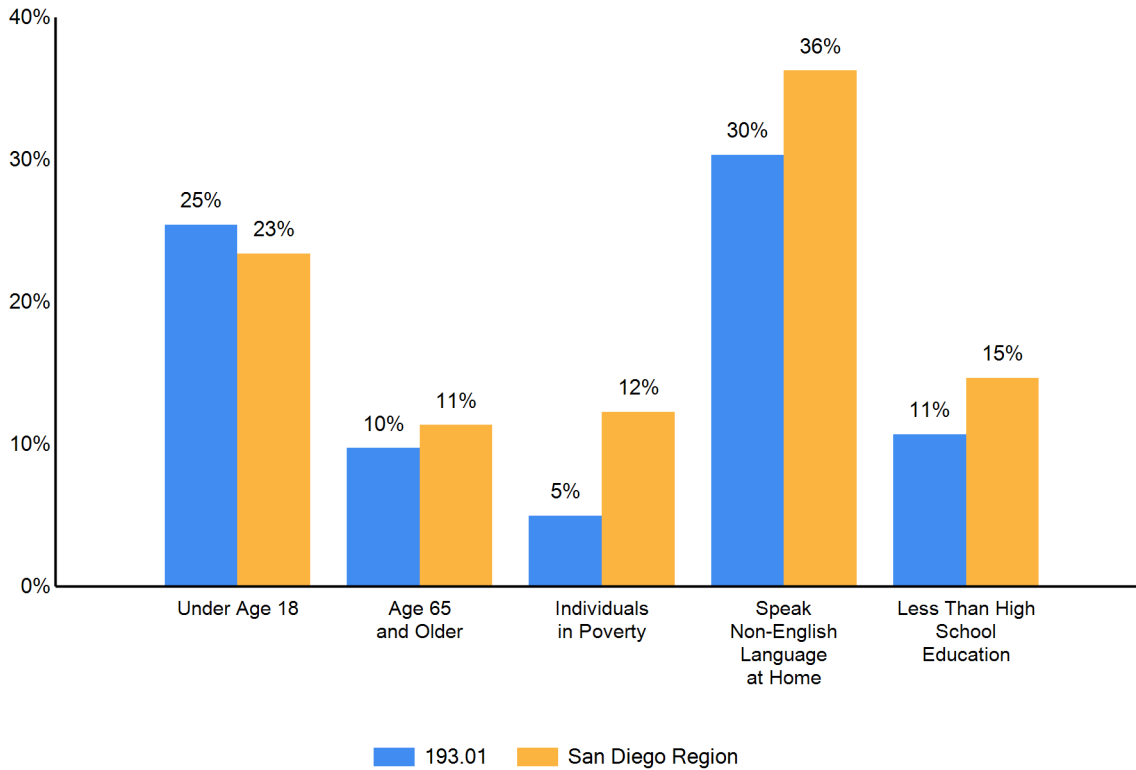
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>1,893</b>	<b>949</b>	<b>944</b>	<b>1,838</b>	<b>940</b>	<b>898</b>	<b>55</b>	<b>9</b>	<b>46</b>
Married couple family	1,533	787	746	1,494	778	716	39	9	30
Male householder, no wife present	60	37	23	60	37	23	0	0	0
Female householder, no husband present	300	125	175	284	125	159	16	0	16

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

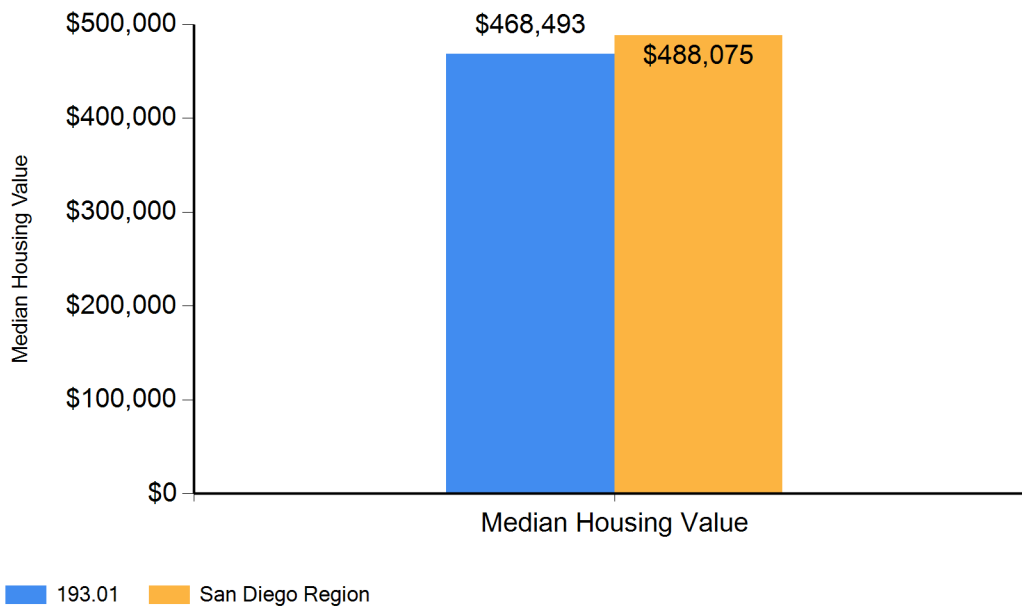


## Demographic and Socioeconomic Characteristics



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