



Demographic and Socioeconomic Profile 2010

MSA: North County West

Population by Race

	Population	Percent
Total Population	405,713	100%
White	255,981	63%
Hispanic	96,741	24%
Asian	23,320	6%
Two or More	12,731	3%
Black	11,866	3%
Pacific Islander	2,638	1%
American Indian	1,518	<1%
Other	918	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	405,713	206,977	198,736	49%
Under 5	28,328	14,562	13,766	49%
5 to 9	26,249	13,220	13,029	50%
10 to 14	25,160	12,968	12,192	48%
15 to 17	15,428	8,031	7,397	48%
18 and 19	12,558	7,885	4,673	37%
20 to 24	39,162	25,225	13,937	36%
25 to 29	29,451	15,749	13,702	47%
30 to 34	26,060	12,911	13,149	50%
35 to 39	26,003	12,825	13,178	51%
40 to 44	26,198	12,641	13,557	52%
45 to 49	28,803	14,359	14,444	50%
50 to 54	27,690	13,602	14,088	51%
55 to 59	24,229	11,590	12,639	52%
60 and 61	9,155	4,447	4,708	51%
62 to 64	11,749	5,573	6,176	53%
65 to 69	14,260	6,705	7,555	53%
70 to 74	10,032	4,411	5,621	56%
75 to 79	9,023	3,967	5,056	56%
80 to 84	7,761	3,226	4,535	58%
85 and Older	8,414	3,080	5,334	63%
Under 18	95,165	48,781	46,384	49%
65 and older	49,490	21,389	28,101	57%
Median	35.1	32.3	37.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	325,976	100%
Never Married	98,116	30%
Married, excluding separated	172,782	53%
Separated	5,034	2%
Widowed	15,314	5%
Divorced	34,730	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	405,713	100%
Household	386,635	95%
Group Quarters - Military	16,563	4%
Group Quarters - Other	2,515	1%
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.	405,713	96,741	255,981	11,866	1,518	23,320	2,638	918	12,731
Under 5	28,328	9,903	14,072	733	99	1,169	193	101	2,058
5 to 9	26,249	8,990	13,121	694	83	1,267	150	92	1,852
10 to 14	25,160	8,542	12,885	752	76	1,170	156	76	1,503
15 to 17	15,428	5,274	7,812	521	52	715	144	45	865
18 and 19	12,558	4,081	6,841	519	51	466	106	23	471
20 to 24	39,162	10,810	23,302	1,731	308	1,487	325	100	1,099
25 to 29	29,451	8,455	17,068	1,068	161	1,501	231	77	890
30 to 34	26,060	7,438	15,137	794	106	1,598	183	65	739
35 to 39	26,003	6,738	15,185	830	73	2,285	218	62	612
40 to 44	26,198	6,302	16,090	769	73	2,169	183	66	546
45 to 49	28,803	5,655	19,250	890	104	2,042	202	44	616
50 to 54	27,690	4,446	19,929	836	92	1,772	152	44	419
55 to 59	24,229	3,140	18,437	557	77	1,520	116	46	336
60 and 61	9,155	1,001	7,259	172	38	544	50	7	84
62 to 64	11,749	1,242	9,385	220	33	677	56	18	118
65 to 69	14,260	1,546	11,256	279	38	913	48	23	157
70 to 74	10,032	1,118	7,675	216	19	793	52	7	152
75 to 79	9,023	905	7,182	156	17	609	36	7	111
80 to 84	7,761	578	6,657	71	13	360	24	6	52
85 and Older	8,414	577	7,438	58	5	263	13	9	51
Under 18	95,165	32,709	47,890	2,700	310	4,321	643	314	6,278
65 and older	49,490	4,724	40,208	780	92	2,938	173	52	523
Median		25.5	40.8	29.6	27.8	40.0	30.4	26.4	18.4

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	377,385	100%
Speak Only English	281,470	75%
Speak Spanish:	67,524	18%
Speak English "well" or "very well"	48,115	13%
Speak English "not well" or "not at all"	19,409	5%
Speak Asian/Pacific Island language:	14,468	4%
Speak English "well" or "very well"	12,616	3%
Speak English "not well" or "not at all"	1,852	0%
Speak other language:	13,923	3%
Speak English "well" or "very well"	13,014	3%
Speak English "not well" or "not at all"	909	<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	258,828	100%
Less than 9th grade	13,962	5%
9th through 12th grade, no diploma	12,921	5%
High school grad (incl. equivalency)	45,318	18%
Some college, no degree	59,467	23%
Associate degree	23,841	9%
Bachelor's degree	65,314	25%
Master's degree	24,181	9%
Professional school degree	7,842	3%
Doctorate degree	5,982	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	388,313	100%	---	---	---	---
Enrolled in school	102,909	27%	88,257	23%	14,652	4%
Nursery / Preschool	6,260	6%	2,707	3%	3,553	24%
Kindergarten to grade 4	26,455	26%	24,296	28%	2,159	15%
Grade 5 to grade 8	19,052	19%	17,496	20%	1,556	11%
Grade 9 to grade 12	22,755	22%	21,051	24%	1,704	12%
College, undergraduate	23,828	23%	20,282	23%	3,546	24%
Graduate or Professional school	4,559	4%	2,425	3%	2,134	15%
Not enrolled in school	285,404	73%	---	---	---	---

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	144,482	100%	50,274	100%	94,208	100%
Family Households:	99,184	69%	49,942	99%	49,242	52%
Married couple family	78,904	55%	36,875	73%	42,029	45%
Other family:	20,280	14%	13,067	26%	7,213	8%
Male householder, no wife	5,600	4%	3,189	6%	2,411	3%
Female householder, no husband	14,680	10%	9,878	20%	4,802	5%
Nonfamily households:	45,298	31%	332	1%	44,966	48%
Householder living alone	34,595	24%	----	----	----	----
Other nonfamily households	10,703	7%	----	----	----	----

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	157,401	100%	144,482	12,919	8%	2.68
Single family (detached)	80,126	51%	75,141	4,985	6%	2.84
Single family (attached)	29,276	19%	26,031	3,245	11%	2.65
2 to 4 units	10,373	7%	9,448	925	9%	2.54
5 to 9 units	9,568	6%	8,772	796	8%	2.45
10 or more units	22,186	14%	19,998	2,188	10%	2.35
Mobile home and Other	5,872	4%	5,092	780	13%	2.32

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	89,005	100%
Less than \$150,000	4,433	5%
\$150,000 to \$199,999	1,919	2%
\$200,000 to \$249,999	2,872	3%
\$250,000 to \$299,999	3,386	4%
\$300,000 to \$399,999	10,881	12%
\$400,000 to \$499,999	12,548	14%
\$500,000 to \$749,999	27,105	30%
\$750,000 to \$999,999	13,125	15%
\$1,000,000 or more	12,736	14%

Median Value **\$578,489**

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	157,405	100%
2005 or Later	7,166	5%
2000 to 2004	15,447	10%
1990 to 1999	24,986	16%
1980 to 1989	40,723	26%
1970 to 1979	40,740	26%
1960 to 1969	14,370	9%
1950 to 1959	8,984	6%
1940 to 1949	2,924	2%
1939 or earlier	2,065	1%

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	144,482	100%	55,477	100%	89,005	100%
1.00 occupant housing per room or less	139,181	96%	51,508	93%	87,673	99%
1.01 to 1.50 occupants per room	3,696	3%	2,703	5%	993	1%
1.51 to 2.00 occupants per room	1,095	1%	839	2%	256	<1%
2.01 or more occupants per room	510	<1%	427	1%	83	<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	55,477	100%
Less than \$500	1,748	3%
\$500 to \$599	782	1%
\$600 to \$699	787	1%
\$700 to \$799	1,925	3%
\$800 to \$899	2,760	5%
\$900 to \$999	3,146	6%
\$1,000 to \$1,249	10,228	18%
\$1,250 to \$1,499	11,149	20%
\$1,500 to \$1,999	13,712	25%
\$2,000 or more	7,543	14%
No cash rent	1,697	3%
Median contract rent	\$1,393	

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	55,477	100%
Less than 20 percent	8,882	16%
20.0 to 24.9 percent	6,557	12%
25.0 to 29.9 percent	6,221	11%
30.0 to 34.9 percent	5,490	10%
35.0 to 39.9 percent	4,044	7%
40.0 to 49.9 percent	7,471	13%
50.0 percent or more	14,024	25%
Not computed	2,788	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	144,482	100%
No vehicle	5,698	4%
1 vehicle	43,611	30%
2 vehicles	63,170	44%
3 vehicles	23,192	16%
4 or more vehicles	8,811	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	203,169	100%
Worked in state of residence	201,503	99%
Worked in county of residence	188,807	93%
Worked outside county of residence	12,696	6%
Worked outside state of residence	1,666	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	321,058	100%	163,636	51%
In labor force	216,409	67%	127,208	59%
Armed forces	25,639	12%	24,266	95%
Civilian (employed)	174,622	81%	94,450	54%
Civilian (unemployed)	16,148	7%	8,492	53%
Not in labor force	104,649	33%	36,428	35%
Pct. of civilian labor force unemployed	8.5%		8.2%	

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	203,169	100%
Car, truck or van:	167,932	83%
Drove Alone	146,470	72%
Carpooled	21,462	11%
Public Transportation:	5,311	3%
Bus	2,883	1%
Trolley / Streetcar	0	0%
Railroad	2,304	1%
Other public transportation	124	<1%
Motorcycle	1,123	1%
Bicycle	1,122	1%
Walked	10,437	5%
Other means	1,527	1%
Worked at home	15,717	8%

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	203,169	100%
Did not work at home	187,452	92%
Less than 10 minutes	28,415	14%
10 to 19 minutes	53,127	26%
20 to 29 minutes	38,210	19%
30 to 44 minutes	36,816	18%
45 to 59 minutes	14,470	7%
60 to 89 minutes	11,402	6%
90 minutes or more	5,012	2%
Worked at home	15,717	8%
Average time to work (minutes)	30	--

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+	177,949	100%
Agriculture, forestry, mining	1,490	1%
Utilities	1,872	1%
Construction	11,409	6%
Manufacturing	18,369	10%
Wholesale trade	5,972	3%
Retail trade	20,158	11%
Transportation & warehousing	4,553	3%
Information & communications	4,408	2%
Finance, insurance, & real estate	14,487	8%
Professional, scientific, management, administration	8,616	5%
Educational, social, & health services	31,929	18%
Art, entertainment, recreation, accommodations, food	18,007	10%
Other services	9,477	5%
Public administration	27,202	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+	177,949	100%
Management, professional & related:	74,741	42%
Management (incl. farm managers)	22,191	12%
Business & financial	11,392	6%
Computer & mathematical	5,993	3%
Architecture & engineering	5,242	3%
Life, physical & social science	2,702	2%
Community & social service	1,967	1%
Legal	2,333	1%
Education, training, & library	10,228	6%
Art, entertainment, sports & media	4,753	3%
Healthcare practitioners	7,940	4%
Service:	29,110	16%
Healthcare support	2,588	1%
Protective service	3,705	2%
Food preparation & serving	8,531	5%
Building & grounds cleaning / maintenance	7,161	4%
Personal care & service	7,125	4%
Sales & office	47,235	27%
Farming, fishing & forestry	858	<1%
Construction, extraction & maintenance	12,756	7%
Production, transport & material moving	13,249	7%

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

Household Income

	Number	Percent
Total Households	144,482	100%
Less than \$15,000	10,679	7%
\$15,000 to \$29,999	15,939	11%
\$30,000 to \$44,999	18,122	13%
\$45,000 to \$59,999	15,872	11%
\$60,000 to \$74,999	14,650	10%
\$75,000 to \$99,999	19,676	14%
\$100,000 to \$124,999	14,347	10%
\$125,000 to \$149,999	10,388	7%
\$150,000 to \$199,999	11,690	8%
\$200,000 or more	13,119	9%
Median Income	\$71,907	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	144,482	100%
With earnings	117,555	81%
With wage and salary income	110,783	77%
With self-employment income	23,548	16%
With interest, dividend, or net rental income	49,299	34%
With Social Security income	34,905	24%
With Supplemental Security income	3,306	2%
With public assistance income	2,238	2%
With retirement income	23,976	17%
With other types of income	21,916	15%

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	387,619	100%
Under .50	16,102	4%
.50 to .99	17,724	5%
1.00 to 1.24	12,353	3%
1.25 to 1.49	14,370	4%
1.50 to 1.84	21,177	5%
1.85 to 1.99	8,350	2%
2.00 and over	297,543	77%

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	387,619	100%
Above Poverty	353,793	91%
Below Poverty	33,826	9%

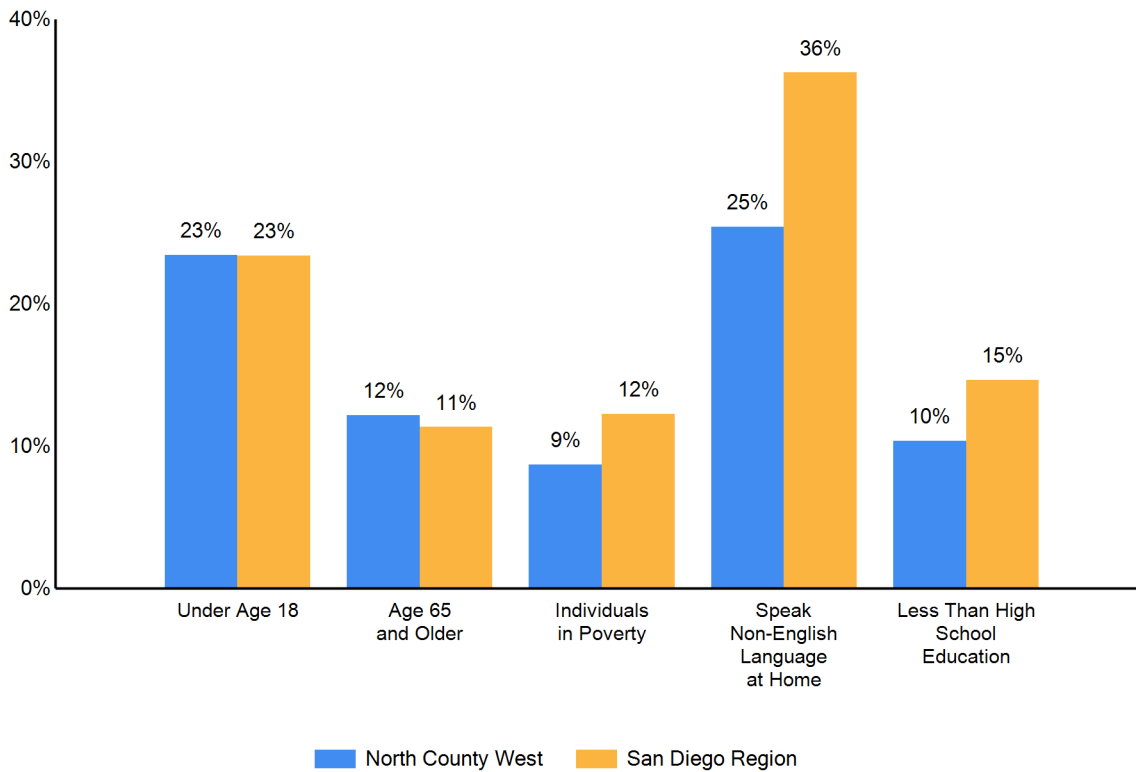
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	99,184	49,942	49,242	92,727	45,100	47,627	6,457	4,842	1,615
Married couple family	78,904	36,875	42,029	75,871	35,010	40,861	3,033	1,865	1,168
Male householder, no wife present	5,600	3,189	2,411	5,278	2,959	2,319	322	230	92
Female householder, no husband present	14,680	9,878	4,802	11,578	7,131	4,447	3,102	2,747	355

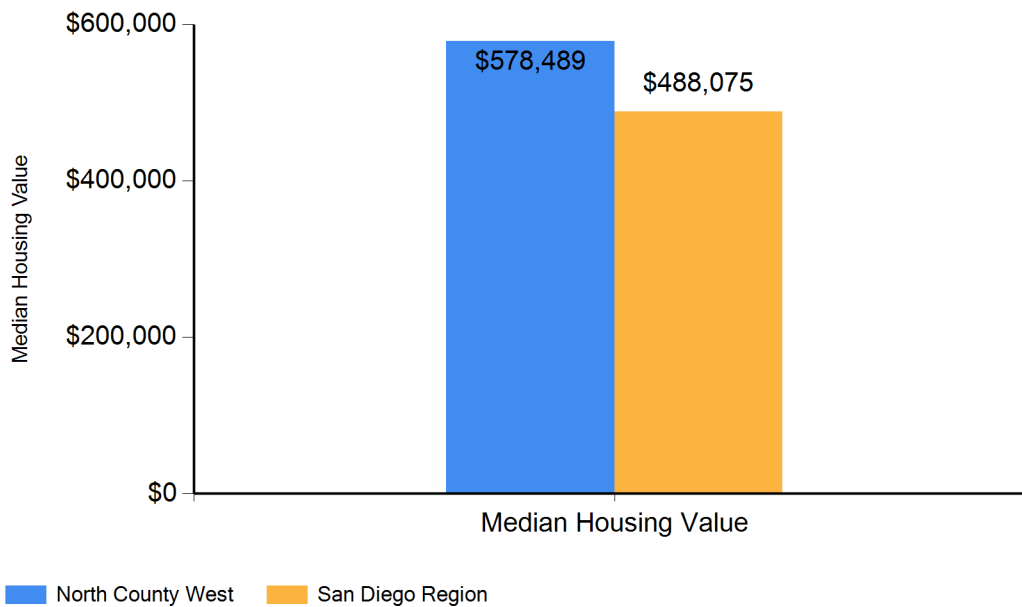
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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