



Demographic and Socioeconomic Profile 2010

MSA: North City

Population by Race

	Population	Percent
Total Population	733,866	100%
White	437,748	60%
Asian	142,546	19%
Hispanic	98,448	13%
Two or More	28,220	4%
Black	20,726	3%
Pacific Islander	2,344	<1%
Other	1,980	<1%
American Indian	1,854	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	733,866	366,657	367,209	50%
Under 5	43,082	22,321	20,761	48%
5 to 9	41,322	21,076	20,246	49%
10 to 14	41,921	21,966	19,955	48%
15 to 17	26,098	13,459	12,639	48%
18 and 19	20,798	10,513	10,285	49%
20 to 24	65,240	34,071	31,169	48%
25 to 29	64,443	33,939	30,504	47%
30 to 34	55,899	29,042	26,857	48%
35 to 39	51,817	26,018	25,799	50%
40 to 44	50,976	25,729	25,247	50%
45 to 49	52,925	26,201	26,724	50%
50 to 54	49,898	24,577	25,321	51%
55 to 59	43,232	21,084	22,148	51%
60 and 61	15,724	7,610	8,114	52%
62 to 64	21,580	10,618	10,962	51%
65 to 69	25,801	12,039	13,762	53%
70 to 74	19,696	8,728	10,968	56%
75 to 79	16,073	6,889	9,184	57%
80 to 84	13,337	5,514	7,823	59%
85 and Older	14,004	5,263	8,741	62%
Under 18	152,423	78,822	73,601	48%
65 and older	88,911	38,433	50,478	57%
Median	35.8	34.5	37.2	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	607,541	100%
Never Married	208,311	34%
Married, excluding separated	308,632	51%
Separated	7,550	1%
Widowed	26,632	4%
Divorced	56,416	9%

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	733,866	100%
Household	714,884	97%
Group Quarters - College	10,724	1%
Group Quarters - Other	5,332	1%
Group Quarters - Military	2,926	<1%

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.	733,866	98,448	437,748	20,726	1,854	142,546	2,344	1,980	28,220
Under 5	43,082	8,856	20,274	1,227	112	8,121	111	160	4,221
5 to 9	41,322	8,188	19,627	1,183	115	8,124	127	179	3,779
10 to 14	41,921	7,793	21,322	1,434	125	7,737	131	161	3,218
15 to 17	26,098	4,816	13,841	1,004	73	4,404	91	110	1,759
18 and 19	20,798	3,646	9,958	746	52	5,153	63	78	1,102
20 to 24	65,240	10,311	34,468	1,947	187	15,027	245	175	2,880
25 to 29	64,443	9,884	36,456	2,046	186	13,004	216	232	2,419
30 to 34	55,899	8,477	29,922	1,821	161	13,192	225	223	1,878
35 to 39	51,817	7,578	27,656	1,674	128	12,968	168	152	1,493
40 to 44	50,976	7,012	29,429	1,528	123	11,339	202	109	1,234
45 to 49	52,925	5,851	33,830	1,673	116	10,026	179	93	1,157
50 to 54	49,898	4,595	34,038	1,370	113	8,512	140	121	1,009
55 to 59	43,232	3,256	30,864	1,007	103	7,110	132	78	682
60 and 61	15,724	1,129	11,267	350	39	2,682	46	12	199
62 to 64	21,580	1,451	16,145	366	50	3,210	57	15	286
65 to 69	25,801	1,814	19,205	415	68	3,941	49	29	280
70 to 74	19,696	1,298	14,399	401	43	3,247	63	25	220
75 to 79	16,073	1,009	12,255	244	29	2,329	40	9	158
80 to 84	13,337	812	10,752	187	14	1,411	25	7	129
85 and Older	14,004	672	12,040	103	17	1,009	34	12	117
Under 18	152,423	29,653	75,064	4,848	425	28,386	460	610	12,977
65 and older	88,911	5,605	68,651	1,350	171	11,937	211	82	904
Median		27.8	40.9	32.1	32.4	33.7	34.2	27.7	20.1

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	690,784	100%
Speak Only English	495,461	72%
Speak Spanish:	56,855	8%
Speak English "well" or "very well"	48,335	7%
Speak English "not well" or "not at all"	8,520	1%
Speak Asian/Pacific Island language:	90,929	13%
Speak English "well" or "very well"	76,593	11%
Speak English "not well" or "not at all"	14,336	2%
Speak other language:	47,539	6%
Speak English "well" or "very well"	42,968	6%
Speak English "not well" or "not at all"	4,571	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	495,405	100%
Less than 9th grade	12,169	2%
9th through 12th grade, no diploma	15,245	3%
High school grad (incl. equivalency)	65,442	13%
Some college, no degree	100,749	20%
Associate degree	37,554	8%
Bachelor's degree	154,608	31%
Master's degree	67,210	14%
Professional school degree	22,768	5%
Doctorate degree	19,660	4%

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	707,949	100%	---	---	---	---
Enrolled in school	210,730	30%	171,054	24%	39,676	6%
Nursery / Preschool	12,354	6%	4,593	3%	7,761	20%
Kindergarten to grade 4	42,518	20%	37,171	22%	5,347	13%
Grade 5 to grade 8	31,968	15%	27,853	16%	4,115	10%
Grade 9 to grade 12	35,011	17%	31,247	18%	3,764	9%
College, undergraduate	71,429	34%	59,373	35%	12,056	30%
Graduate or Professional school	17,450	8%	10,817	6%	6,633	17%
Not enrolled in school	497,219	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
Total households	282,269	100%	87,537	100%	194,732	100%
Family Households:	176,428	63%	86,913	99%	89,515	46%
Married couple family	141,987	50%	68,057	78%	73,930	38%
Other family:	34,441	12%	18,856	22%	15,585	8%
Male householder, no wife	10,485	4%	5,011	6%	5,474	3%
Female householder, no husband	23,956	8%	13,845	16%	10,111	5%
Nonfamily households:	105,841	37%	624	1%	105,217	54%
Householder living alone	73,958	26%	----	----	----	----
Other nonfamily households	31,883	11%	----	----	----	----

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	298,827	100%	282,269	16,558	6%	2.53
Single family (detached)	148,100	50%	142,359	5,741	4%	2.78
Single family (attached)	30,592	10%	28,515	2,077	7%	2.53
2 to 4 units	23,274	8%	21,302	1,972	8%	2.39
5 to 9 units	24,720	8%	23,150	1,570	6%	2.28
10 or more units	69,599	23%	64,567	5,032	7%	2.14
Mobile home and Other	2,542	1%	2,376	166	7%	2.41

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	166,763	100%
Less than \$150,000	5,288	3%
\$150,000 to \$199,999	2,571	2%
\$200,000 to \$249,999	4,412	3%
\$250,000 to \$299,999	5,292	3%
\$300,000 to \$399,999	20,360	12%
\$400,000 to \$499,999	26,639	16%
\$500,000 to \$749,999	56,724	34%
\$750,000 to \$999,999	23,176	14%
\$1,000,000 or more	22,301	13%

Median Value **\$583,040**

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	298,839	100%
2005 or Later	10,387	3%
2000 to 2004	25,483	9%
1990 to 1999	43,691	15%
1980 to 1989	61,442	21%
1970 to 1979	77,456	26%
1960 to 1969	38,069	13%
1950 to 1959	31,421	11%
1940 to 1949	6,540	2%
1939 or earlier	4,350	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	282,269	100%	115,506	100%	166,763	100%
1.00 occupant housing per room or less	275,449	98%	110,410	96%	165,039	99%
1.01 to 1.50 occupants per room	5,200	2%	3,824	3%	1,376	1%
1.51 to 2.00 occupants per room	1,355	<1%	1,035	1%	320	<1%
2.01 or more occupants per room	265	<1%	237	<1%	28	<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	115,506	100%
Less than \$500	2,901	3%
\$500 to \$599	1,099	1%
\$600 to \$699	1,360	1%
\$700 to \$799	1,987	2%
\$800 to \$899	4,896	4%
\$900 to \$999	5,688	5%
\$1,000 to \$1,249	19,052	16%
\$1,250 to \$1,499	21,834	19%
\$1,500 to \$1,999	34,247	30%
\$2,000 or more	18,875	16%
No cash rent	3,567	3%
Median contract rent	\$1,488	

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	115,506	100%
Less than 20 percent	24,770	21%
20.0 to 24.9 percent	16,686	14%
25.0 to 29.9 percent	12,801	11%
30.0 to 34.9 percent	10,761	9%
35.0 to 39.9 percent	7,415	6%
40.0 to 49.9 percent	10,682	9%
50.0 percent or more	26,635	23%
Not computed	5,756	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	282,269	100%
No vehicle	10,201	4%
1 vehicle	88,369	31%
2 vehicles	124,025	44%
3 vehicles	42,389	15%
4 or more vehicles	17,285	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	382,390	100%
Worked in state of residence	379,639	99%
Worked in county of residence	372,378	97%
Worked outside county of residence	7,261	2%
Worked outside state of residence	2,751	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	590,602	100%	293,646	50%
In labor force	404,770	69%	221,598	55%
Armed forces	12,652	3%	10,965	87%
Civilian (employed)	364,340	90%	195,152	54%
Civilian (unemployed)	27,778	7%	15,481	56%
Not in labor force	185,832	31%	72,048	39%
Pct. of civilian labor force unemployed	7.1%		7.3%	

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	382,390	100%
Car, truck or van:	333,771	87%
Drove Alone	303,351	79%
Carpooled	30,420	8%
Public Transportation:	9,141	2%
Bus	8,203	2%
Trolley / Streetcar	468	<1%
Railroad	440	<1%
Other public transportation	30	<1%
Motorcycle	1,764	<1%
Bicycle	3,223	1%
Walked	8,181	2%
Other means	2,578	1%
Worked at home	23,732	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	382,390	100%
Did not work at home	358,658	94%
Less than 10 minutes	38,407	10%
10 to 19 minutes	130,135	34%
20 to 29 minutes	99,843	26%
30 to 44 minutes	67,108	18%
45 to 59 minutes	12,785	3%
60 to 89 minutes	5,598	1%
90 minutes or more	4,782	1%
Worked at home	23,732	6%
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+	369,230	100%
Agriculture, forestry, mining	680	<1%
Utilities	2,413	1%
Construction	14,765	4%
Manufacturing	40,101	11%
Wholesale trade	10,283	3%
Retail trade	33,169	9%
Transportation & warehousing	8,395	2%
Information & communications	12,919	3%
Finance, insurance, & real estate	32,835	9%
Professional, scientific, management, administration	17,608	5%
Educational, social, & health services	80,463	22%
Art, entertainment, recreation, accommodations, food	31,723	9%
Other services	16,039	4%
Public administration	67,837	18%

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+	369,230	100%
Management, professional & related:	200,351	54%
Management (incl. farm managers)	48,625	13%
Business & financial	27,694	8%
Computer & mathematical	22,677	6%
Architecture & engineering	17,962	5%
Life, physical & social science	12,120	3%
Community & social service	4,882	1%
Legal	8,543	2%
Education, training, & library	24,202	7%
Art, entertainment, sports & media	9,012	2%
Healthcare practitioners	24,634	7%
Service:	46,255	13%
Healthcare support	4,407	1%
Protective service	6,549	2%
Food preparation & serving	16,109	4%
Building & grounds cleaning / maintenance	6,298	2%
Personal care & service	12,892	3%
Sales & office	86,203	23%
Farming, fishing & forestry	305	<1%
Construction, extraction & maintenance	16,443	4%
Production, transport & material moving	19,673	5%

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

Household Income

	Number	Percent
Total Households	282,269	100%
Less than \$15,000	19,881	7%
\$15,000 to \$29,999	24,264	9%
\$30,000 to \$44,999	28,973	10%
\$45,000 to \$59,999	27,895	10%
\$60,000 to \$74,999	26,639	9%
\$75,000 to \$99,999	42,072	15%
\$100,000 to \$124,999	32,342	11%
\$125,000 to \$149,999	23,474	8%
\$150,000 to \$199,999	28,137	10%
\$200,000 or more	28,592	10%
Median Income	\$83,012	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	282,269	100%
With earnings	238,334	84%
With wage and salary income	227,222	80%
With self-employment income	39,432	14%
With interest, dividend, or net rental income	100,045	35%
With Social Security income	58,754	21%
With Supplemental Security income	6,624	2%
With public assistance income	2,888	1%
With retirement income	46,616	17%
With other types of income	35,647	13%

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	715,066	100%
Under .50	34,299	5%
.50 to .99	25,741	4%
1.00 to 1.24	16,319	2%
1.25 to 1.49	17,044	2%
1.50 to 1.84	23,776	3%
1.85 to 1.99	11,836	2%
2.00 and over	586,051	82%

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	715,066	100%
Above Poverty	655,026	92%
Below Poverty	60,040	8%

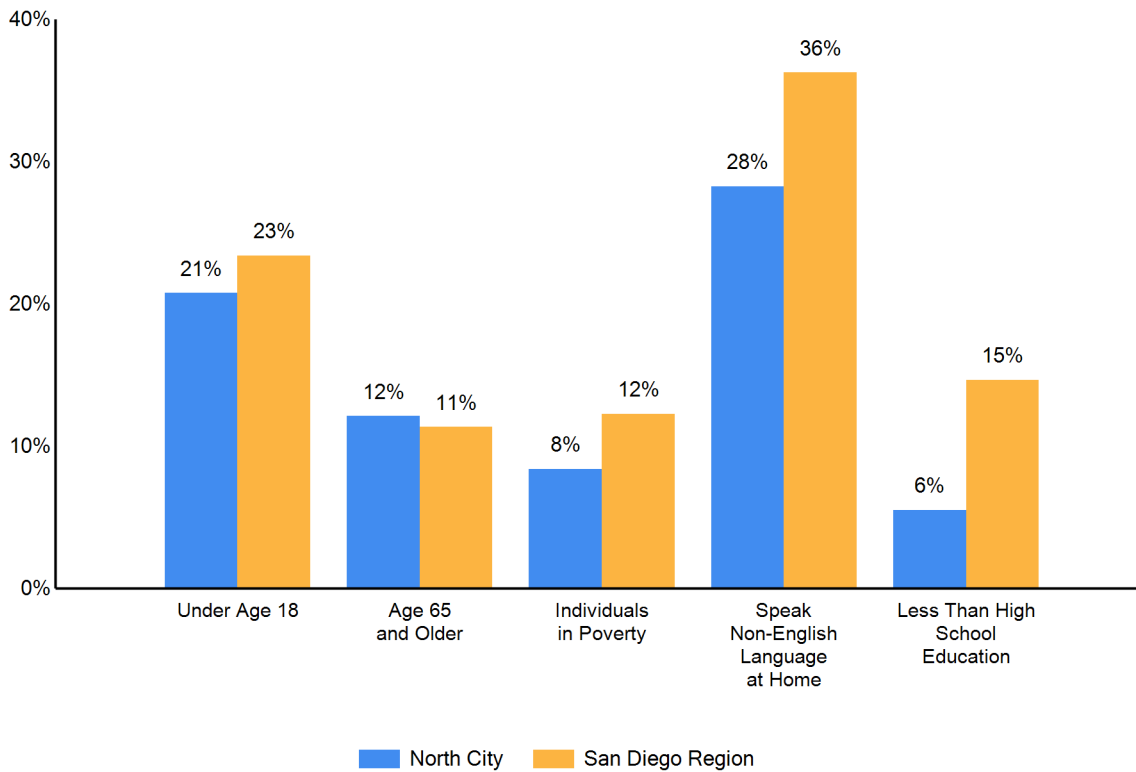
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	176,428	86,913	89,515	168,869	81,629	87,240	7,559	5,284	2,275
Married couple family	141,987	68,057	73,930	138,667	65,888	72,779	3,320	2,169	1,151
Male householder, no wife present	10,485	5,011	5,474	9,706	4,612	5,094	779	399	380
Female householder, no husband present	23,956	13,845	10,111	20,496	11,129	9,367	3,460	2,716	744

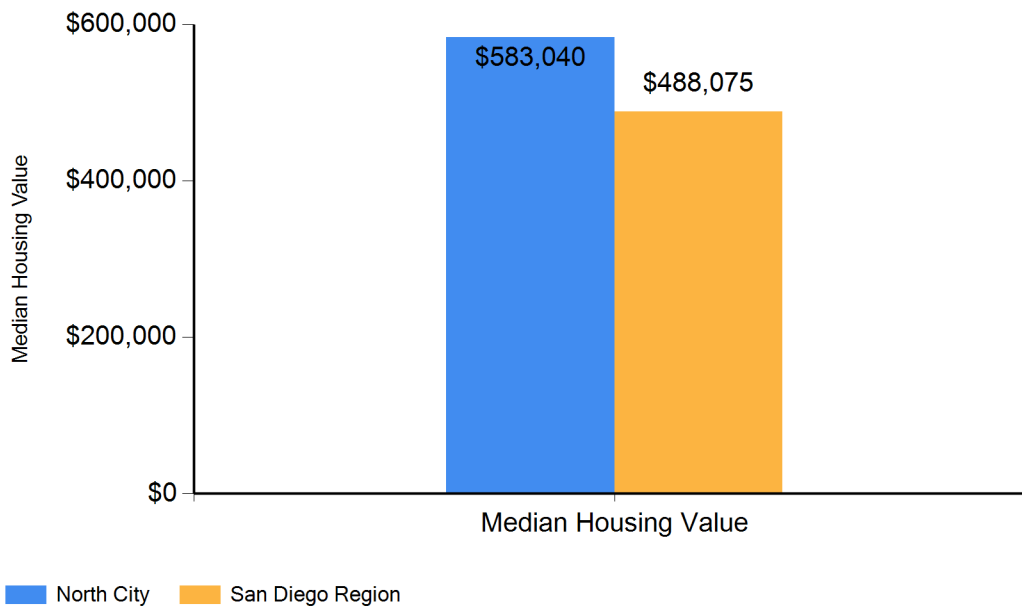
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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