



Demographic and Socioeconomic Profile 2010

CPA: Pala-Pauma

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 6,135 | 100% |
| White | 2,346 | 38% |
| Hispanic | 2,199 | 36% |
| American Indian | 1,151 | 19% |
| Two or More | 195 | 3% |
| Asian | 138 | 2% |
| Black | 79 | 1% |
| Pacific Islander | 16 | <1% |
| Other | 11 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 6,135 | 3,496 | 2,639 | 43% |
| Under 5 | 539 | 360 | 179 | 33% |
| 5 to 9 | 428 | 260 | 168 | 39% |
| 10 to 14 | 532 | 316 | 216 | 41% |
| 15 to 17 | 344 | 216 | 128 | 37% |
| 18 and 19 | 197 | 113 | 84 | 43% |
| 20 to 24 | 409 | 272 | 137 | 33% |
| 25 to 29 | 336 | 184 | 152 | 45% |
| 30 to 34 | 412 | 199 | 213 | 52% |
| 35 to 39 | 383 | 209 | 174 | 45% |
| 40 to 44 | 416 | 210 | 206 | 50% |
| 45 to 49 | 445 | 264 | 181 | 41% |
| 50 to 54 | 442 | 238 | 204 | 46% |
| 55 to 59 | 408 | 201 | 207 | 51% |
| 60 and 61 | 124 | 60 | 64 | 52% |
| 62 to 64 | 185 | 101 | 84 | 45% |
| 65 to 69 | 189 | 106 | 83 | 44% |
| 70 to 74 | 123 | 56 | 67 | 54% |
| 75 to 79 | 105 | 62 | 43 | 41% |
| 80 to 84 | 66 | 36 | 30 | 45% |
| 85 and Older | 52 | 33 | 19 | 37% |
| Under 18 | 1,843 | 1,152 | 691 | 37% |
| 65 and older | 535 | 293 | 242 | 45% |
| Median | 33.4 | 30.7 | 36.2 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 4,636 | 100% |
| Never Married | 1,539 | 33% |
| Married, excluding separated | 2,539 | 55% |
| Separated | 58 | 1% |
| Widowed | 152 | 3% |
| Divorced | 348 | 8% |

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 | 6,135 | 100% |
| Household | 6,110 | 100% |
| Group Quarters - Other | 25 | <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. | 6,135 | 2,199 | 2,346 | 79 | 1,151 | 138 | 16 | 11 | 195 |
| Under 5 | 539 | 221 | 122 | 8 | 141 | 8 | 1 | 0 | 38 |
| 5 to 9 | 428 | 184 | 98 | 4 | 108 | 8 | 0 | 0 | 26 |
| 10 to 14 | 532 | 240 | 156 | 10 | 91 | 11 | 0 | 3 | 21 |
| 15 to 17 | 344 | 161 | 101 | 6 | 61 | 2 | 2 | 0 | 11 |
| 18 and 19 | 197 | 97 | 51 | 3 | 37 | 0 | 1 | 0 | 8 |
| 20 to 24 | 409 | 168 | 118 | 0 | 96 | 4 | 1 | 1 | 21 |
| 25 to 29 | 336 | 115 | 107 | 2 | 86 | 10 | 1 | 1 | 14 |
| 30 to 34 | 412 | 181 | 137 | 7 | 72 | 7 | 0 | 0 | 8 |
| 35 to 39 | 383 | 190 | 120 | 5 | 52 | 9 | 1 | 1 | 5 |
| 40 to 44 | 416 | 190 | 144 | 9 | 48 | 13 | 1 | 1 | 10 |
| 45 to 49 | 445 | 119 | 205 | 13 | 74 | 19 | 1 | 0 | 14 |
| 50 to 54 | 442 | 98 | 237 | 3 | 89 | 6 | 3 | 0 | 6 |
| 55 to 59 | 408 | 75 | 249 | 4 | 61 | 10 | 1 | 0 | 8 |
| 60 and 61 | 124 | 30 | 69 | 1 | 20 | 3 | 1 | 0 | 0 |
| 62 to 64 | 185 | 41 | 104 | 2 | 30 | 7 | 0 | 0 | 1 |
| 65 to 69 | 189 | 47 | 115 | 0 | 12 | 14 | 0 | 0 | 1 |
| 70 to 74 | 123 | 16 | 60 | 2 | 36 | 2 | 2 | 3 | 2 |
| 75 to 79 | 105 | 15 | 60 | 0 | 24 | 4 | 0 | 1 | 1 |
| 80 to 84 | 66 | 7 | 50 | 0 | 8 | 1 | 0 | 0 | 0 |
| 85 and Older | 52 | 4 | 43 | 0 | 5 | 0 | 0 | 0 | 0 |
| Under 18 | 1,843 | 806 | 477 | 28 | 401 | 29 | 3 | 3 | 96 |
| 65 and older | 535 | 89 | 328 | 2 | 85 | 21 | 2 | 4 | 4 |
| Median | | 26.2 | 45.5 | 34.6 | 27.4 | 43.8 | 45.0 | 37.5 | 18.4 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 5,596 | 100% |
| Speak Only English | 3,560 | 64% |
| Speak Spanish: | 1,842 | 33% |
| Speak English "well" or "very well" | 1,300 | 23% |
| Speak English "not well" or "not at all" | 542 | 10% |
| Speak Asian/Pacific Island language: | 86 | 2% |
| Speak English "well" or "very well" | 66 | 1% |
| Speak English "not well" or "not at all" | 20 | <1% |
| Speak other language: | 108 | 2% |
| Speak English "well" or "very well" | 108 | 2% |
| 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 | 3,686 | 100% |
| Less than 9th grade | 573 | 16% |
| 9th through 12th grade, no diploma | 337 | 9% |
| High school grad (incl. equivalency) | 1,060 | 29% |
| Some college, no degree | 729 | 20% |
| Associate degree | 192 | 5% |
| Bachelor's degree | 485 | 13% |
| Master's degree | 186 | 5% |
| Professional school degree | 90 | 2% |
| Doctorate degree | 34 | 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 | 5,809 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,601 | 28% | 1,513 | 26% | 88 | 2% |
| Nursery / Preschool | 77 | 5% | 62 | 4% | 15 | 17% |
| Kindergarten to grade 4 | 360 | 22% | 355 | 23% | 5 | 6% |
| Grade 5 to grade 8 | 377 | 24% | 311 | 21% | 66 | 75% |
| Grade 9 to grade 12 | 455 | 28% | 454 | 30% | 1 | 1% |
| College, undergraduate | 315 | 20% | 314 | 21% | 1 | 1% |
| Graduate or Professional school | 17 | 1% | 17 | 1% | 0 | 0% |
| Not enrolled in school | 4,208 | 72% | --- | --- | --- | --- |

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 | 1,845 | 100% | 838 | 100% | 1,007 | 100% |
| Family Households: | 1,512 | 82% | 837 | 100% | 675 | 67% |
| Married couple family | 1,231 | 67% | 679 | 81% | 552 | 55% |
| Other family: | 281 | 15% | 158 | 19% | 123 | 12% |
| Male householder, no wife | 180 | 10% | 86 | 10% | 94 | 9% |
| Female householder, no husband | 101 | 5% | 72 | 9% | 29 | 3% |
| Nonfamily households: | 333 | 18% | 1 | <1% | 332 | 33% |
| Householder living alone | 209 | 11% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 124 | 7% | ---- | ---- | ---- | ---- |

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 | 1,980 | 100% | 1845 | 135 | 7% | 3.31 |
| Single family (detached) | 1,646 | 83% | 1,569 | 77 | 5% | 3.29 |
| Single family (attached) | 127 | 6% | 123 | 4 | 3% | 3.33 |
| 2 to 4 units | 10 | 1% | 10 | 0 | 0% | 2.40 |
| 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 | 197 | 10% | 143 | 54 | 27% | 3.64 |

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 | 1,277 | 100% |
| Less than \$150,000 | 143 | 11% |
| \$150,000 to \$199,999 | 62 | 5% |
| \$200,000 to \$249,999 | 19 | 1% |
| \$250,000 to \$299,999 | 192 | 15% |
| \$300,000 to \$399,999 | 109 | 9% |
| \$400,000 to \$499,999 | 87 | 7% |
| \$500,000 to \$749,999 | 318 | 25% |
| \$750,000 to \$999,999 | 217 | 17% |
| \$1,000,000 or more | 130 | 10% |

Median Value **\$554,888**

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 | 1,980 | 100% |
| 2005 or Later | 135 | 7% |
| 2000 to 2004 | 229 | 12% |
| 1990 to 1999 | 369 | 19% |
| 1980 to 1989 | 379 | 19% |
| 1970 to 1979 | 363 | 18% |
| 1960 to 1969 | 245 | 12% |
| 1950 to 1959 | 144 | 7% |
| 1940 to 1949 | 33 | 2% |
| 1939 or earlier | 83 | 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 |
| Total occupied housing units | 1,845 | 100% | 568 | 100% | 1,277 | 100% |
| 1.00 occupant housing per room or less | 1,701 | 92% | 450 | 79% | 1,251 | 98% |
| 1.01 to 1.50 occupants per room | 82 | 4% | 58 | 10% | 24 | 2% |
| 1.51 to 2.00 occupants per room | 62 | 3% | 60 | 11% | 2 | <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 | 568 | 100% |
| Less than \$500 | 137 | 24% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 4 | 1% |
| \$700 to \$799 | 92 | 16% |
| \$800 to \$899 | 23 | 4% |
| \$900 to \$999 | 33 | 6% |
| \$1,000 to \$1,249 | 39 | 7% |
| \$1,250 to \$1,499 | 0 | 0% |
| \$1,500 to \$1,999 | 42 | 7% |
| \$2,000 or more | 0 | 0% |
| No cash rent | 198 | 35% |
| Median contract rent | \$950 | |

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 | 568 | 100% |
| Less than 20 percent | 141 | 25% |
| 20.0 to 24.9 percent | 112 | 20% |
| 25.0 to 29.9 percent | 15 | 3% |
| 30.0 to 34.9 percent | 16 | 3% |
| 35.0 to 39.9 percent | 26 | 5% |
| 40.0 to 49.9 percent | 31 | 5% |
| 50.0 percent or more | 23 | 4% |
| Not computed | 204 | 36% |

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 | 1,845 | 100% |
| No vehicle | 81 | 4% |
| 1 vehicle | 401 | 22% |
| 2 vehicles | 581 | 31% |
| 3 vehicles | 454 | 25% |
| 4 or more vehicles | 328 | 18% |

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 | 2,698 | 100% |
| Worked in state of residence | 2,698 | 100% |
| Worked in county of residence | 2,526 | 94% |
| Worked outside county of residence | 172 | 6% |
| Worked outside state of residence | 0 | 0% |

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 | 4,530 | 100% | 2,492 | 55% |
| In labor force | 2,743 | 61% | 1,721 | 63% |
| Armed forces | 13 | <1% | 13 | 100% |
| Civilian (employed) | 2,531 | 92% | 1,586 | 63% |
| Civilian (unemployed) | 199 | 7% | 122 | 61% |
| Not in labor force | 1,787 | 39% | 771 | 43% |
| Pct. of civilian labor force unemployed | 7.3% | | 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 | 2,698 | 100% |
| Car, truck or van: | 2,270 | 84% |
| Drove Alone | 2,049 | 76% |
| Carpooled | 221 | 8% |
| Public Transportation: | 6 | <1% |
| Bus | 0 | 0% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 6 | <1% |
| Other public transportation | 0 | 0% |
| Motorcycle | 0 | 0% |
| Bicycle | 0 | 0% |
| Walked | 140 | 5% |
| Other means | 0 | 0% |
| Worked at home | 282 | 10% |

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 | 2,698 | 100% |
| Did not work at home | 2,416 | 90% |
| Less than 10 minutes | 526 | 19% |
| 10 to 19 minutes | 508 | 19% |
| 20 to 29 minutes | 268 | 10% |
| 30 to 44 minutes | 441 | 16% |
| 45 to 59 minutes | 352 | 13% |
| 60 to 89 minutes | 211 | 8% |
| 90 minutes or more | 110 | 4% |
| Worked at home | 282 | 10% |
| Average time to work (minutes) | 34 | -- |

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+ | 2,668 | 100% |
| Agriculture, forestry, mining | 361 | 14% |
| Utilities | 29 | 1% |
| Construction | 207 | 8% |
| Manufacturing | 234 | 9% |
| Wholesale trade | 56 | 2% |
| Retail trade | 174 | 7% |
| Transportation & warehousing | 55 | 2% |
| Information & communications | 21 | 1% |
| Finance, insurance, & real estate | 79 | 3% |
| Professional, scientific, management, administration | 89 | 3% |
| Educational, social, & health services | 395 | 15% |
| Art, entertainment, recreation, accommodations, food | 526 | 20% |
| Other services | 168 | 6% |
| Public administration | 274 | 10% |

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+ | 2,668 | 100% |
| Management, professional & related: | 806 | 30% |
| Management (incl. farm managers) | 398 | 15% |
| Business & financial | 72 | 3% |
| Computer & mathematical | 41 | 2% |
| Architecture & engineering | 28 | 1% |
| Life, physical & social science | 13 | <1% |
| Community & social service | 7 | <1% |
| Legal | 16 | 1% |
| Education, training, & library | 151 | 6% |
| Art, entertainment, sports & media | 49 | 2% |
| Healthcare practitioners | 31 | 1% |
| Service: | 661 | 25% |
| Healthcare support | 14 | 1% |
| Protective service | 23 | 1% |
| Food preparation & serving | 293 | 11% |
| Building & grounds cleaning / maintenance | 252 | 9% |
| Personal care & service | 79 | 3% |
| Sales & office | 473 | 18% |
| Farming, fishing & forestry | 208 | 8% |
| Construction, extraction & maintenance | 285 | 11% |
| Production, transport & material moving | 235 | 9% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 1,845 | 100% |
| Less than \$15,000 | 87 | 5% |
| \$15,000 to \$29,999 | 186 | 10% |
| \$30,000 to \$44,999 | 185 | 10% |
| \$45,000 to \$59,999 | 331 | 18% |
| \$60,000 to \$74,999 | 175 | 9% |
| \$75,000 to \$99,999 | 328 | 18% |
| \$100,000 to \$124,999 | 208 | 11% |
| \$125,000 to \$149,999 | 181 | 10% |
| \$150,000 to \$199,999 | 75 | 4% |
| \$200,000 or more | 89 | 5% |
| Median Income | \$71,443 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 1,845 | 100% |
| With earnings | 1,597 | 87% |
| With wage and salary income | 1,500 | 81% |
| With self-employment income | 299 | 16% |
| With interest, dividend, or net rental income | 461 | 25% |
| With Social Security income | 421 | 23% |
| With Supplemental Security income | 45 | 2% |
| With public assistance income | 19 | 1% |
| With retirement income | 211 | 11% |
| With other types of income | 367 | 20% |

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 | 6,095 | 100% |
| Under .50 | 283 | 5% |
| .50 to .99 | 352 | 6% |
| 1.00 to 1.24 | 168 | 3% |
| 1.25 to 1.49 | 729 | 12% |
| 1.50 to 1.84 | 435 | 7% |
| 1.85 to 1.99 | 149 | 2% |
| 2.00 and over | 3,979 | 65% |

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 | 6,095 | 100% |
| Above Poverty | 5,460 | 90% |
| Below Poverty | 635 | 10% |

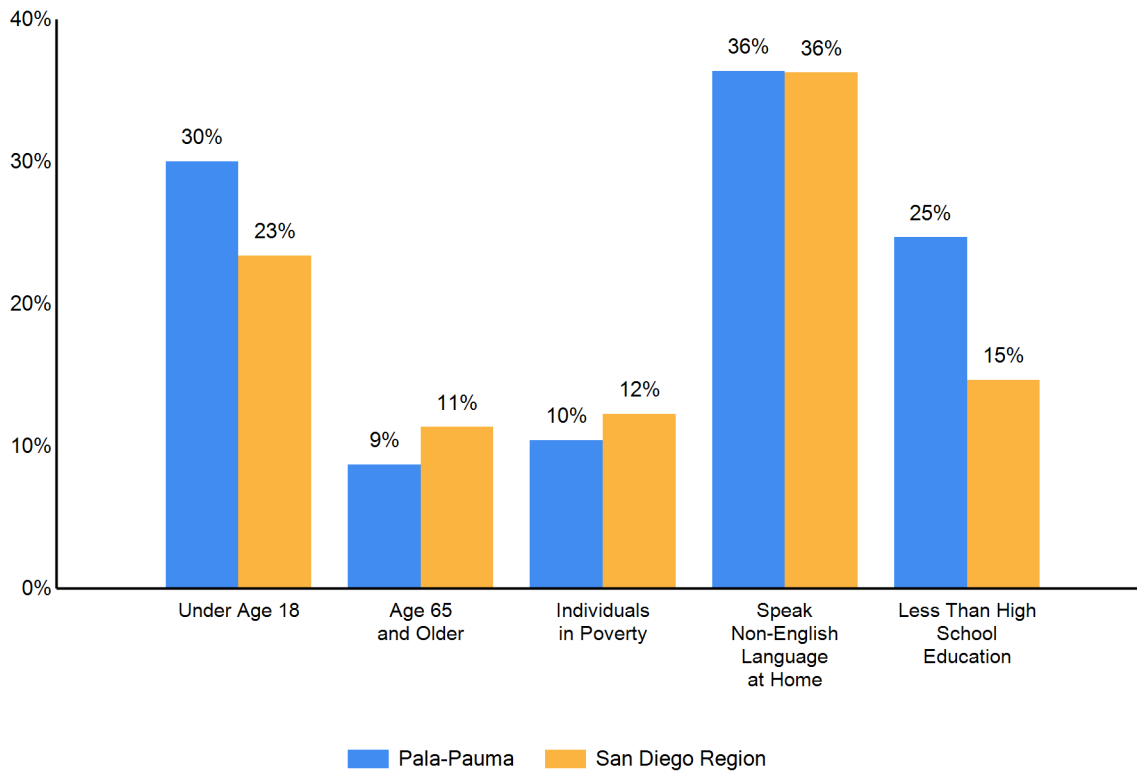
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 1,512 | 837 | 675 | 1,433 | 763 | 670 | 79 | 74 | 5 |
| Married couple family | 1,231 | 679 | 552 | 1,182 | 635 | 547 | 49 | 44 | 5 |
| Male householder, no wife present | 180 | 86 | 94 | 157 | 63 | 94 | 23 | 23 | 0 |
| Female householder, no husband present | 101 | 72 | 29 | 94 | 65 | 29 | 7 | 7 | 0 |

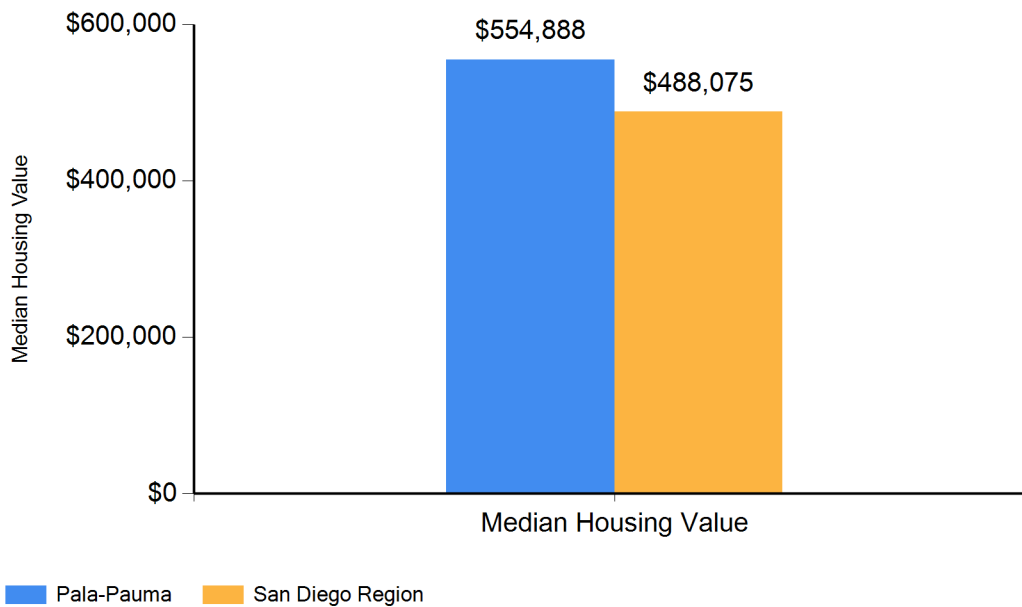
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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