



Demographic and Socioeconomic Profile 2010

JURISDICTION: Vista

Population by Race

	Population	Percent
Total Population	93,717	100%
Hispanic	45,379	48%
White	38,175	41%
Asian	3,806	4%
Black	2,749	3%
Two or More	2,482	3%
Pacific Islander	615	1%
American Indian	336	<1%
Other	175	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	93,717	46,802	46,915	50%
Under 5	7,549	3,785	3,764	50%
5 to 9	6,501	3,434	3,067	47%
10 to 14	6,754	3,259	3,495	52%
15 to 17	4,193	2,232	1,961	47%
18 and 19	3,012	1,538	1,474	49%
20 to 24	8,457	4,411	4,046	48%
25 to 29	8,002	4,234	3,768	47%
30 to 34	6,593	3,363	3,230	49%
35 to 39	5,959	2,914	3,045	51%
40 to 44	6,097	3,017	3,080	51%
45 to 49	6,688	3,474	3,214	48%
50 to 54	6,279	3,264	3,015	48%
55 to 59	4,764	2,193	2,571	54%
60 and 61	1,597	816	781	49%
62 to 64	2,046	927	1,119	55%
65 to 69	2,266	1,079	1,187	52%
70 to 74	2,023	867	1,156	57%
75 to 79	1,733	771	962	56%
80 to 84	1,564	676	888	57%
85 and Older	1,640	548	1,092	67%
Under 18	24,997	12,710	12,287	49%
65 and older	9,226	3,941	5,285	57%
Median	31.8	30.8	32.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	72,913	100%
Never Married	24,677	34%
Married, excluding separated	35,213	48%
Separated	1,588	2%
Widowed	3,354	5%
Divorced	8,081	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	93,717	100%
Household	91,672	98%
Group Quarters - Other	2,045	2%
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.	93,717	45,379	38,175	2,749	336	3,806	615	175	2,482
Under 5	7,549	5,029	1,736	179	18	188	39	16	344
5 to 9	6,501	4,343	1,561	128	14	163	22	10	260
10 to 14	6,754	4,400	1,740	147	13	153	29	12	260
15 to 17	4,193	2,743	1,031	131	16	74	25	5	168
18 and 19	3,012	1,852	880	72	25	57	17	7	102
20 to 24	8,457	4,309	3,078	346	26	298	86	12	302
25 to 29	8,002	4,326	2,740	303	21	295	67	18	232
30 to 34	6,593	3,639	2,239	211	38	272	37	18	139
35 to 39	5,959	3,078	2,168	192	15	357	51	11	87
40 to 44	6,097	3,012	2,387	190	34	292	39	9	134
45 to 49	6,688	2,810	2,964	258	33	417	53	12	141
50 to 54	6,279	2,025	3,552	216	23	310	37	15	101
55 to 59	4,764	1,273	2,927	133	18	303	34	14	62
60 and 61	1,597	378	1,062	39	6	76	13	1	22
62 to 64	2,046	520	1,301	78	9	89	18	4	27
65 to 69	2,266	509	1,527	43	8	131	12	1	35
70 to 74	2,023	501	1,325	31	7	119	15	2	23
75 to 79	1,733	293	1,266	27	8	105	9	3	22
80 to 84	1,564	187	1,278	13	1	63	9	1	12
85 and Older	1,640	152	1,413	12	3	44	3	4	9
Under 18	24,997	16,515	6,068	585	61	578	115	43	1,032
65 and older	9,226	1,642	6,809	126	27	462	48	11	101
Median		25.0	44.0	31.6	34.6	40.8	33.0	32.1	21.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	86,168	100%
Speak Only English	48,773	57%
Speak Spanish:	32,787	38%
Speak English "well" or "very well"	20,291	24%
Speak English "not well" or "not at all"	12,496	15%
Speak Asian/Pacific Island language:	2,633	3%
Speak English "well" or "very well"	1,855	2%
Speak English "not well" or "not at all"	778	1%
Speak other language:	1,975	2%
Speak English "well" or "very well"	1,723	2%
Speak English "not well" or "not at all"	252	<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	57,251	100%
Less than 9th grade	8,395	15%
9th through 12th grade, no diploma	5,964	10%
High school grad (incl. equivalency)	13,154	23%
Some college, no degree	12,883	23%
Associate degree	4,692	8%
Bachelor's degree	8,584	15%
Master's degree	2,262	4%
Professional school degree	870	2%
Doctorate degree	447	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
Total population age 3 and older	89,092	100%	---	---	---	---
Enrolled in school	25,154	28%	22,759	26%	2,395	3%
Nursery / Preschool	885	4%	503	2%	382	16%
Kindergarten to grade 4	6,571	26%	6,193	27%	378	16%
Grade 5 to grade 8	5,026	20%	4,610	20%	416	17%
Grade 9 to grade 12	6,009	24%	5,800	25%	209	9%
College, undergraduate	6,143	24%	5,325	23%	818	34%
Graduate or Professional school	520	2%	328	1%	192	8%
Not enrolled in school	63,938	72%	---	---	---	---

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	29,251	100%	11,949	100%	17,302	100%
Family Households:	21,152	72%	11,857	99%	9,295	54%
Married couple family	15,190	52%	7,822	65%	7,368	43%
Other family:	5,962	20%	4,035	34%	1,927	11%
Male householder, no wife	2,087	7%	1,361	11%	726	4%
Female householder, no husband	3,875	13%	2,674	22%	1,201	7%
Nonfamily households:	8,099	28%	92	1%	8,007	46%
Householder living alone	5,893	20%	----	----	----	----
Other nonfamily households	2,206	8%	----	----	----	----

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	30,874	100%	29,251	1,623	5%	3.13
Single family (detached)	14,842	48%	14,194	648	4%	3.20
Single family (attached)	2,486	8%	2,402	84	3%	3.47
2 to 4 units	2,124	7%	2,026	98	5%	3.56
5 to 9 units	3,106	10%	2,916	190	6%	2.91
10 or more units	6,318	20%	5,946	372	6%	2.98
Mobile home and Other	1,998	6%	1,767	231	12%	2.52

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	15,919	100%
Less than \$150,000	1,512	9%
\$150,000 to \$199,999	562	4%
\$200,000 to \$249,999	757	5%
\$250,000 to \$299,999	1,037	7%
\$300,000 to \$399,999	3,203	20%
\$400,000 to \$499,999	3,436	22%
\$500,000 to \$749,999	4,285	27%
\$750,000 to \$999,999	852	5%
\$1,000,000 or more	275	2%

Median Value **\$426,310**

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	30,874	100%
2005 or Later	526	2%
2000 to 2004	1,419	5%
1990 to 1999	3,424	11%
1980 to 1989	10,189	33%
1970 to 1979	8,512	28%
1960 to 1969	3,645	12%
1950 to 1959	1,995	6%
1940 to 1949	844	3%
1939 or earlier	320	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
Total occupied housing units	29,251	100%	13,332	100%	15,919	100%
1.00 occupant housing per room or less	26,459	90%	11,389	85%	15,070	95%
1.01 to 1.50 occupants per room	1,914	7%	1,363	10%	551	3%
1.51 to 2.00 occupants per room	632	2%	401	3%	231	1%
2.01 or more occupants per room	246	1%	179	1%	67	<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
Total Units	13,332	100%
Less than \$500	233	2%
\$500 to \$599	198	1%
\$600 to \$699	300	2%
\$700 to \$799	513	4%
\$800 to \$899	663	5%
\$900 to \$999	1,576	12%
\$1,000 to \$1,249	5,298	40%
\$1,250 to \$1,499	2,167	16%
\$1,500 to \$1,999	1,759	13%
\$2,000 or more	393	3%
No cash rent	232	2%
Median contract rent	\$1,150	

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	13,332	100%
Less than 20 percent	1,711	13%
20.0 to 24.9 percent	1,781	13%
25.0 to 29.9 percent	1,518	11%
30.0 to 34.9 percent	1,479	11%
35.0 to 39.9 percent	1,301	10%
40.0 to 49.9 percent	1,907	14%
50.0 percent or more	3,088	23%
Not computed	547	4%

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	29,251	100%
No vehicle	1,105	4%
1 vehicle	9,276	32%
2 vehicles	11,884	41%
3 vehicles	4,608	16%
4 or more vehicles	2,378	8%

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	43,095	100%
Worked in state of residence	42,879	99%
Worked in county of residence	40,825	95%
Worked outside county of residence	2,054	5%
Worked outside state of residence	216	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	71,560	100%	35,604	50%
In labor force	45,596	64%	25,979	57%
Armed forces	1,488	3%	1,308	88%
Civilian (employed)	40,131	88%	22,392	56%
Civilian (unemployed)	3,977	9%	2,279	57%
Not in labor force	25,964	36%	9,625	37%
Pct. of civilian labor force unemployed	9.0%		9.2%	

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	43,095	100%
Car, truck or van:	38,230	89%
Drove Alone	31,679	74%
Carpooled	6,551	15%
Public Transportation:	1,322	3%
Bus	963	2%
Trolley / Streetcar	36	<1%
Railroad	323	1%
Other public transportation	0	0%
Motorcycle	167	<1%
Bicycle	136	<1%
Walked	831	2%
Other means	354	1%
Worked at home	2,055	5%

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	43,095	100%
Did not work at home	41,040	95%
Less than 10 minutes	3,456	8%
10 to 19 minutes	13,129	30%
20 to 29 minutes	9,513	22%
30 to 44 minutes	7,294	17%
45 to 59 minutes	3,362	8%
60 to 89 minutes	3,243	8%
90 minutes or more	1,043	2%
Worked at home	2,055	5%
Average time to work (minutes)	31	--

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+	41,771	100%
Agriculture, forestry, mining	772	2%
Utilities	499	1%
Construction	4,001	10%
Manufacturing	5,298	13%
Wholesale trade	1,574	4%
Retail trade	5,435	13%
Transportation & warehousing	908	2%
Information & communications	656	2%
Finance, insurance, & real estate	2,345	6%
Professional, scientific, management, administration	1,631	4%
Educational, social, & health services	6,249	15%
Art, entertainment, recreation, accommodations, food	4,084	10%
Other services	2,782	7%
Public administration	5,537	13%

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+	41,771	100%
Management, professional & related:	10,811	26%
Management (incl. farm managers)	3,106	7%
Business & financial	1,378	3%
Computer & mathematical	910	2%
Architecture & engineering	776	2%
Life, physical & social science	186	<1%
Community & social service	569	1%
Legal	174	<1%
Education, training, & library	1,768	4%
Art, entertainment, sports & media	787	2%
Healthcare practitioners	1,157	3%
Service:	9,202	22%
Healthcare support	629	2%
Protective service	739	2%
Food preparation & serving	2,466	6%
Building & grounds cleaning / maintenance	3,628	9%
Personal care & service	1,740	4%
Sales & office	10,829	26%
Farming, fishing & forestry	702	2%
Construction, extraction & maintenance	4,774	11%
Production, transport & material moving	5,453	13%

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

Household Income

Number Percent

Total Households	29,251	100%
Less than \$15,000	1,919	7%
\$15,000 to \$29,999	4,261	15%
\$30,000 to \$44,999	5,503	19%
\$45,000 to \$59,999	4,391	15%
\$60,000 to \$74,999	3,034	10%
\$75,000 to \$99,999	3,840	13%
\$100,000 to \$124,999	2,522	9%
\$125,000 to \$149,999	1,692	6%
\$150,000 to \$199,999	1,345	5%
\$200,000 or more	744	3%
Median Income	\$55,052	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	29,251	100%
With earnings	24,582	84%
With wage and salary income	23,433	80%
With self-employment income	4,030	14%
With interest, dividend, or net rental income	6,470	22%
With Social Security income	5,905	20%
With Supplemental Security income	803	3%
With public assistance income	652	2%
With retirement income	4,390	15%
With other types of income	4,206	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
Total	91,295	100%
Under .50	5,385	6%
.50 to .99	7,523	8%
1.00 to 1.24	6,014	7%
1.25 to 1.49	5,965	7%
1.50 to 1.84	8,101	9%
1.85 to 1.99	3,346	4%
2.00 and over	54,961	60%

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	91,295	100%
Above Poverty	78,387	86%
Below Poverty	12,908	14%

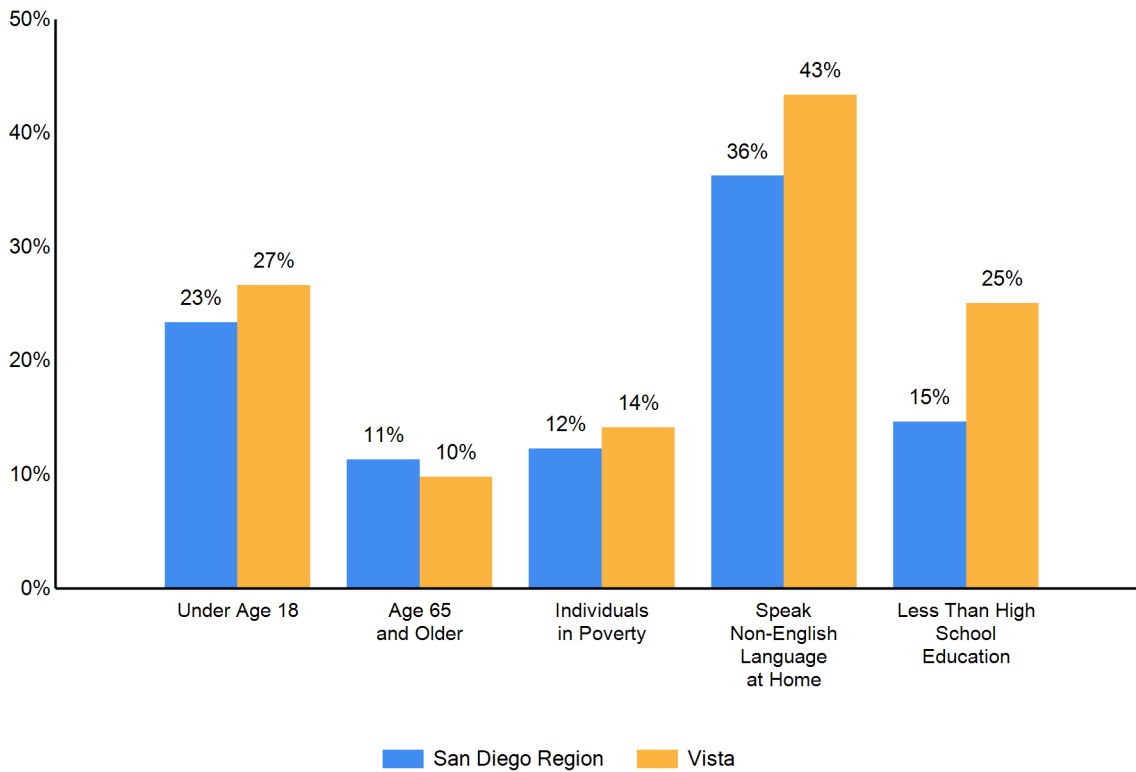
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	21,152	11,857	9,295	19,083	10,196	8,887	2,069	1,661	408
Married couple family	15,190	7,822	7,368	14,170	7,064	7,106	1,020	758	262
Male householder, no wife present	2,087	1,361	726	1,811	1,089	722	276	272	4
Female householder, no husband present	3,875	2,674	1,201	3,102	2,043	1,059	773	631	142

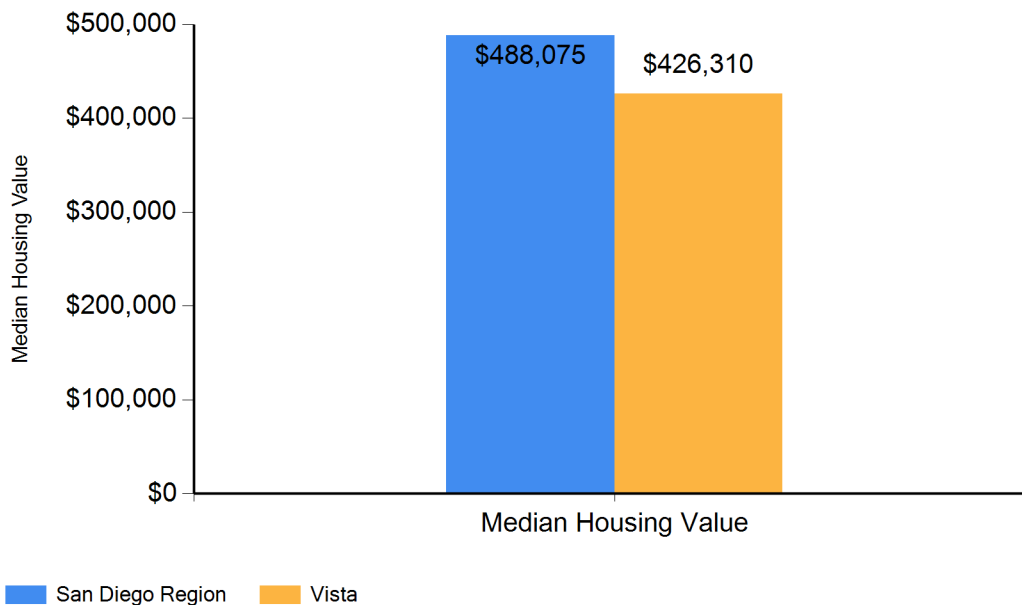
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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