



Demographic and Socioeconomic Profile 2010

TRACT: 97.04

Population by Race

	Population	Percent
Total Population	5,750	100%
White	4,135	72%
Hispanic	770	13%
Asian	369	6%
Black	236	4%
Two or More	193	3%
Pacific Islander	18	<1%
American Indian	17	<1%
Other	12	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	5,750	2,733	3,017	52%
Under 5	296	156	140	47%
5 to 9	291	147	144	49%
10 to 14	281	136	145	52%
15 to 17	174	90	84	48%
18 and 19	115	58	57	50%
20 to 24	316	135	181	57%
25 to 29	404	199	205	51%
30 to 34	381	197	184	48%
35 to 39	390	192	198	51%
40 to 44	372	158	214	58%
45 to 49	430	203	227	53%
50 to 54	410	204	206	50%
55 to 59	402	191	211	52%
60 and 61	152	67	85	56%
62 to 64	253	107	146	58%
65 to 69	350	163	187	53%
70 to 74	277	122	155	56%
75 to 79	210	105	105	50%
80 to 84	128	61	67	52%
85 and Older	118	42	76	64%
Under 18	1,042	529	513	49%
65 and older	1,083	493	590	54%
Median	43.1	41.8	44.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	4,882	100%
Never Married	1,344	28%
Married, excluding separated	2,616	54%
Separated	69	1%
Widowed	205	4%
Divorced	648	13%

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	5,750	100%
Household	5,742	100%
Group Quarters - Other	8	<1%
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.	5,750	770	4,135	236	17	369	18	12	193
Under 5	296	75	168	9	2	22	0	1	19
5 to 9	291	57	172	11	2	20	0	1	28
10 to 14	281	57	169	14	1	14	5	1	20
15 to 17	174	38	113	11	0	5	0	2	5
18 and 19	115	29	72	4	0	3	0	0	7
20 to 24	316	46	205	11	3	37	0	1	13
25 to 29	404	69	259	15	0	38	1	0	22
30 to 34	381	62	242	17	1	37	2	0	20
35 to 39	390	62	263	15	0	38	0	0	12
40 to 44	372	64	251	15	2	25	2	1	12
45 to 49	430	49	322	14	1	31	3	2	8
50 to 54	410	37	326	11	3	20	2	1	10
55 to 59	402	32	318	22	1	24	0	1	4
60 and 61	152	13	117	10	0	8	0	0	4
62 to 64	253	15	218	4	0	10	0	0	6
65 to 69	350	25	296	15	0	14	0	0	0
70 to 74	277	14	226	19	0	14	3	1	0
75 to 79	210	11	182	9	0	6	0	0	2
80 to 84	128	9	110	5	1	2	0	0	1
85 and Older	118	6	106	5	0	1	0	0	0
Under 18	1,042	227	622	45	5	61	5	5	72
65 and older	1,083	65	920	53	1	37	3	1	3
Median		31.1	47.4	43.7	32.5	36.1	42.5	40.0	26.0

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	5,454	100%
Speak Only English	4,306	79%
Speak Spanish:	631	12%
Speak English "well" or "very well"	631	12%
Speak English "not well" or "not at all"	0	0%
Speak Asian/Pacific Island language:	329	6%
Speak English "well" or "very well"	271	5%
Speak English "not well" or "not at all"	58	1%
Speak other language:	188	3%
Speak English "well" or "very well"	188	3%
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
Total population age 25 and older	4,277	100%
Less than 9th grade	15	<1%
9th through 12th grade, no diploma	210	5%
High school grad (incl. equivalency)	572	13%
Some college, no degree	1,104	26%
Associate degree	378	9%
Bachelor's degree	1,046	24%
Master's degree	692	16%
Professional school degree	136	3%
Doctorate degree	124	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	5,570	100%	---	---	---	---
Enrolled in school	1,199	22%	1,004	18%	195	4%
Nursery / Preschool	32	3%	0	0%	32	16%
Kindergarten to grade 4	142	12%	96	10%	46	24%
Grade 5 to grade 8	246	21%	238	24%	8	4%
Grade 9 to grade 12	246	21%	239	24%	7	4%
College, undergraduate	493	41%	431	43%	62	32%
Graduate or Professional school	40	3%	0	0%	40	21%
Not enrolled in school	4,371	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
Total households	2,392	100%	557	100%	1,835	100%
Family Households:	1,728	72%	557	100%	1,171	64%
Married couple family	1,309	55%	345	62%	964	53%
Other family:	419	18%	212	38%	207	11%
Male householder, no wife	53	2%	53	10%	0	0%
Female householder, no husband	366	15%	159	29%	207	11%
Nonfamily households:	664	28%	0	0%	664	36%
Householder living alone	476	20%	----	----	----	----
Other nonfamily households	188	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	2,491	100%	2392	99	4%	2.40
Single family (detached)	1,630	65%	1,564	66	4%	2.50
Single family (attached)	167	7%	158	9	5%	1.93
2 to 4 units	44	2%	43	1	2%	2.35
5 to 9 units	64	3%	60	4	6%	2.05
10 or more units	586	24%	567	19	3%	2.30
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	1,901	100%
Less than \$150,000	69	4%
\$150,000 to \$199,999	38	2%
\$200,000 to \$249,999	134	7%
\$250,000 to \$299,999	78	4%
\$300,000 to \$399,999	223	12%
\$400,000 to \$499,999	295	16%
\$500,000 to \$749,999	914	48%
\$750,000 to \$999,999	115	6%
\$1,000,000 or more	35	2%

Median Value **\$531,079**

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	2,491	100%
2005 or Later	64	3%
2000 to 2004	121	5%
1990 to 1999	11	<1%
1980 to 1989	107	4%
1970 to 1979	1,575	63%
1960 to 1969	488	20%
1950 to 1959	63	3%
1940 to 1949	30	1%
1939 or earlier	32	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	2,392	100%	491	100%	1,901	100%
1.00 occupant housing per room or less	2,360	99%	475	97%	1,885	99%
1.01 to 1.50 occupants per room	16	1%	0	0%	16	1%
1.51 to 2.00 occupants per room	16	1%	16	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	491	100%
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	0	0%
\$800 to \$899	22	4%
\$900 to \$999	49	10%
\$1,000 to \$1,249	78	16%
\$1,250 to \$1,499	146	30%
\$1,500 to \$1,999	104	21%
\$2,000 or more	16	3%
No cash rent	76	15%
Median contract rent	\$1,414	

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	491	100%
Less than 20 percent	61	12%
20.0 to 24.9 percent	112	23%
25.0 to 29.9 percent	81	16%
30.0 to 34.9 percent	50	10%
35.0 to 39.9 percent	17	3%
40.0 to 49.9 percent	45	9%
50.0 percent or more	49	10%
Not computed	76	15%

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	2,392	100%
No vehicle	31	1%
1 vehicle	582	24%
2 vehicles	1,190	50%
3 vehicles	445	19%
4 or more vehicles	144	6%

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	2,900	100%
Worked in state of residence	2,900	100%
Worked in county of residence	2,821	97%
Worked outside county of residence	79	3%
Worked outside state of residence	0	0%

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	4,826	100%	2,265	47%
In labor force	3,035	63%	1,507	50%
Armed forces	66	2%	15	23%
Civilian (employed)	2,723	90%	1,270	47%
Civilian (unemployed)	246	8%	222	90%
Not in labor force	1,791	37%	758	42%
Pct. of civilian labor force unemployed	8.3%		14.9%	

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	2,900	100%
Car, truck or van:	2,736	94%
Drove Alone	2,540	88%
Carpooled	196	7%
Public Transportation:	39	1%
Bus	39	1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	0	0%
Walked	0	0%
Other means	50	2%
Worked at home	75	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
Total Workers	2,900	100%
Did not work at home	2,825	97%
Less than 10 minutes	191	7%
10 to 19 minutes	1,230	42%
20 to 29 minutes	799	28%
30 to 44 minutes	340	12%
45 to 59 minutes	120	4%
60 to 89 minutes	98	3%
90 minutes or more	47	2%
Worked at home	75	3%
Average time to work (minutes)	26	--

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+	2,822	100%
Agriculture, forestry, mining	25	1%
Utilities	78	3%
Construction	130	5%
Manufacturing	108	4%
Wholesale trade	39	1%
Retail trade	445	16%
Transportation & warehousing	30	1%
Information & communications	127	5%
Finance, insurance, & real estate	134	5%
Professional, scientific, management, administration	130	5%
Educational, social, & health services	886	31%
Art, entertainment, recreation, accommodations, food	219	8%
Other services	185	7%
Public administration	286	10%

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+	2,822	100%
Management, professional & related:	1,383	49%
Management (incl. farm managers)	378	13%
Business & financial	128	5%
Computer & mathematical	26	1%
Architecture & engineering	60	2%
Life, physical & social science	51	2%
Community & social service	72	3%
Legal	34	1%
Education, training, & library	374	13%
Art, entertainment, sports & media	60	2%
Healthcare practitioners	200	7%
Service:	341	12%
Healthcare support	0	0%
Protective service	14	<1%
Food preparation & serving	62	2%
Building & grounds cleaning / maintenance	33	1%
Personal care & service	232	8%
Sales & office	775	27%
Farming, fishing & forestry	33	1%
Construction, extraction & maintenance	110	4%
Production, transport & material moving	180	6%

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

Household Income

Number Percent

Total Households	2,392	100%
Less than \$15,000	63	3%
\$15,000 to \$29,999	80	3%
\$30,000 to \$44,999	173	7%
\$45,000 to \$59,999	335	14%
\$60,000 to \$74,999	330	14%
\$75,000 to \$99,999	528	22%
\$100,000 to \$124,999	285	12%
\$125,000 to \$149,999	237	10%
\$150,000 to \$199,999	233	10%
\$200,000 or more	128	5%
Median Income	\$85,180	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	2,392	100%
With earnings	2,000	84%
With wage and salary income	1,918	80%
With self-employment income	316	13%
With interest, dividend, or net rental income	895	37%
With Social Security income	885	37%
With Supplemental Security income	45	2%
With public assistance income	96	4%
With retirement income	613	26%
With other types of income	352	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	5,732	100%
Under .50	211	4%
.50 to .99	82	1%
1.00 to 1.24	15	<1%
1.25 to 1.49	19	<1%
1.50 to 1.84	148	3%
1.85 to 1.99	303	5%
2.00 and over	4,954	86%

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	5,732	100%
Above Poverty	5,439	95%
Below Poverty	293	5%

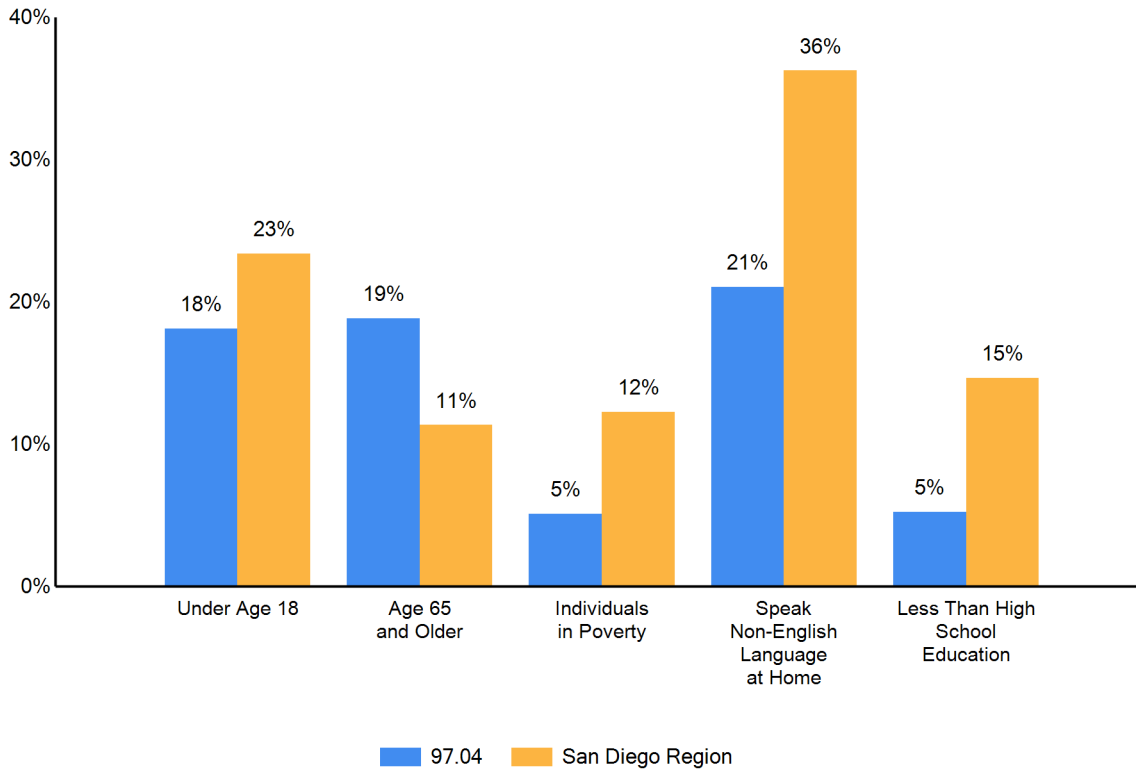
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	1,728	557	1,171	1,697	557	1,140	31	0	31
Married couple family	1,309	345	964	1,293	345	948	16	0	16
Male householder, no wife present	53	53	0	53	53	0	0	0	0
Female householder, no husband present	366	159	207	351	159	192	15	0	15

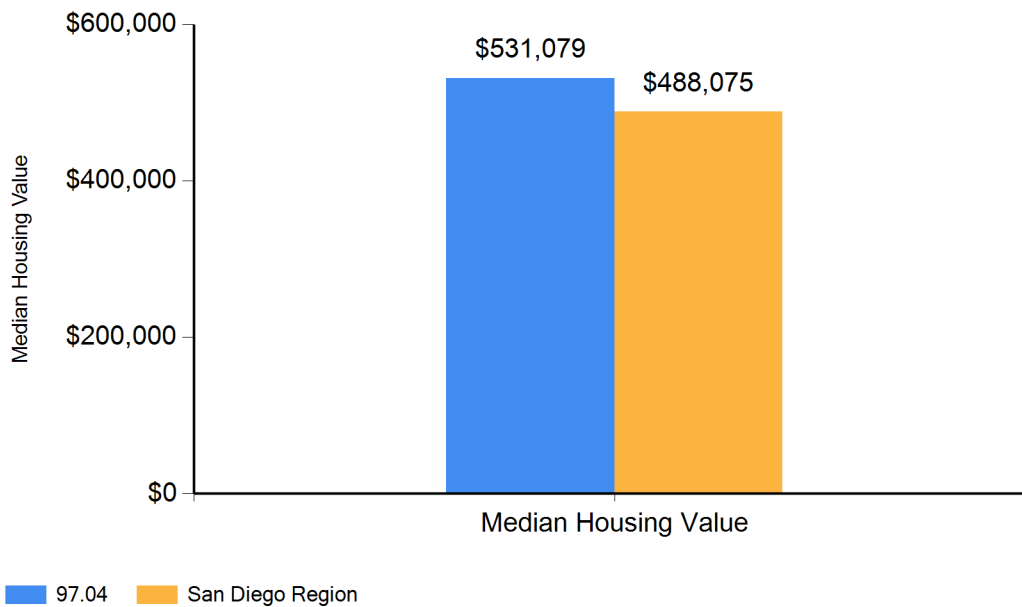
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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