



## Demographic and Socioeconomic Profile 2010

ZIP: 92054

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>37,941</b>	<b>100%</b>
White	19,222	51%
Hispanic	14,432	38%
Asian	1,320	3%
Black	1,295	3%
Two or More	1,083	3%
Pacific Islander	353	1%
American Indian	171	<1%
Other	65	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>37,941</b>	<b>19,313</b>	<b>18,628</b>	<b>49%</b>
Under 5	2,706	1,410	1,296	48%
5 to 9	2,296	1,133	1,163	51%
10 to 14	2,070	1,095	975	47%
15 to 17	1,428	729	699	49%
18 and 19	1,060	531	529	50%
20 to 24	3,381	1,761	1,620	48%
25 to 29	3,494	1,839	1,655	47%
30 to 34	2,955	1,548	1,407	48%
35 to 39	2,621	1,358	1,263	48%
40 to 44	2,486	1,313	1,173	47%
45 to 49	2,734	1,457	1,277	47%
50 to 54	2,708	1,365	1,343	50%
55 to 59	2,328	1,169	1,159	50%
60 and 61	779	395	384	49%
62 to 64	966	477	489	51%
65 to 69	1,175	545	630	54%
70 to 74	900	431	469	52%
75 to 79	719	312	407	57%
80 to 84	615	251	364	59%
85 and Older	520	194	326	63%
Under 18	8,500	4,367	4,133	49%
65 and older	3,929	1,733	2,196	56%
<b>Median</b>	<b>34.3</b>	<b>33.7</b>	<b>34.9</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>30,869</b>	<b>100%</b>
Never Married	11,473	37%
Married, excluding separated	13,375	43%
Separated	856	3%
Widowed	1,126	4%
Divorced	4,039	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
<b>Total population</b>	<b>37,941</b>	<b>100%</b>
Household	37,576	99%
Group Quarters - Other	365	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
<b>Total Pop.</b>	<b>37,941</b>	<b>14,432</b>	<b>19,222</b>	<b>1,295</b>	<b>171</b>	<b>1,320</b>	<b>353</b>	<b>65</b>	<b>1,083</b>
Under 5	2,706	1,585	824	60	7	47	28	4	151
5 to 9	2,296	1,404	638	56	6	38	22	1	131
10 to 14	2,070	1,241	600	71	2	40	28	3	85
15 to 17	1,428	844	405	57	0	24	23	2	73
18 and 19	1,060	586	354	40	6	17	12	1	44
20 to 24	3,381	1,451	1,545	119	23	96	38	8	101
25 to 29	3,494	1,293	1,787	123	16	137	24	7	107
30 to 34	2,955	1,187	1,448	87	11	111	27	5	79
35 to 39	2,621	1,056	1,261	85	6	115	37	7	54
40 to 44	2,486	983	1,225	88	11	110	20	5	44
45 to 49	2,734	854	1,554	126	15	92	20	5	68
50 to 54	2,708	634	1,754	145	18	90	26	2	39
55 to 59	2,328	437	1,633	85	14	99	19	6	35
60 and 61	779	123	579	18	6	34	7	1	11
62 to 64	966	160	709	37	5	40	3	2	10
65 to 69	1,175	201	856	29	9	53	2	4	21
70 to 74	900	143	621	28	6	74	10	1	17
75 to 79	719	113	519	24	2	50	4	1	6
80 to 84	615	90	474	12	6	28	2	0	3
85 and Older	520	47	436	5	2	25	1	0	4
Under 18	8,500	5,074	2,467	244	15	149	101	10	440
65 and older	3,929	594	2,906	98	25	230	19	6	51
<b>Median</b>		<b>25.4</b>	<b>43.1</b>	<b>37.0</b>	<b>43.9</b>	<b>41.6</b>	<b>30.3</b>	<b>36.1</b>	<b>22.8</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>35,235</b>	<b>100%</b>
Speak Only English	21,801	62%
Speak Spanish:	11,620	33%
Speak English "well" or "very well"	7,319	21%
Speak English "not well" or "not at all"	4,301	12%
Speak Asian/Pacific Island language:	936	3%
Speak English "well" or "very well"	789	2%
Speak English "not well" or "not at all"	147	<1%
Speak other language:	878	2%
Speak English "well" or "very well"	830	2%
Speak English "not well" or "not at all"	48	<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>25,000</b>	<b>100%</b>
Less than 9th grade	3,246	13%
9th through 12th grade, no diploma	2,271	9%
High school grad (incl. equivalency)	5,549	22%
Some college, no degree	5,980	24%
Associate degree	2,510	10%
Bachelor's degree	3,813	15%
Master's degree	1,138	5%
Professional school degree	263	1%
Doctorate degree	230	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>36,295</b>	<b>100%</b>	---	---	---	---
Enrolled in school	10,348	29%	9,409	26%	939	3%
Nursery / Preschool	452	4%	319	3%	133	14%
Kindergarten to grade 4	2,397	23%	2,293	24%	104	11%
Grade 5 to grade 8	1,618	16%	1,559	17%	59	6%
Grade 9 to grade 12	2,899	28%	2,831	30%	68	7%
College, undergraduate	2,573	25%	2,169	23%	404	43%
Graduate or Professional school	409	4%	238	3%	171	18%
Not enrolled in school	25,947	71%	---	---	---	---

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>14,531</b>	<b>100%</b>	<b>4,724</b>	<b>100%</b>	<b>9,807</b>	<b>100%</b>
Family Households:	8,863	61%	4,724	100%	4,139	42%
Married couple family	6,103	42%	2,934	62%	3,169	32%
Other family:	2,760	19%	1,790	38%	970	10%
Male householder, no wife	651	4%	335	7%	316	3%
Female householder, no husband	2,109	15%	1,455	31%	654	7%
Nonfamily households:	5,668	39%	0	0%	5,668	58%
Householder living alone	4,064	28%	----	----	----	----
Other nonfamily households	1,604	11%	----	----	----	----

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>17,085</b>	<b>100%</b>	<b>14,531</b>	<b>2,554</b>	<b>15%</b>	<b>2.59</b>
Single family (detached)	6,102	36%	5,643	459	8%	2.80
Single family (attached)	1,541	9%	1,230	311	20%	2.43
2 to 4 units	2,425	14%	2,148	277	11%	2.48
5 to 9 units	1,523	9%	1,279	244	16%	2.31
10 or more units	4,249	25%	3,416	833	20%	2.52
Mobile home and Other	1,245	7%	815	430	35%	2.33

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>5,863</b>	<b>100%</b>
Less than \$150,000	504	9%
\$150,000 to \$199,999	67	1%
\$200,000 to \$249,999	226	4%
\$250,000 to \$299,999	164	3%
\$300,000 to \$399,999	721	12%
\$400,000 to \$499,999	1,108	19%
\$500,000 to \$749,999	2,102	36%
\$750,000 to \$999,999	622	11%
\$1,000,000 or more	349	6%

**Median Value** **\$517,399**

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>17,085</b>	<b>100%</b>
2005 or Later	249	1%
2000 to 2004	563	3%
1990 to 1999	959	6%
1980 to 1989	2,721	16%
1970 to 1979	4,734	28%
1960 to 1969	3,132	18%
1950 to 1959	2,800	16%
1940 to 1949	1,224	7%
1939 or earlier	703	4%

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>14,531</b>	<b>100%</b>	<b>8,668</b>	<b>100%</b>	<b>5,863</b>	<b>100%</b>
1.00 occupant housing per room or less	13,197	91%	7,506	87%	5,691	97%
1.01 to 1.50 occupants per room	762	5%	609	7%	153	3%
1.51 to 2.00 occupants per room	367	3%	355	4%	12	<1%
2.01 or more occupants per room	205	1%	198	2%	7	<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>8,668</b>	<b>100%</b>
Less than \$500	510	6%
\$500 to \$599	130	1%
\$600 to \$699	210	2%
\$700 to \$799	729	8%
\$800 to \$899	1,077	12%
\$900 to \$999	1,002	12%
\$1,000 to \$1,249	2,201	25%
\$1,250 to \$1,499	1,298	15%
\$1,500 to \$1,999	1,004	12%
\$2,000 or more	284	3%
No cash rent	223	3%
<b>Median contract rent</b>	<b>\$1,078</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>8,668</b>	<b>100%</b>
Less than 20 percent	1,178	14%
20.0 to 24.9 percent	1,025	12%
25.0 to 29.9 percent	1,287	15%
30.0 to 34.9 percent	992	11%
35.0 to 39.9 percent	557	6%
40.0 to 49.9 percent	988	11%
50.0 percent or more	2,143	25%
Not computed	498	6%

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>14,531</b>	<b>100%</b>
No vehicle	1,392	10%
1 vehicle	5,322	37%
2 vehicles	5,094	35%
3 vehicles	2,078	14%
4 or more vehicles	645	4%

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>18,839</b>	<b>100%</b>
Worked in state of residence	18,801	100%
Worked in county of residence	17,610	93%
Worked outside county of residence	1,191	6%
Worked outside state of residence	38	<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>30,439</b>	<b>100%</b>	<b>15,457</b>	<b>51%</b>
In labor force	20,733	68%	11,899	57%
Armed forces	671	3%	597	89%
Civilian (employed)	18,084	87%	10,334	57%
Civilian (unemployed)	1,978	10%	968	49%
Not in labor force	9,706	32%	3,558	37%
Pct. of civilian labor force unemployed	9.9%		8.6%	

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>18,839</b>	<b>100%</b>
Car, truck or van:	15,361	82%
Drove Alone	13,066	69%
Carpooled	2,295	12%
Public Transportation:	1,657	9%
Bus	1,332	7%
Trolley / Streetcar	0	0%
Railroad	323	2%
Other public transportation	2	<1%
Motorcycle	212	1%
Bicycle	7	<1%
Walked	503	3%
Other means	114	1%
Worked at home	985	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
<b>Total Workers</b>	<b>18,839</b>	<b>100%</b>
Did not work at home	17,854	95%
Less than 10 minutes	2,334	12%
10 to 19 minutes	5,145	27%
20 to 29 minutes	3,733	20%
30 to 44 minutes	3,478	18%
45 to 59 minutes	1,198	6%
60 to 89 minutes	1,115	6%
90 minutes or more	851	5%
Worked at home	985	5%
<b>Average time to work (minutes)</b>	<b>32</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>18,202</b>	<b>100%</b>
Agriculture, forestry, mining	116	1%
Utilities	205	1%
Construction	1,604	9%
Manufacturing	1,747	10%
Wholesale trade	366	2%
Retail trade	2,627	14%
Transportation & warehousing	606	3%
Information & communications	356	2%
Finance, insurance, & real estate	933	5%
Professional, scientific, management, administration	572	3%
Educational, social, & health services	2,957	16%
Art, entertainment, recreation, accommodations, food	2,738	15%
Other services	1,084	6%
Public administration	2,291	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

<b>Total employed civilian age 16+</b>	<b>18,202</b>	<b>100%</b>
Management, professional & related:	5,144	28%
Management (incl. farm managers)	1,683	9%
Business & financial	760	4%
Computer & mathematical	243	1%
Architecture & engineering	356	2%
Life, physical & social science	107	1%
Community & social service	147	1%
Legal	88	<1%
Education, training, & library	931	5%
Art, entertainment, sports & media	470	3%
Healthcare practitioners	359	2%
Service:	4,557	25%
Healthcare support	416	2%
Protective service	369	2%
Food preparation & serving	1,560	9%
Building & grounds cleaning / maintenance	1,303	7%
Personal care & service	909	5%
Sales & office	4,558	25%
Farming, fishing & forestry	119	1%
Construction, extraction & maintenance	2,001	11%
Production, transport & material moving	1,823	10%

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>14,531</b>	<b>100%</b>
Less than \$15,000	1,737	12%
\$15,000 to \$29,999	2,225	15%
\$30,000 to \$44,999	2,301	16%
\$45,000 to \$59,999	1,877	13%
\$60,000 to \$74,999	1,790	12%
\$75,000 to \$99,999	1,842	13%
\$100,000 to \$124,999	960	7%
\$125,000 to \$149,999	754	5%
\$150,000 to \$199,999	543	4%
\$200,000 or more	502	3%
<b>Median Income</b>	<b>\$53,011</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>14,531</b>	<b>100%</b>
With earnings	12,074	83%
With wage and salary income	11,384	78%
With self-employment income	2,340	16%
With interest, dividend, or net rental income	3,316	23%
With Social Security income	2,962	20%
With Supplemental Security income	476	3%
With public assistance income	338	2%
With retirement income	1,967	14%
With other types of income	2,142	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
<b>Total</b>	<b>37,785</b>	<b>100%</b>
Under .50	2,945	8%
.50 to .99	3,851	10%
1.00 to 1.24	2,313	6%
1.25 to 1.49	2,080	6%
1.50 to 1.84	2,226	6%
1.85 to 1.99	935	2%
2.00 and over	23,435	62%

*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>37,785</b>	<b>100%</b>
Above Poverty	30,989	82%
Below Poverty	6,796	18%

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

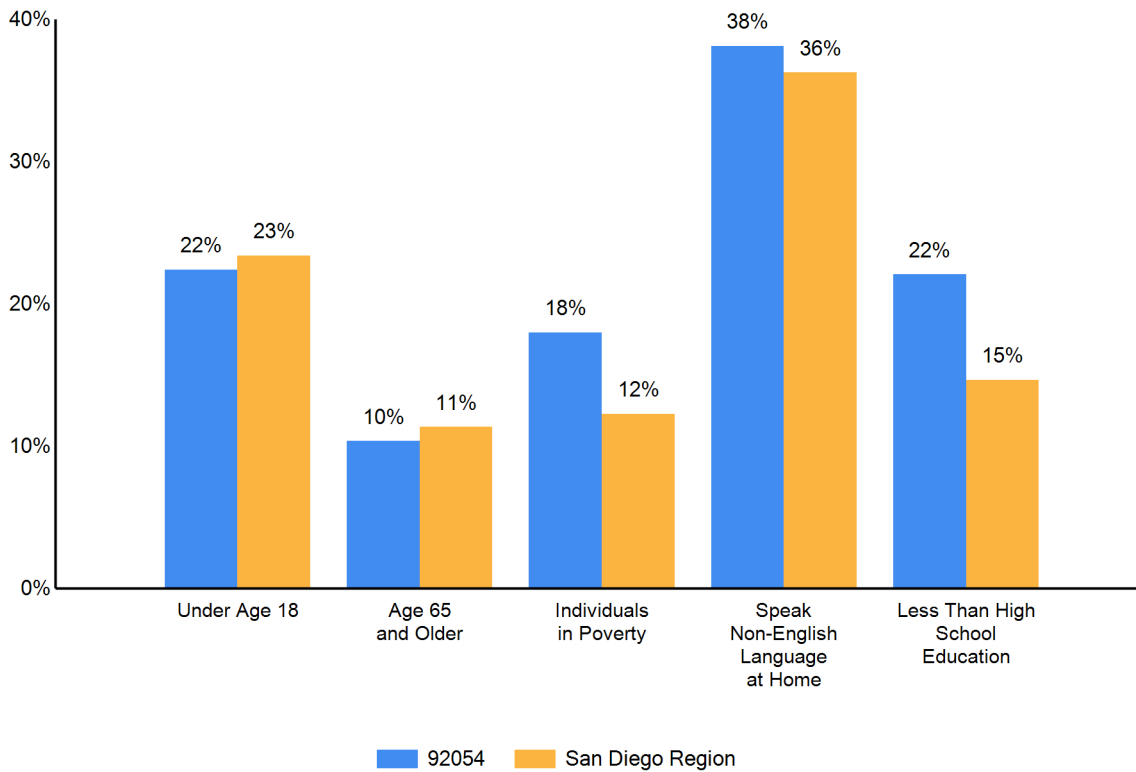
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>8,863</b>	<b>4,724</b>	<b>4,139</b>	<b>7,526</b>	<b>3,635</b>	<b>3,891</b>	<b>1,337</b>	<b>1,089</b>	<b>248</b>
Married couple family	6,103	2,934	3,169	5,665	2,655	3,010	438	279	159
Male householder, no wife present	651	335	316	553	247	306	98	88	10
Female householder, no husband present	2,109	1,455	654	1,308	733	575	801	722	79

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

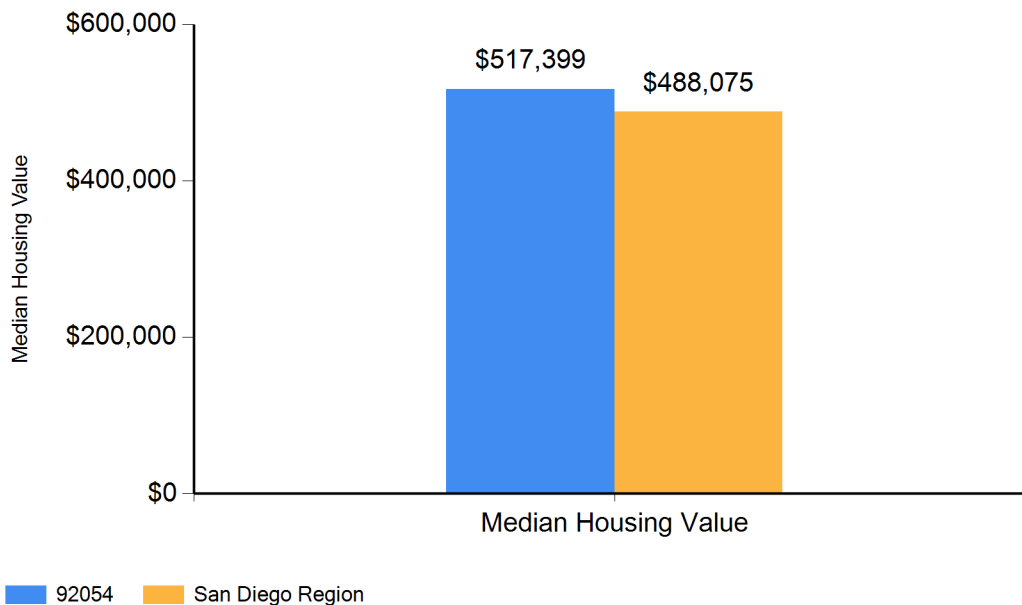


## Demographic and Socioeconomic Characteristics



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