



Demographic and Socioeconomic Profile 2010

TRACT: 96.03

Population by Race

	Population	Percent
Total Population	4,533	100%
White	2,629	58%
Hispanic	944	21%
Asian	410	9%
Black	316	7%
Two or More	193	4%
American Indian	20	<1%
Pacific Islander	14	<1%
Other	7	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	4,533	2,202	2,331	51%
Under 5	175	92	83	47%
5 to 9	105	48	57	54%
10 to 14	68	39	29	43%
15 to 17	56	22	34	61%
18 and 19	60	26	34	57%
20 to 24	638	271	367	58%
25 to 29	825	423	402	49%
30 to 34	565	304	261	46%
35 to 39	340	194	146	43%
40 to 44	276	145	131	47%
45 to 49	265	144	121	46%
50 to 54	226	109	117	52%
55 to 59	214	106	108	50%
60 and 61	54	25	29	54%
62 to 64	79	33	46	58%
65 to 69	123	60	63	51%
70 to 74	86	26	60	70%
75 to 79	83	31	52	63%
80 to 84	72	34	38	53%
85 and Older	223	70	153	69%
Under 18	404	201	203	50%
65 and older	587	221	366	62%
Median	33.0	33.0	33.1	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	4,185	100%
Never Married	2,441	58%
Married, excluding separated	1,040	25%
Separated	53	1%
Widowed	119	3%
Divorced	532	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
Total population	4,533	100%
Household	4,412	97%
Group Quarters - Other	121	3%
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
Total Pop.	4,533	944	2,629	316	20	410	14	7	193
Under 5	175	62	67	20	0	11	0	0	15
5 to 9	105	44	25	25	2	1	0	0	8
10 to 14	68	33	19	9	0	2	0	0	5
15 to 17	56	20	19	4	0	4	0	0	9
18 and 19	60	23	23	6	0	4	0	0	4
20 to 24	638	170	346	29	1	53	4	1	34
25 to 29	825	194	426	50	1	113	2	3	36
30 to 34	565	120	295	35	5	77	2	1	30
35 to 39	340	68	180	33	3	39	3	2	12
40 to 44	276	62	153	25	1	22	0	0	13
45 to 49	265	39	164	29	3	22	2	0	6
50 to 54	226	28	152	17	0	19	1	0	9
55 to 59	214	25	153	17	0	15	0	0	4
60 and 61	54	8	37	1	1	6	0	0	1
62 to 64	79	7	61	3	0	6	0	0	2
65 to 69	123	15	95	4	2	5	0	0	2
70 to 74	86	9	71	3	0	2	0	0	1
75 to 79	83	7	72	2	0	2	0	0	0
80 to 84	72	3	65	2	0	1	0	0	1
85 and Older	223	7	206	2	1	6	0	0	1
Under 18	404	159	130	58	2	18	0	0	37
65 and older	587	41	509	13	3	16	0	0	5
Median		28.1	37.6	32.1	36.7	31.1	32.5	29.2	28.0

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	4,358	100%
Speak Only English	3,119	72%
Speak Spanish:	531	12%
Speak English "well" or "very well"	477	11%
Speak English "not well" or "not at all"	54	1%
Speak Asian/Pacific Island language:	372	9%
Speak English "well" or "very well"	347	8%
Speak English "not well" or "not at all"	25	1%
Speak other language:	336	8%
Speak English "well" or "very well"	336	8%
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
Total population age 25 and older	3,431	100%
Less than 9th grade	89	3%
9th through 12th grade, no diploma	113	3%
High school grad (incl. equivalency)	318	9%
Some college, no degree	989	29%
Associate degree	247	7%
Bachelor's degree	1,336	39%
Master's degree	195	6%
Professional school degree	105	3%
Doctorate degree	39	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
Total population age 3 and older	4,415	100%	---	---	---	---
Enrolled in school	797	18%	557	13%	240	5%
Nursery / Preschool	24	3%	0	0%	24	10%
Kindergarten to grade 4	25	3%	25	4%	0	0%
Grade 5 to grade 8	24	3%	6	1%	18	8%
Grade 9 to grade 12	43	5%	43	8%	0	0%
College, undergraduate	486	61%	360	65%	126	53%
Graduate or Professional school	195	24%	123	22%	72	30%
Not enrolled in school	3,618	82%	---	---	---	---

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	2,587	100%	183	100%	2,404	100%
Family Households:	685	26%	183	100%	502	21%
Married couple family	520	20%	125	68%	395	16%
Other family:	165	6%	58	32%	107	4%
Male householder, no wife	40	2%	0	0%	40	2%
Female householder, no husband	125	5%	58	32%	67	3%
Nonfamily households:	1,902	74%	0	0%	1,902	79%
Householder living alone	1,397	54%	----	----	----	----
Other nonfamily households	505	20%	----	----	----	----

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	2,689	100%	2587	102	4%	1.71
Single family (detached)	1	<1%	1	0	0%	1.00
Single family (attached)	144	5%	124	20	14%	1.95
2 to 4 units	200	7%	195	5	3%	1.90
5 to 9 units	241	9%	238	3	1%	1.74
10 or more units	2,103	78%	2,029	74	4%	1.67
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	982	100%
Less than \$150,000	194	20%
\$150,000 to \$199,999	126	13%
\$200,000 to \$249,999	227	23%
\$250,000 to \$299,999	116	12%
\$300,000 to \$399,999	249	25%
\$400,000 to \$499,999	41	4%
\$500,000 to \$749,999	16	2%
\$750,000 to \$999,999	0	0%
\$1,000,000 or more	13	1%

Median Value **\$237,500**

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	2,689	100%
2005 or Later	0	0%
2000 to 2004	10	<1%
1990 to 1999	124	5%
1980 to 1989	584	22%
1970 to 1979	1,668	62%
1960 to 1969	225	8%
1950 to 1959	78	3%
1940 to 1949	0	0%
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	2,587	100%	1,605	100%	982	100%
1.00 occupant housing per room or less	2,570	99%	1,595	99%	975	99%
1.01 to 1.50 occupants per room	7	<1%	0	0%	7	1%
1.51 to 2.00 occupants per room	10	<1%	10	1%	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	1,605	100%
Less than \$500	15	1%
\$500 to \$599	28	2%
\$600 to \$699	57	4%
\$700 to \$799	53	3%
\$800 to \$899	10	1%
\$900 to \$999	212	13%
\$1,000 to \$1,249	598	37%
\$1,250 to \$1,499	306	19%
\$1,500 to \$1,999	272	17%
\$2,000 or more	54	3%
No cash rent	0	0%
Median contract rent	\$1,178	

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	1,605	100%
Less than 20 percent	452	28%
20.0 to 24.9 percent	334	21%
25.0 to 29.9 percent	136	8%
30.0 to 34.9 percent	219	14%
35.0 to 39.9 percent	123	8%
40.0 to 49.9 percent	110	7%
50.0 percent or more	231	14%
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	2,587	100%
No vehicle	67	3%
1 vehicle	1,293	50%
2 vehicles	1,088	42%
3 vehicles	139	5%
4 or more vehicles	0	0%

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	3,359	100%
Worked in state of residence	3,359	100%
Worked in county of residence	3,313	99%
Worked outside county of residence	46	1%
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	4,168	100%	2,019	48%
In labor force	3,452	83%	1,756	51%
Armed forces	53	2%	36	68%
Civilian (employed)	3,072	89%	1,521	50%
Civilian (unemployed)	327	9%	199	61%
Not in labor force	716	17%	263	37%
Pct. of civilian labor force unemployed	9.6%		11.6%	

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
Total Workers	3,359	100%
Car, truck or van:	2,942	88%
Drove Alone	2,757	82%
Carpooled	185	6%
Public Transportation:	55	2%
Bus	49	1%
Trolley / Streetcar	6	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	0	0%
Walked	84	3%
Other means	11	<1%
Worked at home	267	8%

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	3,359	100%
Did not work at home	3,092	92%
Less than 10 minutes	262	8%
10 to 19 minutes	1,334	40%
20 to 29 minutes	787	23%
30 to 44 minutes	486	14%
45 to 59 minutes	201	6%
60 to 89 minutes	14	<1%
90 minutes or more	8	<1%
Worked at home	267	8%
Average time to work (minutes)	23	--

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+	3,335	100%
Agriculture, forestry, mining	0	0%
Utilities	17	1%
Construction	110	3%
Manufacturing	203	6%
Wholesale trade	0	0%
Retail trade	337	10%
Transportation & warehousing	97	3%
Information & communications	51	2%
Finance, insurance, & real estate	385	12%
Professional, scientific, management, administration	113	3%
Educational, social, & health services	596	18%
Art, entertainment, recreation, accommodations, food	753	23%
Other services	179	5%
Public administration	494	15%

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+	3,335	100%
Management, professional & related:	1,688	51%
Management (incl. farm managers)	407	12%
Business & financial	289	9%
Computer & mathematical	353	11%
Architecture & engineering	51	2%
Life, physical & social science	20	1%
Community & social service	61	2%
Legal	37	1%
Education, training, & library	197	6%
Art, entertainment, sports & media	87	3%
Healthcare practitioners	186	6%
Service:	701	21%
Healthcare support	16	<1%
Protective service	32	1%
Food preparation & serving	364	11%
Building & grounds cleaning / maintenance	35	1%
Personal care & service	254	8%
Sales & office	563	17%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	228	7%
Production, transport & material moving	155	5%

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

Household Income

Number Percent

Total Households	2,587	100%
Less than \$15,000	80	3%
\$15,000 to \$29,999	390	15%
\$30,000 to \$44,999	428	17%
\$45,000 to \$59,999	446	17%
\$60,000 to \$74,999	418	16%
\$75,000 to \$99,999	421	16%
\$100,000 to \$124,999	133	5%
\$125,000 to \$149,999	189	7%
\$150,000 to \$199,999	60	2%
\$200,000 or more	22	1%
Median Income	\$58,302	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	2,587	100%
With earnings	2,419	94%
With wage and salary income	2,332	90%
With self-employment income	367	14%
With interest, dividend, or net rental income	675	26%
With Social Security income	279	11%
With Supplemental Security income	42	2%
With public assistance income	21	1%
With retirement income	285	11%
With other types of income	331	13%

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	4,508	100%
Under .50	157	3%
.50 to .99	215	5%
1.00 to 1.24	102	2%
1.25 to 1.49	102	2%
1.50 to 1.84	233	5%
1.85 to 1.99	128	3%
2.00 and over	3,571	79%

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	4,508	100%
Above Poverty	4,136	92%
Below Poverty	372	8%

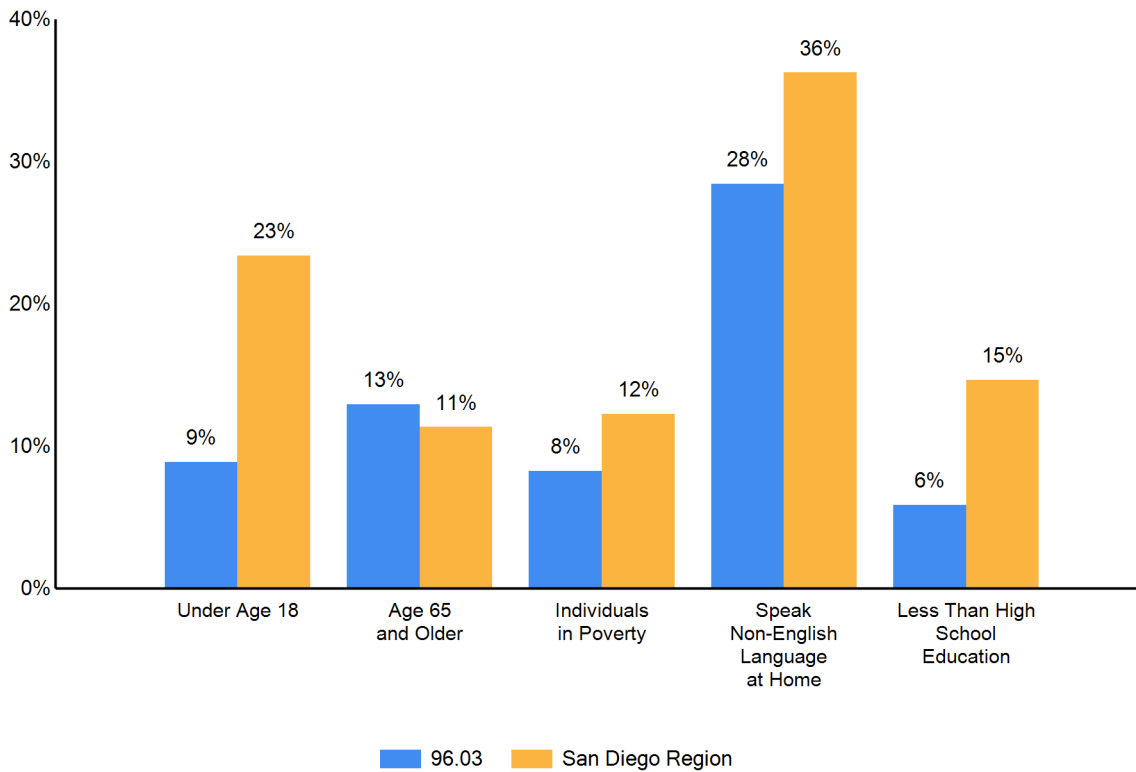
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	685	183	502	685	183	502	0	0	0
Married couple family	520	125	395	520	125	395	0	0	0
Male householder, no wife present	40	0	40	40	0	40	0	0	0
Female householder, no husband present	125	58	67	125	58	67	0	0	0

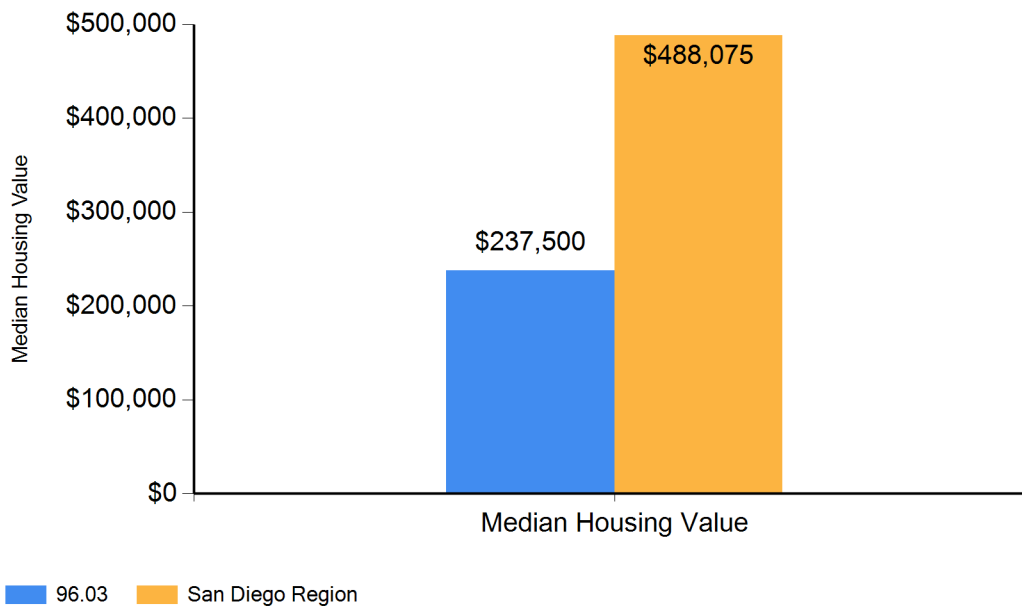
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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