



## Demographic and Socioeconomic Profile 2010

TRACT: 73.01

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>4,948</b>	<b>100%</b>
White	4,150	84%
Hispanic	445	9%
Two or More	138	3%
Asian	123	2%
Black	44	1%
Other	24	<1%
American Indian	16	<1%
Pacific Islander	8	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>4,948</b>	<b>2,633</b>	<b>2,315</b>	<b>47%</b>
Under 5	147	77	70	48%
5 to 9	94	42	52	55%
10 to 14	99	55	44	44%
15 to 17	54	28	26	48%
18 and 19	51	30	21	41%
20 to 24	509	226	283	56%
25 to 29	977	524	453	46%
30 to 34	856	467	389	45%
35 to 39	458	278	180	39%
40 to 44	300	179	121	40%
45 to 49	283	146	137	48%
50 to 54	286	171	115	40%
55 to 59	274	138	136	50%
60 and 61	91	47	44	48%
62 to 64	137	70	67	49%
65 to 69	129	69	60	47%
70 to 74	66	32	34	52%
75 to 79	57	21	36	63%
80 to 84	29	13	16	55%
85 and Older	51	20	31	61%
Under 18	394	202	192	49%
65 and older	332	155	177	53%
<b>Median</b>	<b>33.2</b>	<b>33.6</b>	<b>32.7</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>4,608</b>	<b>100%</b>
Never Married	2,834	62%
Married, excluding separated	1,080	23%
Separated	103	2%
Widowed	99	2%
Divorced	492	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
<b>Total population</b>	<b>4,948</b>	<b>100%</b>
Household	4,945	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
<b>Total Pop.</b>	<b>4,948</b>	<b>445</b>	<b>4,150</b>	<b>44</b>	<b>16</b>	<b>123</b>	<b>8</b>	<b>24</b>	<b>138</b>
Under 5	147	22	106	0	0	8	0	0	11
5 to 9	94	18	61	1	0	3	1	1	9
10 to 14	99	13	76	1	0	1	0	4	4
15 to 17	54	8	32	2	0	0	0	2	10
18 and 19	51	5	37	5	0	0	0	0	4
20 to 24	509	59	417	5	2	12	1	2	11
25 to 29	977	97	824	8	2	17	3	4	22
30 to 34	856	79	708	8	0	29	1	4	27
35 to 39	458	39	380	5	0	23	1	1	9
40 to 44	300	26	250	2	1	12	0	2	7
45 to 49	283	21	241	1	2	5	0	2	11
50 to 54	286	12	263	1	2	3	0	2	3
55 to 59	274	21	244	1	1	3	0	0	4
60 and 61	91	8	78	0	0	4	1	0	0
62 to 64	137	7	125	1	1	0	0	0	3
65 to 69	129	7	115	0	3	1	0	0	3
70 to 74	66	0	63	1	1	1	0	0	0
75 to 79	57	1	52	2	1	1	0	0	0
80 to 84	29	1	28	0	0	0	0	0	0
85 and Older	51	1	50	0	0	0	0	0	0
Under 18	394	61	275	4	0	12	1	7	34
65 and older	332	10	308	3	5	3	0	0	3
<b>Median</b>		<b>30.0</b>	<b>33.7</b>	<b>30.0</b>	<b>52.5</b>	<b>33.5</b>	<b>28.3</b>	<b>28.8</b>	<b>29.5</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>4,801</b>	<b>100%</b>
Speak Only English	4,307	90%
Speak Spanish:	320	7%
Speak English "well" or "very well"	276	6%
Speak English "not well" or "not at all"	44	1%
Speak Asian/Pacific Island language:	69	1%
Speak English "well" or "very well"	69	1%
Speak English "not well" or "not at all"	0	0%
Speak other language:	105	2%
Speak English "well" or "very well"	105	2%
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
<b>Total population age 25 and older</b>	<b>3,994</b>	<b>100%</b>
Less than 9th grade	32	1%
9th through 12th grade, no diploma	100	3%
High school grad (incl. equivalency)	558	14%
Some college, no degree	887	22%
Associate degree	351	9%
Bachelor's degree	1,334	33%
Master's degree	417	10%
Professional school degree	272	7%
Doctorate degree	43	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>4,841</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,088	22%	624	13%	464	10%
Nursery / Preschool	36	3%	0	0%	36	8%
Kindergarten to grade 4	84	8%	64	10%	20	4%
Grade 5 to grade 8	60	6%	28	4%	32	7%
Grade 9 to grade 12	30	3%	30	5%	0	0%
College, undergraduate	617	57%	363	58%	254	55%
Graduate or Professional school	261	24%	139	22%	122	26%
Not enrolled in school	3,753	78%	---	---	---	---

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>2,771</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>2,559</b>	<b>100%</b>
Family Households:	755	27%	212	100%	543	21%
Married couple family	538	19%	104	49%	434	17%
Other family:	217	8%	108	51%	109	4%
Male householder, no wife	70	3%	0	0%	70	3%
Female householder, no husband	147	5%	108	51%	39	2%
Nonfamily households:	2,016	73%	0	0%	2,016	79%
Householder living alone	1,070	39%	----	----	----	----
Other nonfamily households	946	34%	----	----	----	----

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>2,992</b>	<b>100%</b>	<b>2771</b>	<b>221</b>	<b>7%</b>	<b>1.78</b>
Single family (detached)	420	14%	398	22	5%	1.88
Single family (attached)	895	30%	830	65	7%	1.84
2 to 4 units	537	18%	493	44	8%	1.72
5 to 9 units	442	15%	406	36	8%	1.74
10 or more units	698	23%	644	54	8%	1.74
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>481</b>	<b>100%</b>
Less than \$150,000	0	0%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	0	0%
\$250,000 to \$299,999	0	0%
\$300,000 to \$399,999	36	7%
\$400,000 to \$499,999	109	23%
\$500,000 to \$749,999	217	45%
\$750,000 to \$999,999	110	23%
\$1,000,000 or more	9	2%

**Median Value** **\$610,023**

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>2,992</b>	<b>100%</b>
2005 or Later	0	0%
2000 to 2004	107	4%
1990 to 1999	16	1%
1980 to 1989	144	5%
1970 to 1979	856	29%
1960 to 1969	489	16%
1950 to 1959	647	22%
1940 to 1949	477	16%
1939 or earlier	256	9%

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>2,771</b>	<b>100%</b>	<b>2,290</b>	<b>100%</b>	<b>481</b>	<b>100%</b>
1.00 occupant housing per room or less	2,741	99%	2,273	99%	468	97%
1.01 to 1.50 occupants per room	13	<1%	0	0%	13	3%
1.51 to 2.00 occupants per room	17	1%	17	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
<b>Total Units</b>	<b>2,290</b>	<b>100%</b>
Less than \$500	0	0%
\$500 to \$599	50	2%
\$600 to \$699	13	1%
\$700 to \$799	16	1%
\$800 to \$899	111	5%
\$900 to \$999	335	15%
\$1,000 to \$1,249	474	21%
\$1,250 to \$1,499	534	23%
\$1,500 to \$1,999	579	25%
\$2,000 or more	144	6%
No cash rent	34	1%
<b>Median contract rent</b>	<b>\$1,315</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>2,290</b>	<b>100%</b>
Less than 20 percent	691	30%
20.0 to 24.9 percent	291	13%
25.0 to 29.9 percent	243	11%
30.0 to 34.9 percent	216	9%
35.0 to 39.9 percent	123	5%
40.0 to 49.9 percent	248	11%
50.0 percent or more	404	18%
Not computed	74	3%

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>2,771</b>	<b>100%</b>
No vehicle	93	3%
1 vehicle	1,115	40%
2 vehicles	1,386	50%
3 vehicles	177	6%
4 or more vehicles	0	0%

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>3,755</b>	<b>100%</b>
Worked in state of residence	3,744	100%
Worked in county of residence	3,644	97%
Worked outside county of residence	100	3%
Worked outside state of residence	11	<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
<b>Population age 16 and older</b>	<b>4,595</b>	<b>100%</b>	<b>2,452</b>	<b>53%</b>
In labor force	4,000	87%	2,204	55%
Armed forces	19	<1%	19	100%
Civilian (employed)	3,686	92%	2,022	55%
Civilian (unemployed)	295	7%	163	55%
Not in labor force	595	13%	248	42%
Pct. of civilian labor force unemployed	7.4%		7.5%	

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
<b>Total Workers</b>	<b>3,755</b>	<b>100%</b>
Car, truck or van:	2,943	78%
Drove Alone	2,730	73%
Carpooled	213	6%
Public Transportation:	63	2%
Bus	63	2%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	71	2%
Bicycle	115	3%
Walked	198	5%
Other means	11	<1%
Worked at home	354	9%

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>3,755</b>	<b>100%</b>
Did not work at home	3,401	91%
Less than 10 minutes	417	11%
10 to 19 minutes	926	25%
20 to 29 minutes	1,154	31%
30 to 44 minutes	577	15%
45 to 59 minutes	221	6%
60 to 89 minutes	76	2%
90 minutes or more	30	1%
Worked at home	354	9%
<b>Average time to work (minutes)</b>	<b>26</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>3,723</b>	<b>100%</b>
Agriculture, forestry, mining	62	2%
Utilities	0	0%
Construction	197	5%
Manufacturing	242	7%
Wholesale trade	59	2%
Retail trade	543	15%
Transportation & warehousing	51	1%
Information & communications	75	2%
Finance, insurance, & real estate	226	6%
Professional, scientific, management, administration	123	3%
Educational, social, & health services	649	17%
Art, entertainment, recreation, accommodations, food	737	20%
Other services	96	3%
Public administration	663	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

<b>Total employed civilian age 16+</b>	<b>3,723</b>	<b>100%</b>
Management, professional & related:	1,860	50%
Management (incl. farm managers)	495	13%
Business & financial	179	5%
Computer & mathematical	156	4%
Architecture & engineering	185	5%
Life, physical & social science	73	2%
Community & social service	28	1%
Legal	114	3%
Education, training, & library	177	5%
Art, entertainment, sports & media	192	5%
Healthcare practitioners	261	7%
Service:	622	17%
Healthcare support	27	1%
Protective service	46	1%
Food preparation & serving	368	10%
Building & grounds cleaning / maintenance	34	1%
Personal care & service	147	4%
Sales & office	931	25%
Farming, fishing & forestry	44	1%
Construction, extraction & maintenance	121	3%
Production, transport & material moving	145	4%

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>2,771</b>	<b>100%</b>
Less than \$15,000	220	8%
\$15,000 to \$29,999	272	10%
\$30,000 to \$44,999	587	21%
\$45,000 to \$59,999	253	9%
\$60,000 to \$74,999	375	14%
\$75,000 to \$99,999	445	16%
\$100,000 to \$124,999	205	7%
\$125,000 to \$149,999	222	8%
\$150,000 to \$199,999	115	4%
\$200,000 or more	77	3%
<b>Median Income</b>	<b>\$62,140</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,771</b>	<b>100%</b>
With earnings	2,495	90%
With wage and salary income	2,306	83%
With self-employment income	512	18%
With interest, dividend, or net rental income	626	23%
With Social Security income	329	12%
With Supplemental Security income	28	1%
With public assistance income	0	0%
With retirement income	250	9%
With other types of income	258	9%

*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>4,947</b>	<b>100%</b>
Under .50	228	5%
.50 to .99	221	4%
1.00 to 1.24	256	5%
1.25 to 1.49	253	5%
1.50 to 1.84	245	5%
1.85 to 1.99	77	2%
2.00 and over	3,667	74%

*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>4,947</b>	<b>100%</b>
Above Poverty	4,498	91%
Below Poverty	449	9%

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

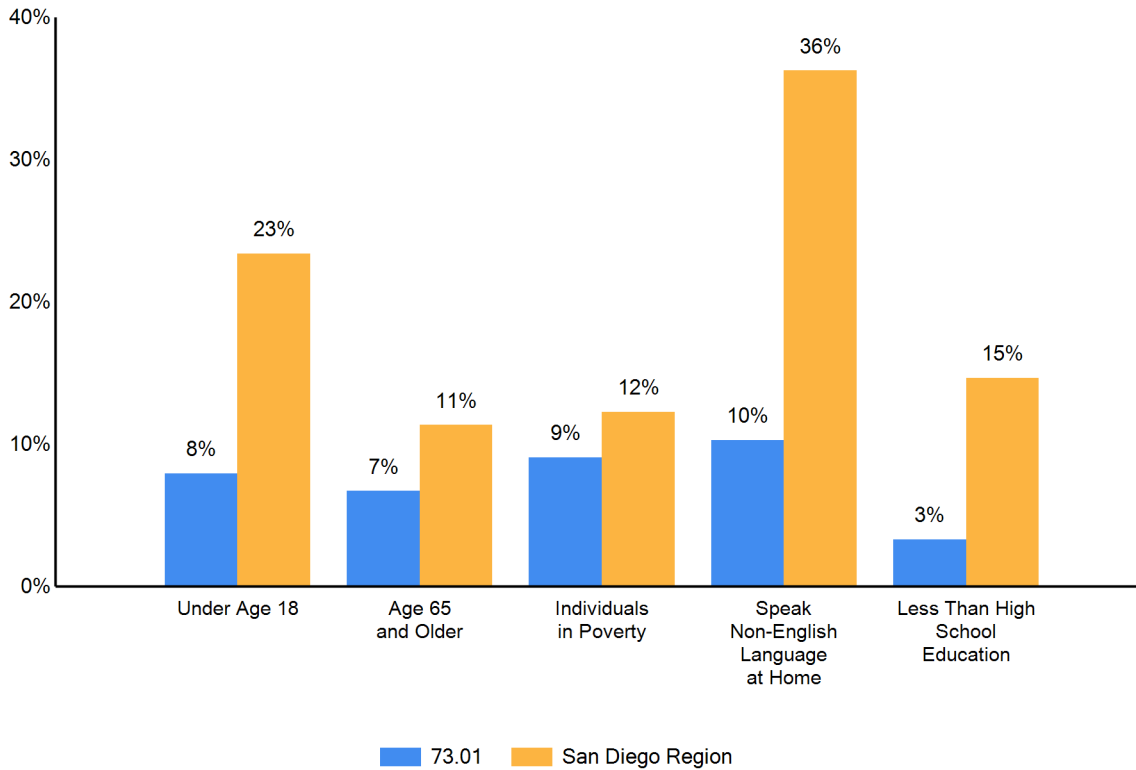
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>755</b>	<b>212</b>	<b>543</b>	<b>716</b>	<b>202</b>	<b>514</b>	<b>39</b>	<b>10</b>	<b>29</b>
Married couple family	538	104	434	538	104	434	0	0	0
Male householder, no wife present	70	0	70	41	0	41	29	0	29
Female householder, no husband present	147	108	39	137	98	39	10	10	0

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

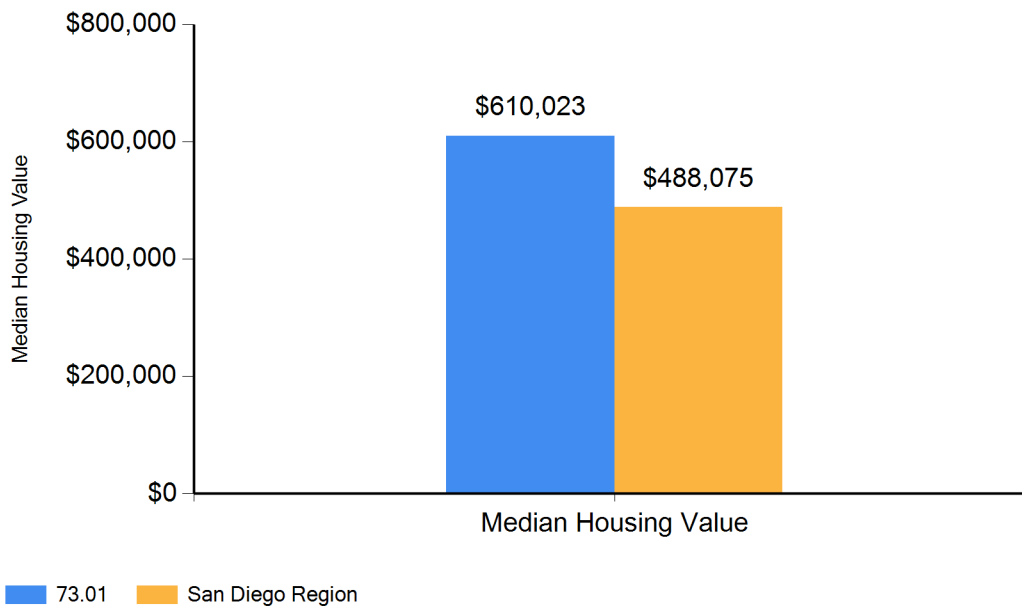


## Demographic and Socioeconomic Characteristics



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