

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

U.S. Postal ZIP Code

91910



	Jan 1, 2014
Total Population	76,870
Household Population	75,818
Group Quarters Population	1,052
Persons Per Household	2.94

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	27,558	25,819	6.3%
Single Family - Detached	11,519	11,071	3.9%
Single Family - Multiple-Unit	3,533	3,344	5.3%
Multi-Family	11,135	10,257	7.9%
Mobile Home and Other	1,371	1,147	16.3%

HOUSEHOLD INCOME

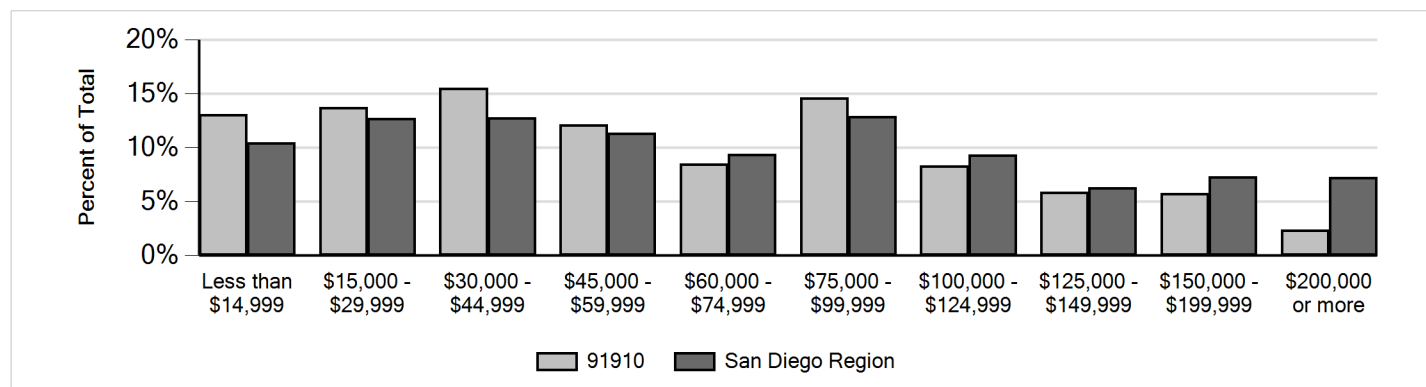
Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	13%	14%	16%	12%	9%	15%	8%	6%	6%	2%

Median Household Income

2014

Adjusted for Inflation (2010 \$)	\$54,457
Not adjusted for inflation (current 2013\$)	\$57,752



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

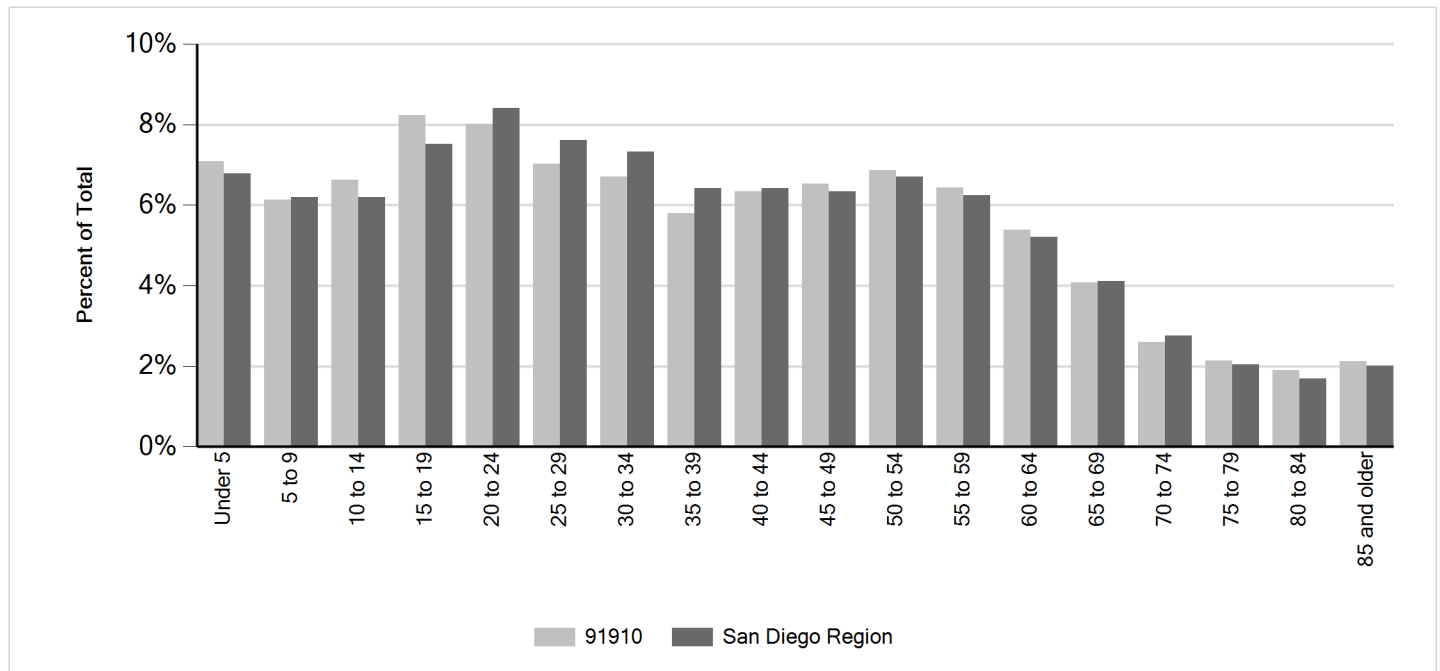
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

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POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	76,870	37,081	39,789	52%
Under 5	5,442	2,780	2,662	49%
5 to 9	4,710	2,492	2,218	47%
10 to 14	5,099	2,606	2,493	49%
15 to 17	3,693	1,949	1,744	47%
18 and 19	2,637	1,377	1,260	48%
20 to 24	6,154	3,142	3,012	49%
25 to 29	5,400	2,716	2,684	50%
30 to 34	5,160	2,611	2,549	49%
35 to 39	4,454	2,133	2,321	52%
40 to 44	4,873	2,262	2,611	54%
45 to 49	5,015	2,407	2,608	52%
50 to 54	5,275	2,436	2,839	54%
55 to 59	4,946	2,287	2,659	54%
60 and 61	1,805	839	966	54%
62 to 64	2,332	1,034	1,298	56%
65 to 69	3,133	1,412	1,721	55%
70 to 74	2,000	843	1,157	58%
75 to 79	1,648	653	995	60%
80 to 84	1,460	556	904	62%
85 and older	1,634	546	1,088	67%
Under 18	18,944	9,827	9,117	48%
65 and older	9,875	4,010	5,865	59%
Median Age	35.2	32.8	37.7	N/A

POPULATION BY AGE



POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	47,539	17,309	2,525	236	7,364	1,897
Under 5	3,874	875	174	8	371	140
5 to 9	3,654	446	99	7	260	244
10 to 14	3,800	584	141	14	373	187
15 to 17	2,723	439	96	15	274	146
18 and 19	1,923	310	67	6	207	124
20 to 24	4,349	852	273	16	470	194
25 to 29	3,510	980	273	20	480	137
30 to 34	3,309	951	261	33	490	116
35 to 39	3,064	686	167	22	416	99
40 to 44	3,195	872	158	15	540	93
45 to 49	3,116	1,082	191	21	525	80
50 to 54	2,923	1,446	197	13	599	97
55 to 59	2,478	1,645	157	21	580	65
60 and 61	807	669	59	2	240	28
62 to 64	1,049	886	49	3	307	38
65 to 69	1,314	1,307	56	7	414	35
70 to 74	827	873	33	6	231	30
75 to 79	633	727	33	5	229	21
80 to 84	552	665	17	1	209	16
85 and older	439	1,014	24	1	149	7
Under 18	14,051	2,344	510	44	1,278	717
65 and older	3,765	4,586	163	20	1,232	109
Median Age	29.9	52.0	32.7	34.8	43.2	22.8