



Demographic and Socioeconomic Profile 2010

TRACT: 77.01

Population by Race

	Population	Percent
Total Population	3,703	100%
White	3,047	82%
Hispanic	374	10%
Asian	121	3%
Two or More	87	2%
Black	32	1%
Other	22	1%
American Indian	17	<1%
Pacific Islander	3	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	3,703	1,970	1,733	47%
Under 5	85	38	47	55%
5 to 9	58	28	30	52%
10 to 14	41	21	20	49%
15 to 17	19	10	9	47%
18 and 19	37	15	22	59%
20 to 24	638	309	329	52%
25 to 29	802	443	359	45%
30 to 34	498	295	203	41%
35 to 39	247	150	97	39%
40 to 44	190	107	83	44%
45 to 49	167	101	66	40%
50 to 54	170	96	74	44%
55 to 59	156	68	88	56%
60 and 61	78	44	34	44%
62 to 64	98	50	48	49%
65 to 69	131	72	59	45%
70 to 74	91	45	46	51%
75 to 79	72	33	39	54%
80 to 84	71	30	41	58%
85 and Older	54	15	39	72%
Under 18	203	97	106	52%
65 and older	419	195	224	53%
Median	31.7	32.1	31.2	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	3,519	100%
Never Married	2,039	58%
Married, excluding separated	922	26%
Separated	37	1%
Widowed	177	5%
Divorced	344	10%

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	3,703	100%
Household	3,701	100%
Group Quarters - Other	2	<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
Total Pop.	3,703	374	3,047	32	17	121	3	22	87
Under 5	85	13	62	0	0	2	0	1	7
5 to 9	58	10	44	0	0	2	0	0	2
10 to 14	41	12	28	0	0	0	0	0	1
15 to 17	19	7	12	0	0	0	0	0	0
18 and 19	37	7	24	0	0	1	0	2	3
20 to 24	638	69	508	7	3	22	3	6	20
25 to 29	802	77	649	9	3	29	0	3	32
30 to 34	498	55	397	4	4	27	0	4	7
35 to 39	247	29	186	5	0	19	0	3	5
40 to 44	190	29	157	1	0	3	0	0	0
45 to 49	167	15	140	0	1	8	0	0	3
50 to 54	170	12	150	2	1	2	0	1	2
55 to 59	156	11	140	0	1	2	0	2	0
60 and 61	78	7	67	2	2	0	0	0	0
62 to 64	98	4	90	1	0	1	0	0	2
65 to 69	131	4	123	0	2	1	0	0	1
70 to 74	91	3	85	0	0	2	0	0	1
75 to 79	72	4	67	0	0	0	0	0	1
80 to 84	71	4	66	1	0	0	0	0	0
85 and Older	54	2	52	0	0	0	0	0	0
Under 18	203	42	146	0	0	4	0	1	10
65 and older	419	17	393	1	2	3	0	0	3
Median		29.5	32.5	30.0	33.1	30.8	22.5	28.3	26.6

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	3,618	100%
Speak Only English	3,205	89%
Speak Spanish:	176	5%
Speak English "well" or "very well"	176	5%
Speak English "not well" or "not at all"	0	0%
Speak Asian/Pacific Island language:	90	2%
Speak English "well" or "very well"	90	2%
Speak English "not well" or "not at all"	0	0%
Speak other language:	147	4%
Speak English "well" or "very well"	147	4%
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	2,825	100%
Less than 9th grade	31	1%
9th through 12th grade, no diploma	27	1%
High school grad (incl. equivalency)	296	10%
Some college, no degree	441	16%
Associate degree	172	6%
Bachelor's degree	1,123	40%
Master's degree	330	12%
Professional school degree	284	10%
Doctorate degree	121	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	3,637	100%	---	---	---	---
Enrolled in school	766	21%	506	14%	260	7%
Nursery / Preschool	59	8%	0	0%	59	23%
Kindergarten to grade 4	1	<1%	1	<1%	0	0%
Grade 5 to grade 8	31	4%	16	3%	15	6%
Grade 9 to grade 12	19	2%	19	4%	0	0%
College, undergraduate	481	63%	359	71%	122	47%
Graduate or Professional school	175	23%	111	22%	64	25%
Not enrolled in school	2,871	79%	---	---	---	---

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	2,051	100%	139	100%	1,912	100%
Family Households:	609	30%	139	100%	470	25%
Married couple family	442	22%	86	62%	356	19%
Other family:	167	8%	53	38%	114	6%
Male householder, no wife	26	1%	0	0%	26	1%
Female householder, no husband	141	7%	53	38%	88	5%
Nonfamily households:	1,442	70%	0	0%	1,442	75%
Householder living alone	1,015	49%	----	----	----	----
Other nonfamily households	427	21%	----	----	----	----

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	2,332	100%	2051	281	12%	1.80
Single family (detached)	313	13%	294	19	6%	2.27
Single family (attached)	234	10%	218	16	7%	2.10
2 to 4 units	397	17%	348	49	12%	1.95
5 to 9 units	178	8%	160	18	10%	1.61
10 or more units	1,210	52%	1,031	179	15%	1.59
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	643	100%
Less than \$150,000	33	5%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	0	0%
\$250,000 to \$299,999	10	2%
\$300,000 to \$399,999	11	2%
\$400,000 to \$499,999	39	6%
\$500,000 to \$749,999	149	23%
\$750,000 to \$999,999	187	29%
\$1,000,000 or more	214	33%

Median Value **\$856,283**

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	2,332	100%
2005 or Later	9	<1%
2000 to 2004	12	1%
1990 to 1999	60	3%
1980 to 1989	250	11%
1970 to 1979	1,015	44%
1960 to 1969	571	24%
1950 to 1959	221	9%
1940 to 1949	132	6%
1939 or earlier	62	3%

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	2,051	100%	1,408	100%	643	100%
1.00 occupant housing per room or less	2,041	100%	1,398	99%	643	100%
1.01 to 1.50 occupants per room	0	0%	0	0%	0	0%
1.51 to 2.00 occupants per room	10	<1%	10	1%	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
Total Units	1,408	100%
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	9	1%
\$700 to \$799	19	1%
\$800 to \$899	134	10%
\$900 to \$999	211	15%
\$1,000 to \$1,249	368	26%
\$1,250 to \$1,499	244	17%
\$1,500 to \$1,999	184	13%
\$2,000 or more	187	13%
No cash rent	52	4%
Median contract rent	\$1,224	

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	1,408	100%
Less than 20 percent	378	27%
20.0 to 24.9 percent	162	12%
25.0 to 29.9 percent	176	13%
30.0 to 34.9 percent	80	6%
35.0 to 39.9 percent	104	7%
40.0 to 49.9 percent	165	12%
50.0 percent or more	219	16%
Not computed	124	9%

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	2,051	100%
No vehicle	100	5%
1 vehicle	992	48%
2 vehicles	778	38%
3 vehicles	162	8%
4 or more vehicles	19	1%

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	2,636	100%
Worked in state of residence	2,627	100%
Worked in county of residence	2,567	97%
Worked outside county of residence	60	2%
Worked outside state of residence	9	<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	3,513	100%	1,880	54%
In labor force	2,921	83%	1,607	55%
Armed forces	182	6%	171	94%
Civilian (employed)	2,424	83%	1,268	52%
Civilian (unemployed)	315	11%	168	53%
Not in labor force	592	17%	273	46%
Pct. of civilian labor force unemployed	11.5%		11.7%	

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	2,636	100%
Car, truck or van:	2,267	86%
Drove Alone	1,984	75%
Carpooled	283	11%
Public Transportation:	62	2%
Bus	62	2%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	98	4%
Walked	0	0%
Other means	0	0%
Worked at home	209	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	2,636	100%
Did not work at home	2,427	92%
Less than 10 minutes	170	6%
10 to 19 minutes	830	31%
20 to 29 minutes	890	34%
30 to 44 minutes	375	14%
45 to 59 minutes	85	3%
60 to 89 minutes	27	1%
90 minutes or more	50	2%
Worked at home	209	8%
Average time to work (minutes)	26	--

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+	2,486	100%
Agriculture, forestry, mining	0	0%
Utilities	25	1%
Construction	101	4%
Manufacturing	140	6%
Wholesale trade	80	3%
Retail trade	116	5%
Transportation & warehousing	19	1%
Information & communications	41	2%
Finance, insurance, & real estate	268	11%
Professional, scientific, management, administration	140	6%
Educational, social, & health services	500	20%
Art, entertainment, recreation, accommodations, food	432	17%
Other services	154	6%
Public administration	470	19%

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+	2,486	100%
Management, professional & related:	1,471	59%
Management (incl. farm managers)	392	16%
Business & financial	304	12%
Computer & mathematical	99	4%
Architecture & engineering	78	3%
Life, physical & social science	39	2%
Community & social service	22	1%
Legal	132	5%
Education, training, & library	140	6%
Art, entertainment, sports & media	46	2%
Healthcare practitioners	219	9%
Service:	381	15%
Healthcare support	43	2%
Protective service	0	0%
Food preparation & serving	260	10%
Building & grounds cleaning / maintenance	0	0%
Personal care & service	78	3%
Sales & office	463	19%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	111	4%
Production, transport & material moving	60	2%

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

Household Income

Number Percent

Total Households	2,051	100%
Less than \$15,000	269	13%
\$15,000 to \$29,999	226	11%
\$30,000 to \$44,999	196	10%
\$45,000 to \$59,999	180	9%
\$60,000 to \$74,999	290	14%
\$75,000 to \$99,999	280	14%
\$100,000 to \$124,999	176	9%
\$125,000 to \$149,999	191	9%
\$150,000 to \$199,999	61	3%
\$200,000 or more	182	9%
Median Income	\$67,991	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	2,051	100%
With earnings	1,675	82%
With wage and salary income	1,600	78%
With self-employment income	266	13%
With interest, dividend, or net rental income	578	28%
With Social Security income	316	15%
With Supplemental Security income	10	<1%
With public assistance income	0	0%
With retirement income	254	12%
With other types of income	211	10%

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	3,703	100%
Under .50	425	11%
.50 to .99	177	5%
1.00 to 1.24	77	2%
1.25 to 1.49	69	2%
1.50 to 1.84	107	3%
1.85 to 1.99	0	0%
2.00 and over	2,848	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	3,703	100%
Above Poverty	3,101	84%
Below Poverty	602	16%

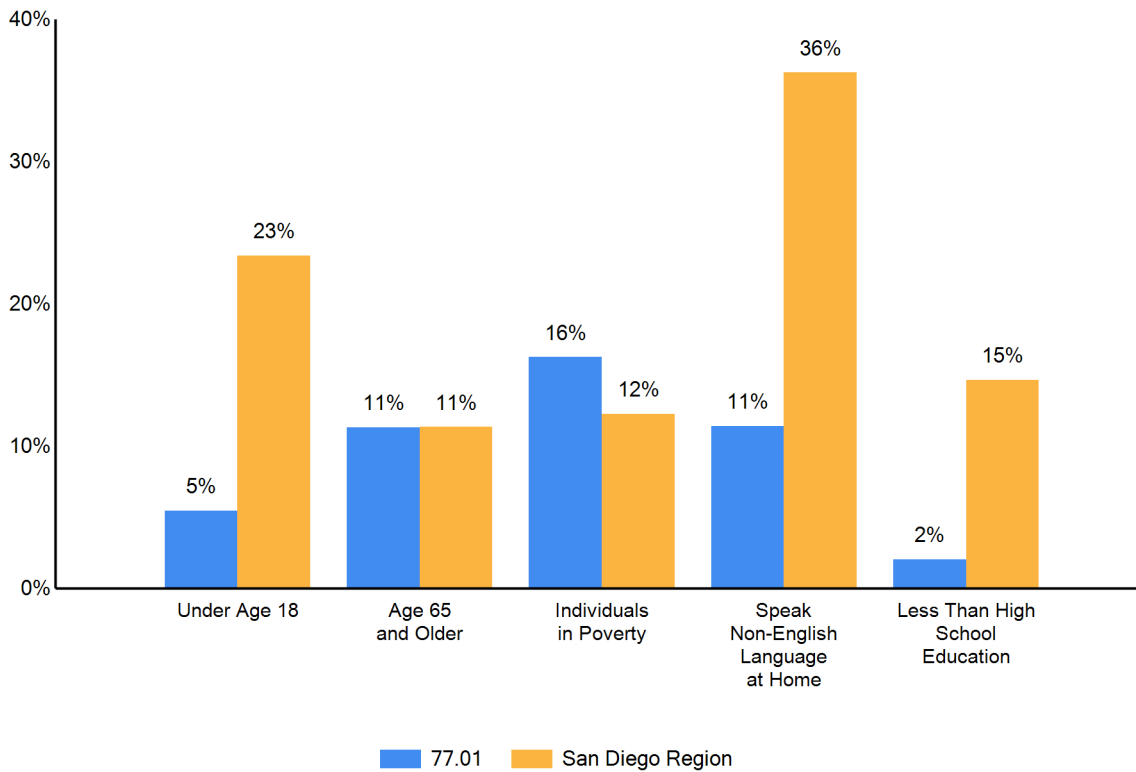
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	609	139	470	541	96	445	68	43	25
Married couple family	442	86	356	442	86	356	0	0	0
Male householder, no wife present	26	0	26	26	0	26	0	0	0
Female householder, no husband present	141	53	88	73	10	63	68	43	25

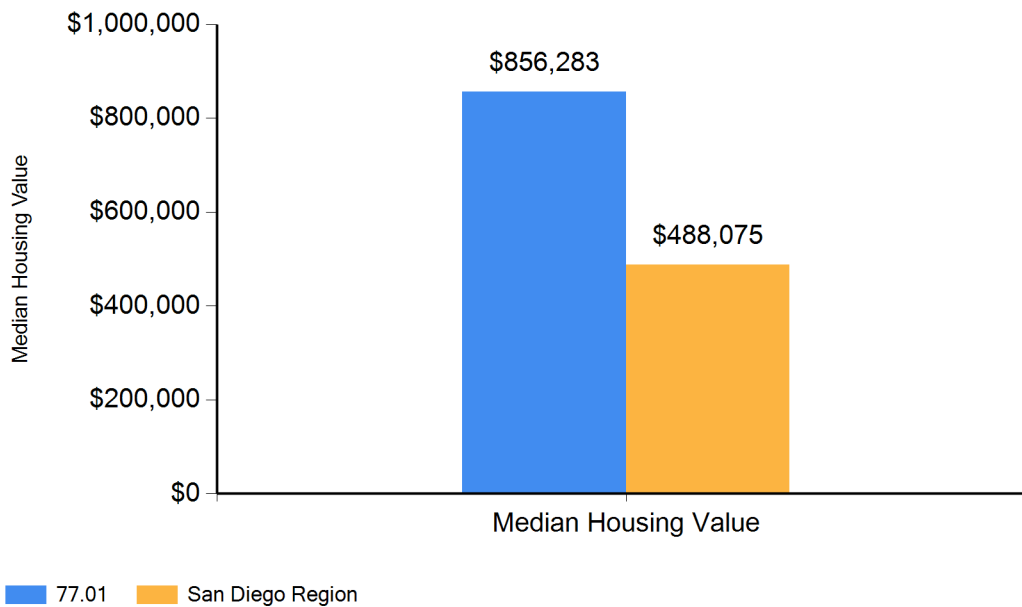
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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