



## Demographic and Socioeconomic Profile 2010

TRACT: 196.01

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>6,291</b>	<b>100%</b>
White	3,306	53%
Hispanic	2,277	36%
Two or More	250	4%
Black	186	3%
Asian	180	3%
Pacific Islander	48	1%
American Indian	28	<1%
Other	16	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>6,291</b>	<b>3,088</b>	<b>3,203</b>	<b>51%</b>
Under 5	467	230	237	51%
5 to 9	400	208	192	48%
10 to 14	442	206	236	53%
15 to 17	296	169	127	43%
18 and 19	196	110	86	44%
20 to 24	476	264	212	45%
25 to 29	506	242	264	52%
30 to 34	385	198	187	49%
35 to 39	404	186	218	54%
40 to 44	437	219	218	50%
45 to 49	448	210	238	53%
50 to 54	482	251	231	48%
55 to 59	391	174	217	55%
60 and 61	120	62	58	48%
62 to 64	155	73	82	53%
65 to 69	179	85	94	53%
70 to 74	147	52	95	65%
75 to 79	134	60	74	55%
80 to 84	100	45	55	55%
85 and Older	126	44	82	65%
Under 18	1,605	813	792	49%
65 and older	686	286	400	58%
<b>Median</b>	<b>34.7</b>	<b>32.9</b>	<b>36.4</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>4,982</b>	<b>100%</b>
Never Married	1,325	27%
Married, excluding separated	2,818	57%
Separated	117	2%
Widowed	195	4%
Divorced	527	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>6,291</b>	<b>100%</b>
Household	6,244	99%
Group Quarters - Other	47	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>6,291</b>	<b>2,277</b>	<b>3,306</b>	<b>186</b>	<b>28</b>	<b>180</b>	<b>48</b>	<b>16</b>	<b>250</b>
Under 5	467	262	136	17	0	5	1	1	45
5 to 9	400	207	136	9	1	7	4	1	35
10 to 14	442	238	153	8	3	5	1	2	32
15 to 17	296	145	117	5	1	10	1	0	17
18 and 19	196	94	81	4	1	5	2	0	9
20 to 24	476	193	221	24	4	10	6	2	16
25 to 29	506	222	233	19	1	10	5	1	15
30 to 34	385	165	171	22	3	7	0	2	15
35 to 39	404	161	189	13	1	19	7	2	12
40 to 44	437	168	215	19	3	16	7	2	7
45 to 49	448	122	271	11	4	14	4	1	21
50 to 54	482	106	327	16	1	16	2	1	13
55 to 59	391	76	281	10	2	15	1	1	5
60 and 61	120	21	91	1	0	2	2	0	3
62 to 64	155	23	117	3	2	8	2	0	0
65 to 69	179	28	136	2	0	10	1	0	2
70 to 74	147	18	120	0	1	6	1	0	1
75 to 79	134	10	115	2	0	6	1	0	0
80 to 84	100	8	87	1	0	3	0	0	1
85 and Older	126	10	109	0	0	6	0	0	1
Under 18	1,605	852	542	39	5	27	7	4	129
65 and older	686	74	567	5	1	31	3	0	5
<b>Median</b>		<b>25.0</b>	<b>45.0</b>	<b>31.6</b>	<b>35.0</b>	<b>43.8</b>	<b>37.9</b>	<b>32.5</b>	<b>17.3</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>5,824</b>	<b>100%</b>
Speak Only English	4,022	69%
Speak Spanish:	1,708	29%
Speak English "well" or "very well"	1,254	22%
Speak English "not well" or "not at all"	454	8%
Speak Asian/Pacific Island language:	67	1%
Speak English "well" or "very well"	67	1%
Speak English "not well" or "not at all"	0	0%
Speak other language:	27	<1%
Speak English "well" or "very well"	27	<1%
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>4,014</b>	<b>100%</b>
Less than 9th grade	421	10%
9th through 12th grade, no diploma	200	5%
High school grad (incl. equivalency)	991	25%
Some college, no degree	968	24%
Associate degree	323	8%
Bachelor's degree	794	20%
Master's degree	141	4%
Professional school degree	106	3%
Doctorate degree	70	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>6,007</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,953	33%	1,678	28%	275	5%
Nursery / Preschool	74	4%	17	1%	57	21%
Kindergarten to grade 4	587	30%	490	29%	97	35%
Grade 5 to grade 8	478	24%	430	26%	48	17%
Grade 9 to grade 12	510	26%	490	29%	20	7%
College, undergraduate	254	13%	215	13%	39	14%
Graduate or Professional school	50	3%	36	2%	14	5%
Not enrolled in school	4,054	67%	---	---	---	---

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>2,102</b>	<b>100%</b>	<b>961</b>	<b>100%</b>	<b>1,141</b>	<b>100%</b>
Family Households:	1,597	76%	961	100%	636	56%
Married couple family	1,247	59%	739	77%	508	45%
Other family:	350	17%	222	23%	128	11%
Male householder, no wife	47	2%	11	1%	36	3%
Female householder, no husband	303	14%	211	22%	92	8%
Nonfamily households:	505	24%	0	0%	505	44%
Householder living alone	407	19%	----	----	----	----
Other nonfamily households	98	5%	----	----	----	----

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>2,192</b>	<b>100%</b>	<b>2102</b>	<b>90</b>	<b>4%</b>	<b>2.97</b>
Single family (detached)	1,315	60%	1,246	69	5%	2.97
Single family (attached)	221	10%	200	21	10%	3.05
2 to 4 units	242	11%	242	0	0%	3.37
5 to 9 units	50	2%	50	0	0%	2.74
10 or more units	336	15%	336	0	0%	2.63
Mobile home and Other	28	1%	28	0	0%	3.50

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>1,312</b>	<b>100%</b>
Less than \$150,000	8	1%
\$150,000 to \$199,999	46	4%
\$200,000 to \$249,999	35	3%
\$250,000 to \$299,999	37	3%
\$300,000 to \$399,999	334	25%
\$400,000 to \$499,999	301	23%
\$500,000 to \$749,999	461	35%
\$750,000 to \$999,999	18	1%
\$1,000,000 or more	72	5%

**Median Value** **\$465,333**

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>2,192</b>	<b>100%</b>
2005 or Later	0	0%
2000 to 2004	6	<1%
1990 to 1999	95	4%
1980 to 1989	259	12%
1970 to 1979	819	37%
1960 to 1969	547	25%
1950 to 1959	355	16%
1940 to 1949	91	4%
1939 or earlier	20	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>2,102</b>	<b>100%</b>	<b>790</b>	<b>100%</b>	<b>1,312</b>	<b>100%</b>
1.00 occupant housing per room or less	1,966	94%	654	83%	1,312	100%
1.01 to 1.50 occupants per room	121	6%	121	15%	0	0%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	15	1%	15	2%	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>790</b>	<b>100%</b>
Less than \$500	20	3%
\$500 to \$599	24	3%
\$600 to \$699	16	2%
\$700 to \$799	8	1%
\$800 to \$899	39	5%
\$900 to \$999	113	14%
\$1,000 to \$1,249	447	57%
\$1,250 to \$1,499	80	10%
\$1,500 to \$1,999	43	5%
\$2,000 or more	0	0%
No cash rent	0	0%
<b>Median contract rent</b>	<b>\$1,098</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>790</b>	<b>100%</b>
Less than 20 percent	99	13%
20.0 to 24.9 percent	11	1%
25.0 to 29.9 percent	100	13%
30.0 to 34.9 percent	112	14%
35.0 to 39.9 percent	23	3%
40.0 to 49.9 percent	144	18%
50.0 percent or more	301	38%
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
<b>Total Availability</b>	<b>2,102</b>	<b>100%</b>
No vehicle	123	6%
1 vehicle	612	29%
2 vehicles	712	34%
3 vehicles	402	19%
4 or more vehicles	253	12%

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>2,696</b>	<b>100%</b>
Worked in state of residence	2,695	100%
Worked in county of residence	2,602	97%
Worked outside county of residence	93	3%
Worked outside state of residence	1	<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>4,867</b>	<b>100%</b>	<b>2,374</b>	<b>49%</b>
In labor force	3,022	62%	1,760	58%
Armed forces	72	2%	72	100%
Civilian (employed)	2,811	93%	1,623	58%
Civilian (unemployed)	139	5%	65	47%
Not in labor force	1,845	38%	614	33%
Pct. of civilian labor force unemployed	4.7%		3.9%	

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>2,696</b>	<b>100%</b>
Car, truck or van:	2,379	88%
Drove Alone	2,022	75%
Carpooled	357	13%
Public Transportation:	35	1%
Bus	0	0%
Trolley / Streetcar	0	0%
Railroad	35	1%
Other public transportation	0	0%
Motorcycle	3	<1%
Bicycle	0	0%
Walked	0	0%
Other means	1	<1%
Worked at home	278	10%

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>2,696</b>	<b>100%</b>
Did not work at home	2,418	90%
Less than 10 minutes	256	9%
10 to 19 minutes	565	21%
20 to 29 minutes	492	18%
30 to 44 minutes	351	13%
45 to 59 minutes	348	13%
60 to 89 minutes	365	14%
90 minutes or more	41	2%
Worked at home	278	10%
<b>Average time to work (minutes)</b>	<b>36</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>2,641</b>	<b>100%</b>
Agriculture, forestry, mining	26	1%
Utilities	19	1%
Construction	240	9%
Manufacturing	177	7%
Wholesale trade	128	5%
Retail trade	441	17%
Transportation & warehousing	2	<1%
Information & communications	41	2%
Finance, insurance, & real estate	162	6%
Professional, scientific, management, administration	71	3%
Educational, social, & health services	488	18%
Art, entertainment, recreation, accommodations, food	252	10%
Other services	222	8%
Public administration	372	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>2,641</b>	<b>100%</b>
Management, professional & related:	715	27%
Management (incl. farm managers)	155	6%
Business & financial	173	7%
Computer & mathematical	82	3%
Architecture & engineering	20	1%
Life, physical & social science	21	1%
Community & social service	25	1%
Legal	4	<1%
Education, training, & library	162	6%
Art, entertainment, sports & media	22	1%
Healthcare practitioners	51	2%
Service:	596	23%
Healthcare support	17	1%
Protective service	58	2%
Food preparation & serving	174	7%
Building & grounds cleaning / maintenance	169	6%
Personal care & service	178	7%
Sales & office	926	35%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	295	11%
Production, transport & material moving	109	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>2,102</b>	<b>100%</b>
Less than \$15,000	207	10%
\$15,000 to \$29,999	284	14%
\$30,000 to \$44,999	294	14%
\$45,000 to \$59,999	222	11%
\$60,000 to \$74,999	254	12%
\$75,000 to \$99,999	300	14%
\$100,000 to \$124,999	223	11%
\$125,000 to \$149,999	139	7%
\$150,000 to \$199,999	143	7%
\$200,000 or more	36	2%
<b>Median Income</b>	<b>\$62,598</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,102</b>	<b>100%</b>
With earnings	1,708	81%
With wage and salary income	1,524	73%
With self-employment income	521	25%
With interest, dividend, or net rental income	732	35%
With Social Security income	557	26%
With Supplemental Security income	82	4%
With public assistance income	163	8%
With retirement income	362	17%
With other types of income	258	12%

*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>6,291</b>	<b>100%</b>
Under .50	511	8%
.50 to .99	479	8%
1.00 to 1.24	433	7%
1.25 to 1.49	70	1%
1.50 to 1.84	584	9%
1.85 to 1.99	144	2%
2.00 and over	4,070	65%

*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>6,291</b>	<b>100%</b>
Above Poverty	5,301	84%
Below Poverty	990	16%

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

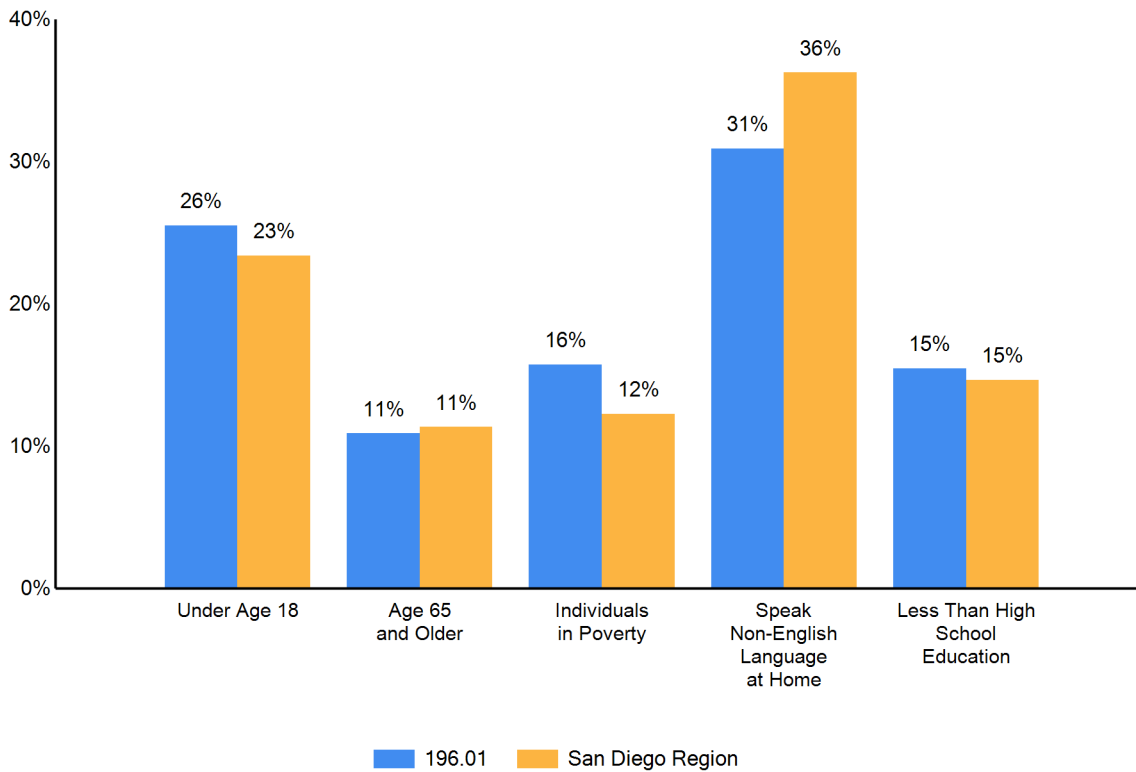
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>1,597</b>	<b>961</b>	<b>636</b>	<b>1,377</b>	<b>753</b>	<b>624</b>	<b>220</b>	<b>208</b>	<b>12</b>
Married couple family	1,247	739	508	1,137	629	508	110	110	0
Male householder, no wife present	47	11	36	47	11	36	0	0	0
Female householder, no husband present	303	211	92	193	113	80	110	98	12

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

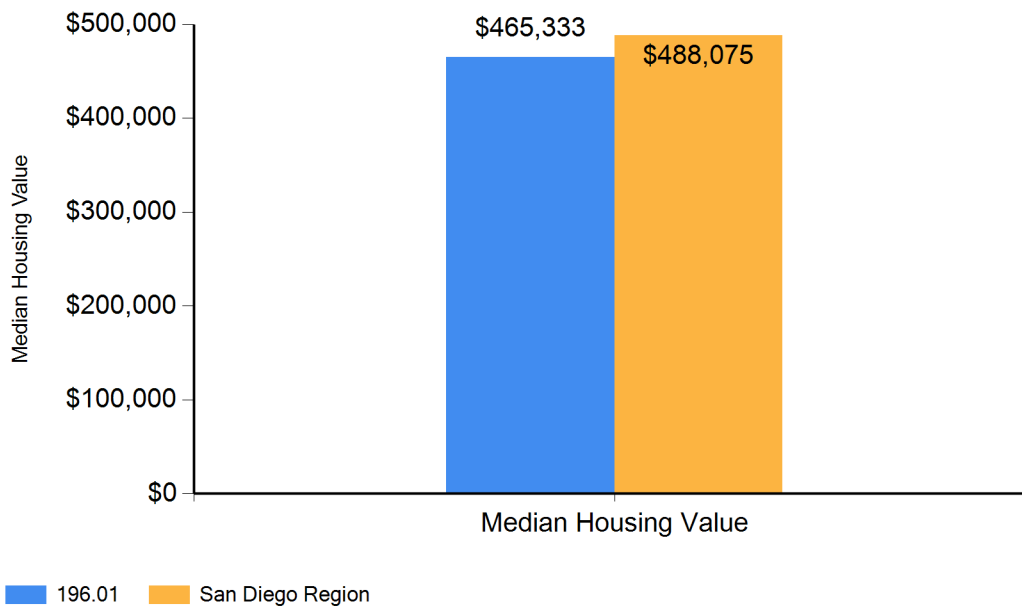


## Demographic and Socioeconomic Characteristics



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