



## Demographic and Socioeconomic Profile 2010

SRA: Vista

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>100,730</b>	<b>100%</b>
Hispanic	47,070	47%
White	43,779	43%
Asian	3,573	4%
Black	2,677	3%
Two or More	2,488	2%
Pacific Islander	595	1%
American Indian	368	<1%
Other	180	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>100,730</b>	<b>50,152</b>	<b>50,578</b>	<b>50%</b>
Under 5	7,669	3,710	3,959	52%
5 to 9	6,745	3,605	3,140	47%
10 to 14	6,875	3,272	3,603	52%
15 to 17	4,393	2,299	2,094	48%
18 and 19	3,189	1,654	1,535	48%
20 to 24	8,984	4,641	4,343	48%
25 to 29	8,733	4,581	4,152	48%
30 to 34	6,731	3,475	3,256	48%
35 to 39	6,397	3,076	3,321	52%
40 to 44	6,540	3,289	3,251	50%
45 to 49	7,125	3,594	3,531	50%
50 to 54	7,346	3,838	3,508	48%
55 to 59	5,650	2,622	3,028	54%
60 and 61	1,758	917	841	48%
62 to 64	2,294	1,011	1,283	56%
65 to 69	2,666	1,252	1,414	53%
70 to 74	2,398	1,191	1,207	50%
75 to 79	1,828	848	980	54%
80 to 84	1,658	705	953	57%
85 and Older	1,751	572	1,179	67%
Under 18	25,682	12,886	12,796	50%
65 and older	10,301	4,568	5,733	56%
<b>Median</b>	<b>32.8</b>	<b>31.9</b>	<b>33.8</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>79,441</b>	<b>100%</b>
Never Married	26,543	33%
Married, excluding separated	39,148	49%
Separated	1,603	2%
Widowed	3,530	4%
Divorced	8,617	11%

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
<b>Total population</b>	<b>100,730</b>	<b>100%</b>
Household	98,465	98%
Group Quarters - Other	2,265	2%
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
<b>Total Pop.</b>	<b>100,730</b>	<b>47,070</b>	<b>43,779</b>	<b>2,677</b>	<b>368</b>	<b>3,573</b>	<b>595</b>	<b>180</b>	<b>2,488</b>
Under 5	7,669	5,240	1,710	166	17	140	39	15	342
5 to 9	6,745	4,416	1,811	111	14	120	23	12	238
10 to 14	6,875	4,403	1,892	150	18	107	30	15	260
15 to 17	4,393	2,768	1,174	145	17	78	15	5	191
18 and 19	3,189	1,914	993	75	26	64	17	9	91
20 to 24	8,984	4,544	3,310	360	32	293	91	13	341
25 to 29	8,733	4,594	3,180	298	22	307	67	16	249
30 to 34	6,731	3,736	2,332	200	36	246	38	10	133
35 to 39	6,397	3,254	2,485	170	21	325	38	9	95
40 to 44	6,540	3,125	2,777	176	37	262	36	10	117
45 to 49	7,125	2,877	3,376	272	33	386	45	17	119
50 to 54	7,346	2,199	4,387	220	25	346	43	14	112
55 to 59	5,650	1,334	3,716	131	22	331	36	15	65
60 and 61	1,758	414	1,192	37	6	70	13	2	24
62 to 64	2,294	535	1,541	59	11	102	15	5	26
65 to 69	2,666	541	1,901	41	9	123	17	1	33
70 to 74	2,398	512	1,730	23	7	92	15	4	15
75 to 79	1,828	299	1,388	22	9	82	7	3	18
80 to 84	1,658	205	1,368	10	1	55	8	0	11
85 and Older	1,751	160	1,516	11	5	44	2	5	8
Under 18	25,682	16,827	6,587	572	66	445	107	47	1,031
65 and older	10,301	1,717	7,903	107	31	396	49	13	85
<b>Median</b>		<b>25.3</b>	<b>45.3</b>	<b>30.8</b>	<b>35.5</b>	<b>42.0</b>	<b>32.0</b>	<b>32.5</b>	<b>21.8</b>

Source: SANDAG, Current Estimates (2010)

## Language Spoken at Home and Ability to Speak English

	Number	Percent
<b>Total population age 5 and over</b>	<b>93,061</b>	<b>100%</b>
Speak Only English	54,658	59%
Speak Spanish:	33,603	36%
Speak English "well" or "very well"	21,142	23%
Speak English "not well" or "not at all"	12,461	13%
Speak Asian/Pacific Island language:	2,551	3%
Speak English "well" or "very well"	1,650	2%
Speak English "not well" or "not at all"	901	1%
Speak other language:	2,249	2%
Speak English "well" or "very well"	1,979	2%
Speak English "not well" or "not at all"	270	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

## Educational Attainment

	Number	Percent
<b>Total population age 25 and older</b>	<b>62,875</b>	<b>100%</b>
Less than 9th grade	8,800	14%
9th through 12th grade, no diploma	6,095	10%
High school grad (incl. equivalency)	14,619	23%
Some college, no degree	14,373	23%
Associate degree	5,099	8%
Bachelor's degree	9,606	15%
Master's degree	2,733	4%
Professional school degree	1,049	2%
Doctorate degree	501	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
<b>Total population age 3 and older</b>	<b>96,024</b>	<b>100%</b>	---	---	---	---
Enrolled in school	26,486	28%	23,567	25%	2,919	3%
Nursery / Preschool	953	4%	539	2%	414	14%
Kindergarten to grade 4	6,828	26%	6,257	27%	571	20%
Grade 5 to grade 8	5,120	19%	4,570	19%	550	19%
Grade 9 to grade 12	6,509	25%	6,197	26%	312	11%
College, undergraduate	6,526	25%	5,673	24%	853	29%
Graduate or Professional school	550	2%	331	1%	219	8%
Not enrolled in school	69,538	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
<b>Total households</b>	<b>31,490</b>	<b>100%</b>	<b>12,283</b>	<b>100%</b>	<b>19,207</b>	<b>100%</b>
Family Households:	22,919	73%	12,208	99%	10,711	56%
Married couple family	16,872	54%	8,244	67%	8,628	45%
Other family:	6,047	19%	3,964	32%	2,083	11%
Male householder, no wife	2,206	7%	1,409	11%	797	4%
Female householder, no husband	3,841	12%	2,555	21%	1,286	7%
Nonfamily households:	8,571	27%	75	1%	8,496	44%
Householder living alone	6,223	20%	----	----	----	----
Other nonfamily households	2,348	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
<b>Total Housing Units</b>	<b>33,096</b>	<b>100%</b>	<b>31,490</b>	<b>1,606</b>	<b>5%</b>	<b>3.13</b>
Single family (detached)	18,151	55%	17,432	719	4%	3.16
Single family (attached)	2,695	8%	2,607	88	3%	3.42
2 to 4 units	2,030	6%	1,943	87	4%	3.54
5 to 9 units	2,865	9%	2,697	168	6%	2.90
10 or more units	5,546	17%	5,239	307	6%	2.98
Mobile home and Other	1,809	5%	1,572	237	13%	2.61

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

## Housing Value

	Number	Percent
<b>Total Owner-Occupied Units</b>	<b>18,198</b>	<b>100%</b>
Less than \$150,000	1,458	8%
\$150,000 to \$199,999	607	3%
\$200,000 to \$249,999	871	5%
\$250,000 to \$299,999	1,157	6%
\$300,000 to \$399,999	3,279	18%
\$400,000 to \$499,999	3,758	21%
\$500,000 to \$749,999	5,123	28%
\$750,000 to \$999,999	1,396	8%
\$1,000,000 or more	549	3%

**Median Value** **\$446,556**

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

## Year Structure Built

	Number	Percent
<b>Total Housing units</b>	<b>33,096</b>	<b>100%</b>
2005 or Later	474	1%
2000 to 2004	1,379	4%
1990 to 1999	2,995	9%
1980 to 1989	10,523	32%
1970 to 1979	9,532	29%
1960 to 1969	4,101	12%
1950 to 1959	2,601	8%
1940 to 1949	1,080	3%
1939 or earlier	411	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
<b>Total occupied housing units</b>	<b>31,490</b>	<b>100%</b>	<b>13,292</b>	<b>100%</b>	<b>18,198</b>	<b>100%</b>
1.00 occupant housing per room or less	28,833	92%	11,563	87%	17,270	95%
1.01 to 1.50 occupants per room	1,831	6%	1,212	9%	619	3%
1.51 to 2.00 occupants per room	611	2%	364	3%	247	1%
2.01 or more occupants per room	215	1%	153	1%	62	<1%

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
<b>Total Units</b>	<b>13,292</b>	<b>100%</b>
Less than \$500	350	3%
\$500 to \$599	201	2%
\$600 to \$699	294	2%
\$700 to \$799	534	4%
\$800 to \$899	726	5%
\$900 to \$999	1,557	12%
\$1,000 to \$1,249	5,191	39%
\$1,250 to \$1,499	2,178	16%
\$1,500 to \$1,999	1,589	12%
\$2,000 or more	418	3%
No cash rent	254	2%
<b>Median contract rent</b>	<b>\$1,144</b>	

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
<b>Total Units</b>	<b>13,292</b>	<b>100%</b>
Less than 20 percent	1,818	14%
20.0 to 24.9 percent	1,600	12%
25.0 to 29.9 percent	1,578	12%
30.0 to 34.9 percent	1,309	10%
35.0 to 39.9 percent	1,261	9%
40.0 to 49.9 percent	1,955	15%
50.0 percent or more	3,167	24%
Not computed	604	5%

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
<b>Total Availability</b>	<b>31,490</b>	<b>100%</b>
No vehicle	1,145	4%
1 vehicle	9,285	29%
2 vehicles	12,684	40%
3 vehicles	5,474	17%
4 or more vehicles	2,902	9%

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
<b>Total Workers</b>	<b>46,731</b>	<b>100%</b>
Worked in state of residence	46,508	100%
Worked in county of residence	44,118	94%
Worked outside county of residence	2,390	5%
Worked outside state of residence	223	<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
<b>Population age 16 and older</b>	<b>78,026</b>	<b>100%</b>	<b>38,822</b>	<b>50%</b>
In labor force	49,405	63%	27,979	57%
Armed forces	1,505	3%	1,334	89%
Civilian (employed)	43,731	89%	24,303	56%
Civilian (unemployed)	4,169	8%	2,342	56%
Not in labor force	28,621	37%	10,843	38%
Pct. of civilian labor force unemployed	8.7%		8.8%	

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
<b>Total Workers</b>	<b>46,731</b>	<b>100%</b>
Car, truck or van:	41,565	89%
Drove Alone	34,751	74%
Carpooled	6,814	15%
Public Transportation:	1,420	3%
Bus	1,041	2%
Trolley / Streetcar	36	<1%
Railroad	334	1%
Other public transportation	9	<1%
Motorcycle	148	<1%
Bicycle	104	<1%
Walked	723	2%
Other means	379	1%
Worked at home	2,392	5%

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
<b>Total Workers</b>	<b>46,731</b>	<b>100%</b>
Did not work at home	44,339	95%
Less than 10 minutes	3,771	8%
10 to 19 minutes	13,786	30%
20 to 29 minutes	10,615	23%
30 to 44 minutes	8,234	18%
45 to 59 minutes	3,481	7%
60 to 89 minutes	3,378	7%
90 minutes or more	1,074	2%
Worked at home	2,392	5%
<b>Average time to work (minutes)</b>	<b>31</b>	<b>--</b>

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
<b>Total employed civilian age 16+</b>	<b>45,390</b>	<b>100%</b>
Agriculture, forestry, mining	887	2%
Utilities	475	1%
Construction	4,598	10%
Manufacturing	5,267	12%
Wholesale trade	1,662	4%
Retail trade	5,712	13%
Transportation & warehousing	1,056	2%
Information & communications	722	2%
Finance, insurance, & real estate	2,691	6%
Professional, scientific, management, administration	1,836	4%
Educational, social, & health services	7,120	16%
Art, entertainment, recreation, accommodations, food	4,693	10%
Other services	2,919	6%
Public administration	5,752	13%

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

<b>Total employed civilian age 16+</b>	<b>45,390</b>	<b>100%</b>
Management, professional & related:	12,154	27%
Management (incl. farm managers)	3,616	8%
Business & financial	1,598	4%
Computer & mathematical	857	2%
Architecture & engineering	774	2%
Life, physical & social science	195	<1%
Community & social service	584	1%
Legal	176	<1%
Education, training, & library	2,059	5%
Art, entertainment, sports & media	844	2%
Healthcare practitioners	1,451	3%
Service:	9,758	21%
Healthcare support	634	1%
Protective service	860	2%
Food preparation & serving	2,754	6%
Building & grounds cleaning / maintenance	3,635	8%
Personal care & service	1,875	4%
Sales & office	11,714	26%
Farming, fishing & forestry	740	2%
Construction, extraction & maintenance	5,209	11%
Production, transport & material moving	5,815	13%

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

## Household Income

Number Percent

<b>Total Households</b>	<b>31,490</b>	<b>100%</b>
Less than \$15,000	2,220	7%
\$15,000 to \$29,999	4,559	14%
\$30,000 to \$44,999	5,896	19%
\$45,000 to \$59,999	4,751	15%
\$60,000 to \$74,999	3,150	10%
\$75,000 to \$99,999	4,096	13%
\$100,000 to \$124,999	2,751	9%
\$125,000 to \$149,999	1,757	6%
\$150,000 to \$199,999	1,425	5%
\$200,000 or more	885	3%
<b>Median Income</b>	<b>\$54,693</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>31,490</b>	<b>100%</b>
With earnings	26,324	84%
With wage and salary income	24,831	79%
With self-employment income	4,692	15%
With interest, dividend, or net rental income	7,582	24%
With Social Security income	6,685	21%
With Supplemental Security income	820	3%
With public assistance income	754	2%
With retirement income	4,854	15%
With other types of income	4,394	14%

*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
<b>Total</b>	<b>98,290</b>	<b>100%</b>
Under .50	5,908	6%
.50 to .99	7,745	8%
1.00 to 1.24	6,028	6%
1.25 to 1.49	5,798	6%
1.50 to 1.84	8,205	8%
1.85 to 1.99	3,828	4%
2.00 and over	60,778	62%

*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
<b>Total</b>	<b>98,290</b>	<b>100%</b>
Above Poverty	84,637	86%
Below Poverty	13,653	14%

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

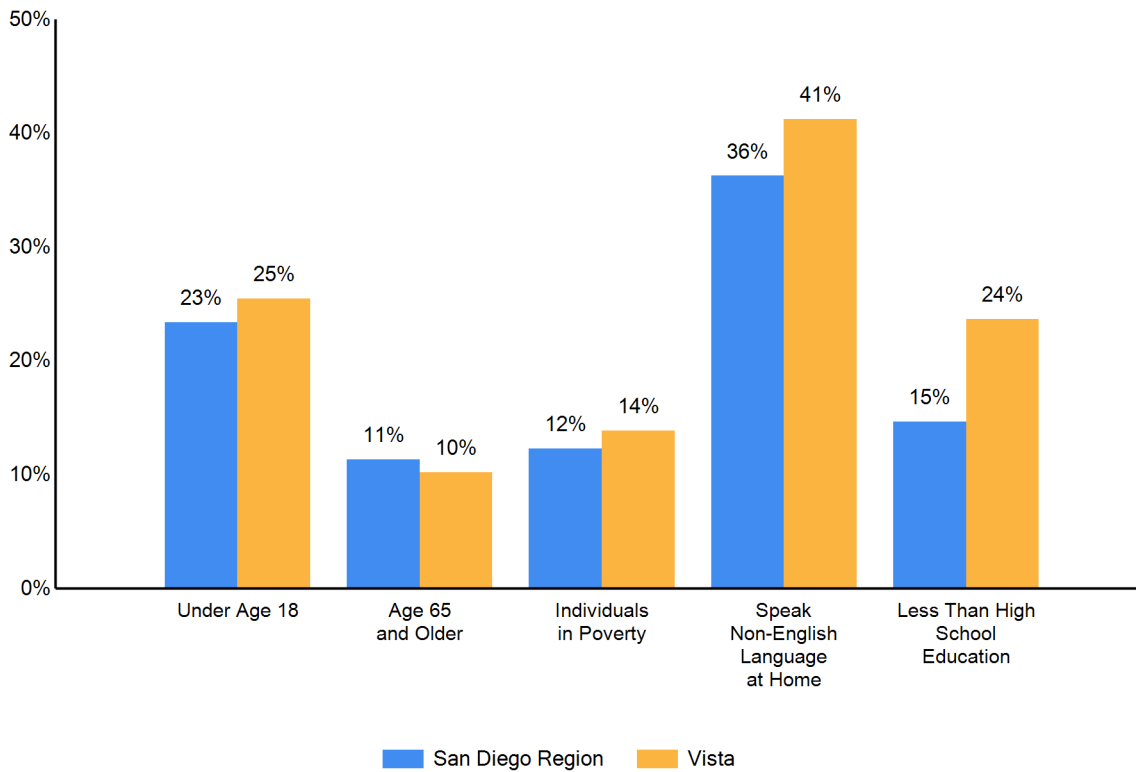
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>22,919</b>	<b>12,208</b>	<b>10,711</b>	<b>20,784</b>	<b>10,572</b>	<b>10,212</b>	<b>2,135</b>	<b>1,636</b>	<b>499</b>
Married couple family	16,872	8,244	8,628	15,767	7,479	8,288	1,105	765	340
Male householder, no wife present	2,206	1,409	797	1,916	1,127	789	290	282	8
Female householder, no husband present	3,841	2,555	1,286	3,101	1,966	1,135	740	589	151

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

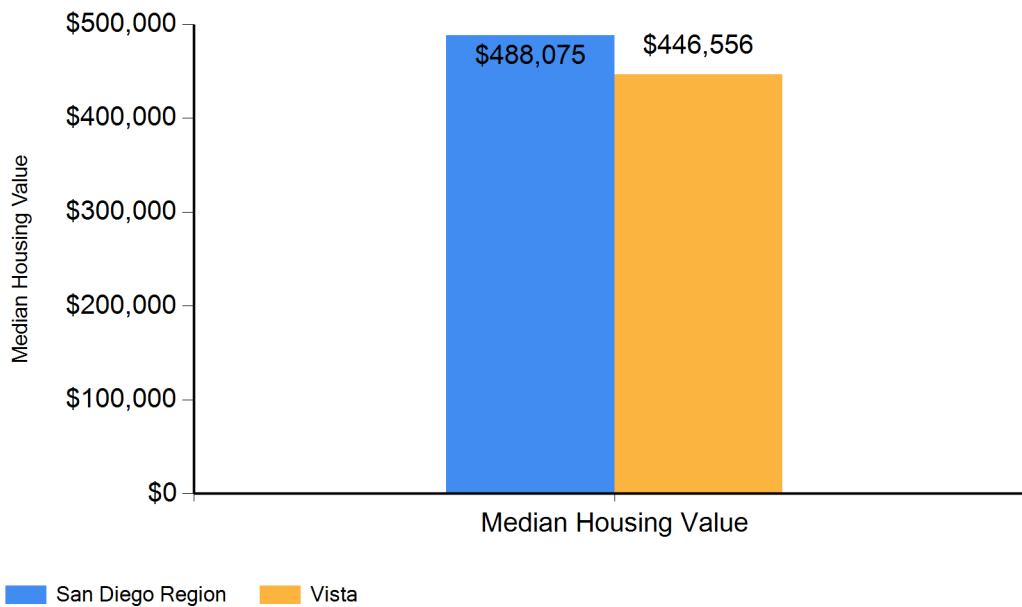


## Demographic and Socioeconomic Characteristics



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