



## Demographic and Socioeconomic Profile 2010

TRACT: 29.04

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>7,316</b>	<b>100%</b>
White	4,284	59%
Hispanic	1,268	17%
Asian	976	13%
Black	432	6%
Two or More	299	4%
Pacific Islander	22	<1%
Other	21	<1%
American Indian	14	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>7,316</b>	<b>3,570</b>	<b>3,746</b>	<b>51%</b>
Under 5	147	80	67	46%
5 to 9	139	52	87	63%
10 to 14	128	69	59	46%
15 to 17	90	46	44	49%
18 and 19	2,126	852	1,274	60%
20 to 24	2,509	1,295	1,214	48%
25 to 29	560	371	189	34%
30 to 34	277	165	112	40%
35 to 39	219	109	110	50%
40 to 44	168	82	86	51%
45 to 49	165	84	81	49%
50 to 54	193	97	96	50%
55 to 59	165	93	72	44%
60 and 61	56	24	32	57%
62 to 64	54	22	32	59%
65 to 69	81	45	36	44%
70 to 74	46	17	29	63%
75 to 79	39	13	26	67%
80 to 84	62	23	39	63%
85 and Older	92	31	61	66%
Under 18	504	247	257	51%
65 and older	320	129	191	60%
<b>Median</b>	<b>22.0</b>	<b>22.6</b>	<b>21.4</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>6,902</b>	<b>100%</b>
Never Married	5,142	75%
Married, excluding separated	1,194	17%
Separated	39	<1%
Widowed	126	2%
Divorced	401	6%

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>7,316</b>	<b>100%</b>
Household	5,323	73%
Group Quarters - College	1,965	27%
Group Quarters - Other	28	<1%
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
<b>Total Pop.</b>	<b>7,316</b>	<b>1,268</b>	<b>4,284</b>	<b>432</b>	<b>14</b>	<b>976</b>	<b>22</b>	<b>21</b>	<b>299</b>
Under 5	147	31	73	19	0	14	0	0	10
5 to 9	139	36	57	21	0	20	0	0	5
10 to 14	128	29	66	12	1	10	0	1	9
15 to 17	90	30	32	10	0	12	1	0	5
18 and 19	2,126	432	1,305	75	3	189	5	7	110
20 to 24	2,509	382	1,479	125	1	404	5	4	109
25 to 29	560	85	249	35	2	160	2	3	24
30 to 34	277	48	140	40	0	37	2	2	8
35 to 39	219	47	108	19	2	35	3	0	5
40 to 44	168	40	90	15	1	18	0	1	3
45 to 49	165	23	105	13	0	19	0	0	5
50 to 54	193	26	127	19	1	16	1	2	1
55 to 59	165	26	104	12	2	15	3	0	3
60 and 61	56	9	39	2	0	5	0	1	0
62 to 64	54	2	46	2	0	3	0	0	1
65 to 69	81	7	58	7	0	9	0	0	0
70 to 74	46	5	35	1	0	4	0	0	1
75 to 79	39	3	30	4	0	2	0	0	0
80 to 84	62	5	55	0	0	2	0	0	0
85 and Older	92	2	86	1	1	2	0	0	0
Under 18	504	126	228	62	1	56	1	1	29
65 and older	320	22	264	13	1	19	0	0	1
<b>Median</b>		<b>21.0</b>	<b>22.1</b>	<b>23.2</b>	<b>35.0</b>	<b>23.0</b>	<b>25.0</b>	<b>23.1</b>	<b>20.5</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>7,169</b>	<b>100%</b>
Speak Only English	5,906	82%
Speak Spanish:	724	10%
Speak English "well" or "very well"	639	9%
Speak English "not well" or "not at all"	85	1%
Speak Asian/Pacific Island language:	296	4%
Speak English "well" or "very well"	230	3%
Speak English "not well" or "not at all"	66	1%
Speak other language:	243	3%
Speak English "well" or "very well"	243	3%
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
<b>Total population age 25 and older</b>	<b>2,177</b>	<b>100%</b>
Less than 9th grade	126	6%
9th through 12th grade, no diploma	32	1%
High school grad (incl. equivalency)	251	12%
Some college, no degree	749	34%
Associate degree	209	10%
Bachelor's degree	353	16%
Master's degree	404	19%
Professional school degree	34	2%
Doctorate degree	19	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>7,220</b>	<b>100%</b>	---	---	---	---
Enrolled in school	4,883	68%	4,571	63%	312	4%
Nursery / Preschool	85	2%	59	1%	26	8%
Kindergarten to grade 4	170	3%	131	3%	39	13%
Grade 5 to grade 8	213	4%	169	4%	44	14%
Grade 9 to grade 12	182	4%	169	4%	13	4%
College, undergraduate	4,095	84%	3,950	86%	145	46%
Graduate or Professional school	138	3%	93	2%	45	14%
Not enrolled in school	2,337	32%	---	---	---	---

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>2,122</b>	<b>100%</b>	<b>405</b>	<b>100%</b>	<b>1,717</b>	<b>100%</b>
Family Households:	802	38%	386	95%	416	24%
Married couple family	449	21%	246	61%	203	12%
Other family:	353	17%	140	35%	213	12%
Male householder, no wife	161	8%	56	14%	105	6%
Female householder, no husband	192	9%	84	21%	108	6%
Nonfamily households:	1,320	62%	19	5%	1,301	76%
Householder living alone	731	34%	----	----	----	----
Other nonfamily households	589	28%	----	----	----	----

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>2,140</b>	<b>100%</b>	<b>2122</b>	<b>18</b>	<b>1%</b>	<b>2.51</b>
Single family (detached)	1,007	47%	1,002	5	<1%	2.79
Single family (attached)	58	3%	55	3	5%	2.87
2 to 4 units	21	1%	21	0	0%	1.67
5 to 9 units	66	3%	65	1	2%	2.17
10 or more units	988	46%	979	9	1%	2.24
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
<b>Total Owner-Occupied Units</b>	<b>653</b>	<b>100%</b>
Less than \$150,000	35	5%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	51	8%
\$250,000 to \$299,999	0	0%
\$300,000 to \$399,999	165	25%
\$400,000 to \$499,999	146	22%
\$500,000 to \$749,999	229	35%
\$750,000 to \$999,999	27	4%
\$1,000,000 or more	0	0%

**Median Value** **\$451,027**

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>2,140</b>	<b>100%</b>
2005 or Later	55	3%
2000 to 2004	67	3%
1990 to 1999	110	5%
1980 to 1989	183	9%
1970 to 1979	485	23%
1960 to 1969	428	20%
1950 to 1959	651	30%
1940 to 1949	128	6%
1939 or earlier	33	2%

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>2,122</b>	<b>100%</b>	<b>1,469</b>	<b>100%</b>	<b>653</b>	<b>100%</b>
1.00 occupant housing per room or less	2,043	96%	1,427	97%	616	94%
1.01 to 1.50 occupants per room	79	4%	42	3%	37	6%
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
<b>Total Units</b>	<b>1,469</b>	<b>100%</b>
Less than \$500	13	1%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	45	3%
\$800 to \$899	54	4%
\$900 to \$999	131	9%
\$1,000 to \$1,249	476	32%
\$1,250 to \$1,499	220	15%
\$1,500 to \$1,999	292	20%
\$2,000 or more	201	14%
No cash rent	37	3%
<b>Median contract rent</b>	<b>\$1,269</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>1,469</b>	<b>100%</b>
Less than 20 percent	142	10%
20.0 to 24.9 percent	48	3%
25.0 to 29.9 percent	157	11%
30.0 to 34.9 percent	42	3%
35.0 to 39.9 percent	39	3%
40.0 to 49.9 percent	135	9%
50.0 percent or more	735	50%
Not computed	171	12%

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>2,122</b>	<b>100%</b>
No vehicle	186	9%
1 vehicle	898	42%
2 vehicles	552	26%
3 vehicles	302	14%
4 or more vehicles	184	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>2,638</b>	<b>100%</b>
Worked in state of residence	2,638	100%
Worked in county of residence	2,565	97%
Worked outside county of residence	73	3%
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
<b>Population age 16 and older</b>	<b>6,878</b>	<b>100%</b>	<b>3,352</b>	<b>49%</b>
In labor force	3,265	47%	1,748	54%
Armed forces	16	0%	16	100%
Civilian (employed)	2,901	89%	1,583	55%
Civilian (unemployed)	348	11%	149	43%
Not in labor force	3,613	53%	1,604	44%
Pct. of civilian labor force unemployed	10.7%		8.6%	

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>2,638</b>	<b>100%</b>
Car, truck or van:	2,021	77%
Drove Alone	1,780	67%
Carpooled	241	9%
Public Transportation:	38	1%
Bus	24	1%
Trolley / Streetcar	14	1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	18	1%
Bicycle	21	1%
Walked	337	13%
Other means	38	1%
Worked at home	165	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>2,638</b>	<b>100%</b>
Did not work at home	2,473	94%
Less than 10 minutes	362	14%
10 to 19 minutes	759	29%
20 to 29 minutes	665	25%
30 to 44 minutes	490	19%
45 to 59 minutes	138	5%
60 to 89 minutes	39	1%
90 minutes or more	20	1%
Worked at home	165	6%
<b>Average time to work (minutes)</b>	<b>25</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>2,616</b>	<b>100%</b>
Agriculture, forestry, mining	0	0%
Utilities	10	<1%
Construction	184	7%
Manufacturing	103	4%
Wholesale trade	46	2%
Retail trade	481	18%
Transportation & warehousing	51	2%
Information & communications	20	1%
Finance, insurance, & real estate	147	6%
Professional, scientific, management, administration	71	3%
Educational, social, & health services	630	24%
Art, entertainment, recreation, accommodations, food	364	14%
Other services	143	5%
Public administration	366	14%

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>2,616</b>	<b>100%</b>
Management, professional & related:	914	35%
Management (incl. farm managers)	262	10%
Business & financial	182	7%
Computer & mathematical	38	1%
Architecture & engineering	114	4%
Life, physical & social science	26	1%
Community & social service	60	2%
Legal	24	1%
Education, training, & library	152	6%
Art, entertainment, sports & media	23	1%
Healthcare practitioners	33	1%
Service:	725	28%
Healthcare support	96	4%
Protective service	93	4%
Food preparation & serving	284	11%
Building & grounds cleaning / maintenance	84	3%
Personal care & service	168	6%
Sales & office	722	28%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	138	5%
Production, transport & material moving	117	4%

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>2,122</b>	<b>100%</b>
Less than \$15,000	659	31%
\$15,000 to \$29,999	364	17%
\$30,000 to \$44,999	221	10%
\$45,000 to \$59,999	222	10%
\$60,000 to \$74,999	160	8%
\$75,000 to \$99,999	249	12%
\$100,000 to \$124,999	125	6%
\$125,000 to \$149,999	89	4%
\$150,000 to \$199,999	27	1%
\$200,000 or more	6	<1%
<b>Median Income</b>	<b>\$32,579</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,122</b>	<b>100%</b>
With earnings	1,689	80%
With wage and salary income	1,645	78%
With self-employment income	261	12%
With interest, dividend, or net rental income	390	18%
With Social Security income	316	15%
With Supplemental Security income	56	3%
With public assistance income	11	1%
With retirement income	152	7%
With other types of income	210	10%

*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>4,519</b>	<b>100%</b>
Under .50	1,286	28%
.50 to .99	652	14%
1.00 to 1.24	153	3%
1.25 to 1.49	173	4%
1.50 to 1.84	259	6%
1.85 to 1.99	122	3%
2.00 and over	1,874	41%

*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>4,519</b>	<b>100%</b>
Above Poverty	2,581	57%
Below Poverty	1,938	43%

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

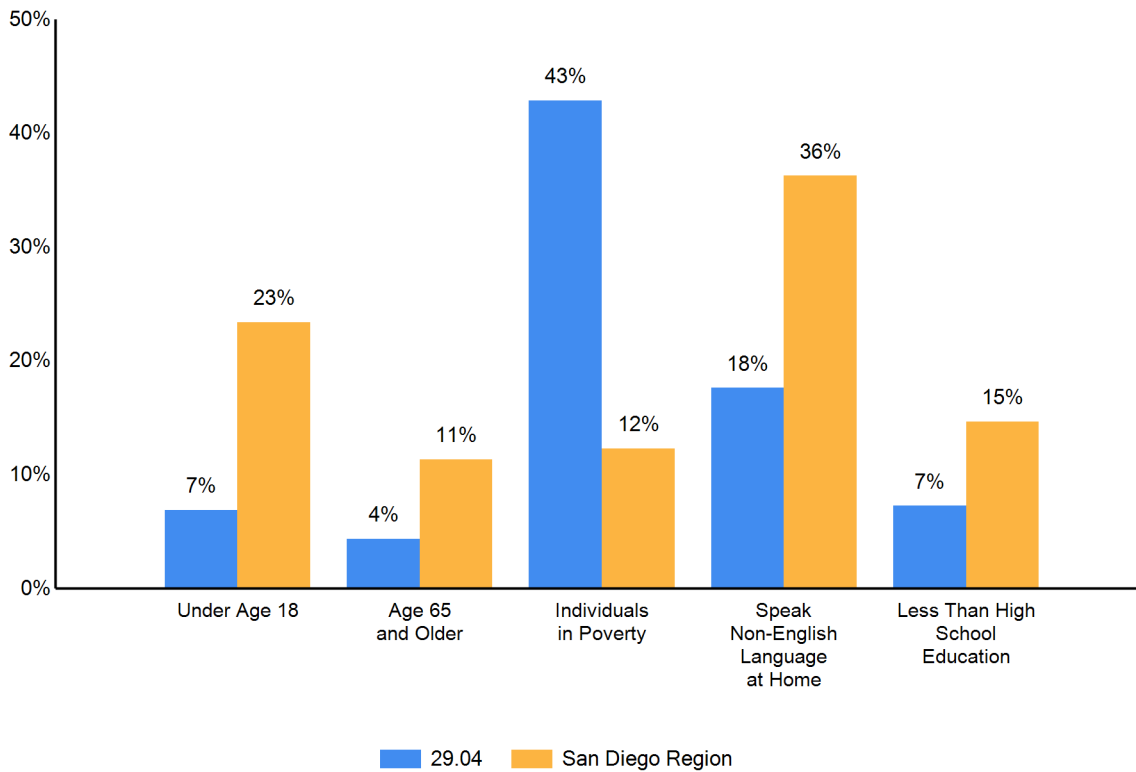
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>802</b>	<b>386</b>	<b>416</b>	<b>693</b>	<b>316</b>	<b>377</b>	<b>109</b>	<b>70</b>	<b>39</b>
Married couple family	449	246	203	435	232	203	14	14	0
Male householder, no wife present	161	56	105	125	20	105	36	36	0
Female householder, no husband present	192	84	108	133	64	69	59	20	39

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

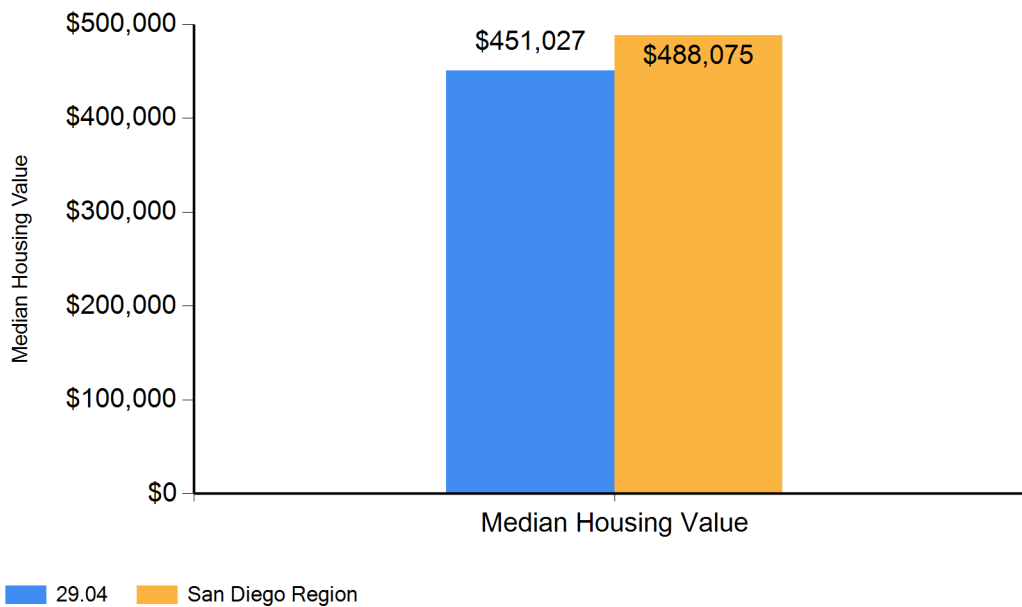


## Demographic and Socioeconomic Characteristics



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