



Demographic and Socioeconomic Profile 2010

SRA: North San Diego

Population by Race

	Population	Percent
Total Population	106,005	100%
White	62,302	59%
Asian	25,302	24%
Hispanic	10,613	10%
Two or More	4,530	4%
Black	2,537	2%
Other	257	<1%
Pacific Islander	256	<1%
American Indian	208	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	106,005	51,258	54,747	52%
Under 5	7,304	3,717	3,587	49%
5 to 9	7,500	3,838	3,662	49%
10 to 14	7,317	3,854	3,463	47%
15 to 17	4,332	2,211	2,121	49%
18 and 19	1,953	1,028	925	47%
20 to 24	5,015	2,442	2,573	51%
25 to 29	6,437	3,206	3,231	50%
30 to 34	7,610	3,651	3,959	52%
35 to 39	8,351	3,947	4,404	53%
40 to 44	8,268	3,983	4,285	52%
45 to 49	8,733	4,120	4,613	53%
50 to 54	7,596	3,590	4,006	53%
55 to 59	6,347	2,922	3,425	54%
60 and 61	2,674	1,381	1,293	48%
62 to 64	3,328	1,751	1,577	47%
65 to 69	3,753	1,758	1,995	53%
70 to 74	2,719	1,218	1,501	55%
75 to 79	2,328	956	1,372	59%
80 to 84	1,948	761	1,187	61%
85 and Older	2,492	924	1,568	63%
Under 18	26,453	13,620	12,833	49%
65 and older	13,240	5,617	7,623	58%
Median	38.3	37.1	39.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	83,884	100%
Never Married	19,853	24%
Married, excluding separated	51,931	62%
Separated	920	1%
Widowed	3,969	5%
Divorced	7,211	9%

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	106,005	100%
Household	105,171	99%
Group Quarters - Other	834	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.	106,005	10,613	62,302	2,537	208	25,302	256	257	4,530
Under 5	7,304	1,026	3,502	117	11	1,865	18	14	751
5 to 9	7,500	979	3,656	159	14	1,959	10	25	698
10 to 14	7,317	1,008	3,760	172	16	1,747	11	28	575
15 to 17	4,332	592	2,428	125	10	844	10	9	314
18 and 19	1,953	252	1,105	48	5	409	6	6	122
20 to 24	5,015	701	2,926	131	10	977	6	21	243
25 to 29	6,437	811	3,441	203	14	1,676	14	20	258
30 to 34	7,610	851	3,761	203	16	2,452	22	19	286
35 to 39	8,351	888	4,143	201	22	2,823	23	12	239
40 to 44	8,268	877	4,541	224	16	2,337	41	35	197
45 to 49	8,733	664	5,477	332	13	2,021	25	12	189
50 to 54	7,596	586	4,919	201	12	1,640	12	24	202
55 to 59	6,347	401	4,384	160	18	1,183	11	15	175
60 and 61	2,674	147	1,790	45	4	646	8	1	33
62 to 64	3,328	177	2,441	55	6	585	13	4	47
65 to 69	3,753	251	2,695	55	11	678	5	4	54
70 to 74	2,719	134	1,852	50	5	617	3	5	53
75 to 79	2,328	109	1,757	19	3	401	4	3	32
80 to 84	1,948	85	1,555	28	0	250	2	0	28
85 and Older	2,492	74	2,169	9	2	192	12	0	34
Under 18	26,453	3,605	13,346	573	51	6,415	49	76	2,338
65 and older	13,240	653	10,028	161	21	2,138	26	12	201
Median		29.6	42.7	37.7	36.8	36.3	41.0	31.4	17.3

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	98,701	100%
Speak Only English	68,845	70%
Speak Spanish:	5,872	6%
Speak English "well" or "very well"	5,551	6%
Speak English "not well" or "not at all"	321	<1%
Speak Asian/Pacific Island language:	15,036	15%
Speak English "well" or "very well"	13,000	13%
Speak English "not well" or "not at all"	2,036	2%
Speak other language:	8,948	8%
Speak English "well" or "very well"	8,150	8%
Speak English "not well" or "not at all"	798	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	72,584	100%
Less than 9th grade	1,181	2%
9th through 12th grade, no diploma	1,858	3%
High school grad (incl. equivalency)	9,053	12%
Some college, no degree	14,849	20%
Associate degree	5,432	7%
Bachelor's degree	23,824	33%
Master's degree	10,727	15%
Professional school degree	3,009	4%
Doctorate degree	2,651	4%

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	101,731	100%	---	---	---	---
Enrolled in school	29,794	29%	24,735	24%	5,059	5%
Nursery / Preschool	2,537	9%	1,046	4%	1,491	29%
Kindergarten to grade 4	7,823	26%	7,007	28%	816	16%
Grade 5 to grade 8	5,783	19%	5,115	21%	668	13%
Grade 9 to grade 12	5,864	20%	5,286	21%	578	11%
College, undergraduate	6,468	22%	5,581	23%	887	18%
Graduate or Professional school	1,319	4%	700	3%	619	12%
Not enrolled in school	71,937	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
Total households	39,411	100%	16,052	100%	23,359	100%
Family Households:	29,374	75%	15,973	100%	13,401	57%
Married couple family	24,166	61%	12,805	80%	11,361	49%
Other family:	5,208	13%	3,168	20%	2,040	9%
Male householder, no wife	1,509	4%	932	6%	577	2%
Female householder, no husband	3,699	9%	2,236	14%	1,463	6%
Nonfamily households:	10,037	25%	79	0%	9,958	43%
Householder living alone	8,217	21%	----	----	----	----
Other nonfamily households	1,820	5%	----	----	----	----

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	41,273	100%	39,411	1,862	5%	2.67
Single family (detached)	22,781	55%	21,747	1,034	5%	2.81
Single family (attached)	4,099	10%	3,857	242	6%	2.39
2 to 4 units	3,432	8%	3,260	172	5%	2.65
5 to 9 units	3,893	9%	3,750	143	4%	2.49
10 or more units	7,068	17%	6,797	271	4%	2.48
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	26,797	100%
Less than \$150,000	385	1%
\$150,000 to \$199,999	499	2%
\$200,000 to \$249,999	1,009	4%
\$250,000 to \$299,999	1,388	5%
\$300,000 to \$399,999	3,072	11%
\$400,000 to \$499,999	3,627	14%
\$500,000 to \$749,999	10,352	39%
\$750,000 to \$999,999	3,530	13%
\$1,000,000 or more	2,935	11%

Median Value **\$582,652**

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	41,273	100%
2005 or Later	3,118	8%
2000 to 2004	5,346	13%
1990 to 1999	7,549	18%
1980 to 1989	14,049	34%
1970 to 1979	8,045	19%
1960 to 1969	2,594	6%
1950 to 1959	368	1%
1940 to 1949	78	<1%
1939 or earlier	126	<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	39,411	100%	12,614	100%	26,797	100%
1.00 occupant housing per room or less	38,653	98%	12,048	96%	26,605	99%
1.01 to 1.50 occupants per room	557	1%	417	3%	140	1%
1.51 to 2.00 occupants per room	188	<1%	136	1%	52	<1%
2.01 or more occupants per room	13	<1%	13	<1%	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	12,614	100%
Less than \$500	684	5%
\$500 to \$599	247	2%
\$600 to \$699	82	1%
\$700 to \$799	66	1%
\$800 to \$899	160	1%
\$900 to \$999	334	3%
\$1,000 to \$1,249	1,387	11%
\$1,250 to \$1,499	2,930	23%
\$1,500 to \$1,999	3,950	31%
\$2,000 or more	2,385	19%
No cash rent	389	3%
Median contract rent	\$1,553	

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	12,614	100%
Less than 20 percent	2,725	22%
20.0 to 24.9 percent	1,993	16%
25.0 to 29.9 percent	1,821	14%
30.0 to 34.9 percent	1,268	10%
35.0 to 39.9 percent	854	7%
40.0 to 49.9 percent	944	7%
50.0 percent or more	2,529	20%
Not computed	480	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	39,411	100%
No vehicle	1,196	3%
1 vehicle	11,379	29%
2 vehicles	18,395	47%
3 vehicles	5,937	15%
4 or more vehicles	2,504	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	52,521	100%
Worked in state of residence	52,157	99%
Worked in county of residence	50,727	97%
Worked outside county of residence	1,430	3%
Worked outside state of residence	364	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	81,499	100%	38,194	47%
In labor force	56,125	69%	30,051	54%
Armed forces	994	2%	822	83%
Civilian (employed)	51,487	92%	27,338	53%
Civilian (unemployed)	3,644	6%	1,891	52%
Not in labor force	25,374	31%	8,143	32%
Pct. of civilian labor force unemployed	6.6%		6.5%	

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	52,521	100%
Car, truck or van:	47,655	91%
Drove Alone	43,166	82%
Carpooled	4,489	9%
Public Transportation:	535	1%
Bus	456	1%
Trolley / Streetcar	15	<1%
Railroad	64	<1%
Other public transportation	0	0%
Motorcycle	135	<1%
Bicycle	122	<1%
Walked	480	1%
Other means	450	1%
Worked at home	3,144	6%

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	52,521	100%
Did not work at home	49,377	94%
Less than 10 minutes	4,641	9%
10 to 19 minutes	14,056	27%
20 to 29 minutes	13,649	26%
30 to 44 minutes	13,256	25%
45 to 59 minutes	2,234	4%
60 to 89 minutes	846	2%
90 minutes or more	695	1%
Worked at home	3,144	6%
Average time to work (minutes)	27	--

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+	51,480	100%
Agriculture, forestry, mining	62	<1%
Utilities	393	1%
Construction	1,986	4%
Manufacturing	6,349	12%
Wholesale trade	1,734	3%
Retail trade	4,256	8%
Transportation & warehousing	1,334	3%
Information & communications	2,310	4%
Finance, insurance, & real estate	4,810	9%
Professional, scientific, management, administration	2,725	5%
Educational, social, & health services	11,076	22%
Art, entertainment, recreation, accommodations, food	2,996	6%
Other services	1,981	4%
Public administration	9,468	18%

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+	51,480	100%
Management, professional & related:	30,301	59%
Management (incl. farm managers)	7,529	15%
Business & financial	4,700	9%
Computer & mathematical	4,045	8%
Architecture & engineering	2,956	6%
Life, physical & social science	1,407	3%
Community & social service	578	1%
Legal	963	2%
Education, training, & library	3,232	6%
Art, entertainment, sports & media	1,160	2%
Healthcare practitioners	3,731	7%
Service:	5,108	10%
Healthcare support	748	1%
Protective service	969	2%
Food preparation & serving	1,198	2%
Building & grounds cleaning / maintenance	543	1%
Personal care & service	1,650	3%
Sales & office	12,129	24%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	1,758	3%
Production, transport & material moving	2,184	4%

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

Household Income

Number Percent

Total Households	39,411	100%
Less than \$15,000	2,177	6%
\$15,000 to \$29,999	2,610	7%
\$30,000 to \$44,999	2,974	8%
\$45,000 to \$59,999	3,264	8%
\$60,000 to \$74,999	3,696	9%
\$75,000 to \$99,999	6,247	16%
\$100,000 to \$124,999	5,353	14%
\$125,000 to \$149,999	3,513	9%
\$150,000 to \$199,999	4,934	13%
\$200,000 or more	4,643	12%
Median Income	\$94,948	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	39,411	100%
With earnings	33,378	85%
With wage and salary income	32,355	82%
With self-employment income	5,168	13%
With interest, dividend, or net rental income	14,906	38%
With Social Security income	7,860	20%
With Supplemental Security income	872	2%
With public assistance income	383	1%
With retirement income	6,889	17%
With other types of income	4,993	13%

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	105,500	100%
Under .50	3,078	3%
.50 to .99	2,337	2%
1.00 to 1.24	1,619	2%
1.25 to 1.49	1,867	2%
1.50 to 1.84	2,506	2%
1.85 to 1.99	1,254	1%
2.00 and over	92,839	88%

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	105,500	100%
Above Poverty	100,085	95%
Below Poverty	5,415	5%

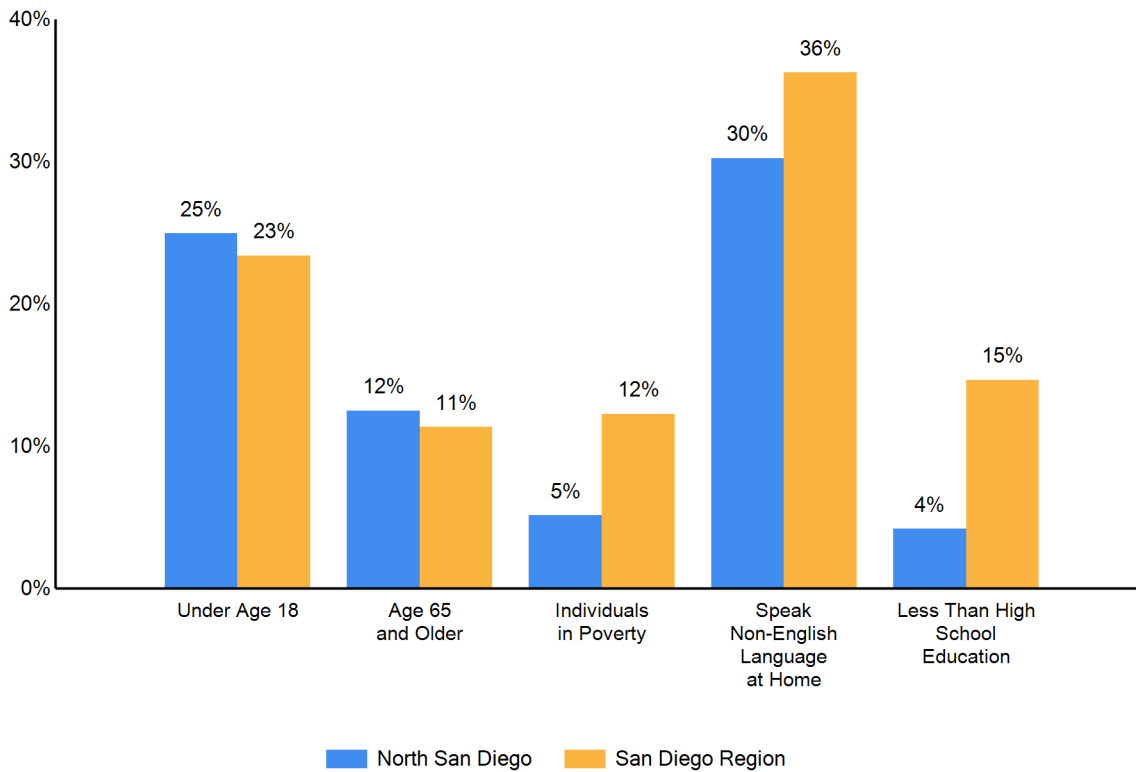
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	29,374	15,973	13,401	28,299	15,269	13,030	1,075	704	371
Married couple family	24,166	12,805	11,361	23,724	12,520	11,204	442	285	157
Male householder, no wife present	1,509	932	577	1,398	914	484	111	18	93
Female householder, no husband present	3,699	2,236	1,463	3,177	1,835	1,342	522	401	121

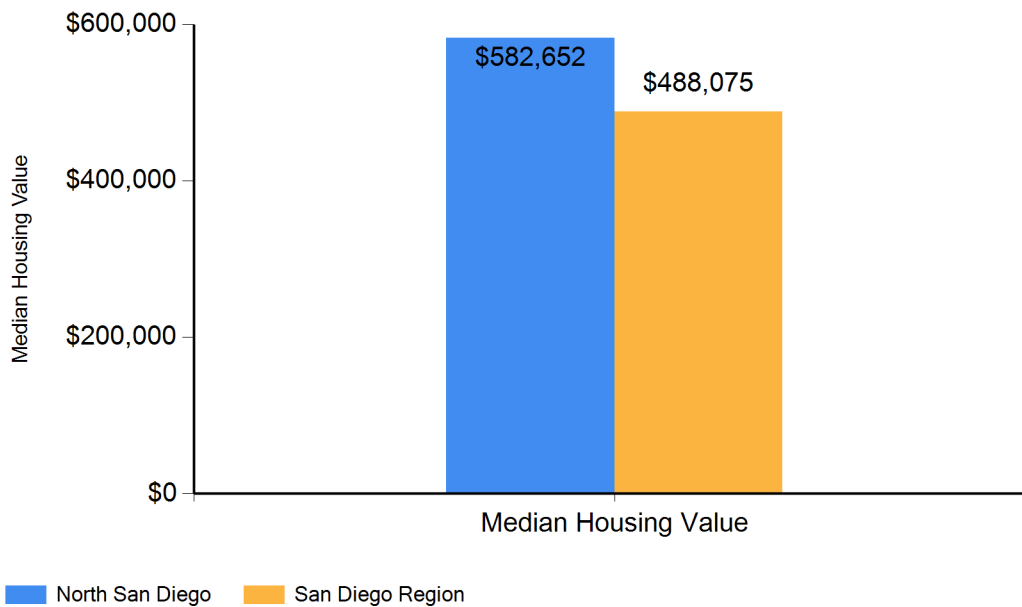
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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