



Demographic and Socioeconomic Profile 2010

TRACT: 95.07

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 3,369 | 100% |
| White | 2,227 | 66% |
| Hispanic | 440 | 13% |
| Asian | 360 | 11% |
| Two or More | 168 | 5% |
| Black | 136 | 4% |
| Pacific Islander | 15 | <1% |
| Other | 13 | <1% |
| American Indian | 10 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 3,369 | 1,629 | 1,740 | 52% |
| Under 5 | 216 | 112 | 104 | 48% |
| 5 to 9 | 151 | 65 | 86 | 57% |
| 10 to 14 | 154 | 85 | 69 | 45% |
| 15 to 17 | 96 | 57 | 39 | 41% |
| 18 and 19 | 50 | 26 | 24 | 48% |
| 20 to 24 | 273 | 124 | 149 | 55% |
| 25 to 29 | 316 | 163 | 153 | 48% |
| 30 to 34 | 254 | 129 | 125 | 49% |
| 35 to 39 | 203 | 101 | 102 | 50% |
| 40 to 44 | 234 | 111 | 123 | 53% |
| 45 to 49 | 223 | 110 | 113 | 51% |
| 50 to 54 | 269 | 116 | 153 | 57% |
| 55 to 59 | 243 | 109 | 134 | 55% |
| 60 and 61 | 108 | 47 | 61 | 56% |
| 62 to 64 | 186 | 85 | 101 | 54% |
| 65 to 69 | 158 | 78 | 80 | 51% |
| 70 to 74 | 87 | 35 | 52 | 60% |
| 75 to 79 | 74 | 37 | 37 | 50% |
| 80 to 84 | 43 | 25 | 18 | 42% |
| 85 and Older | 31 | 14 | 17 | 55% |
| Under 18 | 617 | 319 | 298 | 48% |
| 65 and older | 393 | 189 | 204 | 52% |
| Median | 39.3 | 37.6 | 40.8 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 2,848 | 100% |
| Never Married | 1,154 | 41% |
| Married, excluding separated | 1,309 | 46% |
| Separated | 45 | 2% |
| Widowed | 82 | 3% |
| Divorced | 258 | 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 | 3,369 | 100% |
| Household | 3,358 | 100% |
| Group Quarters - Other | 11 | <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. | 3,369 | 440 | 2,227 | 136 | 10 | 360 | 15 | 13 | 168 |
| Under 5 | 216 | 50 | 101 | 4 | 0 | 21 | 0 | 3 | 37 |
| 5 to 9 | 151 | 39 | 81 | 7 | 0 | 9 | 0 | 2 | 13 |
| 10 to 14 | 154 | 33 | 75 | 11 | 0 | 16 | 0 | 1 | 18 |
| 15 to 17 | 96 | 20 | 55 | 4 | 0 | 9 | 0 | 0 | 8 |
| 18 and 19 | 50 | 10 | 25 | 4 | 0 | 8 | 0 | 0 | 3 |
| 20 to 24 | 273 | 67 | 154 | 15 | 3 | 19 | 1 | 0 | 14 |
| 25 to 29 | 316 | 40 | 190 | 14 | 3 | 43 | 3 | 2 | 21 |
| 30 to 34 | 254 | 37 | 150 | 9 | 3 | 38 | 1 | 1 | 15 |
| 35 to 39 | 203 | 24 | 130 | 13 | 1 | 26 | 3 | 1 | 5 |
| 40 to 44 | 234 | 39 | 139 | 14 | 0 | 27 | 1 | 1 | 13 |
| 45 to 49 | 223 | 21 | 164 | 11 | 0 | 21 | 1 | 1 | 4 |
| 50 to 54 | 269 | 18 | 202 | 10 | 0 | 31 | 1 | 0 | 7 |
| 55 to 59 | 243 | 15 | 200 | 8 | 0 | 16 | 2 | 0 | 2 |
| 60 and 61 | 108 | 4 | 91 | 1 | 0 | 10 | 1 | 0 | 1 |
| 62 to 64 | 186 | 8 | 152 | 5 | 0 | 17 | 1 | 1 | 2 |
| 65 to 69 | 158 | 9 | 138 | 3 | 0 | 7 | 0 | 0 | 1 |
| 70 to 74 | 87 | 2 | 70 | 3 | 0 | 11 | 0 | 0 | 1 |
| 75 to 79 | 74 | 4 | 54 | 0 | 0 | 14 | 0 | 0 | 2 |
| 80 to 84 | 43 | 0 | 39 | 0 | 0 | 4 | 0 | 0 | 0 |
| 85 and Older | 31 | 0 | 17 | 0 | 0 | 13 | 0 | 0 | 1 |
| Under 18 | 617 | 142 | 312 | 26 | 0 | 55 | 0 | 6 | 76 |
| 65 and older | 393 | 15 | 318 | 6 | 0 | 49 | 0 | 0 | 5 |
| Median | | 25.1 | 45.4 | 35.0 | 28.3 | 38.3 | 39.2 | 26.3 | 21.8 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 3,153 | 100% |
| Speak Only English | 2,470 | 78% |
| Speak Spanish: | 237 | 8% |
| Speak English "well" or "very well" | 218 | 7% |
| Speak English "not well" or "not at all" | 19 | 1% |
| Speak Asian/Pacific Island language: | 250 | 8% |
| Speak English "well" or "very well" | 196 | 6% |
| Speak English "not well" or "not at all" | 54 | 2% |
| Speak other language: | 196 | 6% |
| Speak English "well" or "very well" | 191 | 6% |
| Speak English "not well" or "not at all" | 5 | <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 | 2,429 | 100% |
| Less than 9th grade | 27 | 1% |
| 9th through 12th grade, no diploma | 21 | 1% |
| High school grad (incl. equivalency) | 157 | 6% |
| Some college, no degree | 531 | 22% |
| Associate degree | 152 | 6% |
| Bachelor's degree | 931 | 38% |
| Master's degree | 385 | 16% |
| Professional school degree | 156 | 6% |
| Doctorate degree | 69 | 3% |

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 | 3,222 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,025 | 32% | 903 | 28% | 122 | 4% |
| Nursery / Preschool | 21 | 2% | 4 | <1% | 17 | 14% |
| Kindergarten to grade 4 | 177 | 17% | 161 | 18% | 16 | 13% |
| Grade 5 to grade 8 | 117 | 11% | 108 | 12% | 9 | 7% |
| Grade 9 to grade 12 | 131 | 13% | 117 | 13% | 14 | 11% |
| College, undergraduate | 470 | 46% | 439 | 49% | 31 | 25% |
| Graduate or Professional school | 109 | 11% | 74 | 8% | 35 | 29% |
| Not enrolled in school | 2,197 | 68% | --- | --- | --- | --- |

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 | 1,429 | 100% | 367 | 100% | 1,062 | 100% |
| Family Households: | 765 | 54% | 359 | 98% | 406 | 38% |
| Married couple family | 621 | 43% | 233 | 63% | 388 | 37% |
| Other family: | 144 | 10% | 126 | 34% | 18 | 2% |
| Male householder, no wife | 59 | 4% | 50 | 14% | 9 | 1% |
| Female householder, no husband | 85 | 6% | 76 | 21% | 9 | 1% |
| Nonfamily households: | 664 | 46% | 8 | 2% | 656 | 62% |
| Householder living alone | 361 | 25% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 303 | 21% | ---- | ---- | ---- | ---- |

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 | 1,483 | 100% | 1429 | 54 | 4% | 2.35 |
| Single family (detached) | 590 | 40% | 563 | 27 | 5% | 2.50 |
| Single family (attached) | 438 | 30% | 423 | 15 | 3% | 2.20 |
| 2 to 4 units | 55 | 4% | 54 | 1 | 2% | 2.85 |
| 5 to 9 units | 204 | 14% | 200 | 4 | 2% | 2.24 |
| 10 or more units | 196 | 13% | 189 | 7 | 4% | 2.22 |
| Mobile home and Other | 0 | 0% | 0 | 0 | 0% | 0.00 |

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 | 765 | 100% |
| Less than \$150,000 | 0 | 0% |
| \$150,000 to \$199,999 | 8 | 1% |
| \$200,000 to \$249,999 | 0 | 0% |
| \$250,000 to \$299,999 | 0 | 0% |
| \$300,000 to \$399,999 | 136 | 18% |
| \$400,000 to \$499,999 | 170 | 22% |
| \$500,000 to \$749,999 | 315 | 41% |
| \$750,000 to \$999,999 | 130 | 17% |
| \$1,000,000 or more | 6 | 1% |

Median Value **\$554,365**

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 | 1,483 | 100% |
| 2005 or Later | 13 | 1% |
| 2000 to 2004 | 0 | 0% |
| 1990 to 1999 | 72 | 5% |
| 1980 to 1989 | 776 | 52% |
| 1970 to 1979 | 580 | 39% |
| 1960 to 1969 | 21 | 1% |
| 1950 to 1959 | 12 | 1% |
| 1940 to 1949 | 9 | 1% |
| 1939 or earlier | 0 | 0% |

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 | 1,429 | 100% | 664 | 100% | 765 | 100% |
| 1.00 occupant housing per room or less | 1,425 | 100% | 660 | 99% | 765 | 100% |
| 1.01 to 1.50 occupants per room | 4 | <1% | 4 | 1% | 0 | 0% |
| 1.51 to 2.00 occupants per room | 0 | 0% | 0 | 0% | 0 | 0% |
| 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 | 664 | 100% |
| Less than \$500 | 0 | 0% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 0 | 0% |
| \$700 to \$799 | 0 | 0% |
| \$800 to \$899 | 0 | 0% |
| \$900 to \$999 | 0 | 0% |
| \$1,000 to \$1,249 | 90 | 14% |
| \$1,250 to \$1,499 | 204 | 31% |
| \$1,500 to \$1,999 | 315 | 47% |
| \$2,000 or more | 55 | 8% |
| No cash rent | 0 | 0% |
| Median contract rent | \$1,559 | |

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 | 664 | 100% |
| Less than 20 percent | 71 | 11% |
| 20.0 to 24.9 percent | 144 | 22% |
| 25.0 to 29.9 percent | 152 | 23% |
| 30.0 to 34.9 percent | 126 | 19% |
| 35.0 to 39.9 percent | 25 | 4% |
| 40.0 to 49.9 percent | 20 | 3% |
| 50.0 percent or more | 126 | 19% |
| Not computed | 0 | 0% |

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 | 1,429 | 100% |
| No vehicle | 25 | 2% |
| 1 vehicle | 380 | 27% |
| 2 vehicles | 775 | 54% |
| 3 vehicles | 180 | 13% |
| 4 or more vehicles | 69 | 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 |
|------------------------------------|--------------|-------------|
| Total Workers | 2,218 | 100% |
| Worked in state of residence | 2,218 | 100% |
| Worked in county of residence | 2,166 | 98% |
| Worked outside county of residence | 52 | 2% |
| 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 | 2,813 | 100% | 1,346 | 48% |
| In labor force | 2,098 | 75% | 1,108 | 53% |
| Armed forces | 120 | 6% | 87 | 73% |
| Civilian (employed) | 1,891 | 90% | 957 | 51% |
| Civilian (unemployed) | 87 | 4% | 64 | 74% |
| Not in labor force | 715 | 25% | 238 | 33% |
| Pct. of civilian labor force unemployed | 4.4% | | 6.3% | |

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 | 2,218 | 100% |
| Car, truck or van: | 2,116 | 95% |
| Drove Alone | 2,031 | 92% |
| Carpooled | 85 | 4% |
| Public Transportation: | 0 | 0% |
| Bus | 0 | 0% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 0 | 0% |
| Other public transportation | 0 | 0% |
| Motorcycle | 16 | 1% |
| Bicycle | 0 | 0% |
| Walked | 0 | 0% |
| Other means | 0 | 0% |
| Worked at home | 86 | 4% |

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 | 2,218 | 100% |
| Did not work at home | 2,132 | 96% |
| Less than 10 minutes | 212 | 10% |
| 10 to 19 minutes | 701 | 32% |
| 20 to 29 minutes | 661 | 30% |
| 30 to 44 minutes | 400 | 18% |
| 45 to 59 minutes | 93 | 4% |
| 60 to 89 minutes | 45 | 2% |
| 90 minutes or more | 20 | 1% |
| Worked at home | 86 | 4% |
| 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+ | 2,107 | 100% |
| Agriculture, forestry, mining | 0 | 0% |
| Utilities | 39 | 2% |
| Construction | 42 | 2% |
| Manufacturing | 190 | 9% |
| Wholesale trade | 30 | 1% |
| Retail trade | 295 | 14% |
| Transportation & warehousing | 28 | 1% |
| Information & communications | 109 | 5% |
| Finance, insurance, & real estate | 121 | 6% |
| Professional, scientific, management, administration | 137 | 7% |
| Educational, social, & health services | 566 | 27% |
| Art, entertainment, recreation, accommodations, food | 46 | 2% |
| Other services | 144 | 7% |
| Public administration | 360 | 17% |

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+ | 2,107 | 100% |
| Management, professional & related: | 1,220 | 58% |
| Management (incl. farm managers) | 255 | 12% |
| Business & financial | 195 | 9% |
| Computer & mathematical | 149 | 7% |
| Architecture & engineering | 87 | 4% |
| Life, physical & social science | 18 | 1% |
| Community & social service | 40 | 2% |
| Legal | 78 | 4% |
| Education, training, & library | 196 | 9% |
| Art, entertainment, sports & media | 32 | 2% |
| Healthcare practitioners | 170 | 8% |
| Service: | 235 | 11% |
| Healthcare support | 40 | 2% |
| Protective service | 73 | 3% |
| Food preparation & serving | 29 | 1% |
| Building & grounds cleaning / maintenance | 0 | 0% |
| Personal care & service | 93 | 4% |
| Sales & office | 488 | 23% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 30 | 1% |
| Production, transport & material moving | 134 | 6% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 1,429 | 100% |
| Less than \$15,000 | 27 | 2% |
| \$15,000 to \$29,999 | 79 | 6% |
| \$30,000 to \$44,999 | 136 | 10% |
| \$45,000 to \$59,999 | 204 | 14% |
| \$60,000 to \$74,999 | 180 | 13% |
| \$75,000 to \$99,999 | 300 | 21% |
| \$100,000 to \$124,999 | 198 | 14% |
| \$125,000 to \$149,999 | 63 | 4% |
| \$150,000 to \$199,999 | 99 | 7% |
| \$200,000 or more | 143 | 10% |
| Median Income | \$82,375 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 1,429 | 100% |
| With earnings | 1,286 | 90% |
| With wage and salary income | 1,231 | 86% |
| With self-employment income | 189 | 13% |
| With interest, dividend, or net rental income | 539 | 38% |
| With Social Security income | 222 | 16% |
| With Supplemental Security income | 27 | 2% |
| With public assistance income | 0 | 0% |
| With retirement income | 236 | 17% |
| With other types of income | 204 | 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 |
|---------------|--------------|-------------|
| Total | 3,361 | 100% |
| Under .50 | 106 | 3% |
| .50 to .99 | 54 | 2% |
| 1.00 to 1.24 | 63 | 2% |
| 1.25 to 1.49 | 70 | 2% |
| 1.50 to 1.84 | 51 | 2% |
| 1.85 to 1.99 | 86 | 3% |
| 2.00 and over | 2,931 | 87% |

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 | 3,361 | 100% |
| Above Poverty | 3,201 | 95% |
| Below Poverty | 160 | 5% |

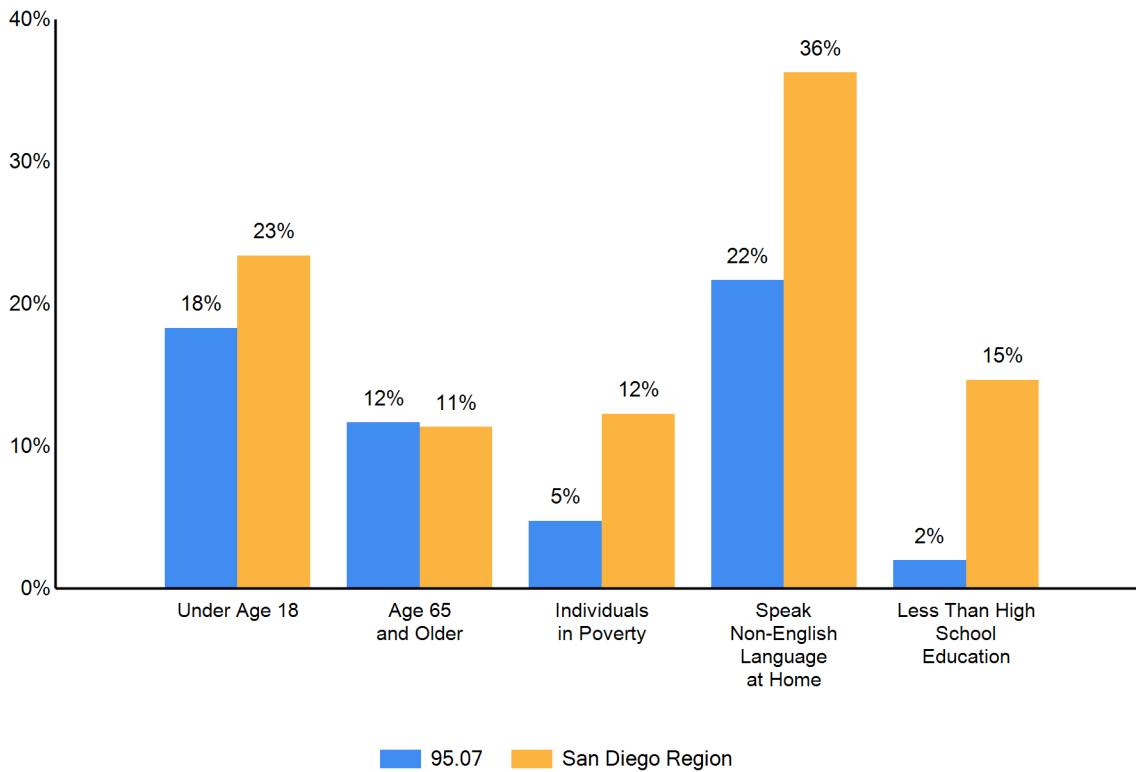
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 765 | 359 | 406 | 758 | 352 | 406 | 7 | 7 | 0 |
| Married couple family | 621 | 233 | 388 | 621 | 233 | 388 | 0 | 0 | 0 |
| Male householder, no wife present | 59 | 50 | 9 | 59 | 50 | 9 | 0 | 0 | 0 |
| Female householder, no husband present | 85 | 76 | 9 | 78 | 69 | 9 | 7 | 7 | 0 |

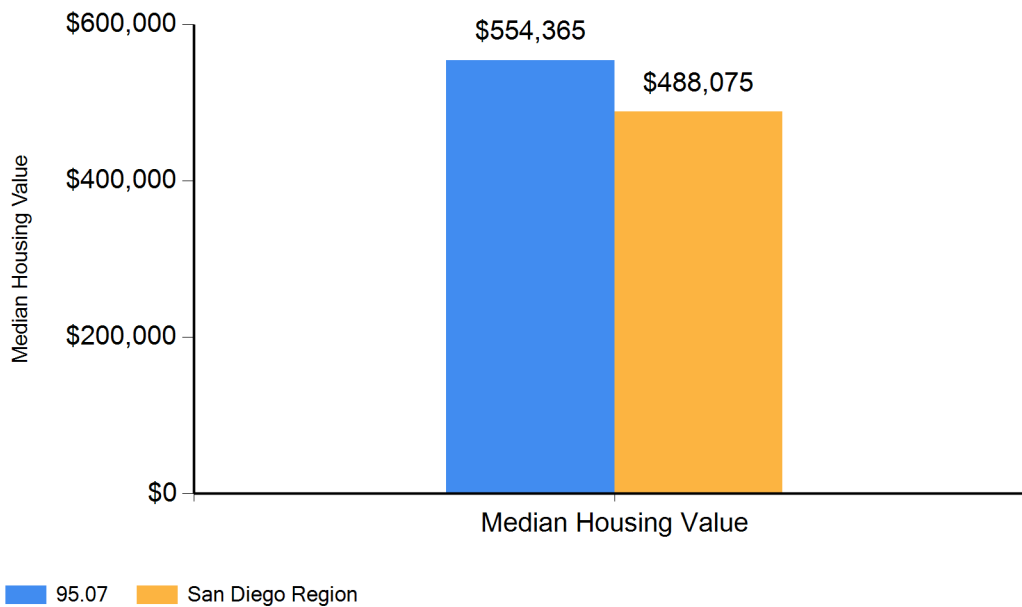
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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