



Demographic and Socioeconomic Profile 2010

ZIP: 92009

Population by Race

	Population	Percent
Total Population	39,735	100%
White	30,368	76%
Hispanic	4,232	11%
Asian	3,144	8%
Two or More	1,304	3%
Black	473	1%
Other	84	<1%
American Indian	73	<1%
Pacific Islander	57	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	39,735	19,339	20,396	51%
Under 5	2,742	1,410	1,332	49%
5 to 9	3,269	1,628	1,641	50%
10 to 14	3,204	1,612	1,592	50%
15 to 17	1,715	848	867	51%
18 and 19	740	423	317	43%
20 to 24	1,353	690	663	49%
25 to 29	1,641	802	839	51%
30 to 34	2,249	1,023	1,226	55%
35 to 39	3,179	1,506	1,673	53%
40 to 44	3,554	1,650	1,904	54%
45 to 49	3,678	1,790	1,888	51%
50 to 54	3,311	1,627	1,684	51%
55 to 59	2,730	1,300	1,430	52%
60 and 61	963	452	511	53%
62 to 64	1,292	613	679	53%
65 to 69	1,517	755	762	50%
70 to 74	919	443	476	52%
75 to 79	739	345	394	53%
80 to 84	529	237	292	55%
85 and Older	411	185	226	55%
Under 18	10,930	5,498	5,432	50%
65 and older	4,115	1,965	2,150	52%
Median	39.6	39.1	40.1	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	30,520	100%
Never Married	7,440	24%
Married, excluding separated	18,643	61%
Separated	277	<1%
Widowed	968	3%
Divorced	3,192	10%

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	39,735	100%
Household	39,711	100%
Group Quarters - Other	24	<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
Total Pop.	39,735	4,232	30,368	473	73	3,144	57	84	1,304
Under 5	2,742	420	1,827	21	4	227	4	11	228
5 to 9	3,269	439	2,313	38	2	210	1	14	252
10 to 14	3,204	417	2,353	37	13	179	3	5	197
15 to 17	1,715	241	1,243	24	1	97	5	8	96
18 and 19	740	122	544	11	0	36	1	2	24
20 to 24	1,353	213	989	33	2	69	3	5	39
25 to 29	1,641	253	1,189	24	10	119	4	2	40
30 to 34	2,249	295	1,606	38	4	219	8	4	75
35 to 39	3,179	378	2,292	38	3	374	5	4	85
40 to 44	3,554	394	2,647	43	4	381	8	8	69
45 to 49	3,678	338	2,944	37	9	278	5	4	63
50 to 54	3,311	242	2,725	44	5	239	2	7	47
55 to 59	2,730	152	2,315	36	8	183	5	2	29
60 and 61	963	63	810	8	2	71	0	1	8
62 to 64	1,292	75	1,105	9	3	89	1	3	7
65 to 69	1,517	82	1,259	15	1	145	1	2	12
70 to 74	919	36	751	10	1	107	0	0	14
75 to 79	739	39	611	4	1	71	0	1	12
80 to 84	529	17	472	2	0	33	0	1	4
85 and Older	411	16	373	1	0	17	1	0	3
Under 18	10,930	1,517	7,736	120	20	713	13	38	773
65 and older	4,115	190	3,466	32	3	373	2	4	45
Median		30.2	41.6	36.4	35.8	40.6	34.7	22.0	14.4

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	36,993	100%
Speak Only English	30,594	83%
Speak Spanish:	2,612	7%
Speak English "well" or "very well"	2,093	6%
Speak English "not well" or "not at all"	519	1%
Speak Asian/Pacific Island language:	1,430	4%
Speak English "well" or "very well"	1,232	3%
Speak English "not well" or "not at all"	198	1%
Speak other language:	2,357	6%
Speak English "well" or "very well"	2,120	6%
Speak English "not well" or "not at all"	237	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	26,712	100%
Less than 9th grade	368	1%
9th through 12th grade, no diploma	271	1%
High school grad (incl. equivalency)	2,462	9%
Some college, no degree	4,894	18%
Associate degree	2,234	8%
Bachelor's degree	10,610	40%
Master's degree	3,749	14%
Professional school degree	1,101	4%
Doctorate degree	1,023	4%

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	38,221	100%	---	---	---	---
Enrolled in school	11,619	30%	9,538	25%	2,081	5%
Nursery / Preschool	876	8%	127	1%	749	36%
Kindergarten to grade 4	3,285	28%	2,925	31%	360	17%
Grade 5 to grade 8	2,224	19%	2,013	21%	211	10%
Grade 9 to grade 12	2,805	24%	2,631	28%	174	8%
College, undergraduate	1,784	15%	1,530	16%	254	12%
Graduate or Professional school	645	6%	312	3%	333	16%
Not enrolled in school	26,602	70%	---	---	---	---

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	14,539	100%	5,687	100%	8,852	100%
Family Households:	10,595	73%	5,610	99%	4,985	56%
Married couple family	8,837	61%	4,623	81%	4,214	48%
Other family:	1,758	12%	987	17%	771	9%
Male householder, no wife	446	3%	166	3%	280	3%
Female householder, no husband	1,312	9%	821	14%	491	6%
Nonfamily households:	3,944	27%	77	1%	3,867	44%
Householder living alone	3,058	21%	----	----	----	----
Other nonfamily households	886	6%	----	----	----	----

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	15,496	100%	14,539	957	6%	2.73
Single family (detached)	9,589	62%	9,070	519	5%	2.90
Single family (attached)	1,566	10%	1,416	150	10%	2.59
2 to 4 units	792	5%	730	62	8%	2.45
5 to 9 units	1,529	10%	1,436	93	6%	2.37
10 or more units	2,020	13%	1,887	133	7%	2.41
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	11,632	100%
Less than \$150,000	191	2%
\$150,000 to \$199,999	90	1%
\$200,000 to \$249,999	214	2%
\$250,000 to \$299,999	227	2%
\$300,000 to \$399,999	1,244	11%
\$400,000 to \$499,999	1,180	10%
\$500,000 to \$749,999	3,789	33%
\$750,000 to \$999,999	2,907	25%
\$1,000,000 or more	1,790	15%

Median Value **\$676,036**

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	15,496	100%
2005 or Later	1,541	10%
2000 to 2004	2,344	15%
1990 to 1999	3,039	20%
1980 to 1989	4,098	26%
1970 to 1979	4,075	26%
1960 to 1969	267	2%
1950 to 1959	57	<1%
1940 to 1949	38	<1%
1939 or earlier	37	<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
Total occupied housing units	14,539	100%	2,907	100%	11,632	100%
1.00 occupant housing per room or less	14,448	99%	2,827	97%	11,621	100%
1.01 to 1.50 occupants per room	86	1%	75	3%	11	<1%
1.51 to 2.00 occupants per room	4	<1%	4	<1%	0	0%
2.01 or more occupants per room	1	<1%	1	<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	2,907	100%
Less than \$500	29	1%
\$500 to \$599	46	2%
\$600 to \$699	0	0%
\$700 to \$799	10	<1%
\$800 to \$899	96	3%
\$900 to \$999	74	3%
\$1,000 to \$1,249	624	21%
\$1,250 to \$1,499	708	24%
\$1,500 to \$1,999	558	19%
\$2,000 or more	677	23%
No cash rent	85	3%
Median contract rent	\$1,453	

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	2,907	100%
Less than 20 percent	566	19%
20.0 to 24.9 percent	343	12%
25.0 to 29.9 percent	251	9%
30.0 to 34.9 percent	337	12%
35.0 to 39.9 percent	241	8%
40.0 to 49.9 percent	409	14%
50.0 percent or more	631	22%
Not computed	129	4%

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	14,539	100%
No vehicle	201	1%
1 vehicle	3,380	23%
2 vehicles	7,741	53%
3 vehicles	2,493	17%
4 or more vehicles	724	5%

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	19,274	100%
Worked in state of residence	19,095	99%
Worked in county of residence	17,699	92%
Worked outside county of residence	1,396	7%
Worked outside state of residence	179	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
Population age 16 and older	29,947	100%	14,399	48%
In labor force	19,905	66%	11,180	56%
Armed forces	181	1%	139	77%
Civilian (employed)	18,179	91%	10,064	55%
Civilian (unemployed)	1,545	8%	977	63%
Not in labor force	10,042	34%	3,219	32%
Pct. of civilian labor force unemployed	7.8%		8.8%	

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	19,274	100%
Car, truck or van:	16,071	83%
Drove Alone	14,507	75%
Carpooled	1,564	8%
Public Transportation:	347	2%
Bus	111	1%
Trolley / Streetcar	0	0%
Railroad	219	1%
Other public transportation	17	<1%
Motorcycle	87	<1%
Bicycle	35	<1%
Walked	150	1%
Other means	196	1%
Worked at home	2,388	12%

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	19,274	100%
Did not work at home	16,886	88%
Less than 10 minutes	1,389	7%
10 to 19 minutes	4,177	22%
20 to 29 minutes	3,275	17%
30 to 44 minutes	4,263	22%
45 to 59 minutes	2,162	11%
60 to 89 minutes	992	5%
90 minutes or more	628	3%
Worked at home	2,388	12%
Average time to work (minutes)	35	--

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+	19,069	100%
Agriculture, forestry, mining	30	<1%
Utilities	47	<1%
Construction	749	4%
Manufacturing	2,260	12%
Wholesale trade	815	4%
Retail trade	1,877	10%
Transportation & warehousing	336	2%
Information & communications	483	3%
Finance, insurance, & real estate	2,007	11%
Professional, scientific, management, administration	524	3%
Educational, social, & health services	3,765	20%
Art, entertainment, recreation, accommodations, food	1,836	10%
Other services	585	3%
Public administration	3,755	20%

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+	19,069	100%
Management, professional & related:	11,252	59%
Management (incl. farm managers)	3,300	17%
Business & financial	1,814	10%
Computer & mathematical	1,164	6%
Architecture & engineering	739	4%
Life, physical & social science	595	3%
Community & social service	206	1%
Legal	238	1%
Education, training, & library	1,122	6%
Art, entertainment, sports & media	797	4%
Healthcare practitioners	1,277	7%
Service:	1,991	10%
Healthcare support	179	1%
Protective service	375	2%
Food preparation & serving	758	4%
Building & grounds cleaning / maintenance	192	1%
Personal care & service	487	3%
Sales & office	4,834	25%
Farming, fishing & forestry	16	<1%
Construction, extraction & maintenance	458	2%
Production, transport & material moving	518	3%

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

Household Income

Number Percent

Total Households	14,539	100%
Less than \$15,000	852	6%
\$15,000 to \$29,999	626	4%
\$30,000 to \$44,999	1,507	10%
\$45,000 to \$59,999	1,132	8%
\$60,000 to \$74,999	1,159	8%
\$75,000 to \$99,999	1,825	13%
\$100,000 to \$124,999	1,908	13%
\$125,000 to \$149,999	1,306	9%
\$150,000 to \$199,999	1,798	12%
\$200,000 or more	2,426	17%
Median Income	\$102,208	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	14,539	100%
With earnings	12,492	86%
With wage and salary income	11,412	78%
With self-employment income	2,953	20%
With interest, dividend, or net rental income	5,722	39%
With Social Security income	2,662	18%
With Supplemental Security income	177	1%
With public assistance income	130	1%
With retirement income	1,779	12%
With other types of income	1,704	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
Total	39,735	100%
Under .50	1,846	5%
.50 to .99	991	2%
1.00 to 1.24	452	1%
1.25 to 1.49	975	2%
1.50 to 1.84	882	2%
1.85 to 1.99	781	2%
2.00 and over	33,808	85%

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	39,735	100%
Above Poverty	36,898	93%
Below Poverty	2,837	7%

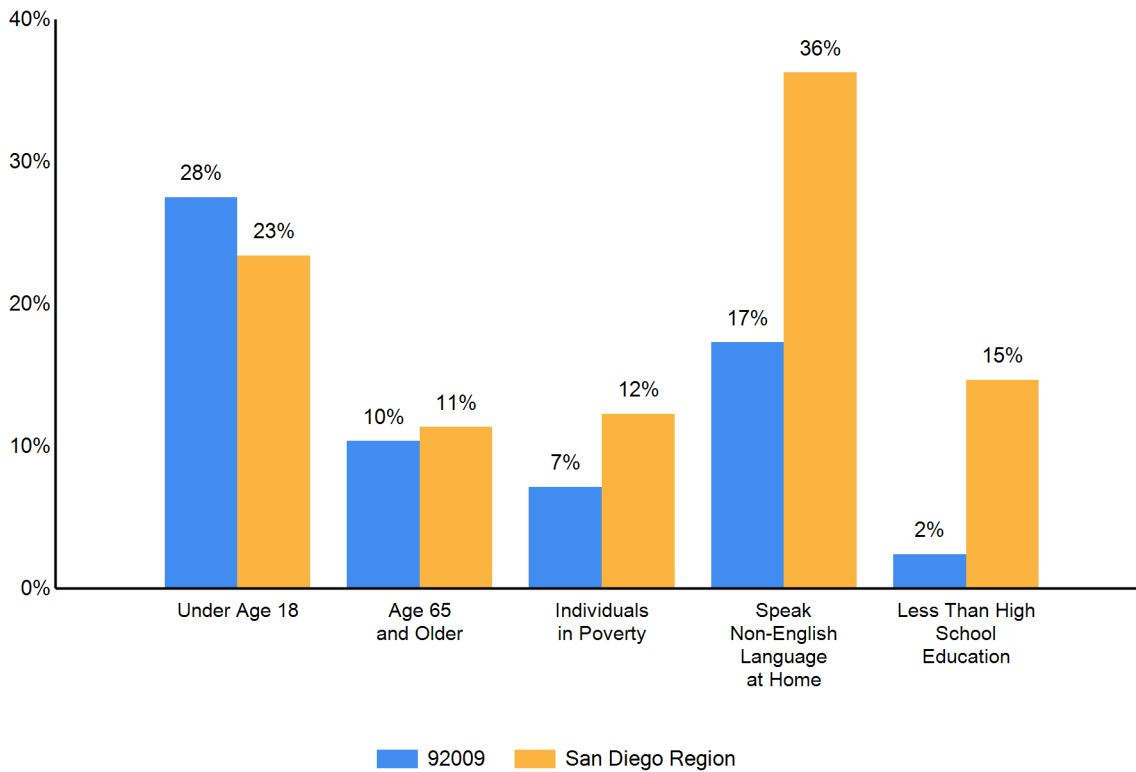
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	10,595	5,610	4,985	9,991	5,133	4,858	604	477	127
Married couple family	8,837	4,623	4,214	8,438	4,336	4,102	399	287	112
Male householder, no wife present	446	166	280	446	166	280	0	0	0
Female householder, no husband present	1,312	821	491	1,107	631	476	205	190	15

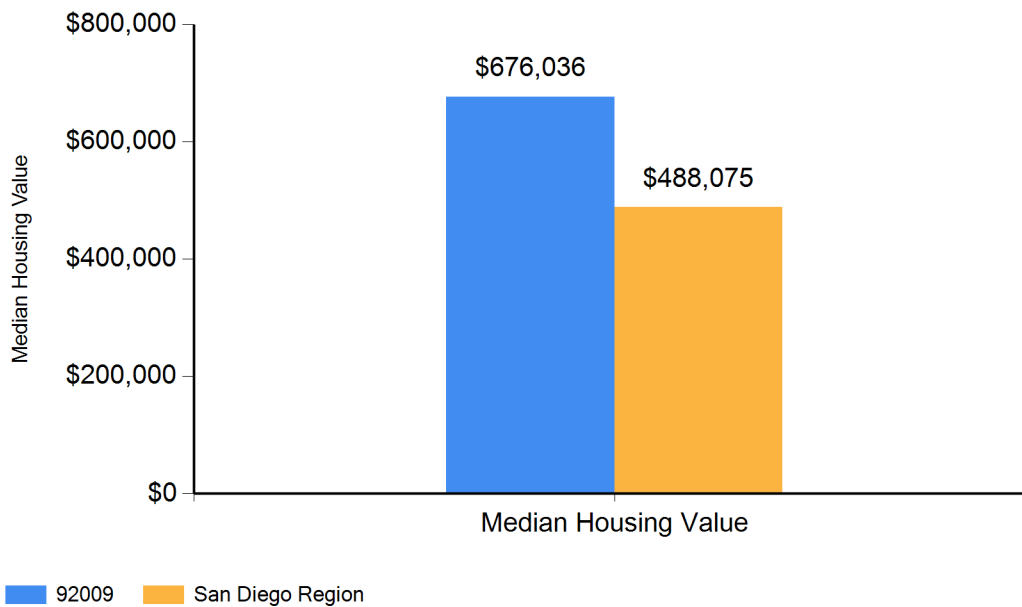
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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