

Demographic and Socioeconomic Profile 2010

COLLEGE: Southwestern

Population by Race

	Population	Percent
Total Population	478,267	100%
Hispanic	282,136	59%
White	101,162	21%
Asian	58,906	12%
Black	20,113	4%
Two or More	11,693	2%
Pacific Islander	2,176	<1%
American Indian	1,295	<1%
Other	786	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	478,267	241,569	236,698	49%
Under 5	32,645	16,833	15,812	48%
5 to 9	34,496	17,642	16,854	49%
10 to 14	37,250	19,430	17,820	48%
15 to 17	24,196	12,657	11,539	48%
18 and 19	16,262	8,683	7,579	47%
20 to 24	42,254	24,425	17,829	42%
25 to 29	35,042	19,045	15,997	46%
30 to 34	31,418	16,054	15,364	49%
35 to 39	33,617	17,197	16,420	49%
40 to 44	33,671	16,977	16,694	50%
45 to 49	33,390	16,352	17,038	51%
50 to 54	30,414	14,584	15,830	52%
55 to 59	24,843	11,735	13,108	53%
60 and 61	8,427	3,920	4,507	53%
62 to 64	11,256	5,187	6,069	54%
65 to 69	14,166	6,428	7,738	55%
70 to 74	11,388	4,913	6,475	57%
75 to 79	9,547	3,984	5,563	58%
80 to 84	7,265	2,970	4,295	59%
85 and Older	6,720	2,553	4,167	62%
Under 18	128,587	66,562	62,025	48%
65 and older	49,086	20,848	28,238	58%
Median	32.7	30.6	34.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	373,876	100%
Never Married	124,322	33%
Married, excluding separated	184,976	49%
Separated	10,898	3%
Widowed	20,112	5%
Divorced	33,568	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	478,267	100%			
Household	457,638	96%			
Group Quarters - Military	12,565	3%			
Group Quarters - Other	8,064	2%			
Group Quarters - College	0	0%			
Source: SANDAG, Current Estimates (2010)					

Population by Age and Race

,				Į.	American		Pacific		Two or
	Total	Hispanic	White	Black	Indian	Asian	Islander	Other	More
Total Pop.	478,267	282,136	101,162	20,113	1,295	58,906	2,176	786	11,693
Under 5	32,645	22,894	3,985	1,021	51	2,949	71	61	1,613
5 to 9	34,496	24,438	3,924	991	59	3,442	108	61	1,473
10 to 14	37,250	26,609	4,157	1,255	83	3,629	118	64	1,335
15 to 17	24,196	17,363	2,719	808	46	2,406	86	45	723
18 and 19	16,262	11,191	2,221	729	39	1,476	78	23	505
20 to 24	42,254	24,224	9,563	2,713	170	3,972	200	80	1,332
25 to 29	35,042	20,473	7,251	1,992	145	4,012	194	92	883
30 to 34	31,418	19,013	5,756	1,558	102	4,023	190	72	704
35 to 39	33,617	20,319	6,282	1,534	93	4,487	165	68	669
40 to 44	33,671	20,232	6,622	1,630	72	4,323	185	55	552
45 to 49	33,390	18,845	7,593	1,659	82	4,460	186	40	525
50 to 54	30,414	15,952	7,793	1,436	95	4,465	172	33	468
55 to 59	24,843	11,754	7,507	992	69	4,041	132	31	317
60 and 61	8,427	3,747	2,840	298	29	1,394	33	11	75
62 to 64	11,256	4,872	3,968	358	44	1,853	47	8	106
65 to 69	14,166	6,114	5,086	428	40	2,291	68	16	123
70 to 74	11,388	4,972	3,872	318	26	2,012	75	8	105
75 to 79	9,547	3,984	3,577	166	25	1,675	34	6	80
80 to 84	7,265	2,863	3,011	94	17	1,198	16	5	61
85 and Older	6,720	2,277	3,435	133	8	798	18	7	44
Under 18	128,587	91,304	14,785	4,075	239	12,426	383	231	5,144
65 and older	49,086	20,210	18,981	1,139	116	7,974	211	42	413
Median		28.5	43.6	31.8	32.7	38.9	36.3	28.2	20.7

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total populatioin age 5 and over	445,622	100%
Speak Only English	179,245	40%
Speak Spanish:	219,539	49%
Speak English "well" or "very well"	174,857	39%
Speak English "not well" or "not at all"	44,682	10%
Speak Asian/Pacific Island language:	40,692	9%
Speak English "well" or "very well"	35,422	8%
Speak English "not well" or "not at all"	5,270	1%
Speak other language:	6,146	1%
Speak English "well" or "very well"	5,710	1%
Speak English "not well" or "not at all"	436	<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	291,164	100%
Less than 9th grade	32,406	11%
9th through 12th grade, no diploma	33,297	11%
High school grad (incl. equivalency)	65,720	23%
Some college, no degree	67,602	23%
Associate degree	25,288	9%
Bachelor's degree	45,597	16%
Master's degree	14,446	5%
Professional school degree	4,665	2%
Doctorate degree	2,143	1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B15002

School Enrollment	Total		Public Scl	Public School		Private School	
	Number	Percent	Number	Percent	Number	Percent	
Total population age 3 and older	459,079	100%					
Enrolled in school	143,507	31%	127,701	28%	15,806	3%	
Nursery / Preschool	7,589	5%	5,028	4%	2,561	16%	
Kindergarten to grade 4	34,996	24%	32,696	26%	2,300	15%	
Grade 5 to grade 8	29,498	21%	27,330	21%	2,168	14%	
Grade 9 to grade 12	34,085	24%	32,177	25%	1,908	12%	
College, undergraduate	32,643	23%	27,831	22%	4,812	30%	
Graduate or Professional school	4,696	3%	2,639	2%	2,057	13%	
Not enrolled in school	315,572	69%					

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	140,652	100%	64,545	100%	76,107	100%
Family Households:	109,414	78%	64,259	100%	45,155	59%
Married couple family	76,004	54%	42,084	65%	33,920	45%
Other family:	33,410	24%	22,175	34%	11,235	15%
Male householder, no wife	8,507	6%	4,758	7%	3,749	5%
Female householder, no husband	24,903	18%	17,417	27%	7,486	10%
Nonfamily households:	31,238	22%	286	<1%	30,952	41%
Householder living alone	25,549	18%				
Other nonfamily households	5,689	4%				

Housing Units by Type

	Number	Percent	Occupied	Unoccupied	Vacancy Rate	Persons per Household
Total Housing Units	148,484	100%	140652	7,832	5%	3.25
Single family (detached)	71,552	48%	68,893	2,659	4%	3.46
Single family (attached)	16,345	11%	15,424	921	6%	3.33
2 to 4 units	11,634	8%	10,918	716	6%	3.17
5 to 9 units	10,517	7%	9,908	609	6%	3.01
10 or more units	31,566	21%	29,143	2,423	8%	2.92
Mobile home and Other	6,870	5%	6,366	504	7%	2.95

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

Housing Value		
9	Number	Percent
Total Owner-Occupied Units	76,729	100%
Less than \$150,000	6,814	9%
\$150,000 to \$199,999	2,175	3%
\$200,000 to \$249,999	4,199	5%
\$250,000 to \$299,999	4,832	6%
\$300,000 to \$399,999	15,208	20%
\$400,000 to \$499,999	14,279	19%
\$500,000 to \$749,999	19,931	26%
\$750,000 to \$999,999	5,280	7%
\$1,000,000 or more	4,011	5%
Median Value	\$435,963	

Year Structure Built	Number	Percent
Total Housing units	148,484	100%
2005 or Later	6,241	4%
2000 to 2004	19,904	13%
1990 to 1999	15,926	11%
1980 to 1989	19,627	13%
1970 to 1979	31,093	21%
1960 to 1969	23,883	16%
1950 to 1959	20,079	14%
1940 to 1949	6,406	4%
1939 or earlier	5,325	4%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25034

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

Housing Units by Tenure and Occupants per Room

	Tota	al	Renter O	ccupied	Owner Od	ccupied
	Number	Percent	Number	Percent	Number	Percent
Total occupied housing units	140,652	100%	63,923	100%	76,729	100%
1.00 occupant housing per room or less	126,403	90%	53,329	83%	73,074	95%
1.01 to 1.50 occupants per room	7,700	5%	5,236	8%	2,464	3%
1.51 to 2.00 occupants per room	3,560	3%	2,623	4%	937	1%
2.01 or more occupants per room	2,989	2%	2,735	4%	254	<1%

Contract Rent

Renter Occupied Housing Units	Number	Percent
Total Units	63,923	100%
Less than \$500	5,428	8%
\$500 to \$599	1,976	3%
\$600 to \$699	2,245	4%
\$700 to \$799	5,782	9%
\$800 to \$899	6,685	10%
\$900 to \$999	7,401	12%
\$1,000 to \$1,249	11,295	18%
\$1,250 to \$1,499	7,868	12%
\$1,500 to \$1,999	9,297	15%
\$2,000 or more	4,412	7%
No cash rent	1,534	2%
Median contract rent	\$1,055	

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	63,923	100%
Less than 20 percent	9,135	14%
20.0 to 24.9 percent	7,036	11%
25.0 to 29.9 percent	7,815	12%
30.0 to 34.9 percent	6,624	10%
35.0 to 39.9 percent	5,302	8%
40.0 to 49.9 percent	7,895	12%
50.0 percent or more	18,004	28%
Not computed	2,112	3%

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	140,652	100%
No vehicle	10,700	8%
1 vehicle	41,769	30%
2 vehicles	54,183	39%
3 vehicles	22,301	16%
4 or more vehicles	11,699	8%

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	213,536	100%
Worked in state of residence	209,735	98%
Worked in county of residence	206,446	97%
Worked outside county of residence	3,289	2%
Worked outside state of residence	3,801	2%

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	Number	Percent
Population age 16 and older	359,587	100%	178,243	50%	181,344	50%
In labor force	229,756	64%	126,793	55%	102,963	45%
Armed forces	12,865	6%	11,023	86%	1,842	14%
Civilian (employed)	193,834	84%	103,035	53%	90,799	47%
Civilian (unemployed)	23,057	10%	12,735	55%	10,322	45%
Not in labor force	129,831	36%	51,450	40%	78,381	60%
Pct. of civilian labor force unemployed	10.6%		11.0%		10.2%	

Means of Transportation to Work

Workers age 16 and older	Number	Percent
Total Workers	213,536	100%
Car, truck or van:	182,548	85%
Drove Alone	157,296	74%
Carpooled	25,252	12%
Public Transportation:	9,501	4%
Bus	7,971	4%
Trolley / Streetcar	1,109	1%
Railroad	194	<1%
Other public transportation	227	<1%
Motorcycle	952	<1%
Bicycle	1,135	1%
Walked	4,756	2%
Other means	1,941	1%
Worked at home	12.703	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	213,536	100%
Did not work at home	200,833	94%
Less than 10 minutes	18,176	9%
10 to 19 minutes	54,956	26%
20 to 29 minutes	47,461	22%
30 to 44 minutes	51,534	24%
45 to 59 minutes	14,178	7%
60 to 89 minutes	9,974	5%
90 minutes or more	4,554	2%
Worked at home	12,703	6%
Average time to work (minutes)	31	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08303

Industry

Employed cilivian population age 16 and older	Number	Percent
Total employed civilian age 16+	194,509	100%
Agriculture, forestry, mining	944	<1%
Utilities	1,634	1%
Construction	14,207	7%
Manufacturing	16,209	8%
Wholesale trade	5,992	3%
Retail trade	23,753	12%
Transportation & warehousing	8,898	5%
Information & communications	3,910	2%
Finance, insurance, & real estate	12,867	7%
Professional, scientific, management, administration	16,055	8%
Educational, social, & health services	41,361	21%
Art, entertainment, recreation, accommodations, food	19,420	10%
Other services	10,300	5%
Public administration	18,959	10%

Occupation

Ccupation Employed cilivian population age 16 and older	Number	Percent
Total employed civilian age 16+	194,509	100%
Management, professional & related:	56,807	29%
Management (incl. farm managers)	14,942	8%
Business & financial	8,331	4%
Computer & mathematical	3,581	2%
Architecture & engineering	3,214	2%
Life, physical & social science	1,110	1%
Community & social service	2,599	1%
Legal	1,418	1%
Education, training, & library	10,527	5%
Art, entertainment, sports & media	2,280	1%
Healthcare practitioners	8,805	5%
Service:	40,641	21%
Healthcare support	4,611	2%
Protective service	6,091	3%
Food preparation & serving	10,283	5%
Building & grounds cleaning / maintenance	11,014	6%
Personal care & service	8,642	4%
Sales & office	55,616	29%
Farming, fishing & forestry	646	<1%
Construction, extraction & maintenance	19,846	10%
Production, transport & material moving	20,953	11%

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

Household Income

	Number	Percent
Total Households	140,652	100%
Less than \$15,000	14,886	11%
\$15,000 to \$29,999	20,759	15%
\$30,000 to \$44,999	20,330	14%
\$45,000 to \$59,999	17,677	13%
\$60,000 to \$74,999	14,556	10%
\$75,000 to \$99,999	19,664	14%
\$100,000 to \$124,999	12,351	9%
\$125,000 to \$149,999	7,984	6%
\$150,000 to \$199,999	7,253	5%
\$200,000 or more	5,192	4%
Median Income	\$57,178	

Source: SANDAG, Current Estimates (2010)

Earnings and Income	Number	Percent
Total households	140,652	100%
With earnings	117,946	84%
With wage and salary income	112,970	80%
With self-employment income	16,215	12%
With interest, dividend, or net rental income	23,064	16%
With Social Security income	33,079	24%
With Supplemental Security income	8,048	6%
With public assistance income	4,755	3%
With retirement income	23,723	17%
With other types of income	24,488	17%

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	456,289	100%
Under .50	21,492	5%
.50 to .99	37,780	8%
1.00 to 1.24	24,182	5%
1.25 to 1.49	22,438	5%
1.50 to 1.84	34,793	8%
1.85 to 1.99	12,062	3%
2.00 and over	303,542	67%

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

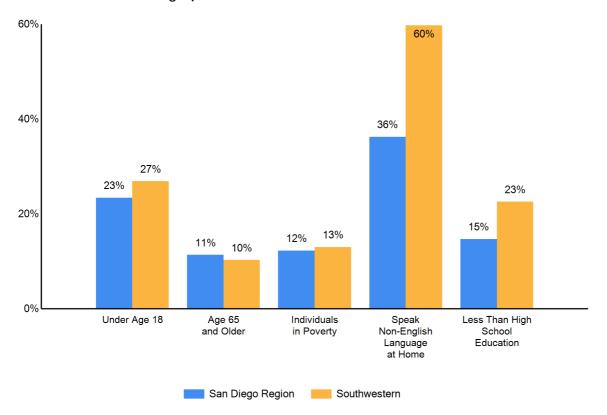
	Number	Percent
Total	456,289	100%
Above Poverty	397,017	87%
Below Poverty	59,272	13%

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

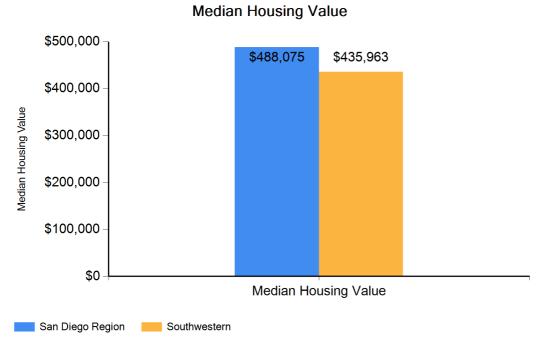
Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty		Below Povery			
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
Total Familes	109,414	64,259	45,155	97,979	54,770	43,209	11,435	9,489	1,946
Married couple family	76,004	42,084	33,920	71,761	38,942	32,819	4,243	3,142	1,101
Male householder, no wife present	8,507	4,758	3,749	7,740	4,128	3,612	767	630	137
Female householder, no husband present	24,903	17,417	7,486	18,478	11,700	6,778	6,425	5,717	708

Demographic and Socioeconomic Characteristics



Source: SANDAG, Current Estimates (2010) and constructed from U.S. Census Bureau's American Community survey 2010 5 - year file



Source: SANDAG, Constructed from U.S. Census Bureau's American Community survey 2010 5 - year file, Table B25075