



Demographic and Socioeconomic Profile 2010

JURISDICTION: Coronado

Population by Race

	Population	Percent
Total Population	24,697	100%
White	17,914	73%
Hispanic	3,354	14%
Black	1,527	6%
Asian	884	4%
Two or More	736	3%
American Indian	151	1%
Pacific Islander	93	<1%
Other	38	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	24,697	14,543	10,154	41%
Under 5	898	459	439	49%
5 to 9	1,024	532	492	48%
10 to 14	1,208	609	599	50%
15 to 17	729	360	369	51%
18 and 19	825	578	247	30%
20 to 24	4,921	3,866	1,055	21%
25 to 29	2,342	1,663	679	29%
30 to 34	1,491	964	527	35%
35 to 39	1,406	828	578	41%
40 to 44	1,353	723	630	47%
45 to 49	1,390	679	711	51%
50 to 54	1,242	587	655	53%
55 to 59	1,226	568	658	54%
60 and 61	457	214	243	53%
62 to 64	706	338	368	52%
65 to 69	911	438	473	52%
70 to 74	702	319	383	55%
75 to 79	633	290	343	54%
80 to 84	581	286	295	51%
85 and Older	652	242	410	63%
Under 18	3,859	1,960	1,899	49%
65 and older	3,479	1,575	1,904	55%
Median	31.3	27.6	40.7	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	21,567	100%
Never Married	8,548	40%
Married, excluding separated	9,452	44%
Separated	297	1%
Widowed	1,304	6%
Divorced	1,966	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	24,697	100%
Household	17,094	69%
Group Quarters - Military	7,424	30%
Group Quarters - Other	179	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
Total Pop.	24,697	3,354	17,914	1,527	151	884	93	38	736
Under 5	898	167	617	12	4	19	6	1	72
5 to 9	1,024	181	721	11	6	32	6	2	65
10 to 14	1,208	207	887	17	5	25	1	1	65
15 to 17	729	143	520	7	4	11	2	2	40
18 and 19	825	170	492	75	8	25	6	1	48
20 to 24	4,921	822	2,925	731	53	159	21	9	201
25 to 29	2,342	364	1,476	266	24	131	12	4	65
30 to 34	1,491	251	942	137	12	92	9	2	46
35 to 39	1,406	213	923	128	9	92	12	1	28
40 to 44	1,353	179	1,011	59	4	69	6	2	23
45 to 49	1,390	176	1,089	33	3	58	4	2	25
50 to 54	1,242	123	1,026	22	8	40	2	3	18
55 to 59	1,226	96	1,057	10	6	38	2	0	17
60 and 61	457	35	398	4	2	13	1	0	4
62 to 64	706	40	641	3	0	11	0	2	9
65 to 69	911	56	817	6	0	24	1	5	2
70 to 74	702	50	635	1	1	10	2	0	3
75 to 79	633	27	586	0	1	16	0	0	3
80 to 84	581	30	532	1	1	15	0	0	2
85 and Older	652	24	619	4	0	4	0	1	0
Under 18	3,859	698	2,745	47	19	87	15	6	242
65 and older	3,479	187	3,189	12	3	69	3	6	10
Median		24.9	37.0	24.4	24.6	32.2	26.9	28.8	21.9

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	23,799	100%
Speak Only English	19,427	82%
Speak Spanish:	3,411	14%
Speak English "well" or "very well"	3,154	13%
Speak English "not well" or "not at all"	257	1%
Speak Asian/Pacific Island language:	423	2%
Speak English "well" or "very well"	397	2%
Speak English "not well" or "not at all"	26	<1%
Speak other language:	538	2%
Speak English "well" or "very well"	497	2%
Speak English "not well" or "not at all"	41	<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	15,092	100%
Less than 9th grade	249	2%
9th through 12th grade, no diploma	200	1%
High school grad (incl. equivalency)	2,006	13%
Some college, no degree	3,859	26%
Associate degree	1,017	7%
Bachelor's degree	4,103	27%
Master's degree	2,382	16%
Professional school degree	860	6%
Doctorate degree	416	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	24,145	100%	---	---	---	---
Enrolled in school	4,422	18%	3,327	14%	1,095	5%
Nursery / Preschool	298	7%	31	1%	267	24%
Kindergarten to grade 4	1,009	23%	832	25%	177	16%
Grade 5 to grade 8	886	20%	733	22%	153	14%
Grade 9 to grade 12	922	21%	837	25%	85	8%
College, undergraduate	1,038	23%	796	24%	242	22%
Graduate or Professional school	269	6%	98	3%	171	16%
Not enrolled in school	19,723	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	7,409	100%	2,143	100%	5,266	100%
Family Households:	4,702	63%	2,136	100%	2,566	49%
Married couple family	3,881	52%	1,587	74%	2,294	44%
Other family:	821	11%	549	26%	272	5%
Male householder, no wife	260	4%	206	10%	54	1%
Female householder, no husband	561	8%	343	16%	218	4%
Nonfamily households:	2,707	37%	7	<1%	2,700	51%
Householder living alone	2,480	33%	----	----	----	----
Other nonfamily households	227	3%	----	----	----	----

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	9,581	100%	7,409	2,172	23%	2.31
Single family (detached)	3,917	41%	3,349	568	15%	2.50
Single family (attached)	1,524	16%	1,195	329	22%	2.41
2 to 4 units	577	6%	489	88	15%	1.83
5 to 9 units	891	9%	758	133	15%	2.02
10 or more units	2,672	28%	1,618	1,054	39%	2.13
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	3,774	100%
Less than \$150,000	103	3%
\$150,000 to \$199,999	21	1%
\$200,000 to \$249,999	23	1%
\$250,000 to \$299,999	30	1%
\$300,000 to \$399,999	67	2%
\$400,000 to \$499,999	75	2%
\$500,000 to \$749,999	194	5%
\$750,000 to \$999,999	654	17%
\$1,000,000 or more	2,607	69%

Median Value **\$1,275,412**

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	9,581	100%
2005 or Later	195	2%
2000 to 2004	194	2%
1990 to 1999	730	8%
1980 to 1989	1,252	13%
1970 to 1979	2,846	30%
1960 to 1969	809	8%
1950 to 1959	1,156	12%
1940 to 1949	842	9%
1939 or earlier	1,557	16%

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	7,409	100%	3,635	100%	3,774	100%
1.00 occupant housing per room or less	7,289	98%	3,550	98%	3,739	99%
1.01 to 1.50 occupants per room	97	1%	62	2%	35	1%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	23	<1%	23	1%	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	3,635	100%
Less than \$500	79	2%
\$500 to \$599	53	1%
\$600 to \$699	58	2%
\$700 to \$799	55	2%
\$800 to \$899	186	5%
\$900 to \$999	163	4%
\$1,000 to \$1,249	566	16%
\$1,250 to \$1,499	524	14%
\$1,500 to \$1,999	733	20%
\$2,000 or more	1,159	32%
No cash rent	59	2%
Median contract rent	\$1,593	

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	3,635	100%
Less than 20 percent	855	24%
20.0 to 24.9 percent	506	14%
25.0 to 29.9 percent	461	13%
30.0 to 34.9 percent	320	9%
35.0 to 39.9 percent	188	5%
40.0 to 49.9 percent	298	8%
50.0 percent or more	922	25%
Not computed	85	2%

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	7,409	100%
No vehicle	306	4%
1 vehicle	3,121	42%
2 vehicles	2,853	39%
3 vehicles	941	13%
4 or more vehicles	188	3%

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	15,648	100%
Worked in state of residence	14,670	94%
Worked in county of residence	14,519	93%
Worked outside county of residence	151	1%
Worked outside state of residence	978	6%

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	14,862	100%	7,495	50%
In labor force	9,224	62%	5,604	61%
Armed forces	2,116	23%	1,973	93%
Civilian (employed)	6,725	73%	3,517	52%
Civilian (unemployed)	383	4%	114	30%
Not in labor force	5,638	38%	1,891	34%
Pct. of civilian labor force unemployed	5.4%		3.1%	

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	15,648	100%
Car, truck or van:	8,264	53%
Drove Alone	7,112	45%
Carpooled	1,152	7%
Public Transportation:	837	5%
Bus	581	4%
Trolley / Streetcar	160	1%
Railroad	9	<1%
Other public transportation	87	1%
Motorcycle	182	1%
Bicycle	549	4%
Walked	876	6%
Other means	521	3%
Worked at home	4,419	28%

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	15,648	100%
Did not work at home	11,229	72%
Less than 10 minutes	2,896	19%
10 to 19 minutes	4,093	26%
20 to 29 minutes	2,104	13%
30 to 44 minutes	1,358	9%
45 to 59 minutes	325	2%
60 to 89 minutes	197	1%
90 minutes or more	256	2%
Worked at home	4,419	28%
Average time to work (minutes)	22	--

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+	6,982	100%
Agriculture, forestry, mining	28	<1%
Utilities	17	<1%
Construction	251	4%
Manufacturing	231	3%
Wholesale trade	86	1%
Retail trade	450	6%
Transportation & warehousing	321	5%
Information & communications	176	3%
Finance, insurance, & real estate	894	13%
Professional, scientific, management, administration	772	11%
Educational, social, & health services	1,701	24%
Art, entertainment, recreation, accommodations, food	765	11%
Other services	225	3%
Public administration	1,065	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+	6,982	100%
Management, professional & related:	3,829	55%
Management (incl. farm managers)	893	13%
Business & financial	657	9%
Computer & mathematical	296	4%
Architecture & engineering	153	2%
Life, physical & social science	59	1%
Community & social service	96	1%
Legal	237	3%
Education, training, & library	545	8%
Art, entertainment, sports & media	186	3%
Healthcare practitioners	707	10%
Service:	939	13%
Healthcare support	74	1%
Protective service	224	3%
Food preparation & serving	341	5%
Building & grounds cleaning / maintenance	67	1%
Personal care & service	233	3%
Sales & office	1,502	22%
Farming, fishing & forestry	17	<1%
Construction, extraction & maintenance	355	5%
Production, transport & material moving	340	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	7,409	100%
Less than \$15,000	463	6%
\$15,000 to \$29,999	659	9%
\$30,000 to \$44,999	745	10%
\$45,000 to \$59,999	579	8%
\$60,000 to \$74,999	651	9%
\$75,000 to \$99,999	1,033	14%
\$100,000 to \$124,999	813	11%
\$125,000 to \$149,999	642	9%
\$150,000 to \$199,999	735	10%
\$200,000 or more	1,089	15%
Median Income	\$89,702	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	7,409	100%
With earnings	5,564	75%
With wage and salary income	5,149	69%
With self-employment income	1,092	15%
With interest, dividend, or net rental income	3,213	43%
With Social Security income	2,257	30%
With Supplemental Security income	55	1%
With public assistance income	69	1%
With retirement income	1,991	27%
With other types of income	1,061	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	16,312	100%
Under .50	666	4%
.50 to .99	323	2%
1.00 to 1.24	162	1%
1.25 to 1.49	422	3%
1.50 to 1.84	376	2%
1.85 to 1.99	100	1%
2.00 and over	14,263	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	16,312	100%
Above Poverty	15,323	94%
Below Poverty	989	6%

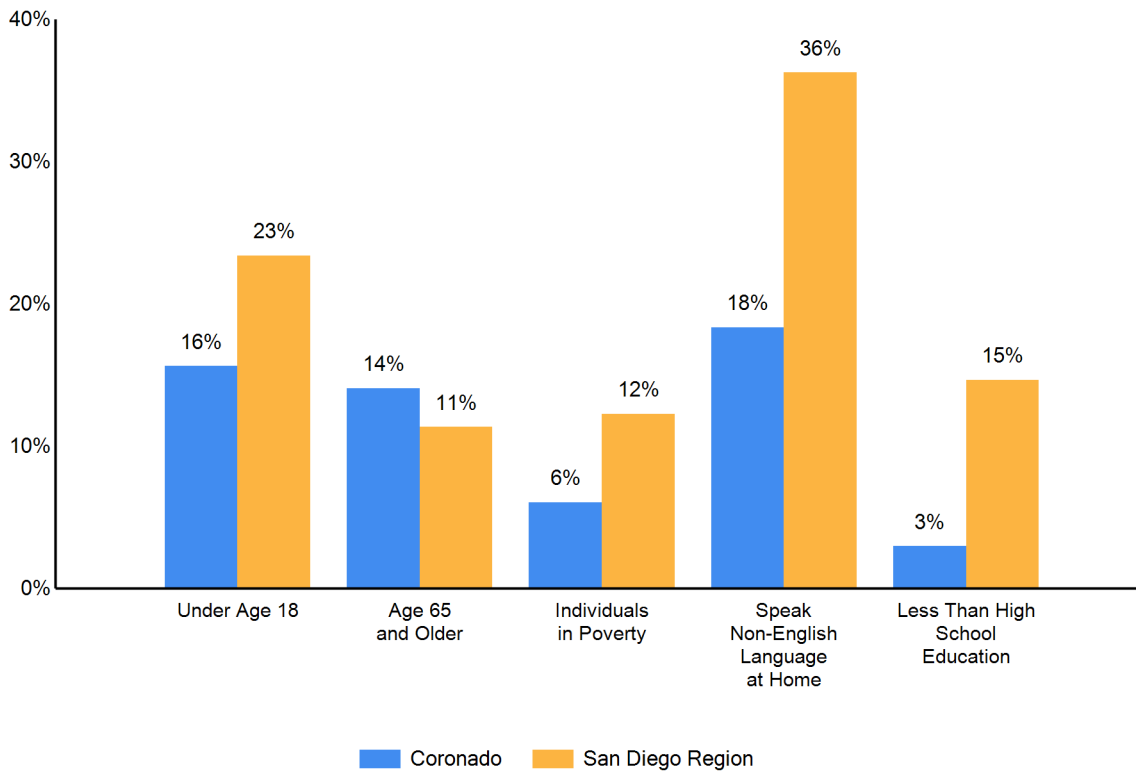
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	4,702	2,136	2,566	4,529	2,002	2,527	173	134	39
Married couple family	3,881	1,587	2,294	3,854	1,587	2,267	27	0	27
Male householder, no wife present	260	206	54	259	205	54	1	1	0
Female householder, no husband present	561	343	218	416	210	206	145	133	12

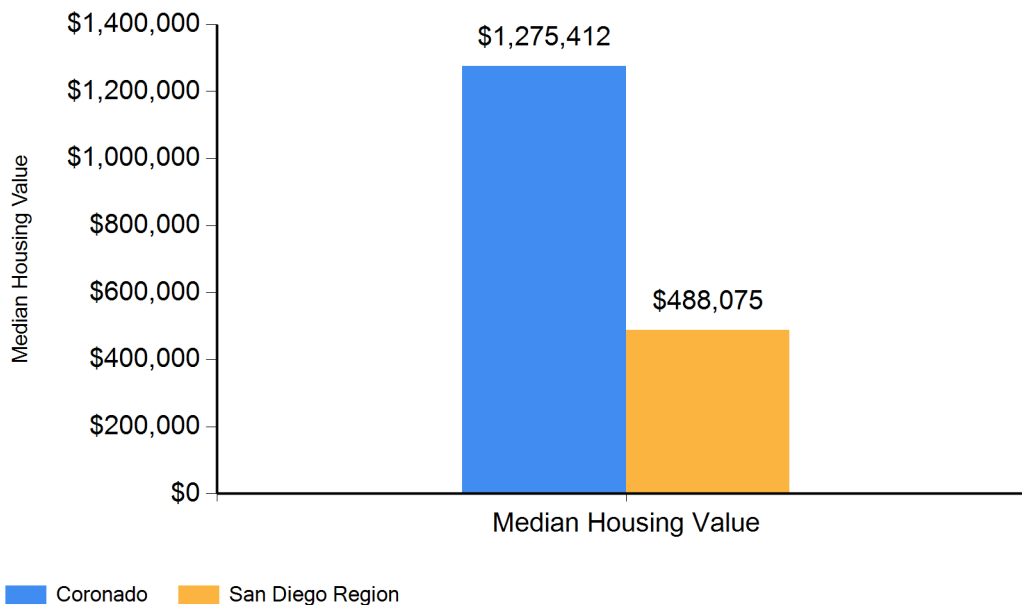
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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