



## Demographic and Socioeconomic Profile 2010

SECONDARY: Fallbrook

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>79,117</b>	<b>100%</b>
White	46,494	59%
Hispanic	24,771	31%
Asian	2,351	3%
Black	2,279	3%
Two or More	1,971	2%
American Indian	775	1%
Pacific Islander	333	<1%
Other	143	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>79,117</b>	<b>42,794</b>	<b>36,323</b>	<b>46%</b>
Under 5	6,358	3,108	3,250	51%
5 to 9	4,934	2,579	2,355	48%
10 to 14	4,447	2,050	2,397	54%
15 to 17	2,845	1,389	1,456	51%
18 and 19	3,880	2,757	1,123	29%
20 to 24	12,822	9,465	3,357	26%
25 to 29	5,772	3,302	2,470	43%
30 to 34	4,166	1,992	2,174	52%
35 to 39	3,699	1,738	1,961	53%
40 to 44	3,784	1,788	1,996	53%
45 to 49	4,197	1,939	2,258	54%
50 to 54	4,639	2,332	2,307	50%
55 to 59	4,431	2,174	2,257	51%
60 and 61	1,746	775	971	56%
62 to 64	2,084	1,035	1,049	50%
65 to 69	2,829	1,261	1,568	55%
70 to 74	2,073	969	1,104	53%
75 to 79	1,767	964	803	45%
80 to 84	1,293	686	607	47%
85 and Older	1,351	491	860	64%
Under 18	18,584	9,126	9,458	51%
65 and older	9,313	4,371	4,942	53%
<b>Median</b>	<b>28.7</b>	<b>25.1</b>	<b>34.0</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>63,378</b>	<b>100%</b>
Never Married	20,654	33%
Married, excluding separated	35,127	55%
Separated	674	1%
Widowed	2,768	4%
Divorced	4,155	7%

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>79,117</b>	<b>100%</b>
Household	66,840	84%
Group Quarters - Military	11,869	15%
Group Quarters - Other	408	1%
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>79,117</b>	<b>24,771</b>	<b>46,494</b>	<b>2,279</b>	<b>775</b>	<b>2,351</b>	<b>333</b>	<b>143</b>	<b>1,971</b>
Under 5	6,358	2,948	2,648	213	64	98	20	10	357
5 to 9	4,934	2,123	2,182	177	52	96	14	13	277
10 to 14	4,447	2,051	1,924	128	43	77	16	11	197
15 to 17	2,845	1,297	1,262	67	26	62	13	4	114
18 and 19	3,880	1,236	2,177	150	49	97	34	6	131
20 to 24	12,822	3,637	7,692	651	168	319	89	25	241
25 to 29	5,772	2,075	3,005	264	66	169	40	8	145
30 to 34	4,166	1,763	1,898	161	58	126	16	9	135
35 to 39	3,699	1,526	1,749	128	24	163	20	7	82
40 to 44	3,784	1,458	1,957	76	30	183	12	8	60
45 to 49	4,197	1,221	2,605	73	32	185	15	4	62
50 to 54	4,639	1,101	3,157	73	40	206	11	4	47
55 to 59	4,431	831	3,290	46	37	177	7	10	33
60 and 61	1,746	235	1,366	14	10	95	6	6	14
62 to 64	2,084	256	1,712	14	16	59	6	4	17
65 to 69	2,829	393	2,291	19	11	81	8	4	22
70 to 74	2,073	243	1,696	14	22	73	4	7	14
75 to 79	1,767	207	1,490	7	10	40	1	1	11
80 to 84	1,293	101	1,147	3	10	25	0	0	7
85 and Older	1,351	69	1,246	1	7	20	1	2	5
Under 18	18,584	8,419	8,016	585	185	333	63	38	945
65 and older	9,313	1,013	7,870	44	60	239	14	14	59
<b>Median</b>		<b>23.8</b>	<b>36.3</b>	<b>23.1</b>	<b>24.6</b>	<b>39.0</b>	<b>23.9</b>	<b>26.6</b>	<b>18.6</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>72,759</b>	<b>100%</b>
Speak Only English	53,450	73%
Speak Spanish:	16,114	22%
Speak English "well" or "very well"	11,632	16%
Speak English "not well" or "not at all"	4,482	6%
Speak Asian/Pacific Island language:	1,675	2%
Speak English "well" or "very well"	1,470	2%
Speak English "not well" or "not at all"	205	<1%
Speak other language:	1,520	2%
Speak English "well" or "very well"	1,457	2%
Speak English "not well" or "not at all"	63	<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>43,831</b>	<b>100%</b>
Less than 9th grade	3,939	9%
9th through 12th grade, no diploma	2,249	5%
High school grad (incl. equivalency)	9,740	22%
Some college, no degree	12,265	28%
Associate degree	3,727	9%
Bachelor's degree	7,732	18%
Master's degree	2,935	7%
Professional school degree	816	2%
Doctorate degree	428	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>75,074</b>	<b>100%</b>	---	---	---	---
Enrolled in school	18,694	25%	16,381	22%	2,313	3%
Nursery / Preschool	1,306	7%	702	4%	604	26%
Kindergarten to grade 4	4,950	26%	4,420	27%	530	23%
Grade 5 to grade 8	3,577	19%	3,241	20%	336	15%
Grade 9 to grade 12	3,868	21%	3,638	22%	230	10%
College, undergraduate	4,465	24%	4,051	25%	414	18%
Graduate or Professional school	528	3%	329	2%	199	9%
Not enrolled in school	56,380	75%	---	---	---	---

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>22,728</b>	<b>100%</b>	<b>8,521</b>	<b>100%</b>	<b>14,207</b>	<b>100%</b>
Family Households:	17,810	78%	8,466	99%	9,344	66%
Married couple family	14,799	65%	6,667	78%	8,132	57%
Other family:	3,011	13%	1,799	21%	1,212	9%
Male householder, no wife	935	4%	584	7%	351	2%
Female householder, no husband	2,076	9%	1,215	14%	861	6%
Nonfamily households:	4,918	22%	55	1%	4,863	34%
Householder living alone	3,933	17%	----	----	----	----
Other nonfamily households	985	4%	----	----	----	----

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>24,031</b>	<b>100%</b>	<b>22,728</b>	<b>1,303</b>	<b>5%</b>	<b>2.94</b>
Single family (detached)	16,532	69%	15,709	823	5%	2.87
Single family (attached)	2,546	11%	2,370	176	7%	3.24
2 to 4 units	1,297	5%	1,199	98	8%	3.29
5 to 9 units	887	4%	831	56	6%	3.04
10 or more units	1,600	7%	1,512	88	6%	3.07
Mobile home and Other	1,169	5%	1,107	62	5%	2.72

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>14,809</b>	<b>100%</b>
Less than \$150,000	710	5%
\$150,000 to \$199,999	276	2%
\$200,000 to \$249,999	493	3%
\$250,000 to \$299,999	727	5%
\$300,000 to \$399,999	1,738	12%
\$400,000 to \$499,999	1,940	13%
\$500,000 to \$749,999	4,777	32%
\$750,000 to \$999,999	2,167	15%
\$1,000,000 or more	1,981	13%

**Median Value** **\$585,107**

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>24,031</b>	<b>100%</b>
2005 or Later	1,829	8%
2000 to 2004	3,088	13%
1990 to 1999	3,816	16%
1980 to 1989	5,105	21%
1970 to 1979	5,447	23%
1960 to 1969	2,323	10%
1950 to 1959	1,643	7%
1940 to 1949	479	2%
1939 or earlier	301	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>22,728</b>	<b>100%</b>	<b>7,919</b>	<b>100%</b>	<b>14,809</b>	<b>100%</b>
1.00 occupant housing per room or less	21,615	95%	7,139	90%	14,476	98%
1.01 to 1.50 occupants per room	781	3%	478	6%	303	2%
1.51 to 2.00 occupants per room	238	1%	225	3%	13	<1%
2.01 or more occupants per room	94	<1%	77	1%	17	<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
<b>Total Units</b>	<b>7,919</b>	<b>100%</b>
Less than \$500	280	4%
\$500 to \$599	117	1%
\$600 to \$699	269	3%
\$700 to \$799	363	5%
\$800 to \$899	798	10%
\$900 to \$999	972	12%
\$1,000 to \$1,249	1,089	14%
\$1,250 to \$1,499	938	12%
\$1,500 to \$1,999	1,426	18%
\$2,000 or more	940	12%
No cash rent	727	9%
<b>Median contract rent</b>	<b>\$1,273</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>7,919</b>	<b>100%</b>
Less than 20 percent	889	11%
20.0 to 24.9 percent	896	11%
25.0 to 29.9 percent	847	11%
30.0 to 34.9 percent	704	9%
35.0 to 39.9 percent	650	8%
40.0 to 49.9 percent	1,168	15%
50.0 percent or more	1,936	24%
Not computed	829	10%

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>22,728</b>	<b>100%</b>
No vehicle	958	4%
1 vehicle	4,841	21%
2 vehicles	9,685	43%
3 vehicles	4,647	20%
4 or more vehicles	2,597	11%

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>39,471</b>	<b>100%</b>
Worked in state of residence	39,170	99%
Worked in county of residence	35,082	89%
Worked outside county of residence	4,088	10%
Worked outside state of residence	301	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>62,486</b>	<b>100%</b>	<b>34,636</b>	<b>55%</b>
In labor force	41,530	66%	27,145	65%
Armed forces	11,946	29%	11,443	96%
Civilian (employed)	26,745	64%	14,487	54%
Civilian (unemployed)	2,839	7%	1,215	43%
Not in labor force	20,956	34%	7,491	36%
Pct. of civilian labor force unemployed	9.6%		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
<b>Total Workers</b>	<b>39,471</b>	<b>100%</b>
Car, truck or van:	30,645	78%
Drove Alone	25,389	64%
Carpooled	5,256	13%
Public Transportation:	309	1%
Bus	161	<1%
Trolley / Streetcar	19	<1%
Railroad	119	<1%
Other public transportation	10	<1%
Motorcycle	201	1%
Bicycle	99	<1%
Walked	4,471	11%
Other means	283	1%
Worked at home	3,463	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>39,471</b>	<b>100%</b>
Did not work at home	36,008	91%
Less than 10 minutes	8,516	22%
10 to 19 minutes	7,583	19%
20 to 29 minutes	5,991	15%
30 to 44 minutes	7,304	19%
45 to 59 minutes	2,960	7%
60 to 89 minutes	2,599	7%
90 minutes or more	1,055	3%
Worked at home	3,463	9%
<b>Average time to work (minutes)</b>	<b>30</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>27,672</b>	<b>100%</b>
Agriculture, forestry, mining	1,565	6%
Utilities	193	1%
Construction	2,868	10%
Manufacturing	2,284	8%
Wholesale trade	1,130	4%
Retail trade	2,855	10%
Transportation & warehousing	873	3%
Information & communications	382	1%
Finance, insurance, & real estate	1,868	7%
Professional, scientific, management, administration	1,932	7%
Educational, social, & health services	4,462	16%
Art, entertainment, recreation, accommodations, food	2,561	9%
Other services	1,375	5%
Public administration	3,324	12%

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>27,672</b>	<b>100%</b>
Management, professional & related:	9,538	34%
Management (incl. farm managers)	3,933	14%
Business & financial	1,202	4%
Computer & mathematical	460	2%
Architecture & engineering	616	2%
Life, physical & social science	134	<1%
Community & social service	217	1%
Legal	159	1%
Education, training, & library	1,197	4%
Art, entertainment, sports & media	611	2%
Healthcare practitioners	1,009	4%
Service:	4,512	16%
Healthcare support	388	1%
Protective service	687	2%
Food preparation & serving	1,133	4%
Building & grounds cleaning / maintenance	1,062	4%
Personal care & service	1,242	4%
Sales & office	7,346	27%
Farming, fishing & forestry	800	3%
Construction, extraction & maintenance	3,033	11%
Production, transport & material moving	2,443	9%

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>22,728</b>	<b>100%</b>
Less than \$15,000	1,390	6%
\$15,000 to \$29,999	3,008	13%
\$30,000 to \$44,999	3,357	15%
\$45,000 to \$59,999	3,013	13%
\$60,000 to \$74,999	2,473	11%
\$75,000 to \$99,999	3,165	14%
\$100,000 to \$124,999	1,975	9%
\$125,000 to \$149,999	1,438	6%
\$150,000 to \$199,999	1,343	6%
\$200,000 or more	1,566	7%
<b>Median Income</b>	<b>\$63,615</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>22,728</b>	<b>100%</b>
With earnings	18,125	80%
With wage and salary income	16,915	74%
With self-employment income	3,745	16%
With interest, dividend, or net rental income	7,429	33%
With Social Security income	6,427	28%
With Supplemental Security income	582	3%
With public assistance income	307	1%
With retirement income	4,602	20%
With other types of income	3,278	14%

*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>69,610</b>	<b>100%</b>
Under .50	2,640	4%
.50 to .99	3,726	5%
1.00 to 1.24	2,932	4%
1.25 to 1.49	3,425	5%
1.50 to 1.84	4,533	7%
1.85 to 1.99	2,060	3%
2.00 and over	50,294	72%

*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>69,610</b>	<b>100%</b>
Above Poverty	63,244	91%
Below Poverty	6,366	9%

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

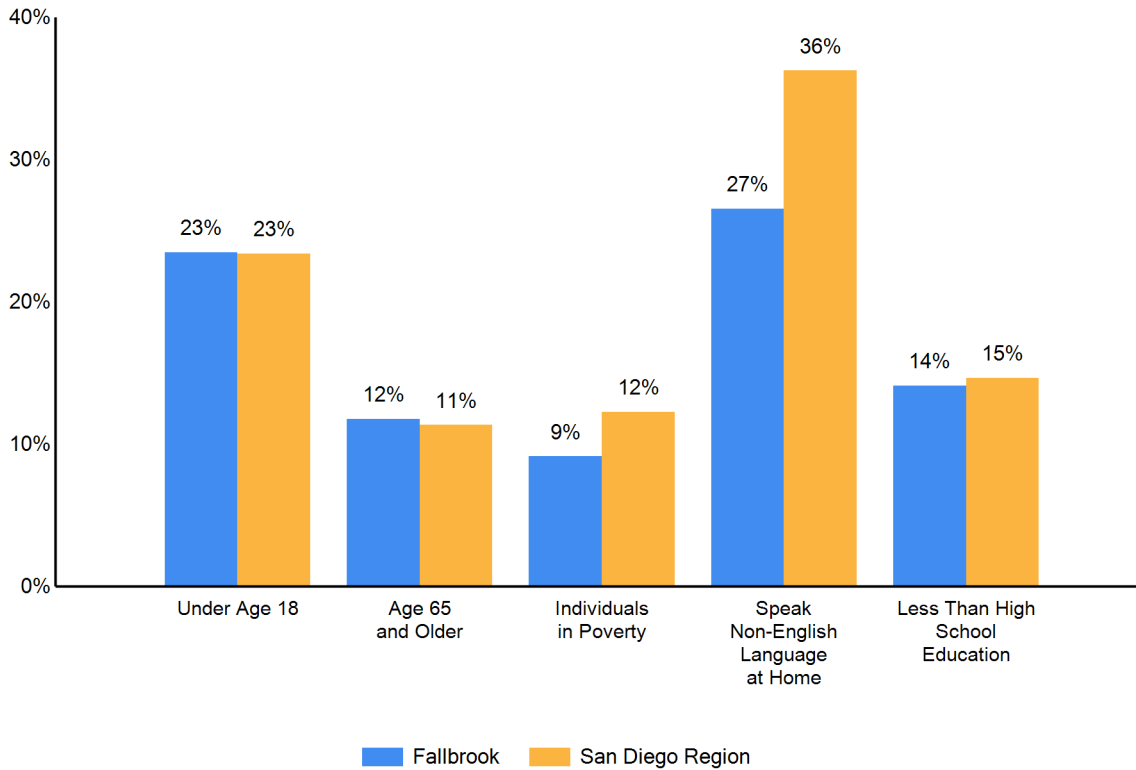
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>17,810</b>	<b>8,466</b>	<b>9,344</b>	<b>16,770</b>	<b>7,660</b>	<b>9,110</b>	<b>1,040</b>	<b>806</b>	<b>234</b>
Married couple family	14,799	6,667	8,132	14,169	6,237	7,932	630	430	200
Male householder, no wife present	935	584	351	828	490	338	107	94	13
Female householder, no husband present	2,076	1,215	861	1,773	933	840	303	282	21

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

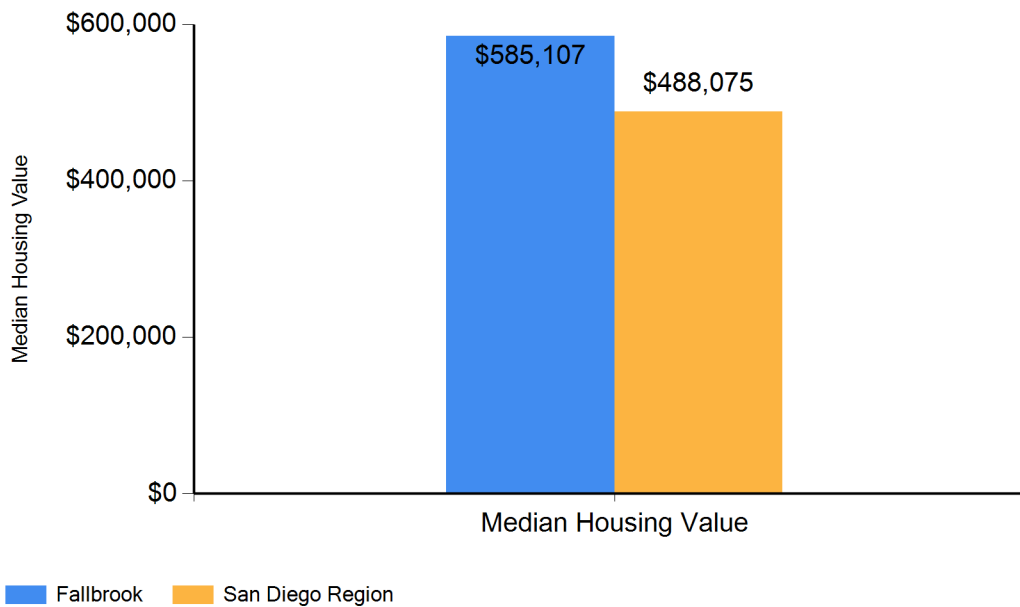


## Demographic and Socioeconomic Characteristics



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