



Demographic and Socioeconomic Profile 2010

TRACT: 83.03

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 3,446 | 100% |
| White | 2,817 | 82% |
| Hispanic | 324 | 9% |
| Asian | 198 | 6% |
| Two or More | 84 | 2% |
| Black | 17 | <1% |
| Other | 3 | <1% |
| American Indian | 2 | <1% |
| Pacific Islander | 1 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 3,446 | 1,648 | 1,798 | 52% |
| Under 5 | 118 | 61 | 57 | 48% |
| 5 to 9 | 168 | 80 | 88 | 52% |
| 10 to 14 | 177 | 84 | 93 | 53% |
| 15 to 17 | 108 | 57 | 51 | 47% |
| 18 and 19 | 36 | 18 | 18 | 50% |
| 20 to 24 | 90 | 59 | 31 | 34% |
| 25 to 29 | 108 | 61 | 47 | 44% |
| 30 to 34 | 90 | 36 | 54 | 60% |
| 35 to 39 | 130 | 61 | 69 | 53% |
| 40 to 44 | 161 | 68 | 93 | 58% |
| 45 to 49 | 246 | 117 | 129 | 52% |
| 50 to 54 | 241 | 105 | 136 | 56% |
| 55 to 59 | 279 | 125 | 154 | 55% |
| 60 and 61 | 143 | 58 | 85 | 59% |
| 62 to 64 | 232 | 106 | 126 | 54% |
| 65 to 69 | 338 | 173 | 165 | 49% |
| 70 to 74 | 238 | 119 | 119 | 50% |
| 75 to 79 | 176 | 91 | 85 | 48% |
| 80 to 84 | 181 | 89 | 92 | 51% |
| 85 and Older | 186 | 80 | 106 | 57% |
| Under 18 | 571 | 282 | 289 | 51% |
| 65 and older | 1,119 | 552 | 567 | 51% |
| Median | 55.9 | 55.7 | 56.1 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 2,983 | 100% |
| Never Married | 654 | 22% |
| Married, excluding separated | 1,924 | 64% |
| Separated | 0 | 0% |
| Widowed | 142 | 5% |
| Divorced | 263 | 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 | 3,446 | 100% |
| Household | 3,446 | 100% |
| Group Quarters - College | 0 | 0% |
| Group Quarters - Military | 0 | 0% |
| Group Quarters - Other | 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. | 3,446 | 324 | 2,817 | 17 | 2 | 198 | 1 | 3 | 84 |
| Under 5 | 118 | 24 | 82 | 0 | 0 | 6 | 0 | 1 | 5 |
| 5 to 9 | 168 | 31 | 121 | 0 | 0 | 8 | 0 | 0 | 8 |
| 10 to 14 | 177 | 33 | 118 | 3 | 0 | 12 | 0 | 0 | 11 |
| 15 to 17 | 108 | 15 | 82 | 0 | 0 | 4 | 0 | 0 | 7 |
| 18 and 19 | 36 | 6 | 24 | 0 | 0 | 5 | 0 | 0 | 1 |
| 20 to 24 | 90 | 15 | 61 | 0 | 0 | 7 | 0 | 0 | 7 |
| 25 to 29 | 108 | 13 | 81 | 1 | 0 | 7 | 0 | 0 | 6 |
| 30 to 34 | 90 | 15 | 63 | 1 | 0 | 8 | 0 | 0 | 3 |
| 35 to 39 | 130 | 23 | 94 | 1 | 1 | 5 | 0 | 0 | 6 |
| 40 to 44 | 161 | 21 | 118 | 2 | 1 | 16 | 0 | 0 | 3 |
| 45 to 49 | 246 | 28 | 187 | 1 | 0 | 23 | 0 | 0 | 7 |
| 50 to 54 | 241 | 22 | 198 | 1 | 0 | 16 | 0 | 2 | 2 |
| 55 to 59 | 279 | 22 | 229 | 2 | 0 | 23 | 1 | 0 | 2 |
| 60 and 61 | 143 | 15 | 114 | 2 | 0 | 8 | 0 | 0 | 4 |
| 62 to 64 | 232 | 9 | 208 | 0 | 0 | 12 | 0 | 0 | 3 |
| 65 to 69 | 338 | 12 | 304 | 1 | 0 | 16 | 0 | 0 | 5 |
| 70 to 74 | 238 | 4 | 223 | 0 | 0 | 9 | 0 | 0 | 2 |
| 75 to 79 | 176 | 7 | 162 | 1 | 0 | 6 | 0 | 0 | 0 |
| 80 to 84 | 181 | 6 | 168 | 1 | 0 | 5 | 0 | 0 | 1 |
| 85 and Older | 186 | 3 | 180 | 0 | 0 | 2 | 0 | 0 | 1 |
| Under 18 | 571 | 103 | 403 | 3 | 0 | 30 | 0 | 1 | 31 |
| 65 and older | 1,119 | 32 | 1,037 | 3 | 0 | 38 | 0 | 0 | 9 |
| Median | | 37.2 | 58.9 | 47.5 | 40.0 | 49.6 | 57.5 | 51.3 | 27.5 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 3,328 | 100% |
| Speak Only English | 2,669 | 80% |
| Speak Spanish: | 81 | 2% |
| Speak English "well" or "very well" | 70 | 2% |
| Speak English "not well" or "not at all" | 11 | <1% |
| Speak Asian/Pacific Island language: | 50 | 2% |
| Speak English "well" or "very well" | 50 | 2% |
| Speak English "not well" or "not at all" | 0 | 0% |
| Speak other language: | 528 | 16% |
| Speak English "well" or "very well" | 528 | 16% |
| 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 | 2,749 | 100% |
| Less than 9th grade | 14 | 1% |
| 9th through 12th grade, no diploma | 10 | <1% |
| High school grad (incl. equivalency) | 184 | 7% |
| Some college, no degree | 428 | 16% |
| Associate degree | 7 | <1% |
| Bachelor's degree | 838 | 30% |
| Master's degree | 353 | 13% |
| Professional school degree | 580 | 21% |
| Doctorate degree | 335 | 12% |

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 | 3,393 | 100% | --- | --- | --- | --- |
| Enrolled in school | 833 | 25% | 571 | 17% | 262 | 8% |
| Nursery / Preschool | 55 | 7% | 14 | 2% | 41 | 16% |
| Kindergarten to grade 4 | 219 | 26% | 109 | 19% | 110 | 42% |
| Grade 5 to grade 8 | 169 | 20% | 144 | 25% | 25 | 10% |
| Grade 9 to grade 12 | 136 | 16% | 90 | 16% | 46 | 18% |
| College, undergraduate | 212 | 25% | 195 | 34% | 17 | 6% |
| Graduate or Professional school | 42 | 5% | 19 | 3% | 23 | 9% |
| Not enrolled in school | 2,560 | 75% | --- | --- | --- | --- |

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 | 1,506 | 100% | 365 | 100% | 1,141 | 100% |
| Family Households: | 1,137 | 75% | 365 | 100% | 772 | 68% |
| Married couple family | 1,004 | 67% | 315 | 86% | 689 | 60% |
| Other family: | 133 | 9% | 50 | 14% | 83 | 7% |
| Male householder, no wife | 64 | 4% | 26 | 7% | 38 | 3% |
| Female householder, no husband | 69 | 5% | 24 | 7% | 45 | 4% |
| Nonfamily households: | 369 | 25% | 0 | 0% | 369 | 32% |
| Householder living alone | 260 | 17% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 109 | 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 |
|----------------------------|--------------|-------------|-------------|------------|--------------|-----------------------|
| Total Housing Units | 1,754 | 100% | 1506 | 248 | 14% | 2.29 |
| Single family (detached) | 1,409 | 80% | 1,222 | 187 | 13% | 2.37 |
| Single family (attached) | 39 | 2% | 39 | 0 | 0% | 2.26 |
| 2 to 4 units | 11 | 1% | 9 | 2 | 18% | 1.44 |
| 5 to 9 units | 131 | 7% | 105 | 26 | 20% | 1.89 |
| 10 or more units | 164 | 9% | 131 | 33 | 20% | 1.89 |
| 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 | 1,299 | 100% |
| Less than \$150,000 | 49 | 4% |
| \$150,000 to \$199,999 | 0 | 0% |
| \$200,000 to \$249,999 | 20 | 2% |
| \$250,000 to \$299,999 | 0 | 0% |
| \$300,000 to \$399,999 | 0 | 0% |
| \$400,000 to \$499,999 | 0 | 0% |
| \$500,000 to \$749,999 | 97 | 7% |
| \$750,000 to \$999,999 | 148 | 11% |
| \$1,000,000 or more | 985 | 76% |

Median Value **\$1,339,919**

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 | 1,754 | 100% |
| 2005 or Later | 166 | 9% |
| 2000 to 2004 | 87 | 5% |
| 1990 to 1999 | 86 | 5% |
| 1980 to 1989 | 61 | 3% |
| 1970 to 1979 | 517 | 29% |
| 1960 to 1969 | 388 | 22% |
| 1950 to 1959 | 229 | 13% |
| 1940 to 1949 | 54 | 3% |
| 1939 or earlier | 166 | 9% |

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 | 1,506 | 100% | 207 | 100% | 1,299 | 100% |
| 1.00 occupant housing per room or less | 1,506 | 100% | 207 | 100% | 1,299 | 100% |
| 1.01 to 1.50 occupants per room | 0 | 0% | 0 | 0% | 0 | 0% |
| 1.51 to 2.00 occupants per room | 0 | 0% | 0 | 0% | 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 | 207 | 100% |
| Less than \$500 | 0 | 0% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 39 | 19% |
| \$700 to \$799 | 0 | 0% |
| \$800 to \$899 | 12 | 6% |
| \$900 to \$999 | 0 | 0% |
| \$1,000 to \$1,249 | 12 | 6% |
| \$1,250 to \$1,499 | 25 | 12% |
| \$1,500 to \$1,999 | 52 | 25% |
| \$2,000 or more | 67 | 32% |
| No cash rent | 0 | 0% |
| Median contract rent | \$1,649 | |

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 | 207 | 100% |
| Less than 20 percent | 90 | 43% |
| 20.0 to 24.9 percent | 12 | 6% |
| 25.0 to 29.9 percent | 0 | 0% |
| 30.0 to 34.9 percent | 8 | 4% |
| 35.0 to 39.9 percent | 11 | 5% |
| 40.0 to 49.9 percent | 59 | 29% |
| 50.0 percent or more | 26 | 13% |
| Not computed | 1 | 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 | 1,506 | 100% |
| No vehicle | 20 | 1% |
| 1 vehicle | 299 | 20% |
| 2 vehicles | 792 | 53% |
| 3 vehicles | 301 | 20% |
| 4 or more vehicles | 94 | 6% |

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 | 1,546 | 100% |
| Worked in state of residence | 1,539 | 100% |
| Worked in county of residence | 1,520 | 98% |
| Worked outside county of residence | 19 | 1% |
| Worked outside state of residence | 7 | <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 | 2,950 | 100% | 1,402 | 48% |
| In labor force | 1,525 | 52% | 920 | 60% |
| Armed forces | 0 | 0% | 0 | 0% |
| Civilian (employed) | 1,480 | 97% | 896 | 61% |
| Civilian (unemployed) | 45 | 3% | 24 | 53% |
| Not in labor force | 1,425 | 48% | 482 | 34% |
| Pct. of civilian labor force unemployed | 3.0% | | 2.6% | |

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 | 1,546 | 100% |
| Car, truck or van: | 1,186 | 77% |
| Drove Alone | 1,159 | 75% |
| Carpooled | 27 | 2% |
| Public Transportation: | 9 | 1% |
| Bus | 9 | 1% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 0 | 0% |
| Other public transportation | 0 | 0% |
| Motorcycle | 9 | 1% |
| Bicycle | 19 | 1% |
| Walked | 36 | 2% |
| Other means | 13 | 1% |
| Worked at home | 274 | 18% |

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 | 1,546 | 100% |
| Did not work at home | 1,272 | 82% |
| Less than 10 minutes | 166 | 11% |
| 10 to 19 minutes | 355 | 23% |
| 20 to 29 minutes | 541 | 35% |
| 30 to 44 minutes | 193 | 12% |
| 45 to 59 minutes | 0 | 0% |
| 60 to 89 minutes | 0 | 0% |
| 90 minutes or more | 17 | 1% |
| Worked at home | 274 | 18% |
| 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+ | 1,546 | 100% |
| Agriculture, forestry, mining | 9 | 1% |
| Utilities | 0 | 0% |
| Construction | 38 | 2% |
| Manufacturing | 31 | 2% |
| Wholesale trade | 54 | 3% |
| Retail trade | 77 | 5% |
| Transportation & warehousing | 0 | 0% |
| Information & communications | 135 | 9% |
| Finance, insurance, & real estate | 188 | 12% |
| Professional, scientific, management, administration | 75 | 5% |
| Educational, social, & health services | 357 | 23% |
| Art, entertainment, recreation, accommodations, food | 185 | 12% |
| Other services | 40 | 3% |
| Public administration | 357 | 23% |

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+ | 1,546 | 100% |
| Management, professional & related: | 1,173 | 76% |
| Management (incl. farm managers) | 512 | 33% |
| Business & financial | 34 | 2% |
| Computer & mathematical | 27 | 2% |
| Architecture & engineering | 24 | 2% |
| Life, physical & social science | 114 | 7% |
| Community & social service | 10 | 1% |
| Legal | 109 | 7% |
| Education, training, & library | 61 | 4% |
| Art, entertainment, sports & media | 68 | 4% |
| Healthcare practitioners | 214 | 14% |
| Service: | 106 | 7% |
| Healthcare support | 0 | 0% |
| Protective service | 37 | 2% |
| Food preparation & serving | 38 | 2% |
| Building & grounds cleaning / maintenance | 20 | 1% |
| Personal care & service | 11 | 1% |
| Sales & office | 232 | 15% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 35 | 2% |
| Production, transport & material moving | 0 | 0% |

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

Household Income

Number Percent

| | | |
|-------------------------|------------------|-------------|
| Total Households | 1,506 | 100% |
| Less than \$15,000 | 35 | 2% |
| \$15,000 to \$29,999 | 68 | 5% |
| \$30,000 to \$44,999 | 66 | 4% |
| \$45,000 to \$59,999 | 90 | 6% |
| \$60,000 to \$74,999 | 36 | 2% |
| \$75,000 to \$99,999 | 197 | 13% |
| \$100,000 to \$124,999 | 93 | 6% |
| \$125,000 to \$149,999 | 77 | 5% |
| \$150,000 to \$199,999 | 116 | 8% |
| \$200,000 or more | 728 | 48% |
| Median Income | \$189,224 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 1,506 | 100% |
| With earnings | 1,133 | 75% |
| With wage and salary income | 982 | 65% |
| With self-employment income | 347 | 23% |
| With interest, dividend, or net rental income | 977 | 65% |
| With Social Security income | 701 | 47% |
| With Supplemental Security income | 22 | 1% |
| With public assistance income | 12 | 1% |
| With retirement income | 356 | 24% |
| With other types of income | 157 | 10% |

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 | 3,446 | 100% |
| Under .50 | 165 | 5% |
| .50 to .99 | 37 | 1% |
| 1.00 to 1.24 | 0 | 0% |
| 1.25 to 1.49 | 36 | 1% |
| 1.50 to 1.84 | 67 | 2% |
| 1.85 to 1.99 | 0 | 0% |
| 2.00 and over | 3,141 | 91% |

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 | 3,446 | 100% |
| Above Poverty | 3,244 | 94% |
| Below Poverty | 202 | 6% |

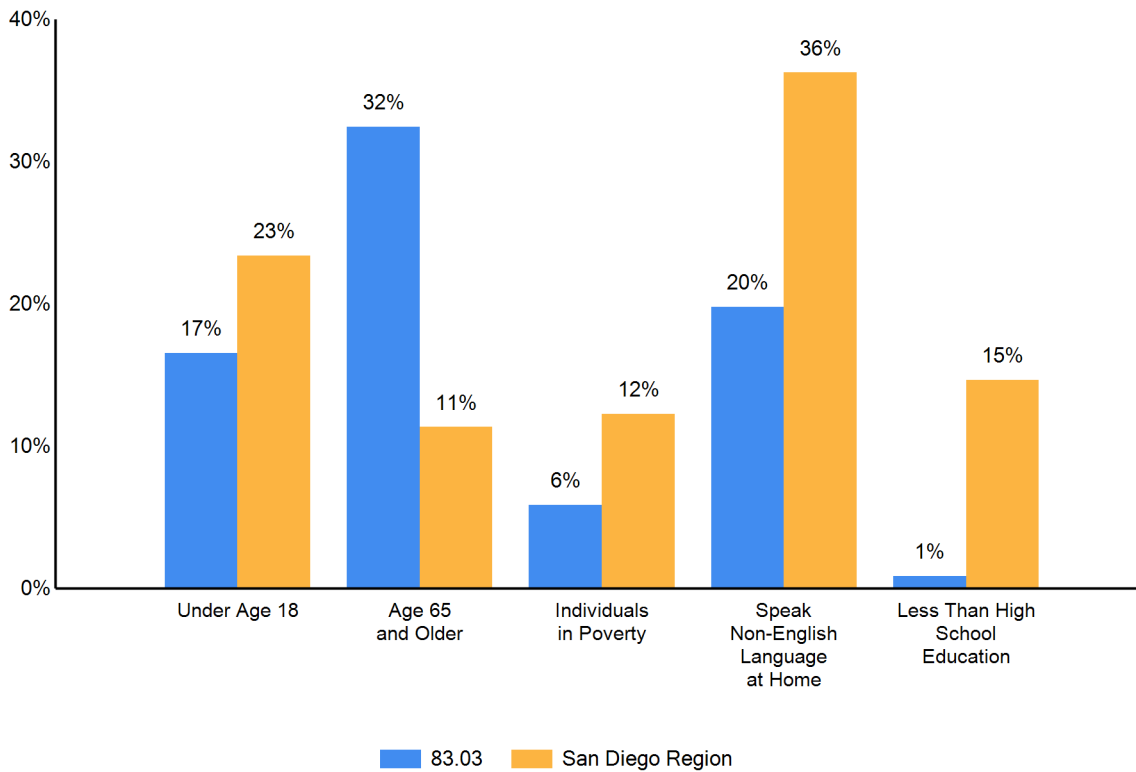
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 1,137 | 365 | 772 | 1,115 | 356 | 759 | 22 | 9 | 13 |
| Married couple family | 1,004 | 315 | 689 | 983 | 306 | 677 | 21 | 9 | 12 |
| Male householder, no wife present | 64 | 26 | 38 | 64 | 26 | 38 | 0 | 0 | 0 |
| Female householder, no husband present | 69 | 24 | 45 | 68 | 24 | 44 | 1 | 0 | 1 |

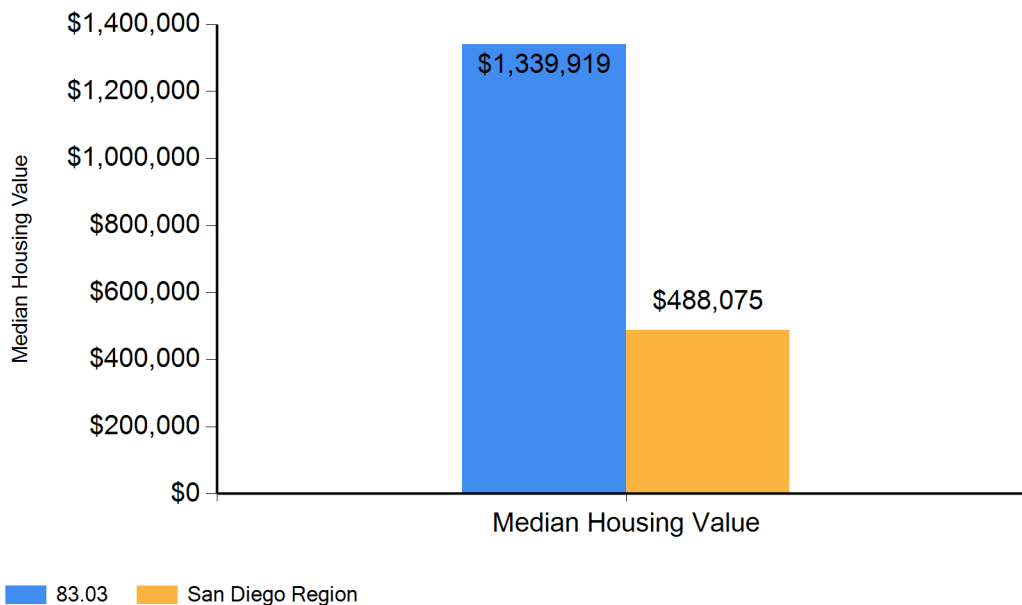
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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