



Demographic and Socioeconomic Profile 2010

TRACT: 170.15

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 7,295 | 100% |
| White | 5,009 | 69% |
| Asian | 1,065 | 15% |
| Hispanic | 712 | 10% |
| Two or More | 280 | 4% |
| Black | 198 | 3% |
| Pacific Islander | 13 | <1% |
| American Indian | 10 | <1% |
| Other | 8 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 7,295 | 3,462 | 3,833 | 53% |
| Under 5 | 438 | 220 | 218 | 50% |
| 5 to 9 | 399 | 216 | 183 | 46% |
| 10 to 14 | 419 | 208 | 211 | 50% |
| 15 to 17 | 247 | 124 | 123 | 50% |
| 18 and 19 | 117 | 56 | 61 | 52% |
| 20 to 24 | 273 | 152 | 121 | 44% |
| 25 to 29 | 409 | 192 | 217 | 53% |
| 30 to 34 | 504 | 236 | 268 | 53% |
| 35 to 39 | 570 | 283 | 287 | 50% |
| 40 to 44 | 553 | 249 | 304 | 55% |
| 45 to 49 | 603 | 296 | 307 | 51% |
| 50 to 54 | 516 | 243 | 273 | 53% |
| 55 to 59 | 493 | 218 | 275 | 56% |
| 60 and 61 | 176 | 86 | 90 | 51% |
| 62 to 64 | 250 | 97 | 153 | 61% |
| 65 to 69 | 360 | 165 | 195 | 54% |
| 70 to 74 | 294 | 132 | 162 | 55% |
| 75 to 79 | 231 | 97 | 134 | 58% |
| 80 to 84 | 221 | 94 | 127 | 57% |
| 85 and Older | 222 | 98 | 124 | 56% |
| Under 18 | 1,503 | 768 | 735 | 49% |
| 65 and older | 1,328 | 586 | 742 | 56% |
| Median | 42.5 | 40.9 | 43.7 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 6,039 | 100% |
| Never Married | 1,258 | 21% |
| Married, excluding separated | 3,598 | 60% |
| Separated | 70 | 1% |
| Widowed | 422 | 7% |
| Divorced | 691 | 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 | 7,295 | 100% |
| Household | 7,292 | 100% |
| Group Quarters - Other | 3 | <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. | 7,295 | 712 | 5,009 | 198 | 10 | 1,065 | 13 | 8 | 280 |
| Under 5 | 438 | 64 | 242 | 8 | 0 | 76 | 1 | 2 | 45 |
| 5 to 9 | 399 | 59 | 207 | 12 | 0 | 75 | 1 | 1 | 44 |
| 10 to 14 | 419 | 67 | 234 | 13 | 0 | 71 | 0 | 0 | 34 |
| 15 to 17 | 247 | 35 | 147 | 15 | 1 | 35 | 2 | 0 | 12 |
| 18 and 19 | 117 | 20 | 66 | 6 | 1 | 16 | 0 | 0 | 8 |
| 20 to 24 | 273 | 43 | 169 | 12 | 0 | 35 | 1 | 0 | 13 |
| 25 to 29 | 409 | 55 | 262 | 13 | 0 | 63 | 0 | 3 | 13 |
| 30 to 34 | 504 | 61 | 281 | 9 | 1 | 127 | 1 | 0 | 24 |
| 35 to 39 | 570 | 70 | 338 | 20 | 1 | 118 | 3 | 1 | 19 |
| 40 to 44 | 553 | 57 | 344 | 19 | 1 | 113 | 2 | 1 | 16 |
| 45 to 49 | 603 | 49 | 410 | 25 | 1 | 103 | 1 | 0 | 14 |
| 50 to 54 | 516 | 42 | 378 | 19 | 1 | 66 | 0 | 0 | 10 |
| 55 to 59 | 493 | 30 | 384 | 8 | 2 | 59 | 0 | 0 | 10 |
| 60 and 61 | 176 | 14 | 137 | 1 | 0 | 20 | 1 | 0 | 3 |
| 62 to 64 | 250 | 13 | 209 | 6 | 0 | 18 | 0 | 0 | 4 |
| 65 to 69 | 360 | 13 | 319 | 3 | 1 | 22 | 0 | 0 | 2 |
| 70 to 74 | 294 | 10 | 264 | 1 | 0 | 17 | 0 | 0 | 2 |
| 75 to 79 | 231 | 4 | 208 | 2 | 0 | 14 | 0 | 0 | 3 |
| 80 to 84 | 221 | 3 | 202 | 6 | 0 | 7 | 0 | 0 | 3 |
| 85 and Older | 222 | 3 | 208 | 0 | 0 | 10 | 0 | 0 | 1 |
| Under 18 | 1,503 | 225 | 830 | 48 | 1 | 257 | 4 | 3 | 135 |
| 65 and older | 1,328 | 33 | 1,201 | 12 | 1 | 70 | 0 | 0 | 11 |
| Median | | 31.1 | 47.6 | 37.8 | 45.0 | 36.5 | 35.8 | 26.7 | 19.3 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 6,857 | 100% |
| Speak Only English | 4,895 | 71% |
| Speak Spanish: | 505 | 7% |
| Speak English "well" or "very well" | 489 | 7% |
| Speak English "not well" or "not at all" | 16 | <1% |
| Speak Asian/Pacific Island language: | 768 | 11% |
| Speak English "well" or "very well" | 600 | 9% |
| Speak English "not well" or "not at all" | 168 | 2% |
| Speak other language: | 689 | 10% |
| Speak English "well" or "very well" | 663 | 10% |
| Speak English "not well" or "not at all" | 26 | <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 | 5,402 | 100% |
| Less than 9th grade | 94 | 2% |
| 9th through 12th grade, no diploma | 164 | 3% |
| High school grad (incl. equivalency) | 604 | 11% |
| Some college, no degree | 1,273 | 24% |
| Associate degree | 503 | 9% |
| Bachelor's degree | 1,625 | 30% |
| Master's degree | 788 | 15% |
| Professional school degree | 180 | 3% |
| Doctorate degree | 171 | 3% |

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 | 7,032 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,828 | 26% | 1,578 | 22% | 250 | 4% |
| Nursery / Preschool | 121 | 7% | 41 | 3% | 80 | 32% |
| Kindergarten to grade 4 | 443 | 24% | 403 | 26% | 40 | 16% |
| Grade 5 to grade 8 | 379 | 21% | 351 | 22% | 28 | 11% |
| Grade 9 to grade 12 | 486 | 27% | 426 | 27% | 60 | 24% |
| College, undergraduate | 282 | 15% | 274 | 17% | 8 | 3% |
| Graduate or Professional school | 117 | 6% | 83 | 5% | 34 | 14% |
| Not enrolled in school | 5,204 | 74% | --- | --- | --- | --- |

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 | 3,081 | 100% | 932 | 100% | 2,149 | 100% |
| Family Households: | 2,165 | 70% | 932 | 100% | 1,233 | 57% |
| Married couple family | 1,766 | 57% | 697 | 75% | 1,069 | 50% |
| Other family: | 399 | 13% | 235 | 25% | 164 | 8% |
| Male householder, no wife | 85 | 3% | 43 | 5% | 42 | 2% |
| Female householder, no husband | 314 | 10% | 192 | 21% | 122 | 6% |
| Nonfamily households: | 916 | 30% | 0 | 0% | 916 | 43% |
| Householder living alone | 733 | 24% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 183 | 6% | ---- | ---- | ---- | ---- |

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 | 3,221 | 100% | 3081 | 140 | 4% | 2.37 |
| Single family (detached) | 1,550 | 48% | 1,519 | 31 | 2% | 2.46 |
| Single family (attached) | 1,147 | 36% | 1,038 | 109 | 10% | 2.28 |
| 2 to 4 units | 184 | 6% | 184 | 0 | 0% | 2.22 |
| 5 to 9 units | 156 | 5% | 156 | 0 | 0% | 2.29 |
| 10 or more units | 184 | 6% | 184 | 0 | 0% | 2.31 |
| 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 | 2,389 | 100% |
| Less than \$150,000 | 0 | 0% |
| \$150,000 to \$199,999 | 13 | 1% |
| \$200,000 to \$249,999 | 66 | 3% |
| \$250,000 to \$299,999 | 257 | 11% |
| \$300,000 to \$399,999 | 345 | 14% |
| \$400,000 to \$499,999 | 283 | 12% |
| \$500,000 to \$749,999 | 1,002 | 42% |
| \$750,000 to \$999,999 | 343 | 14% |
| \$1,000,000 or more | 80 | 3% |

Median Value **\$557,395**

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 | 3,221 | 100% |
| 2005 or Later | 0 | 0% |
| 2000 to 2004 | 104 | 3% |
| 1990 to 1999 | 610 | 19% |
| 1980 to 1989 | 735 | 23% |
| 1970 to 1979 | 1,116 | 35% |
| 1960 to 1969 | 641 | 20% |
| 1950 to 1959 | 15 | <1% |
| 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 | 3,081 | 100% | 692 | 100% | 2,389 | 100% |
| 1.00 occupant housing per room or less | 3,014 | 98% | 660 | 95% | 2,354 | 99% |
| 1.01 to 1.50 occupants per room | 45 | 1% | 10 | 1% | 35 | 1% |
| 1.51 to 2.00 occupants per room | 22 | 1% | 22 | 3% | 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 | 692 | 100% |
| Less than \$500 | 32 | 5% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 0 | 0% |
| \$700 to \$799 | 0 | 0% |
| \$800 to \$899 | 7 | 1% |
| \$900 to \$999 | 17 | 2% |
| \$1,000 to \$1,249 | 47 | 7% |
| \$1,250 to \$1,499 | 231 | 33% |
| \$1,500 to \$1,999 | 286 | 41% |
| \$2,000 or more | 58 | 8% |
| No cash rent | 14 | 2% |
| Median contract rent | \$1,521 | |

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 | 692 | 100% |
| Less than 20 percent | 272 | 39% |
| 20.0 to 24.9 percent | 89 | 13% |
| 25.0 to 29.9 percent | 64 | 9% |
| 30.0 to 34.9 percent | 93 | 13% |
| 35.0 to 39.9 percent | 0 | 0% |
| 40.0 to 49.9 percent | 80 | 12% |
| 50.0 percent or more | 80 | 12% |
| Not computed | 14 | 2% |

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 | 3,081 | 100% |
| No vehicle | 105 | 3% |
| 1 vehicle | 858 | 28% |
| 2 vehicles | 1,712 | 56% |
| 3 vehicles | 344 | 11% |
| 4 or more vehicles | 62 | 2% |

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 | 3,199 | 100% |
| Worked in state of residence | 3,187 | 100% |
| Worked in county of residence | 3,105 | 97% |
| Worked outside county of residence | 82 | 3% |
| Worked outside state of residence | 12 | <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 | 5,956 | 100% | 2,777 | 47% |
| In labor force | 3,443 | 58% | 1,856 | 54% |
| Armed forces | 29 | 1% | 29 | 100% |
| Civilian (employed) | 3,212 | 93% | 1,708 | 53% |
| Civilian (unemployed) | 202 | 6% | 119 | 59% |
| Not in labor force | 2,513 | 42% | 921 | 37% |
| Pct. of civilian labor force unemployed | 5.9% | | 6.5% | |

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 | 3,199 | 100% |
| Car, truck or van: | 3,023 | 94% |
| Drove Alone | 2,802 | 88% |
| Carpooled | 221 | 7% |
| Public Transportation: | 0 | 0% |
| Bus | 0 | 0% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 0 | 0% |
| Other public transportation | 0 | 0% |
| Motorcycle | 13 | <1% |
| Bicycle | 0 | 0% |
| Walked | 30 | 1% |
| Other means | 0 | 0% |
| Worked at home | 133 | 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 |
|---------------------------------------|--------------|-------------|
| Total Workers | 3,199 | 100% |
| Did not work at home | 3,066 | 96% |
| Less than 10 minutes | 300 | 9% |
| 10 to 19 minutes | 915 | 29% |
| 20 to 29 minutes | 676 | 21% |
| 30 to 44 minutes | 792 | 25% |
| 45 to 59 minutes | 206 | 6% |
| 60 to 89 minutes | 103 | 3% |
| 90 minutes or more | 74 | 2% |
| Worked at home | 133 | 4% |
| 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+ | 3,178 | 100% |
| Agriculture, forestry, mining | 0 | 0% |
| Utilities | 44 | 1% |
| Construction | 165 | 5% |
| Manufacturing | 489 | 15% |
| Wholesale trade | 114 | 4% |
| Retail trade | 230 | 7% |
| Transportation & warehousing | 136 | 4% |
| Information & communications | 177 | 6% |
| Finance, insurance, & real estate | 296 | 9% |
| Professional, scientific, management, administration | 92 | 3% |
| Educational, social, & health services | 509 | 16% |
| Art, entertainment, recreation, accommodations, food | 124 | 4% |
| Other services | 85 | 3% |
| Public administration | 717 | 23% |

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+ | 3,178 | 100% |
| Management, professional & related: | 1,965 | 62% |
| Management (incl. farm managers) | 426 | 13% |
| Business & financial | 260 | 8% |
| Computer & mathematical | 366 | 12% |
| Architecture & engineering | 260 | 8% |
| Life, physical & social science | 46 | 1% |
| Community & social service | 15 | <1% |
| Legal | 79 | 2% |
| Education, training, & library | 305 | 10% |
| Art, entertainment, sports & media | 59 | 2% |
| Healthcare practitioners | 149 | 5% |
| Service: | 119 | 4% |
| Healthcare support | 26 | 1% |
| Protective service | 13 | <1% |
| Food preparation & serving | 11 | <1% |
| Building & grounds cleaning / maintenance | 22 | 1% |
| Personal care & service | 47 | 1% |
| Sales & office | 827 | 26% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 153 | 5% |
| Production, transport & material moving | 114 | 4% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 3,081 | 100% |
| Less than \$15,000 | 101 | 3% |
| \$15,000 to \$29,999 | 236 | 8% |
| \$30,000 to \$44,999 | 292 | 9% |
| \$45,000 to \$59,999 | 183 | 6% |
| \$60,000 to \$74,999 | 259 | 8% |
| \$75,000 to \$99,999 | 814 | 26% |
| \$100,000 to \$124,999 | 404 | 13% |
| \$125,000 to \$149,999 | 226 | 7% |
| \$150,000 to \$199,999 | 325 | 11% |
| \$200,000 or more | 241 | 8% |
| Median Income | \$89,420 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 3,081 | 100% |
| With earnings | 2,303 | 75% |
| With wage and salary income | 2,237 | 73% |
| With self-employment income | 379 | 12% |
| With interest, dividend, or net rental income | 1,558 | 51% |
| With Social Security income | 987 | 32% |
| With Supplemental Security income | 29 | 1% |
| With public assistance income | 0 | 0% |
| With retirement income | 863 | 28% |
| With other types of income | 462 | 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 | 7,295 | 100% |
| Under .50 | 91 | 1% |
| .50 to .99 | 135 | 2% |
| 1.00 to 1.24 | 190 | 3% |
| 1.25 to 1.49 | 42 | 1% |
| 1.50 to 1.84 | 167 | 2% |
| 1.85 to 1.99 | 42 | 1% |
| 2.00 and over | 6,628 | 91% |

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 | 7,295 | 100% |
| Above Poverty | 7,069 | 97% |
| Below Poverty | 226 | 3% |

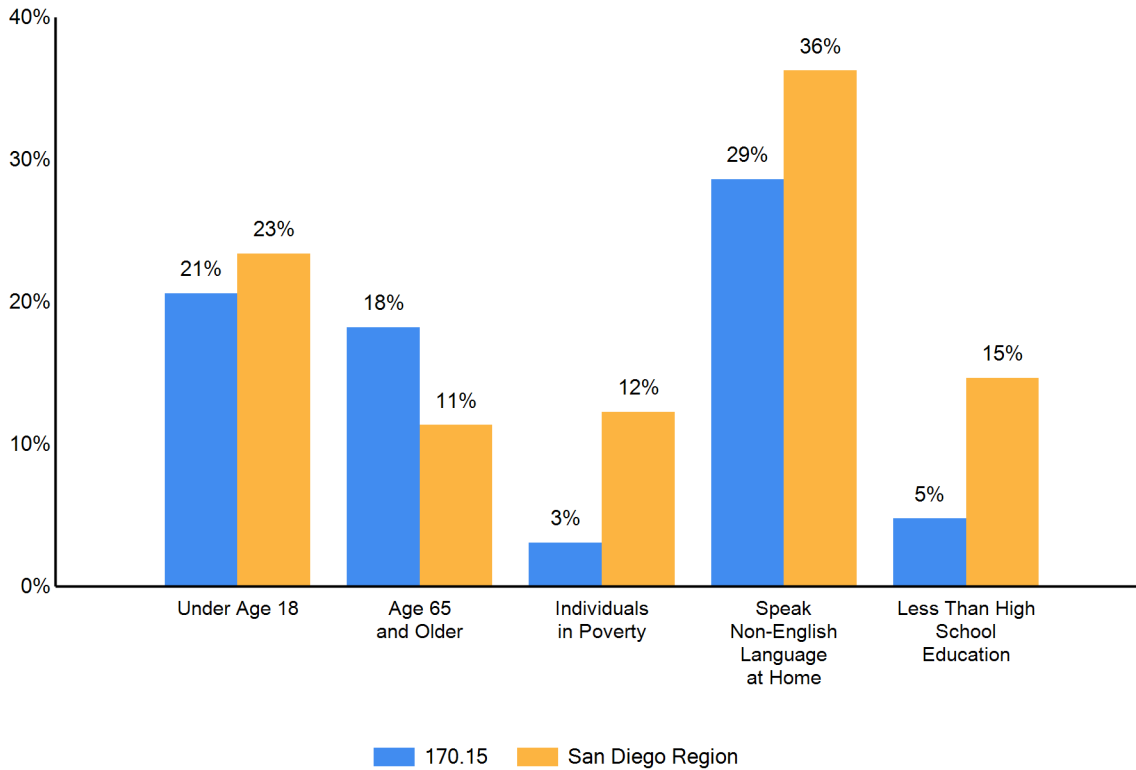
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 2,165 | 932 | 1,233 | 2,136 | 903 | 1,233 | 29 | 29 | 0 |
| Married couple family | 1,766 | 697 | 1,069 | 1,737 | 668 | 1,069 | 29 | 29 | 0 |
| Male householder, no wife present | 85 | 43 | 42 | 85 | 43 | 42 | 0 | 0 | 0 |
| Female householder, no husband present | 314 | 192 | 122 | 314 | 192 | 122 | 0 | 0 | 0 |

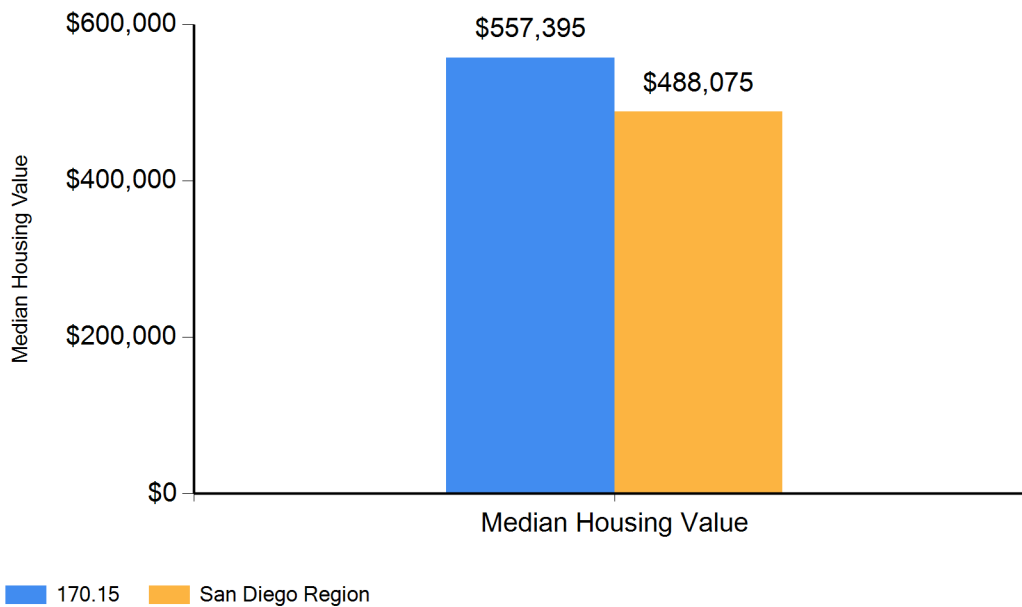
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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