



Demographic and Socioeconomic Profile 2010

SRA: Coastal

Population by Race

	Population	Percent
Total Population	75,375	100%
White	60,831	81%
Hispanic	8,046	11%
Asian	3,165	4%
Two or More	2,047	3%
Black	728	1%
Other	269	<1%
American Indian	156	<1%
Pacific Islander	133	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	75,375	38,842	36,533	48%
Under 5	2,653	1,370	1,283	48%
5 to 9	2,548	1,325	1,223	48%
10 to 14	2,491	1,249	1,242	50%
15 to 17	1,508	760	748	50%
18 and 19	880	455	425	48%
20 to 24	8,755	4,285	4,470	51%
25 to 29	11,273	6,179	5,094	45%
30 to 34	7,221	4,174	3,047	42%
35 to 39	4,965	2,810	2,155	43%
40 to 44	4,234	2,278	1,956	46%
45 to 49	4,295	2,336	1,959	46%
50 to 54	4,293	2,247	2,046	48%
55 to 59	3,834	1,924	1,910	50%
60 and 61	1,632	792	840	51%
62 to 64	2,396	1,153	1,243	52%
65 to 69	3,341	1,635	1,706	51%
70 to 74	2,443	1,140	1,303	53%
75 to 79	2,090	937	1,153	55%
80 to 84	2,091	896	1,195	57%
85 and Older	2,432	897	1,535	63%
Under 18	9,200	4,704	4,496	49%
65 and older	12,397	5,505	6,892	56%
Median	35.4	34.5	36.7	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	67,683	100%
Never Married	30,270	45%
Married, excluding separated	26,654	39%
Separated	668	<1%
Widowed	3,039	4%
Divorced	7,052	10%

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	75,375	100%
Household	74,266	99%
Group Quarters - Other	1,109	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.	75,375	8,046	60,831	728	156	3,165	133	269	2,047
Under 5	2,653	441	1,864	36	1	83	1	19	208
5 to 9	2,548	466	1,765	17	6	82	1	16	195
10 to 14	2,491	502	1,692	24	4	91	3	19	156
15 to 17	1,508	268	1,080	19	2	58	0	9	72
18 and 19	880	166	624	9	0	33	2	7	39
20 to 24	8,755	980	6,946	76	21	397	22	28	285
25 to 29	11,273	1,198	9,042	121	30	461	21	47	353
30 to 34	7,221	863	5,681	87	25	341	21	38	165
35 to 39	4,965	655	3,794	78	9	263	8	25	133
40 to 44	4,234	552	3,231	68	10	246	15	10	102
45 to 49	4,295	482	3,412	41	9	235	10	13	93
50 to 54	4,293	393	3,582	39	12	189	4	17	57
55 to 59	3,834	294	3,285	33	8	152	7	7	48
60 and 61	1,632	108	1,397	22	8	78	2	3	14
62 to 64	2,396	122	2,162	13	2	68	3	2	24
65 to 69	3,341	176	2,979	22	2	120	1	1	40
70 to 74	2,443	129	2,191	5	2	82	6	3	25
75 to 79	2,090	89	1,892	6	3	81	2	0	17
80 to 84	2,091	81	1,931	7	1	55	2	4	10
85 and Older	2,432	81	2,281	5	1	50	2	1	11
Under 18	9,200	1,677	6,401	96	13	314	5	63	631
65 and older	12,397	556	11,274	45	9	388	13	9	103
Median		30.0	37.3	33.6	32.8	35.7	33.9	28.9	26.0

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	72,722	100%
Speak Only English	61,916	85%
Speak Spanish:	4,439	6%
Speak English "well" or "very well"	4,079	6%
Speak English "not well" or "not at all"	360	0%
Speak Asian/Pacific Island language:	1,777	2%
Speak English "well" or "very well"	1,516	2%
Speak English "not well" or "not at all"	261	<1%
Speak other language:	4,590	6%
Speak English "well" or "very well"	4,360	6%
Speak English "not well" or "not at all"	230	<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	56,540	100%
Less than 9th grade	577	1%
9th through 12th grade, no diploma	1,016	2%
High school grad (incl. equivalency)	5,604	10%
Some college, no degree	8,705	15%
Associate degree	3,481	6%
Bachelor's degree	21,151	37%
Master's degree	8,223	15%
Professional school degree	4,839	9%
Doctorate degree	2,944	5%

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	73,741	100%	---	---	---	---
Enrolled in school	16,759	23%	11,036	15%	5,723	8%
Nursery / Preschool	1,046	6%	320	3%	726	13%
Kindergarten to grade 4	2,404	14%	1,747	16%	657	11%
Grade 5 to grade 8	1,727	10%	1,276	12%	451	8%
Grade 9 to grade 12	1,821	11%	1,422	13%	399	7%
College, undergraduate	7,091	42%	4,952	45%	2,139	37%
Graduate or Professional school	2,670	16%	1,319	12%	1,351	24%
Not enrolled in school	56,982	77%	---	---	---	---

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	36,574	100%	5,259	100%	31,315	100%
Family Households:	14,995	41%	5,259	100%	9,736	31%
Married couple family	12,334	34%	4,054	77%	8,280	26%
Other family:	2,661	7%	1,205	23%	1,456	5%
Male householder, no wife	739	2%	266	5%	473	2%
Female householder, no husband	1,922	5%	939	18%	983	3%
Nonfamily households:	21,579	59%	0	0%	21,579	69%
Householder living alone	14,712	40%	----	----	----	----
Other nonfamily households	6,867	19%	----	----	----	----

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	41,327	100%	36,574	4,753	12%	2.03
Single family (detached)	14,259	35%	13,074	1,185	8%	2.32
Single family (attached)	7,051	17%	6,209	842	12%	2.14
2 to 4 units	6,244	15%	5,307	937	15%	1.86
5 to 9 units	4,024	10%	3,569	455	11%	1.75
10 or more units	9,427	23%	8,145	1,282	14%	1.71
Mobile home and Other	322	1%	270	52	16%	2.10

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	16,069	100%
Less than \$150,000	413	3%
\$150,000 to \$199,999	179	1%
\$200,000 to \$249,999	277	2%
\$250,000 to \$299,999	297	2%
\$300,000 to \$399,999	623	4%
\$400,000 to \$499,999	729	5%
\$500,000 to \$749,999	2,374	15%
\$750,000 to \$999,999	3,566	22%
\$1,000,000 or more	7,611	47%

Median Value **\$969,973**

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	41,339	100%
2005 or Later	880	2%
2000 to 2004	1,255	3%
1990 to 1999	2,060	5%
1980 to 1989	4,132	10%
1970 to 1979	11,160	27%
1960 to 1969	8,126	20%
1950 to 1959	7,567	18%
1940 to 1949	3,411	8%
1939 or earlier	2,748	7%

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	36,574	100%	20,505	100%	16,069	100%
1.00 occupant housing per room or less	36,397	100%	20,373	99%	16,024	100%
1.01 to 1.50 occupants per room	79	<1%	55	<1%	24	<1%
1.51 to 2.00 occupants per room	98	<1%	77	<1%	21	<1%
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	20,505	100%
Less than \$500	466	2%
\$500 to \$599	86	<1%
\$600 to \$699	388	2%
\$700 to \$799	553	3%
\$800 to \$899	1,795	9%
\$900 to \$999	1,999	10%
\$1,000 to \$1,249	3,951	19%
\$1,250 to \$1,499	3,423	17%
\$1,500 to \$1,999	4,020	20%
\$2,000 or more	3,353	16%
No cash rent	471	2%
Median contract rent	\$1,323	

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	20,505	100%
Less than 20 percent	5,684	28%
20.0 to 24.9 percent	2,721	13%
25.0 to 29.9 percent	1,803	9%
30.0 to 34.9 percent	1,563	8%
35.0 to 39.9 percent	1,326	6%
40.0 to 49.9 percent	2,220	11%
50.0 percent or more	4,341	21%
Not computed	847	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	36,574	100%
No vehicle	2,017	6%
1 vehicle	14,345	39%
2 vehicles	14,946	41%
3 vehicles	3,718	10%
4 or more vehicles	1,548	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
Total Workers	43,676	100%
Worked in state of residence	43,219	99%
Worked in county of residence	42,414	97%
Worked outside county of residence	805	2%
Worked outside state of residence	457	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	65,792	100%	33,212	50%
In labor force	45,576	69%	25,403	56%
Armed forces	1,031	2%	1,019	99%
Civilian (employed)	41,174	90%	22,651	55%
Civilian (unemployed)	3,371	7%	1,733	51%
Not in labor force	20,216	31%	7,809	39%
Pct. of civilian labor force unemployed	7.6%		7.1%	

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	43,676	100%
Car, truck or van:	35,605	82%
Drove Alone	33,340	76%
Carpooled	2,265	5%
Public Transportation:	1,011	2%
Bus	937	2%
Trolley / Streetcar	25	<1%
Railroad	49	<1%
Other public transportation	0	0%
Motorcycle	286	1%
Bicycle	987	2%
Walked	1,601	4%
Other means	341	1%
Worked at home	3,845	9%

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	43,676	100%
Did not work at home	39,831	91%
Less than 10 minutes	4,782	11%
10 to 19 minutes	13,457	31%
20 to 29 minutes	12,196	28%
30 to 44 minutes	7,059	16%
45 to 59 minutes	1,326	3%
60 to 89 minutes	435	1%
90 minutes or more	576	1%
Worked at home	3,845	9%
Average time to work (minutes)	25	--

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+	42,741	100%
Agriculture, forestry, mining	58	<1%
Utilities	261	1%
Construction	1,965	5%
Manufacturing	3,156	7%
Wholesale trade	1,303	3%
Retail trade	3,156	7%
Transportation & warehousing	736	2%
Information & communications	1,233	3%
Finance, insurance, & real estate	5,249	12%
Professional, scientific, management, administration	1,607	4%
Educational, social, & health services	7,983	19%
Art, entertainment, recreation, accommodations, food	5,542	13%
Other services	1,944	5%
Public administration	8,548	20%

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+	42,741	100%
Management, professional & related:	24,629	58%
Management (incl. farm managers)	6,594	15%
Business & financial	3,586	8%
Computer & mathematical	2,051	5%
Architecture & engineering	1,549	4%
Life, physical & social science	1,399	3%
Community & social service	494	1%
Legal	1,852	4%
Education, training, & library	2,516	6%
Art, entertainment, sports & media	1,412	3%
Healthcare practitioners	3,176	7%
Service:	5,479	13%
Healthcare support	449	1%
Protective service	635	1%
Food preparation & serving	2,588	6%
Building & grounds cleaning / maintenance	446	1%
Personal care & service	1,361	3%
Sales & office	9,668	23%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	1,501	4%
Production, transport & material moving	1,464	3%

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

Household Income

Number Percent

Total Households	36,574	100%
Less than \$15,000	3,089	8%
\$15,000 to \$29,999	3,425	9%
\$30,000 to \$44,999	4,109	11%
\$45,000 to \$59,999	3,755	10%
\$60,000 to \$74,999	3,562	10%
\$75,000 to \$99,999	4,768	13%
\$100,000 to \$124,999	3,511	10%
\$125,000 to \$149,999	2,570	7%
\$150,000 to \$199,999	2,808	8%
\$200,000 or more	4,977	14%
Median Income	\$76,819	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	36,574	100%
With earnings	29,789	81%
With wage and salary income	27,391	75%
With self-employment income	5,821	16%
With interest, dividend, or net rental income	14,090	39%
With Social Security income	7,977	22%
With Supplemental Security income	434	1%
With public assistance income	303	1%
With retirement income	5,489	15%
With other types of income	3,642	10%

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	75,202	100%
Under .50	4,517	6%
.50 to .99	2,903	4%
1.00 to 1.24	1,443	2%
1.25 to 1.49	1,658	2%
1.50 to 1.84	2,856	4%
1.85 to 1.99	1,076	1%
2.00 and over	60,749	81%

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	75,202	100%
Above Poverty	67,782	90%
Below Poverty	7,420	10%

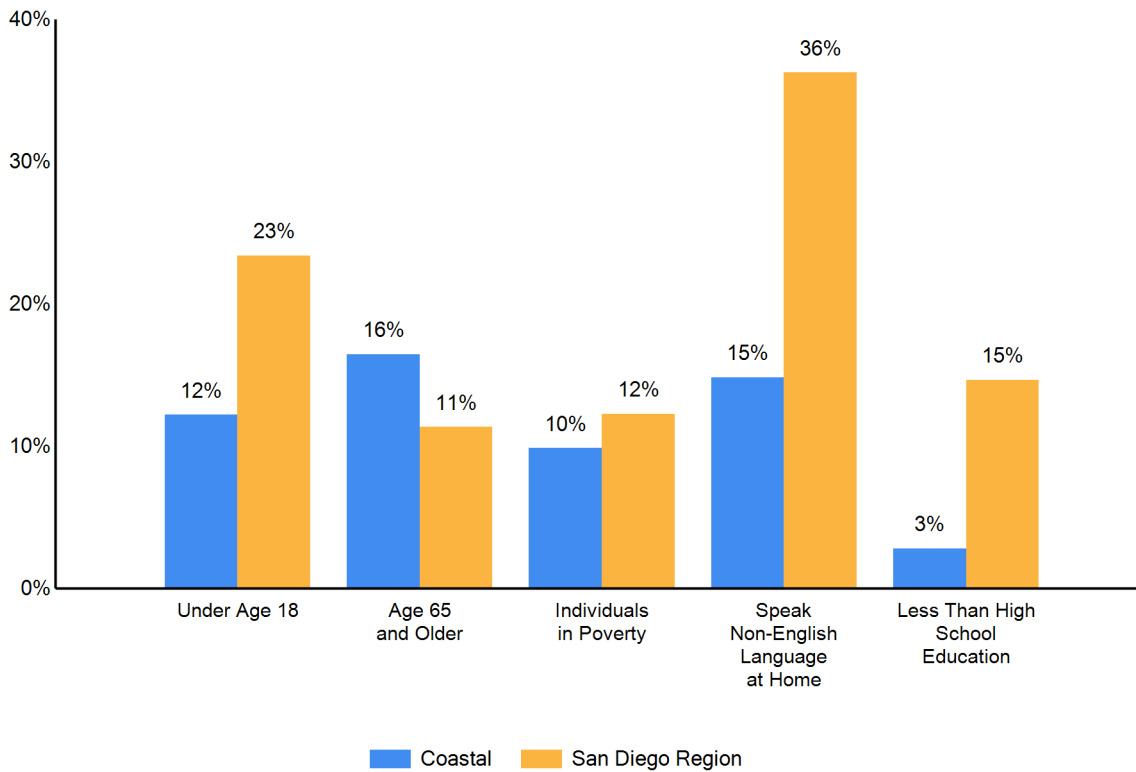
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	14,995	5,259	9,736	14,592	4,972	9,620	403	287	116
Married couple family	12,334	4,054	8,280	12,251	4,016	8,235	83	38	45
Male householder, no wife present	739	266	473	739	266	473	0	0	0
Female householder, no husband present	1,922	939	983	1,602	690	912	320	249	71

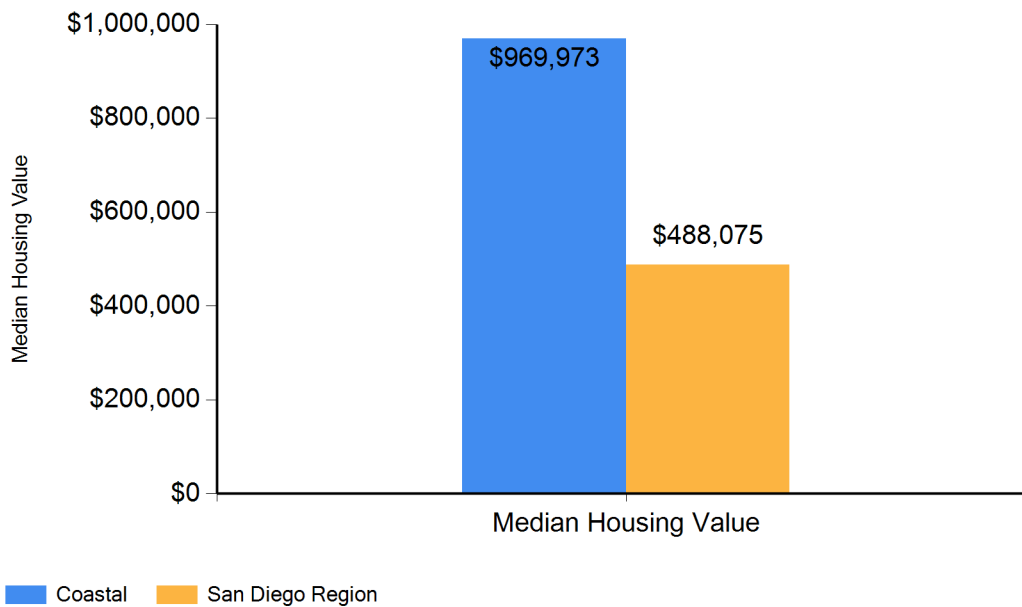
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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