



Demographic and Socioeconomic Profile 2010

TRACT: 201.03

Population by Race

	Population	Percent
Total Population	10,235	100%
White	6,194	61%
Hispanic	2,405	23%
Asian	1,094	11%
Two or More	257	3%
Black	198	2%
American Indian	34	<1%
Other	30	<1%
Pacific Islander	23	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	10,235	5,064	5,171	51%
Under 5	593	301	292	49%
5 to 9	642	306	336	52%
10 to 14	726	360	366	50%
15 to 17	473	242	231	49%
18 and 19	289	170	119	41%
20 to 24	571	288	283	50%
25 to 29	584	288	296	51%
30 to 34	551	270	281	51%
35 to 39	608	291	317	52%
40 to 44	760	367	393	52%
45 to 49	876	411	465	53%
50 to 54	943	482	461	49%
55 to 59	843	412	431	51%
60 and 61	313	162	151	48%
62 to 64	372	180	192	52%
65 to 69	384	211	173	45%
70 to 74	264	139	125	47%
75 to 79	163	73	90	55%
80 to 84	147	58	89	61%
85 and Older	133	53	80	60%
Under 18	2,434	1,209	1,225	50%
65 and older	1,091	534	557	51%
Median	40.5	40.2	40.8	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	8,274	100%
Never Married	2,144	26%
Married, excluding separated	5,229	63%
Separated	126	2%
Widowed	282	3%
Divorced	493	6%

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	10,235	100%
Household	10,153	99%
Group Quarters - Other	82	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
Total Pop.	10,235	2,405	6,194	198	34	1,094	23	30	257
Under 5	593	211	263	11	1	48	0	3	56
5 to 9	642	240	280	10	4	63	1	7	37
10 to 14	726	243	358	20	1	72	0	2	30
15 to 17	473	143	247	10	0	51	1	1	20
18 and 19	289	91	156	7	3	21	2	0	9
20 to 24	571	172	303	8	5	60	2	2	19
25 to 29	584	172	305	19	3	67	3	0	15
30 to 34	551	170	287	8	1	74	0	1	10
35 to 39	608	169	310	8	5	99	1	5	11
40 to 44	760	195	432	19	2	98	1	1	12
45 to 49	876	161	581	17	1	101	2	1	12
50 to 54	943	148	655	26	2	95	5	1	11
55 to 59	843	106	620	18	2	82	4	4	7
60 and 61	313	33	249	7	0	24	0	0	0
62 to 64	372	41	287	3	3	35	0	0	3
65 to 69	384	45	293	4	0	40	0	1	1
70 to 74	264	20	205	1	1	33	0	1	3
75 to 79	163	22	126	1	0	12	1	0	1
80 to 84	147	13	125	0	0	9	0	0	0
85 and Older	133	10	112	1	0	10	0	0	0
Under 18	2,434	837	1,148	51	6	234	2	13	143
65 and older	1,091	110	861	7	1	104	1	2	5
Median		28.0	46.3	38.8	30.0	39.6	46.3	30.0	15.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	9,642	100%
Speak Only English	6,660	69%
Speak Spanish:	2,279	24%
Speak English "well" or "very well"	1,591	17%
Speak English "not well" or "not at all"	688	7%
Speak Asian/Pacific Island language:	608	6%
Speak English "well" or "very well"	528	5%
Speak English "not well" or "not at all"	80	1%
Speak other language:	95	1%
Speak English "well" or "very well"	95	1%
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	6,941	100%
Less than 9th grade	396	6%
9th through 12th grade, no diploma	298	4%
High school grad (incl. equivalency)	1,249	18%
Some college, no degree	1,606	23%
Associate degree	768	11%
Bachelor's degree	1,898	27%
Master's degree	561	8%
Professional school degree	142	2%
Doctorate degree	23	<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	9,891	100%	---	---	---	---
Enrolled in school	3,165	32%	2,534	26%	631	6%
Nursery / Preschool	94	3%	19	1%	75	12%
Kindergarten to grade 4	664	21%	529	21%	135	21%
Grade 5 to grade 8	550	17%	461	18%	89	14%
Grade 9 to grade 12	871	28%	848	33%	23	4%
College, undergraduate	765	24%	602	24%	163	26%
Graduate or Professional school	221	7%	75	3%	146	23%
Not enrolled in school	6,726	68%	---	---	---	---

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	3,290	100%	1,328	100%	1,962	100%
Family Households:	2,787	85%	1,325	100%	1,462	75%
Married couple family	2,439	74%	1,103	83%	1,336	68%
Other family:	348	11%	222	17%	126	6%
Male householder, no wife	113	3%	78	6%	35	2%
Female householder, no husband	235	7%	144	11%	91	5%
Nonfamily households:	503	15%	3	<1%	500	25%
Householder living alone	449	14%	----	----	----	----
Other nonfamily households	54	2%	----	----	----	----

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	3,414	100%	3290	124	4%	3.09
Single family (detached)	3,299	97%	3,191	108	3%	3.08
Single family (attached)	5	<1%	5	0	0%	3.20
2 to 4 units	0	0%	0	0	0%	0.00
5 to 9 units	0	0%	0	0	0%	0.00
10 or more units	0	0%	0	0	0%	0.00
Mobile home and Other	110	3%	94	16	15%	3.21

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	2,997	100%
Less than \$150,000	125	4%
\$150,000 to \$199,999	2	<1%
\$200,000 to \$249,999	143	5%
\$250,000 to \$299,999	140	5%
\$300,000 to \$399,999	261	9%
\$400,000 to \$499,999	655	22%
\$500,000 to \$749,999	1,093	36%
\$750,000 to \$999,999	435	15%
\$1,000,000 or more	143	5%

Median Value **\$541,667**

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	3,414	100%
2005 or Later	449	13%
2000 to 2004	589	17%
1990 to 1999	489	14%
1980 to 1989	1,040	30%
1970 to 1979	422	12%
1960 to 1969	211	6%
1950 to 1959	112	3%
1940 to 1949	74	2%
1939 or earlier	28	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	3,290	100%	293	100%	2,997	100%
1.00 occupant housing per room or less	3,210	98%	237	81%	2,973	99%
1.01 to 1.50 occupants per room	58	2%	34	12%	24	1%
1.51 to 2.00 occupants per room	22	1%	22	8%	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	293	100%
Less than \$500	0	0%
\$500 to \$599	47	16%
\$600 to \$699	51	17%
\$700 to \$799	10	3%
\$800 to \$899	0	0%
\$900 to \$999	0	0%
\$1,000 to \$1,249	0	0%
\$1,250 to \$1,499	10	3%
\$1,500 to \$1,999	140	48%
\$2,000 or more	0	0%
No cash rent	35	12%
Median contract rent	\$1,605	

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	293	100%
Less than 20 percent	35	12%
20.0 to 24.9 percent	79	27%
25.0 to 29.9 percent	13	4%
30.0 to 34.9 percent	10	3%
35.0 to 39.9 percent	19	6%
40.0 to 49.9 percent	15	5%
50.0 percent or more	87	30%
Not computed	35	12%

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	3,290	100%
No vehicle	67	2%
1 vehicle	446	14%
2 vehicles	1,459	44%
3 vehicles	744	23%
4 or more vehicles	574	17%

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	4,635	100%
Worked in state of residence	4,626	100%
Worked in county of residence	4,450	96%
Worked outside county of residence	176	4%
Worked outside state of residence	9	<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	8,121	100%	4,016	49%
In labor force	5,223	64%	2,883	55%
Armed forces	25	<1%	17	68%
Civilian (employed)	4,676	90%	2,533	54%
Civilian (unemployed)	522	10%	333	64%
Not in labor force	2,898	36%	1,133	39%
Pct. of civilian labor force unemployed	10.0%		11.6%	

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
Total Workers	4,635	100%
Car, truck or van:	4,327	93%
Drove Alone	3,814	82%
Carpooled	513	11%
Public Transportation:	17	<1%
Bus	17	<1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	16	<1%
Bicycle	0	0%
Walked	62	1%
Other means	14	<1%
Worked at home	199	4%

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	4,635	100%
Did not work at home	4,436	96%
Less than 10 minutes	225	5%
10 to 19 minutes	1,309	28%
20 to 29 minutes	782	17%
30 to 44 minutes	1,052	23%
45 to 59 minutes	499	11%
60 to 89 minutes	390	8%
90 minutes or more	179	4%
Worked at home	199	4%
Average time to work (minutes)	36	--

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+	4,588	100%
Agriculture, forestry, mining	44	1%
Utilities	42	1%
Construction	463	10%
Manufacturing	536	12%
Wholesale trade	141	3%
Retail trade	477	10%
Transportation & warehousing	149	3%
Information & communications	71	2%
Finance, insurance, & real estate	366	8%
Professional, scientific, management, administration	293	6%
Educational, social, & health services	959	21%
Art, entertainment, recreation, accommodations, food	368	8%
Other services	112	2%
Public administration	567	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

Total employed civilian age 16+	4,588	100%
Management, professional & related:	2,021	44%
Management (incl. farm managers)	628	14%
Business & financial	168	4%
Computer & mathematical	132	3%
Architecture & engineering	241	5%
Life, physical & social science	12	<1%
Community & social service	125	3%
Legal	35	1%
Education, training, & library	311	7%
Art, entertainment, sports & media	158	3%
Healthcare practitioners	211	5%
Service:	622	14%
Healthcare support	0	0%
Protective service	120	3%
Food preparation & serving	264	6%
Building & grounds cleaning / maintenance	147	3%
Personal care & service	91	2%
Sales & office	1,142	25%
Farming, fishing & forestry	28	1%
Construction, extraction & maintenance	493	11%
Production, transport & material moving	282	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	3,290	100%
Less than \$15,000	185	6%
\$15,000 to \$29,999	99	3%
\$30,000 to \$44,999	232	7%
\$45,000 to \$59,999	225	7%
\$60,000 to \$74,999	394	12%
\$75,000 to \$99,999	705	21%
\$100,000 to \$124,999	487	15%
\$125,000 to \$149,999	459	14%
\$150,000 to \$199,999	294	9%
\$200,000 or more	210	6%
Median Income	\$93,085	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	3,290	100%
With earnings	2,858	87%
With wage and salary income	2,607	79%
With self-employment income	812	25%
With interest, dividend, or net rental income	1,228	37%
With Social Security income	744	23%
With Supplemental Security income	37	1%
With public assistance income	39	1%
With retirement income	564	17%
With other types of income	540	16%

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	10,235	100%
Under .50	511	5%
.50 to .99	110	1%
1.00 to 1.24	346	3%
1.25 to 1.49	204	2%
1.50 to 1.84	0	0%
1.85 to 1.99	164	2%
2.00 and over	8,900	87%

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	10,235	100%
Above Poverty	9,614	94%
Below Poverty	621	6%

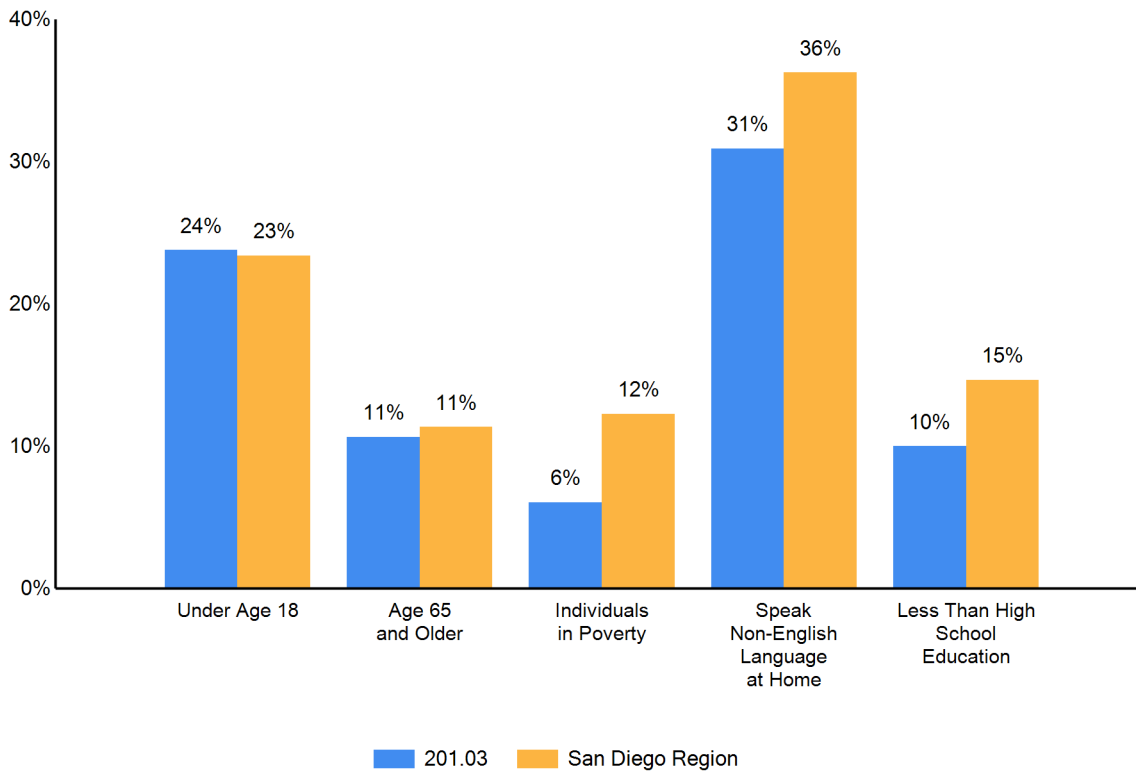
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	2,787	1,325	1,462	2,706	1,291	1,415	81	34	47
Married couple family	2,439	1,103	1,336	2,358	1,069	1,289	81	34	47
Male householder, no wife present	113	78	35	113	78	35	0	0	0
Female householder, no husband present	235	144	91	235	144	91	0	0	0

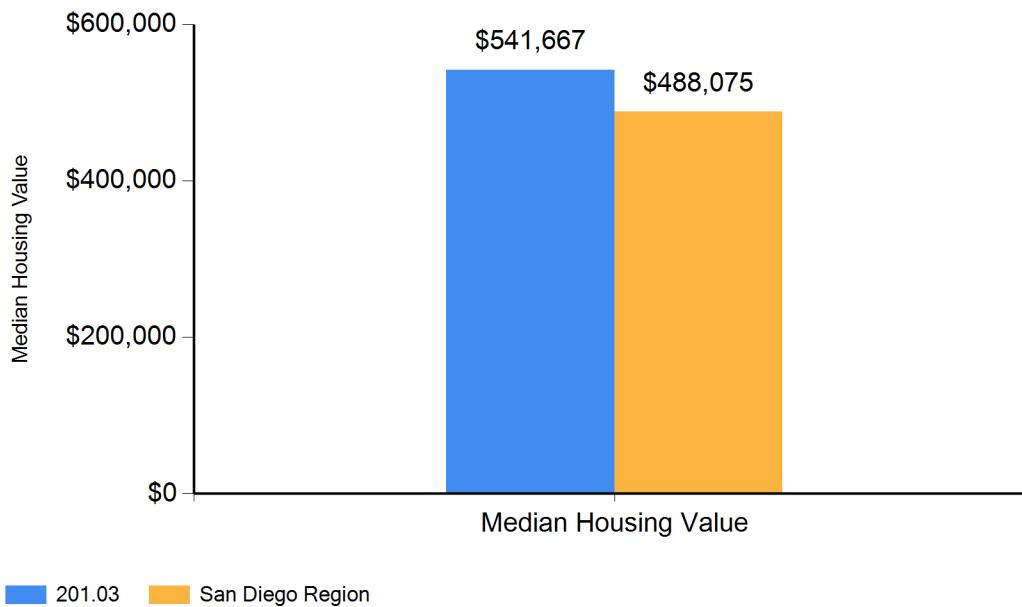
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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