



## Demographic and Socioeconomic Profile 2010

ZIP: 92078

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>39,983</b>	<b>100%</b>
White	24,128	60%
Hispanic	10,175	25%
Asian	3,285	8%
Two or More	1,310	3%
Black	803	2%
American Indian	106	<1%
Other	88	<1%
Pacific Islander	88	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>39,983</b>	<b>19,028</b>	<b>20,955</b>	<b>52%</b>
Under 5	3,141	1,647	1,494	48%
5 to 9	2,797	1,342	1,455	52%
10 to 14	2,386	1,295	1,091	46%
15 to 17	1,350	724	626	46%
18 and 19	1,463	653	810	55%
20 to 24	2,639	1,291	1,348	51%
25 to 29	2,613	1,228	1,385	53%
30 to 34	2,775	1,361	1,414	51%
35 to 39	2,979	1,460	1,519	51%
40 to 44	2,851	1,461	1,390	49%
45 to 49	2,517	1,204	1,313	52%
50 to 54	2,170	1,012	1,158	53%
55 to 59	1,754	797	957	55%
60 and 61	701	344	357	51%
62 to 64	1,308	439	869	66%
65 to 69	1,555	684	871	56%
70 to 74	1,276	526	750	59%
75 to 79	1,190	541	649	55%
80 to 84	1,322	637	685	52%
85 and Older	1,196	382	814	68%
Under 18	9,674	5,008	4,666	48%
65 and older	6,539	2,770	3,769	58%
<b>Median</b>	<b>36.4</b>	<b>34.9</b>	<b>37.8</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>31,659</b>	<b>100%</b>
Never Married	7,479	24%
Married, excluding separated	18,273	58%
Separated	421	1%
Widowed	2,187	7%
Divorced	3,299	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
<b>Total population</b>	<b>39,983</b>	<b>100%</b>
Household	39,839	100%
Group Quarters - Other	144	<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
<b>Total Pop.</b>	<b>39,983</b>	<b>10,175</b>	<b>24,128</b>	<b>803</b>	<b>106</b>	<b>3,285</b>	<b>88</b>	<b>88</b>	<b>1,310</b>
Under 5	3,141	1,062	1,637	53	6	219	2	9	153
5 to 9	2,797	927	1,408	61	9	147	9	4	232
10 to 14	2,386	874	1,101	21	4	225	6	6	149
15 to 17	1,350	584	592	33	1	79	3	4	54
18 and 19	1,463	482	854	25	3	51	3	0	45
20 to 24	2,639	941	1,329	113	2	149	9	3	93
25 to 29	2,613	885	1,345	76	7	213	4	10	73
30 to 34	2,775	872	1,506	58	0	282	4	7	46
35 to 39	2,979	778	1,670	91	2	374	3	3	58
40 to 44	2,851	620	1,753	39	5	350	15	23	46
45 to 49	2,517	603	1,556	79	30	146	21	2	80
50 to 54	2,170	388	1,494	37	2	199	4	5	41
55 to 59	1,754	314	1,199	42	5	148	1	3	42
60 and 61	701	84	481	12	12	85	0	0	27
62 to 64	1,308	170	984	21	3	88	0	1	41
65 to 69	1,555	221	1,122	11	5	152	1	2	41
70 to 74	1,276	118	954	9	3	163	1	4	24
75 to 79	1,190	119	910	15	3	108	1	0	34
80 to 84	1,322	78	1,152	4	4	67	0	0	17
85 and Older	1,196	55	1,081	3	0	40	1	2	14
Under 18	9,674	3,447	4,738	168	20	670	20	23	588
65 and older	6,539	591	5,219	42	15	530	4	8	130
<b>Median</b>		<b>26.2</b>	<b>41.8</b>	<b>31.7</b>	<b>47.3</b>	<b>38.7</b>	<b>40.3</b>	<b>36.7</b>	<b>21.2</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>36,842</b>	<b>100%</b>
Speak Only English	27,076	73%
Speak Spanish:	7,122	19%
Speak English "well" or "very well"	5,036	14%
Speak English "not well" or "not at all"	2,086	6%
Speak Asian/Pacific Island language:	1,651	4%
Speak English "well" or "very well"	1,519	4%
Speak English "not well" or "not at all"	132	<1%
Speak other language:	993	2%
Speak English "well" or "very well"	860	2%
Speak English "not well" or "not at all"	133	<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>26,207</b>	<b>100%</b>
Less than 9th grade	2,002	8%
9th through 12th grade, no diploma	971	4%
High school grad (incl. equivalency)	4,500	17%
Some college, no degree	6,059	23%
Associate degree	2,727	10%
Bachelor's degree	6,665	25%
Master's degree	2,184	8%
Professional school degree	508	2%
Doctorate degree	591	2%

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>38,202</b>	<b>100%</b>	---	---	---	---
Enrolled in school	10,403	27%	8,958	23%	1,445	4%
Nursery / Preschool	784	8%	250	3%	534	37%
Kindergarten to grade 4	2,768	27%	2,585	29%	183	13%
Grade 5 to grade 8	1,694	16%	1,569	18%	125	9%
Grade 9 to grade 12	1,687	16%	1,575	18%	112	8%
College, undergraduate	2,945	28%	2,738	31%	207	14%
Graduate or Professional school	525	5%	241	3%	284	20%
Not enrolled in school	27,799	73%	---	---	---	---

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>15,250</b>	<b>100%</b>	<b>5,154</b>	<b>100%</b>	<b>10,096</b>	<b>100%</b>
Family Households:	10,324	68%	5,154	100%	5,170	51%
Married couple family	8,541	56%	4,172	81%	4,369	43%
Other family:	1,783	12%	982	19%	801	8%
Male householder, no wife	563	4%	204	4%	359	4%
Female householder, no husband	1,220	8%	778	15%	442	4%
Nonfamily households:	4,926	32%	0	0%	4,926	49%
Householder living alone	3,836	25%	----	----	----	----
Other nonfamily households	1,090	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>16,064</b>	<b>100%</b>	<b>15250</b>	<b>814</b>	<b>5%</b>	<b>2.61</b>
Single family (detached)	8,032	50%	7,770	262	3%	2.80
Single family (attached)	343	2%	308	35	10%	2.18
2 to 4 units	821	5%	769	52	6%	2.30
5 to 9 units	1,306	8%	1,219	87	7%	2.58
10 or more units	3,049	19%	2,885	164	5%	2.45
Mobile home and Other	2,513	16%	2,299	214	9%	2.36

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>10,961</b>	<b>100%</b>
Less than \$150,000	1,507	14%
\$150,000 to \$199,999	512	5%
\$200,000 to \$249,999	404	4%
\$250,000 to \$299,999	393	4%
\$300,000 to \$399,999	1,663	15%
\$400,000 to \$499,999	1,636	15%
\$500,000 to \$749,999	3,404	31%
\$750,000 to \$999,999	1,043	10%
\$1,000,000 or more	399	4%

**Median Value** **\$461,616**

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>16,064</b>	<b>100%</b>
2005 or Later	1,399	9%
2000 to 2004	3,676	23%
1990 to 1999	2,791	17%
1980 to 1989	3,069	19%
1970 to 1979	3,825	24%
1960 to 1969	1,109	7%
1950 to 1959	141	1%
1940 to 1949	20	<1%
1939 or earlier	34	<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>15,250</b>	<b>100%</b>	<b>4,289</b>	<b>100%</b>	<b>10,961</b>	<b>100%</b>
1.00 occupant housing per room or less	14,937	98%	4,129	96%	10,808	99%
1.01 to 1.50 occupants per room	186	1%	102	2%	84	1%
1.51 to 2.00 occupants per room	124	1%	55	1%	69	1%
2.01 or more occupants per room	3	<1%	3	<1%	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
<b>Total Units</b>	<b>4,289</b>	<b>100%</b>
Less than \$500	159	4%
\$500 to \$599	99	2%
\$600 to \$699	117	3%
\$700 to \$799	206	5%
\$800 to \$899	197	5%
\$900 to \$999	169	4%
\$1,000 to \$1,249	708	17%
\$1,250 to \$1,499	856	20%
\$1,500 to \$1,999	1,010	24%
\$2,000 or more	647	15%
No cash rent	121	3%
<b>Median contract rent</b>	<b>\$1,393</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>4,289</b>	<b>100%</b>
Less than 20 percent	459	11%
20.0 to 24.9 percent	389	9%
25.0 to 29.9 percent	447	10%
30.0 to 34.9 percent	316	7%
35.0 to 39.9 percent	260	6%
40.0 to 49.9 percent	659	15%
50.0 percent or more	1,419	33%
Not computed	340	8%

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>15,250</b>	<b>100%</b>
No vehicle	800	5%
1 vehicle	4,900	32%
2 vehicles	6,778	44%
3 vehicles	2,058	13%
4 or more vehicles	714	5%

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>16,990</b>	<b>100%</b>
Worked in state of residence	16,867	99%
Worked in county of residence	15,843	93%
Worked outside county of residence	1,024	6%
Worked outside state of residence	123	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>31,189</b>	<b>100%</b>	<b>14,496</b>	<b>46%</b>
In labor force	18,024	58%	9,771	54%
Armed forces	359	2%	309	86%
Civilian (employed)	16,196	90%	8,690	54%
Civilian (unemployed)	1,469	8%	772	53%
Not in labor force	13,165	42%	4,725	36%
Pct. of civilian labor force unemployed	8.3%		8.2%	

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>16,990</b>	<b>100%</b>
Car, truck or van:	15,212	90%
Drove Alone	13,377	79%
Carpooled	1,835	11%
Public Transportation:	244	1%
Bus	134	1%
Trolley / Streetcar	0	0%
Railroad	99	1%
Other public transportation	11	<1%
Motorcycle	67	<1%
Bicycle	0	0%
Walked	328	2%
Other means	47	<1%
Worked at home	1,092	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
<b>Total Workers</b>	<b>16,990</b>	<b>100%</b>
Did not work at home	15,898	94%
Less than 10 minutes	1,387	8%
10 to 19 minutes	4,646	27%
20 to 29 minutes	3,485	21%
30 to 44 minutes	2,941	17%
45 to 59 minutes	2,140	13%
60 to 89 minutes	934	5%
90 minutes or more	365	2%
Worked at home	1,092	6%
<b>Average time to work (minutes)</b>	<b>32</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>16,593</b>	<b>100%</b>
Agriculture, forestry, mining	305	2%
Utilities	227	1%
Construction	934	6%
Manufacturing	1,768	11%
Wholesale trade	552	3%
Retail trade	1,384	8%
Transportation & warehousing	295	2%
Information & communications	453	3%
Finance, insurance, & real estate	1,766	11%
Professional, scientific, management, administration	485	3%
Educational, social, & health services	3,307	20%
Art, entertainment, recreation, accommodations, food	1,550	9%
Other services	925	6%
Public administration	2,642	16%

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>16,593</b>	<b>100%</b>
Management, professional & related:	7,220	44%
Management (incl. farm managers)	2,379	14%
Business & financial	1,087	7%
Computer & mathematical	434	3%
Architecture & engineering	762	5%
Life, physical & social science	305	2%
Community & social service	230	1%
Legal	139	1%
Education, training, & library	961	6%
Art, entertainment, sports & media	392	2%
Healthcare practitioners	531	3%
Service:	2,849	17%
Healthcare support	230	1%
Protective service	350	2%
Food preparation & serving	859	5%
Building & grounds cleaning / maintenance	660	4%
Personal care & service	750	5%
Sales & office	4,245	26%
Farming, fishing & forestry	156	1%
Construction, extraction & maintenance	1,011	6%
Production, transport & material moving	1,112	7%

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>15,250</b>	<b>100%</b>
Less than \$15,000	1,275	8%
\$15,000 to \$29,999	2,101	14%
\$30,000 to \$44,999	2,342	15%
\$45,000 to \$59,999	1,796	12%
\$60,000 to \$74,999	1,300	9%
\$75,000 to \$99,999	1,807	12%
\$100,000 to \$124,999	1,339	9%
\$125,000 to \$149,999	1,045	7%
\$150,000 to \$199,999	1,194	8%
\$200,000 or more	1,051	7%
<b>Median Income</b>	<b>\$61,281</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>15,250</b>	<b>100%</b>
With earnings	11,165	73%
With wage and salary income	10,550	69%
With self-employment income	2,058	13%
With interest, dividend, or net rental income	4,994	33%
With Social Security income	4,772	31%
With Supplemental Security income	358	2%
With public assistance income	171	1%
With retirement income	3,464	23%
With other types of income	2,125	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>39,936</b>	<b>100%</b>
Under .50	1,958	5%
.50 to .99	1,898	5%
1.00 to 1.24	1,783	4%
1.25 to 1.49	1,434	4%
1.50 to 1.84	2,773	7%
1.85 to 1.99	762	2%
2.00 and over	29,328	73%

*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>39,936</b>	<b>100%</b>
Above Poverty	36,080	90%
Below Poverty	3,856	10%

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

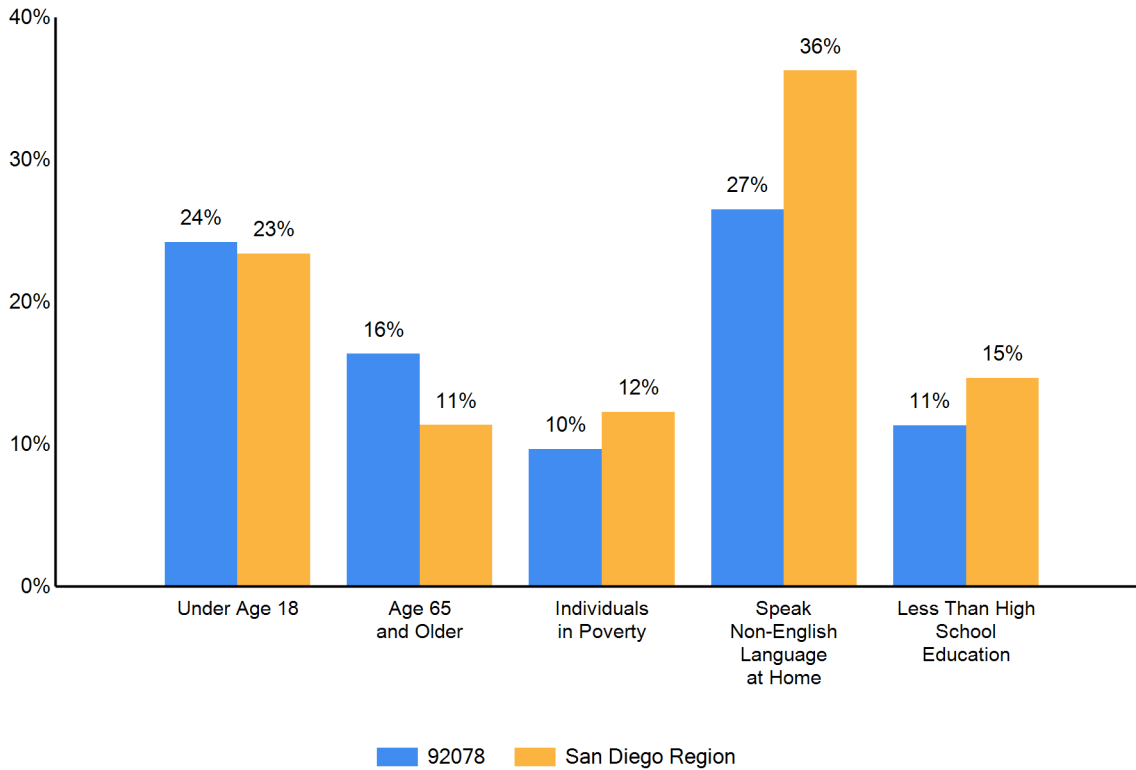
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>10,324</b>	<b>5,154</b>	<b>5,170</b>	<b>9,692</b>	<b>4,785</b>	<b>4,907</b>	<b>632</b>	<b>369</b>	<b>263</b>
Married couple family	8,541	4,172	4,369	8,107	3,941	4,166	434	231	203
Male householder, no wife present	563	204	359	563	204	359	0	0	0
Female householder, no husband present	1,220	778	442	1,022	640	382	198	138	60

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

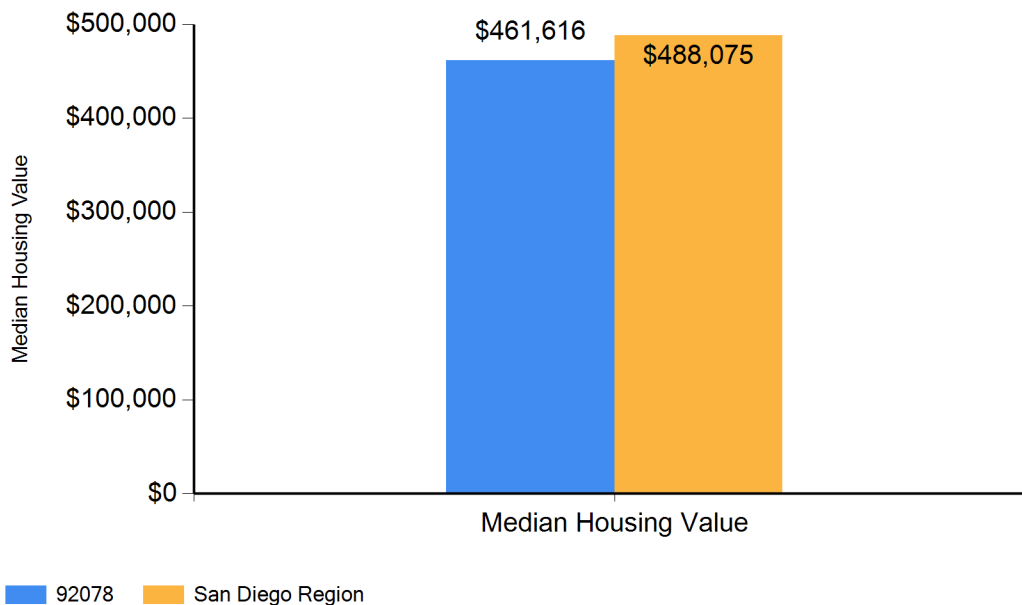


## Demographic and Socioeconomic Characteristics



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