



## Demographic and Socioeconomic Profile 2010

TRACT: 189.03

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>5,032</b>	<b>100%</b>
White	2,398	48%
Hispanic	2,370	47%
Two or More	103	2%
Asian	83	2%
Black	35	1%
American Indian	23	<1%
Pacific Islander	12	<1%
Other	8	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>5,032</b>	<b>2,243</b>	<b>2,789</b>	<b>55%</b>
Under 5	346	143	203	59%
5 to 9	229	161	68	30%
10 to 14	289	69	220	76%
15 to 17	307	86	221	72%
18 and 19	147	95	52	35%
20 to 24	376	216	160	43%
25 to 29	262	129	133	51%
30 to 34	363	139	224	62%
35 to 39	210	112	98	47%
40 to 44	373	163	210	56%
45 to 49	350	99	251	72%
50 to 54	456	298	158	35%
55 to 59	427	209	218	51%
60 and 61	91	13	78	86%
62 to 64	61	32	29	48%
65 to 69	179	54	125	70%
70 to 74	140	25	115	82%
75 to 79	161	68	93	58%
80 to 84	149	120	29	19%
85 and Older	116	12	104	90%
Under 18	1,171	459	712	61%
65 and older	745	279	466	63%
<b>Median</b>	<b>39.7</b>	<b>38.7</b>	<b>40.4</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>4,168</b>	<b>100%</b>
Never Married	1,216	29%
Married, excluding separated	2,256	54%
Separated	45	1%
Widowed	266	6%
Divorced	385	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
<b>Total population</b>	<b>5,032</b>	<b>100%</b>
Household	4,995	99%
Group Quarters - Other	37	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
<b>Total Pop.</b>	<b>5,032</b>	<b>2,370</b>	<b>2,398</b>	<b>35</b>	<b>23</b>	<b>83</b>	<b>12</b>	<b>8</b>	<b>103</b>
Under 5	346	267	77	0	2	0	0	0	0
5 to 9	229	110	93	0	0	0	0	0	26
10 to 14	289	227	58	0	1	0	3	0	0
15 to 17	307	119	180	0	1	0	1	0	6
18 and 19	147	87	57	0	2	0	1	0	0
20 to 24	376	238	93	33	1	10	0	0	1
25 to 29	262	159	90	0	3	0	2	0	8
30 to 34	363	230	83	0	2	0	2	0	46
35 to 39	210	143	67	0	0	0	0	0	0
40 to 44	373	139	221	0	5	4	0	0	4
45 to 49	350	153	160	0	2	32	1	0	2
50 to 54	456	150	287	0	0	15	0	0	4
55 to 59	427	130	264	0	1	21	0	7	4
60 and 61	91	21	70	0	0	0	0	0	0
62 to 64	61	30	29	1	1	0	0	0	0
65 to 69	179	59	115	1	1	1	0	1	1
70 to 74	140	41	99	0	0	0	0	0	0
75 to 79	161	60	100	0	0	0	1	0	0
80 to 84	149	4	144	0	1	0	0	0	0
85 and Older	116	3	111	0	0	0	1	0	1
Under 18	1,171	723	408	0	4	0	4	0	32
65 and older	745	167	569	1	2	1	2	1	2
<b>Median</b>		<b>29.3</b>	<b>50.3</b>	<b>22.7</b>	<b>33.8</b>	<b>49.3</b>	<b>27.5</b>	<b>57.9</b>	<b>31.1</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>4,686</b>	<b>100%</b>
Speak Only English	2,887	62%
Speak Spanish:	1,711	37%
Speak English "well" or "very well"	1,255	27%
Speak English "not well" or "not at all"	456	10%
Speak Asian/Pacific Island language:	10	<1%
Speak English "well" or "very well"	10	<1%
Speak English "not well" or "not at all"	0	0%
Speak other language:	78	2%
Speak English "well" or "very well"	78	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>3,338</b>	<b>100%</b>
Less than 9th grade	552	17%
9th through 12th grade, no diploma	233	7%
High school grad (incl. equivalency)	750	22%
Some college, no degree	861	26%
Associate degree	289	9%
Bachelor's degree	414	12%
Master's degree	191	6%
Professional school degree	37	1%
Doctorate degree	11	<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>4,827</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,503	31%	1,290	27%	213	4%
Nursery / Preschool	192	13%	90	7%	102	48%
Kindergarten to grade 4	468	31%	409	32%	59	28%
Grade 5 to grade 8	279	19%	279	22%	0	0%
Grade 9 to grade 12	294	20%	294	23%	0	0%
College, undergraduate	259	17%	207	16%	52	24%
Graduate or Professional school	11	1%	11	1%	0	0%
Not enrolled in school	3,324	69%	---	---	---	---

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>1,652</b>	<b>100%</b>	<b>636</b>	<b>100%</b>	<b>1,016</b>	<b>100%</b>
Family Households:	1,202	73%	636	100%	566	56%
Married couple family	884	54%	413	65%	471	46%
Other family:	318	19%	223	35%	95	9%
Male householder, no wife	46	3%	46	7%	0	0%
Female householder, no husband	272	16%	177	28%	95	9%
Nonfamily households:	450	27%	0	0%	450	44%
Householder living alone	378	23%	----	----	----	----
Other nonfamily households	72	4%	----	----	----	----

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>1,714</b>	<b>100%</b>	<b>1652</b>	<b>62</b>	<b>4%</b>	<b>3.02</b>
Single family (detached)	1,105	64%	1,074	31	3%	3.17
Single family (attached)	98	6%	96	2	2%	3.35
2 to 4 units	114	7%	110	4	4%	2.95
5 to 9 units	83	5%	77	6	7%	2.56
10 or more units	185	11%	174	11	6%	2.71
Mobile home and Other	129	8%	121	8	6%	2.28

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>994</b>	<b>100%</b>
Less than \$150,000	120	12%
\$150,000 to \$199,999	23	2%
\$200,000 to \$249,999	97	10%
\$250,000 to \$299,999	82	8%
\$300,000 to \$399,999	106	11%
\$400,000 to \$499,999	135	14%
\$500,000 to \$749,999	335	34%
\$750,000 to \$999,999	28	3%
\$1,000,000 or more	68	7%

**Median Value** **\$451,111**

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>1,714</b>	<b>100%</b>
2005 or Later	108	6%
2000 to 2004	51	3%
1990 to 1999	172	10%
1980 to 1989	308	18%
1970 to 1979	410	24%
1960 to 1969	276	16%
1950 to 1959	207	12%
1940 to 1949	164	10%
1939 or earlier	18	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
<b>Total occupied housing units</b>	<b>1,652</b>	<b>100%</b>	<b>658</b>	<b>100%</b>	<b>994</b>	<b>100%</b>
1.00 occupant housing per room or less	1,531	93%	575	87%	956	96%
1.01 to 1.50 occupants per room	111	7%	73	11%	38	4%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	10	1%	10	2%	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
<b>Total Units</b>	<b>658</b>	<b>100%</b>
Less than \$500	114	17%
\$500 to \$599	41	6%
\$600 to \$699	129	20%
\$700 to \$799	32	5%
\$800 to \$899	27	4%
\$900 to \$999	77	12%
\$1,000 to \$1,249	131	20%
\$1,250 to \$1,499	49	7%
\$1,500 to \$1,999	10	2%
\$2,000 or more	10	2%
No cash rent	38	6%
<b>Median contract rent</b>	<b>\$852</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>658</b>	<b>100%</b>
Less than 20 percent	77	12%
20.0 to 24.9 percent	69	10%
25.0 to 29.9 percent	179	27%
30.0 to 34.9 percent	62	9%
35.0 to 39.9 percent	6	1%
40.0 to 49.9 percent	59	9%
50.0 percent or more	168	26%
Not computed	38	6%

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>1,652</b>	<b>100%</b>
No vehicle	124	8%
1 vehicle	535	32%
2 vehicles	466	28%
3 vehicles	365	22%
4 or more vehicles	162	10%

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>1,980</b>	<b>100%</b>
Worked in state of residence	1,961	99%
Worked in county of residence	1,685	85%
Worked outside county of residence	276	14%
Worked outside state of residence	19	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>4,065</b>	<b>100%</b>	<b>1,844</b>	<b>45%</b>
In labor force	2,409	59%	1,151	48%
Armed forces	35	1%	35	100%
Civilian (employed)	2,148	89%	999	47%
Civilian (unemployed)	226	9%	117	52%
Not in labor force	1,656	41%	693	42%
Pct. of civilian labor force unemployed	9.5%		10.5%	

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>1,980</b>	<b>100%</b>
Car, truck or van:	1,793	91%
Drove Alone	1,513	76%
Carpooled	280	14%
Public Transportation:	36	2%
Bus	11	1%
Trolley / Streetcar	19	1%
Railroad	6	<1%
Other public transportation	0	0%
Motorcycle	17	1%
Bicycle	0	0%
Walked	80	4%
Other means	0	0%
Worked at home	54	3%

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>1,980</b>	<b>100%</b>
Did not work at home	1,926	97%
Less than 10 minutes	383	19%
10 to 19 minutes	375	19%
20 to 29 minutes	215	11%
30 to 44 minutes	584	29%
45 to 59 minutes	158	8%
60 to 89 minutes	102	5%
90 minutes or more	109	6%
Worked at home	54	3%
<b>Average time to work (minutes)</b>	<b>34</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>1,915</b>	<b>100%</b>
Agriculture, forestry, mining	45	2%
Utilities	5	<1%
Construction	292	15%
Manufacturing	161	8%
Wholesale trade	30	2%
Retail trade	308	16%
Transportation & warehousing	49	3%
Information & communications	51	3%
Finance, insurance, & real estate	168	9%
Professional, scientific, management, administration	29	2%
Educational, social, & health services	357	19%
Art, entertainment, recreation, accommodations, food	116	6%
Other services	103	5%
Public administration	201	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>1,915</b>	<b>100%</b>
Management, professional & related:	597	31%
Management (incl. farm managers)	210	11%
Business & financial	54	3%
Computer & mathematical	31	2%
Architecture & engineering	16	1%
Life, physical & social science	8	<1%
Community & social service	0	0%
Legal	0	0%
Education, training, & library	103	5%
Art, entertainment, sports & media	51	3%
Healthcare practitioners	124	6%
Service:	237	12%
Healthcare support	22	1%
Protective service	16	1%
Food preparation & serving	86	4%
Building & grounds cleaning / maintenance	56	3%
Personal care & service	57	3%
Sales & office	633	33%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	284	15%
Production, transport & material moving	164	9%

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>1,652</b>	<b>100%</b>
Less than \$15,000	214	13%
\$15,000 to \$29,999	320	19%
\$30,000 to \$44,999	314	19%
\$45,000 to \$59,999	145	9%
\$60,000 to \$74,999	170	10%
\$75,000 to \$99,999	254	15%
\$100,000 to \$124,999	84	5%
\$125,000 to \$149,999	105	6%
\$150,000 to \$199,999	30	2%
\$200,000 or more	16	1%
<b>Median Income</b>	<b>\$43,949</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>1,652</b>	<b>100%</b>
With earnings	1,174	71%
With wage and salary income	1,088	66%
With self-employment income	334	20%
With interest, dividend, or net rental income	495	30%
With Social Security income	553	33%
With Supplemental Security income	116	7%
With public assistance income	31	2%
With retirement income	373	23%
With other types of income	254	15%

*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>5,032</b>	<b>100%</b>
Under .50	162	3%
.50 to .99	264	5%
1.00 to 1.24	479	10%
1.25 to 1.49	748	15%
1.50 to 1.84	267	5%
1.85 to 1.99	11	<1%
2.00 and over	3,101	62%

*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>5,032</b>	<b>100%</b>
Above Poverty	4,606	92%
Below Poverty	426	8%

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

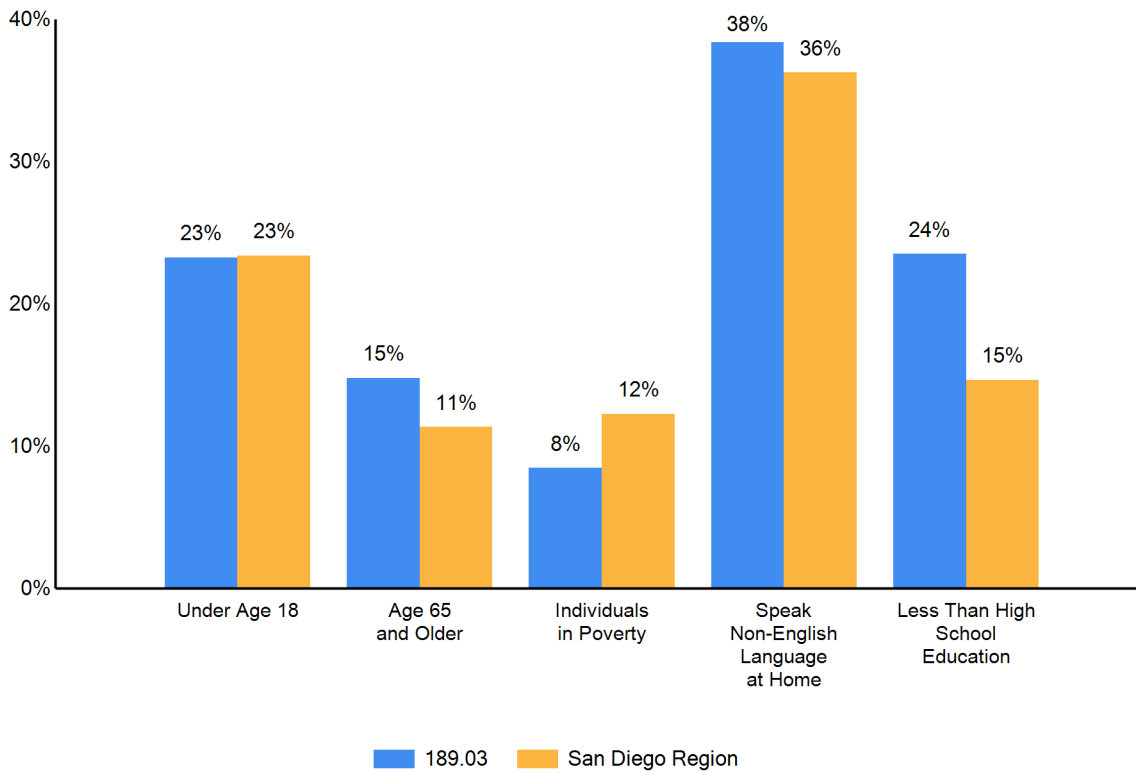
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>1,202</b>	<b>636</b>	<b>566</b>	<b>1,119</b>	<b>559</b>	<b>560</b>	<b>83</b>	<b>77</b>	<b>6</b>
Married couple family	884	413	471	866	401	465	18	12	6
Male householder, no wife present	46	46	0	42	42	0	4	4	0
Female householder, no husband present	272	177	95	211	116	95	61	61	0

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

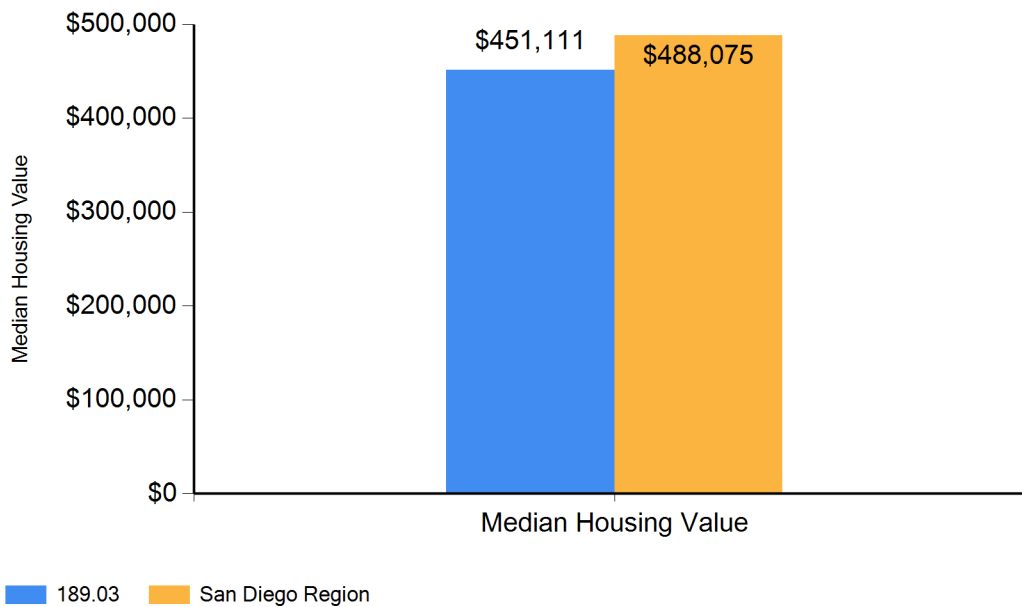


## Demographic and Socioeconomic Characteristics



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