



## Demographic and Socioeconomic Profile 2010

MSA: East County

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>26,433</b>	<b>100%</b>
White	16,789	64%
Hispanic	6,740	25%
American Indian	1,237	5%
Black	694	3%
Two or More	522	2%
Asian	337	1%
Pacific Islander	58	<1%
Other	56	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>26,433</b>	<b>12,977</b>	<b>13,456</b>	<b>51%</b>
Under 5	1,639	599	1,040	63%
5 to 9	1,211	611	600	50%
10 to 14	1,314	641	673	51%
15 to 17	1,369	849	520	38%
18 and 19	581	321	260	45%
20 to 24	1,171	465	706	60%
25 to 29	1,178	617	561	48%
30 to 34	1,126	592	534	47%
35 to 39	1,555	710	845	54%
40 to 44	1,342	561	781	58%
45 to 49	2,055	1,049	1,006	49%
50 to 54	2,429	1,110	1,319	54%
55 to 59	2,183	1,081	1,102	50%
60 and 61	894	482	412	46%
62 to 64	1,365	683	682	50%
65 to 69	1,813	1,062	751	41%
70 to 74	1,093	592	501	46%
75 to 79	973	479	494	51%
80 to 84	680	251	429	63%
85 and Older	462	222	240	52%
Under 18	5,533	2,700	2,833	51%
65 and older	5,021	2,606	2,415	48%
<b>Median</b>	<b>46.8</b>	<b>47.5</b>	<b>46.0</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>22,269</b>	<b>100%</b>
Never Married	6,040	27%
Married, excluding separated	11,438	51%
Separated	417	2%
Widowed	1,464	7%
Divorced	2,910	13%

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>26,433</b>	<b>100%</b>
Household	23,577	89%
Group Quarters - Other	2,850	11%
Group Quarters - Military	6	<1%
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>26,433</b>	<b>6,740</b>	<b>16,789</b>	<b>694</b>	<b>1,237</b>	<b>337</b>	<b>58</b>	<b>56</b>	<b>522</b>
Under 5	1,639	718	708	57	78	1	1	23	53
5 to 9	1,211	407	559	83	116	16	0	0	30
10 to 14	1,314	566	557	30	88	7	28	0	38
15 to 17	1,369	650	503	94	96	4	2	1	19
18 and 19	581	168	306	32	36	3	0	0	36
20 to 24	1,171	526	492	14	102	16	1	1	19
25 to 29	1,178	511	490	38	64	7	1	3	64
30 to 34	1,126	396	586	34	70	11	1	2	26
35 to 39	1,555	527	784	52	74	22	1	3	92
40 to 44	1,342	412	791	52	63	9	2	1	12
45 to 49	2,055	283	1,466	63	54	154	2	1	32
50 to 54	2,429	417	1,821	16	122	12	13	14	14
55 to 59	2,183	379	1,644	30	94	16	3	0	17
60 and 61	894	100	723	21	22	6	1	1	20
62 to 64	1,365	126	1,152	14	46	12	1	2	12
65 to 69	1,813	215	1,500	26	27	21	0	2	22
70 to 74	1,093	108	921	8	37	13	1	1	4
75 to 79	973	150	784	15	17	2	0	1	4
80 to 84	680	41	608	8	20	1	0	0	2
85 and Older	462	40	394	7	11	4	0	0	6
Under 18	5,533	2,341	2,327	264	378	28	31	24	140
65 and older	5,021	554	4,207	64	112	41	1	4	38
<b>Median</b>		<b>28.3</b>	<b>53.2</b>	<b>29.9</b>	<b>32.8</b>	<b>47.4</b>	<b>15.0</b>	<b>30.0</b>	<b>30.4</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>24,794</b>	<b>100%</b>
Speak Only English	19,153	77%
Speak Spanish:	5,100	21%
Speak English "well" or "very well"	3,645	15%
Speak English "not well" or "not at all"	1,455	6%
Speak Asian/Pacific Island language:	154	1%
Speak English "well" or "very well"	104	<1%
Speak English "not well" or "not at all"	50	<1%
Speak other language:	387	2%
Speak English "well" or "very well"	387	2%
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>19,148</b>	<b>100%</b>
Less than 9th grade	1,559	8%
9th through 12th grade, no diploma	1,800	9%
High school grad (incl. equivalency)	4,512	24%
Some college, no degree	5,471	29%
Associate degree	1,872	10%
Bachelor's degree	2,504	13%
Master's degree	1,048	5%
Professional school degree	195	1%
Doctorate degree	187	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>25,430</b>	<b>100%</b>	---	---	---	---
Enrolled in school	5,077	20%	4,344	17%	733	3%
Nursery / Preschool	353	7%	320	7%	33	5%
Kindergarten to grade 4	1,137	22%	1,095	25%	42	6%
Grade 5 to grade 8	1,201	24%	1,139	26%	62	8%
Grade 9 to grade 12	1,684	33%	1,256	29%	428	58%
College, undergraduate	680	13%	514	12%	166	23%
Graduate or Professional school	22	<1%	20	<1%	2	<1%
Not enrolled in school	20,353	80%	---	---	---	---

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>9,571</b>	<b>100%</b>	<b>2,145</b>	<b>100%</b>	<b>7,426</b>	<b>100%</b>
Family Households:	5,920	62%	2,143	100%	3,777	51%
Married couple family	4,602	48%	1,482	69%	3,120	42%
Other family:	1,318	14%	661	31%	657	9%
Male householder, no wife	485	5%	173	8%	312	4%
Female householder, no husband	833	9%	488	23%	345	5%
Nonfamily households:	3,651	38%	2	<1%	3,649	49%
Householder living alone	2,981	31%	----	----	----	----
Other nonfamily households	670	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>12,275</b>	<b>100%</b>	<b>9,571</b>	<b>2,704</b>	<b>22%</b>	<b>2.46</b>
Single family (detached)	9,726	79%	7,796	1,930	20%	2.50
Single family (attached)	356	3%	191	165	46%	2.29
2 to 4 units	448	4%	304	144	32%	2.20
5 to 9 units	46	<1%	21	25	54%	1.81
10 or more units	0	0%	0	0	0%	0.00
Mobile home and Other	1,699	14%	1,259	440	26%	2.37

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>7,622</b>	<b>100%</b>
Less than \$150,000	1,793	24%
\$150,000 to \$199,999	363	5%
\$200,000 to \$249,999	484	6%
\$250,000 to \$299,999	550	7%
\$300,000 to \$399,999	1,575	21%
\$400,000 to \$499,999	764	10%
\$500,000 to \$749,999	1,463	19%
\$750,000 to \$999,999	343	5%
\$1,000,000 or more	287	4%

**Median Value** **\$348,579**

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>12,275</b>	<b>100%</b>
2005 or Later	683	6%
2000 to 2004	824	7%
1990 to 1999	1,580	13%
1980 to 1989	2,324	19%
1970 to 1979	2,847	23%
1960 to 1969	1,449	12%
1950 to 1959	922	8%
1940 to 1949	733	6%
1939 or earlier	913	7%

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>9,571</b>	<b>100%</b>	<b>1,949</b>	<b>100%</b>	<b>7,622</b>	<b>100%</b>
1.00 occupant housing per room or less	9,228	96%	1,781	91%	7,447	98%
1.01 to 1.50 occupants per room	274	3%	139	7%	135	2%
1.51 to 2.00 occupants per room	35	<1%	8	<1%	27	<1%
2.01 or more occupants per room	34	<1%	21	1%	13	<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>1,949</b>	<b>100%</b>
Less than \$500	583	30%
\$500 to \$599	221	11%
\$600 to \$699	121	6%
\$700 to \$799	100	5%
\$800 to \$899	130	7%
\$900 to \$999	6	<1%
\$1,000 to \$1,249	195	10%
\$1,250 to \$1,499	52	3%
\$1,500 to \$1,999	65	3%
\$2,000 or more	27	1%
No cash rent	449	23%
<b>Median contract rent</b>	<b>\$759</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>1,949</b>	<b>100%</b>
Less than 20 percent	680	35%
20.0 to 24.9 percent	93	5%
25.0 to 29.9 percent	142	7%
30.0 to 34.9 percent	108	6%
35.0 to 39.9 percent	59	3%
40.0 to 49.9 percent	161	8%
50.0 percent or more	245	13%
Not computed	461	24%

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>9,571</b>	<b>100%</b>
No vehicle	397	4%
1 vehicle	2,740	29%
2 vehicles	3,263	34%
3 vehicles	2,112	22%
4 or more vehicles	1,059	11%

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>10,681</b>	<b>100%</b>
Worked in state of residence	10,659	100%
Worked in county of residence	10,289	96%
Worked outside county of residence	370	3%
Worked outside state of residence	22	<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>21,948</b>	<b>100%</b>	<b>10,941</b>	<b>50%</b>
In labor force	11,762	54%	6,522	55%
Armed forces	127	1%	127	100%
Civilian (employed)	10,813	92%	5,903	55%
Civilian (unemployed)	822	7%	492	60%
Not in labor force	10,186	46%	4,419	43%
Pct. of civilian labor force unemployed	7.1%		7.7%	

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>10,681</b>	<b>100%</b>
Car, truck or van:	9,240	87%
Drove Alone	8,067	76%
Carpooled	1,173	11%
Public Transportation:	77	1%
Bus	75	1%
Trolley / Streetcar	2	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	52	<1%
Bicycle	36	<1%
Walked	481	5%
Other means	110	1%
Worked at home	685	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>10,681</b>	<b>100%</b>
Did not work at home	9,996	94%
Less than 10 minutes	1,812	17%
10 to 19 minutes	1,994	19%
20 to 29 minutes	848	8%
30 to 44 minutes	1,180	11%
45 to 59 minutes	1,240	12%
60 to 89 minutes	1,987	19%
90 minutes or more	935	9%
Worked at home	685	6%
<b>Average time to work (minutes)</b>	<b>45</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>10,490</b>	<b>100%</b>
Agriculture, forestry, mining	424	4%
Utilities	93	1%
Construction	1,227	12%
Manufacturing	594	6%
Wholesale trade	320	3%
Retail trade	831	8%
Transportation & warehousing	438	4%
Information & communications	125	1%
Finance, insurance, & real estate	269	3%
Professional, scientific, management, administration	720	7%
Educational, social, & health services	1,687	16%
Art, entertainment, recreation, accommodations, food	1,969	19%
Other services	715	7%
Public administration	1,078	10%

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>10,490</b>	<b>100%</b>
Management, professional & related:	3,055	29%
Management (incl. farm managers)	1,218	12%
Business & financial	381	4%
Computer & mathematical	44	<1%
Architecture & engineering	251	2%
Life, physical & social science	21	<1%
Community & social service	46	<1%
Legal	35	<1%
Education, training, & library	501	5%
Art, entertainment, sports & media	223	2%
Healthcare practitioners	335	3%
Service:	2,693	26%
Healthcare support	49	<1%
Protective service	547	5%
Food preparation & serving	664	6%
Building & grounds cleaning / maintenance	791	8%
Personal care & service	642	6%
Sales & office	2,507	24%
Farming, fishing & forestry	27	<1%
Construction, extraction & maintenance	1,427	14%
Production, transport & material moving	781	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>9,571</b>	<b>100%</b>
Less than \$15,000	1,288	13%
\$15,000 to \$29,999	1,454	15%
\$30,000 to \$44,999	1,197	13%
\$45,000 to \$59,999	1,680	18%
\$60,000 to \$74,999	1,159	12%
\$75,000 to \$99,999	1,294	14%
\$100,000 to \$124,999	696	7%
\$125,000 to \$149,999	367	4%
\$150,000 to \$199,999	227	2%
\$200,000 or more	209	2%
<b>Median Income</b>	<b>\$52,558</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>9,571</b>	<b>100%</b>
With earnings	6,725	70%
With wage and salary income	6,116	64%
With self-employment income	1,466	15%
With interest, dividend, or net rental income	2,259	24%
With Social Security income	3,679	38%
With Supplemental Security income	489	5%
With public assistance income	132	1%
With retirement income	2,303	24%
With other types of income	1,311	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>25,329</b>	<b>100%</b>
Under .50	1,945	8%
.50 to .99	2,136	8%
1.00 to 1.24	1,008	4%
1.25 to 1.49	704	3%
1.50 to 1.84	1,125	4%
1.85 to 1.99	732	3%
2.00 and over	17,679	70%

*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>25,329</b>	<b>100%</b>
Above Poverty	21,248	84%
Below Poverty	4,081	16%

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

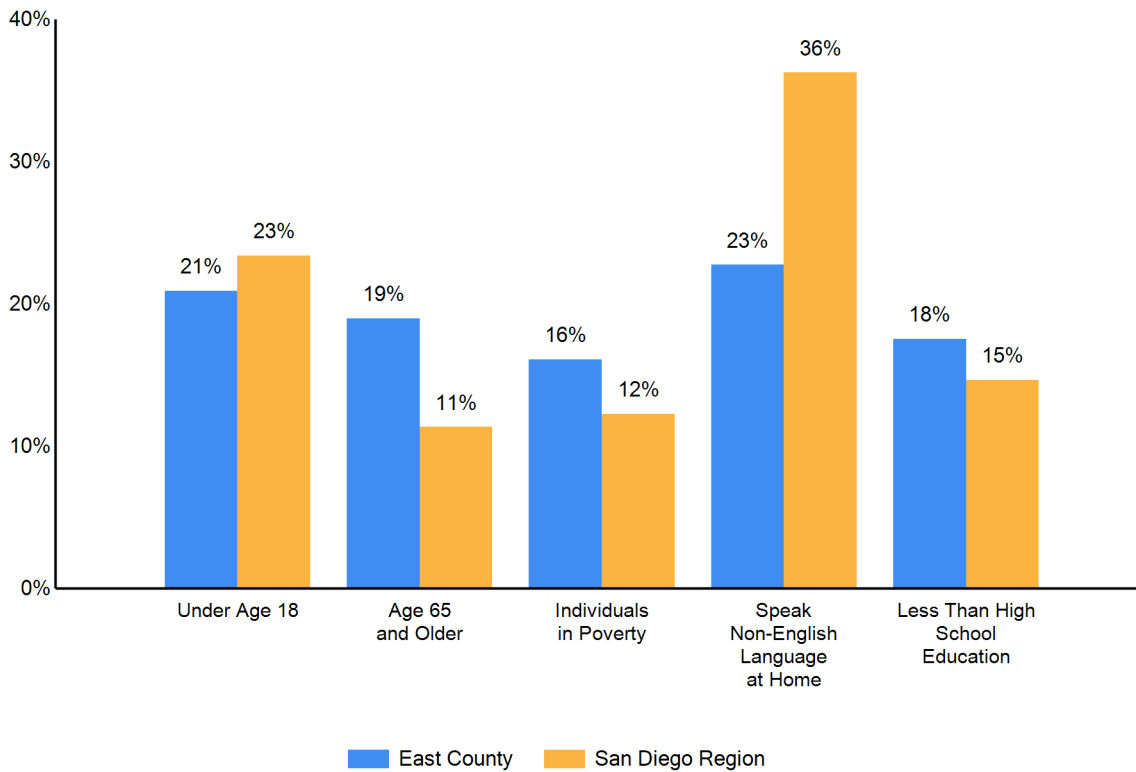
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>5,920</b>	<b>2,143</b>	<b>3,777</b>	<b>5,502</b>	<b>1,819</b>	<b>3,683</b>	<b>418</b>	<b>324</b>	<b>94</b>
Married couple family	4,602	1,482	3,120	4,304	1,257	3,047	298	225	73
Male householder, no wife present	485	173	312	459	152	307	26	21	5
Female householder, no husband present	833	488	345	739	410	329	94	78	16

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

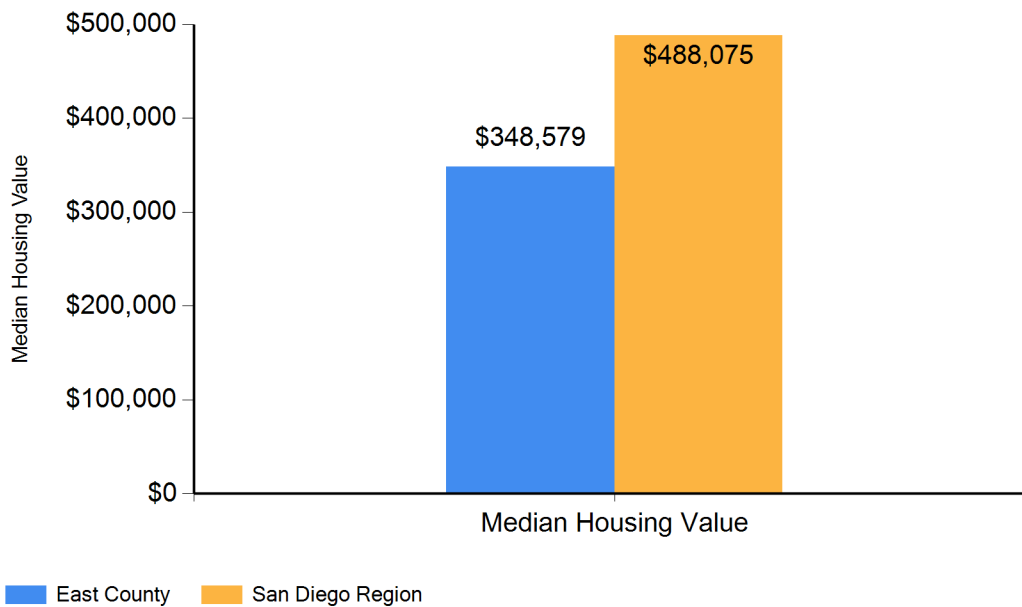


## Demographic and Socioeconomic Characteristics



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