



## Demographic and Socioeconomic Profile 2010

ZIP: 91914

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>15,627</b>	<b>100%</b>
Hispanic	7,249	46%
White	3,611	23%
Asian	3,427	22%
Black	660	4%
Two or More	593	4%
Pacific Islander	44	<1%
American Indian	23	<1%
Other	20	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>15,627</b>	<b>7,756</b>	<b>7,871</b>	<b>50%</b>
Under 5	1,130	554	576	51%
5 to 9	1,490	813	677	45%
10 to 14	1,489	750	739	50%
15 to 17	888	446	442	50%
18 and 19	455	215	240	53%
20 to 24	804	432	372	46%
25 to 29	703	367	336	48%
30 to 34	957	415	542	57%
35 to 39	1,358	642	716	53%
40 to 44	1,387	694	693	50%
45 to 49	1,316	671	645	49%
50 to 54	1,082	539	543	50%
55 to 59	860	451	409	48%
60 and 61	258	116	142	55%
62 to 64	367	159	208	57%
65 to 69	406	186	220	54%
70 to 74	249	120	129	52%
75 to 79	223	110	113	51%
80 to 84	130	52	78	60%
85 and Older	75	24	51	68%
Under 18	4,997	2,563	2,434	49%
65 and older	1,083	492	591	55%
<b>Median</b>	<b>34.5</b>	<b>33.6</b>	<b>35.1</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>11,518</b>	<b>100%</b>
Never Married	3,095	27%
Married, excluding separated	7,137	62%
Separated	192	2%
Widowed	358	3%
Divorced	736	6%

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>15,627</b>	<b>100%</b>
Household	15,627	100%
Group Quarters - Military	0	0%
Group Quarters - College	0	0%
Group Quarters - Other	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>15,627</b>	<b>7,249</b>	<b>3,611</b>	<b>660</b>	<b>23</b>	<b>3,427</b>	<b>44</b>	<b>20</b>	<b>593</b>
Under 5	1,130	600	225	29	0	192	3	3	78
5 to 9	1,490	783	270	48	0	285	1	2	101
10 to 14	1,489	863	240	72	6	227	5	3	73
15 to 17	888	478	159	34	1	166	4	1	45
18 and 19	455	261	71	18	0	86	0	1	18
20 to 24	804	386	127	37	3	196	1	3	51
25 to 29	703	337	132	21	0	182	2	0	29
30 to 34	957	459	210	38	0	207	2	0	41
35 to 39	1,358	648	296	37	1	334	5	0	37
40 to 44	1,387	629	343	65	1	308	8	3	30
45 to 49	1,316	580	336	81	6	288	6	1	18
50 to 54	1,082	401	290	65	2	298	1	1	24
55 to 59	860	323	243	33	1	240	2	1	17
60 and 61	258	72	105	8	0	68	1	0	4
62 to 64	367	122	142	14	0	84	0	0	5
65 to 69	406	99	171	22	2	100	1	0	11
70 to 74	249	79	92	18	0	54	2	0	4
75 to 79	223	72	84	10	0	51	0	1	5
80 to 84	130	32	50	5	0	42	0	0	1
85 and Older	75	25	25	5	0	19	0	0	1
Under 18	4,997	2,724	894	183	7	870	13	9	297
65 and older	1,083	307	422	60	2	266	3	1	22
<b>Median</b>		<b>28.8</b>	<b>41.1</b>	<b>39.5</b>	<b>42.5</b>	<b>37.6</b>	<b>39.0</b>	<b>20.0</b>	<b>18.0</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>14,497</b>	<b>100%</b>
Speak Only English	7,102	49%
Speak Spanish:	5,115	35%
Speak English "well" or "very well"	4,693	32%
Speak English "not well" or "not at all"	422	3%
Speak Asian/Pacific Island language:	1,682	12%
Speak English "well" or "very well"	1,597	11%
Speak English "not well" or "not at all"	85	1%
Speak other language:	598	4%
Speak English "well" or "very well"	524	4%
Speak English "not well" or "not at all"	74	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>9,371</b>	<b>100%</b>
Less than 9th grade	407	4%
9th through 12th grade, no diploma	331	4%
High school grad (incl. equivalency)	1,548	17%
Some college, no degree	2,149	23%
Associate degree	1,204	13%
Bachelor's degree	2,335	25%
Master's degree	893	10%
Professional school degree	432	5%
Doctorate degree	72	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>15,008</b>	<b>100%</b>	---	---	---	---
Enrolled in school	5,498	37%	4,691	31%	807	5%
Nursery / Preschool	296	5%	97	2%	199	25%
Kindergarten to grade 4	1,541	28%	1,388	30%	153	19%
Grade 5 to grade 8	1,101	20%	908	19%	193	24%
Grade 9 to grade 12	1,210	22%	1,143	24%	67	8%
College, undergraduate	1,216	22%	1,110	24%	106	13%
Graduate or Professional school	134	2%	45	1%	89	11%
Not enrolled in school	9,510	63%	---	---	---	---

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>4,391</b>	<b>100%</b>	<b>2,408</b>	<b>100%</b>	<b>1,983</b>	<b>100%</b>
Family Households:	3,913	89%	2,408	100%	1,505	76%
Married couple family	3,116	71%	1,902	79%	1,214	61%
Other family:	797	18%	506	21%	291	15%
Male householder, no wife	191	4%	134	6%	57	3%
Female householder, no husband	606	14%	372	15%	234	12%
Nonfamily households:	478	11%	0	0%	478	24%
Householder living alone	353	8%	----	----	----	----
Other nonfamily households	125	3%	----	----	----	----

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>4,525</b>	<b>100%</b>	<b>4391</b>	<b>134</b>	<b>3%</b>	<b>3.56</b>
Single family (detached)	3,458	76%	3,404	54	2%	3.61
Single family (attached)	2	<1%	2	0	0%	3.50
2 to 4 units	525	12%	489	36	7%	3.12
5 to 9 units	326	7%	309	17	5%	3.41
10 or more units	214	5%	187	27	13%	4.06
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>3,614</b>	<b>100%</b>
Less than \$150,000	48	1%
\$150,000 to \$199,999	90	2%
\$200,000 to \$249,999	136	4%
\$250,000 to \$299,999	46	1%
\$300,000 to \$399,999	419	12%
\$400,000 to \$499,999	594	16%
\$500,000 to \$749,999	1,192	33%
\$750,000 to \$999,999	774	21%
\$1,000,000 or more	315	9%

**Median Value** **\$599,246**

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>4,525</b>	<b>100%</b>
2005 or Later	576	13%
2000 to 2004	2,171	48%
1990 to 1999	967	21%
1980 to 1989	392	9%
1970 to 1979	118	3%
1960 to 1969	124	3%
1950 to 1959	78	2%
1940 to 1949	59	1%
1939 or earlier	40	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
<b>Total occupied housing units</b>	<b>4,391</b>	<b>100%</b>	<b>777</b>	<b>100%</b>	<b>3,614</b>	<b>100%</b>
1.00 occupant housing per room or less	4,293	98%	734	94%	3,559	98%
1.01 to 1.50 occupants per room	78	2%	43	6%	35	1%
1.51 to 2.00 occupants per room	20	<1%	0	0%	20	1%
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>777</b>	<b>100%</b>
Less than \$500	23	3%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	1	<1%
\$800 to \$899	0	0%
\$900 to \$999	36	5%
\$1,000 to \$1,249	118	15%
\$1,250 to \$1,499	55	7%
\$1,500 to \$1,999	119	15%
\$2,000 or more	373	48%
No cash rent	52	7%
<b>Median contract rent</b>	<b>\$2,151</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>777</b>	<b>100%</b>
Less than 20 percent	73	9%
20.0 to 24.9 percent	45	6%
25.0 to 29.9 percent	80	10%
30.0 to 34.9 percent	158	20%
35.0 to 39.9 percent	57	7%
40.0 to 49.9 percent	33	4%
50.0 percent or more	279	36%
Not computed	52	7%

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>4,391</b>	<b>100%</b>
No vehicle	121	3%
1 vehicle	740	17%
2 vehicles	2,155	49%
3 vehicles	762	17%
4 or more vehicles	613	14%

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>7,338</b>	<b>100%</b>
Worked in state of residence	7,197	98%
Worked in county of residence	7,078	96%
Worked outside county of residence	119	2%
Worked outside state of residence	141	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>11,219</b>	<b>100%</b>	<b>5,485</b>	<b>49%</b>
In labor force	7,940	71%	4,484	56%
Armed forces	237	3%	224	95%
Civilian (employed)	7,087	89%	3,986	56%
Civilian (unemployed)	616	8%	274	44%
Not in labor force	3,279	29%	1,001	31%
Pct. of civilian labor force unemployed	8.0%		6.4%	

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>7,338</b>	<b>100%</b>
Car, truck or van:	6,993	95%
Drove Alone	6,240	85%
Carpooled	753	10%
Public Transportation:	50	1%
Bus	30	<1%
Trolley / Streetcar	20	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	69	1%
Bicycle	18	<1%
Walked	21	<1%
Other means	3	<1%
Worked at home	184	3%

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>7,338</b>	<b>100%</b>
Did not work at home	7,154	97%
Less than 10 minutes	617	8%
10 to 19 minutes	1,043	14%
20 to 29 minutes	1,787	24%
30 to 44 minutes	2,492	34%
45 to 59 minutes	627	9%
60 to 89 minutes	480	7%
90 minutes or more	108	1%
Worked at home	184	3%
<b>Average time to work (minutes)</b>	<b>34</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>7,230</b>	<b>100%</b>
Agriculture, forestry, mining	7	<1%
Utilities	70	1%
Construction	435	6%
Manufacturing	523	7%
Wholesale trade	152	2%
Retail trade	811	11%
Transportation & warehousing	197	3%
Information & communications	240	3%
Finance, insurance, & real estate	678	9%
Professional, scientific, management, administration	752	10%
Educational, social, & health services	1,494	21%
Art, entertainment, recreation, accommodations, food	643	9%
Other services	185	3%
Public administration	1,043	14%

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>7,230</b>	<b>100%</b>
Management, professional & related:	3,287	45%
Management (incl. farm managers)	897	12%
Business & financial	679	9%
Computer & mathematical	247	3%
Architecture & engineering	177	2%
Life, physical & social science	25	<1%
Community & social service	91	1%
Legal	119	2%
Education, training, & library	396	5%
Art, entertainment, sports & media	82	1%
Healthcare practitioners	574	8%
Service:	1,047	14%
Healthcare support	96	1%
Protective service	336	5%
Food preparation & serving	399	6%
Building & grounds cleaning / maintenance	44	1%
Personal care & service	172	2%
Sales & office	2,066	29%
Farming, fishing & forestry	5	<1%
Construction, extraction & maintenance	405	6%
Production, transport & material moving	420	6%

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>4,391</b>	<b>100%</b>
Less than \$15,000	245	6%
\$15,000 to \$29,999	232	5%
\$30,000 to \$44,999	302	7%
\$45,000 to \$59,999	284	6%
\$60,000 to \$74,999	434	10%
\$75,000 to \$99,999	760	17%
\$100,000 to \$124,999	503	11%
\$125,000 to \$149,999	407	9%
\$150,000 to \$199,999	619	14%
\$200,000 or more	605	14%
<b>Median Income</b>	<b>\$97,977</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>4,391</b>	<b>100%</b>
With earnings	3,914	89%
With wage and salary income	3,838	87%
With self-employment income	648	15%
With interest, dividend, or net rental income	1,184	27%
With Social Security income	759	17%
With Supplemental Security income	161	4%
With public assistance income	62	1%
With retirement income	736	17%
With other types of income	816	19%

*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>15,590</b>	<b>100%</b>
Under .50	143	1%
.50 to .99	510	3%
1.00 to 1.24	174	1%
1.25 to 1.49	313	2%
1.50 to 1.84	629	4%
1.85 to 1.99	127	1%
2.00 and over	13,694	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>15,590</b>	<b>100%</b>
Above Poverty	14,937	96%
Below Poverty	653	4%

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

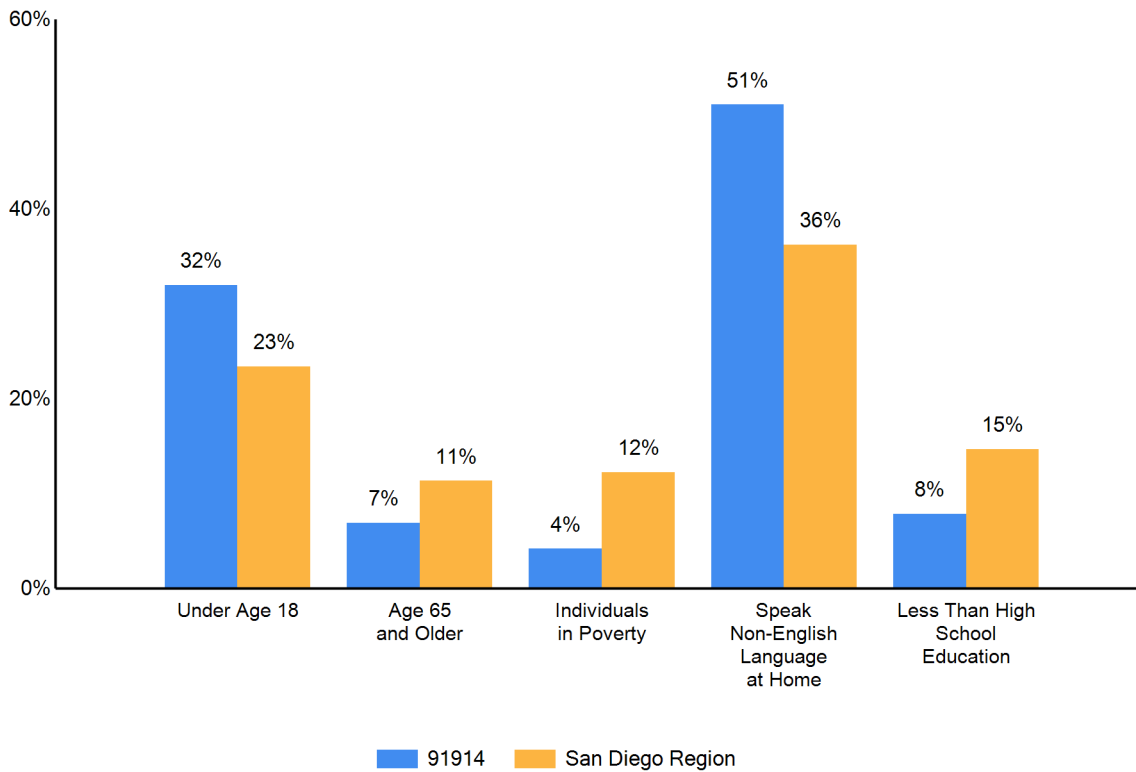
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>3,913</b>	<b>2,408</b>	<b>1,505</b>	<b>3,760</b>	<b>2,304</b>	<b>1,456</b>	<b>153</b>	<b>104</b>	<b>49</b>
Married couple family	3,116	1,902	1,214	3,056	1,886	1,170	60	16	44
Male householder, no wife present	191	134	57	185	128	57	6	6	0
Female householder, no husband present	606	372	234	519	290	229	87	82	5

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

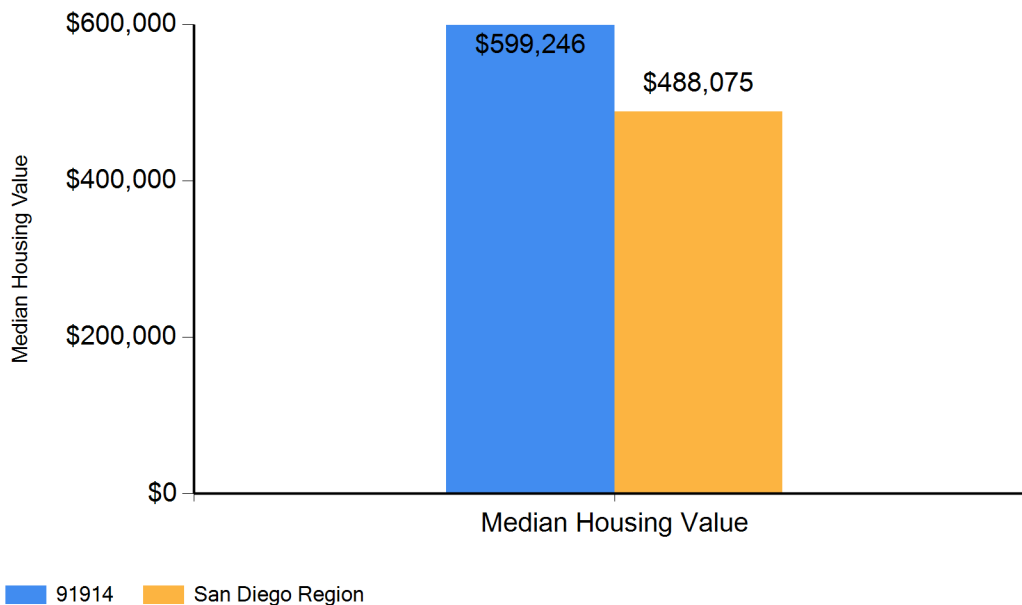


## Demographic and Socioeconomic Characteristics



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