



## Demographic and Socioeconomic Profile 2010

TRACT: 174.04

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>6,338</b>	<b>100%</b>
White	4,868	77%
Hispanic	1,045	16%
Asian	204	3%
Two or More	141	2%
Black	29	<1%
American Indian	25	<1%
Other	14	<1%
Pacific Islander	12	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>6,338</b>	<b>3,131</b>	<b>3,207</b>	<b>51%</b>
Under 5	366	196	170	46%
5 to 9	355	179	176	50%
10 to 14	364	204	160	44%
15 to 17	211	110	101	48%
18 and 19	130	75	55	42%
20 to 24	296	151	145	49%
25 to 29	395	195	200	51%
30 to 34	479	252	227	47%
35 to 39	490	249	241	49%
40 to 44	438	225	213	49%
45 to 49	467	213	254	54%
50 to 54	510	260	250	49%
55 to 59	486	229	257	53%
60 and 61	179	83	96	54%
62 to 64	253	123	130	51%
65 to 69	275	130	145	53%
70 to 74	160	76	84	53%
75 to 79	138	55	83	60%
80 to 84	159	65	94	59%
85 and Older	187	61	126	67%
Under 18	1,296	689	607	47%
65 and older	919	387	532	58%
<b>Median</b>	<b>40.9</b>	<b>39.1</b>	<b>43.0</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>5,253</b>	<b>100%</b>
Never Married	1,790	34%
Married, excluding separated	2,528	48%
Separated	127	2%
Widowed	334	6%
Divorced	474	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>6,338</b>	<b>100%</b>
Household	6,336	100%
Group Quarters - Other	2	<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>6,338</b>	<b>1,045</b>	<b>4,868</b>	<b>29</b>	<b>25</b>	<b>204</b>	<b>12</b>	<b>14</b>	<b>141</b>
Under 5	366	81	248	1	3	13	0	0	20
5 to 9	355	89	233	2	3	13	0	0	15
10 to 14	364	95	246	0	0	5	2	0	16
15 to 17	211	57	139	1	0	4	1	0	9
18 and 19	130	31	90	1	0	2	0	2	4
20 to 24	296	81	196	2	2	7	0	2	6
25 to 29	395	69	300	1	2	11	2	2	8
30 to 34	479	81	364	2	3	18	0	2	9
35 to 39	490	98	357	2	1	20	0	1	11
40 to 44	438	72	325	4	1	29	3	0	4
45 to 49	467	68	366	0	3	18	0	1	11
50 to 54	510	54	426	3	1	10	1	4	11
55 to 59	486	41	417	2	2	18	1	0	5
60 and 61	179	22	147	2	1	6	0	0	1
62 to 64	253	22	219	1	3	6	0	0	2
65 to 69	275	33	228	0	0	8	1	0	5
70 to 74	160	16	131	3	0	7	0	0	3
75 to 79	138	15	118	0	0	5	0	0	0
80 to 84	159	12	145	0	0	2	0	0	0
85 and Older	187	8	173	2	0	2	1	0	1
Under 18	1,296	322	866	4	6	35	3	0	60
65 and older	919	84	795	5	0	24	2	0	9
<b>Median</b>		<b>31.2</b>	<b>44.0</b>	<b>43.1</b>	<b>34.2</b>	<b>41.6</b>	<b>41.7</b>	<b>32.5</b>	<b>25.3</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>5,972</b>	<b>100%</b>
Speak Only English	4,681	78%
Speak Spanish:	870	15%
Speak English "well" or "very well"	747	13%
Speak English "not well" or "not at all"	123	2%
Speak Asian/Pacific Island language:	191	3%
Speak English "well" or "very well"	164	3%
Speak English "not well" or "not at all"	27	<1%
Speak other language:	230	4%
Speak English "well" or "very well"	211	4%
Speak English "not well" or "not at all"	19	<1%

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>4,616</b>	<b>100%</b>
Less than 9th grade	360	8%
9th through 12th grade, no diploma	106	2%
High school grad (incl. equivalency)	664	14%
Some college, no degree	721	16%
Associate degree	322	7%
Bachelor's degree	1,468	32%
Master's degree	494	11%
Professional school degree	236	5%
Doctorate degree	245	5%

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>6,123</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,470	24%	1,287	21%	183	3%
Nursery / Preschool	77	5%	28	2%	49	27%
Kindergarten to grade 4	388	26%	388	30%	0	0%
Grade 5 to grade 8	308	21%	299	23%	9	5%
Grade 9 to grade 12	352	24%	325	25%	27	15%
College, undergraduate	235	16%	194	15%	41	22%
Graduate or Professional school	110	7%	53	4%	57	31%
Not enrolled in school	4,653	76%	---	---	---	---

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>2,564</b>	<b>100%</b>	<b>818</b>	<b>100%</b>	<b>1,746</b>	<b>100%</b>
Family Households:	1,547	60%	818	100%	729	42%
Married couple family	1,275	50%	639	78%	636	36%
Other family:	272	11%	179	22%	93	5%
Male householder, no wife	51	2%	38	5%	13	1%
Female householder, no husband	221	9%	141	17%	80	5%
Nonfamily households:	1,017	40%	0	0%	1,017	58%
Householder living alone	724	28%	----	----	----	----
Other nonfamily households	293	11%	----	----	----	----

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>2,686</b>	<b>100%</b>	<b>2564</b>	<b>122</b>	<b>5%</b>	<b>2.47</b>
Single family (detached)	1,415	53%	1,335	80	6%	2.52
Single family (attached)	810	30%	771	39	5%	2.68
2 to 4 units	49	2%	49	0	0%	2.16
5 to 9 units	17	1%	17	0	0%	1.88
10 or more units	395	15%	392	3	1%	1.94
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
<b>Total Owner-Occupied Units</b>	<b>1,842</b>	<b>100%</b>
Less than \$150,000	25	1%
\$150,000 to \$199,999	104	6%
\$200,000 to \$249,999	28	2%
\$250,000 to \$299,999	34	2%
\$300,000 to \$399,999	150	8%
\$400,000 to \$499,999	199	11%
\$500,000 to \$749,999	591	32%
\$750,000 to \$999,999	476	26%
\$1,000,000 or more	235	13%

**Median Value** **\$661,017**

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>2,686</b>	<b>100%</b>
2005 or Later	1	<1%
2000 to 2004	117	4%
1990 to 1999	134	5%
1980 to 1989	565	21%
1970 to 1979	963	36%
1960 to 1969	485	18%
1950 to 1959	321	12%
1940 to 1949	63	2%
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
<b>Total occupied housing units</b>	<b>2,564</b>	<b>100%</b>	<b>722</b>	<b>100%</b>	<b>1,842</b>	<b>100%</b>
1.00 occupant housing per room or less	2,505	98%	699	97%	1,806	98%
1.01 to 1.50 occupants per room	23	1%	23	3%	0	0%
1.51 to 2.00 occupants per room	36	1%	0	0%	36	2%
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
<b>Total Units</b>	<b>722</b>	<b>100%</b>
Less than \$500	12	2%
\$500 to \$599	59	8%
\$600 to \$699	0	0%
\$700 to \$799	38	5%
\$800 to \$899	33	5%
\$900 to \$999	0	0%
\$1,000 to \$1,249	90	12%
\$1,250 to \$1,499	52	7%
\$1,500 to \$1,999	227	31%
\$2,000 or more	211	29%
No cash rent	0	0%
<b>Median contract rent</b>	<b>\$1,672</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>722</b>	<b>100%</b>
Less than 20 percent	252	35%
20.0 to 24.9 percent	108	15%
25.0 to 29.9 percent	44	6%
30.0 to 34.9 percent	25	3%
35.0 to 39.9 percent	45	6%
40.0 to 49.9 percent	45	6%
50.0 percent or more	159	22%
Not computed	44	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>2,564</b>	<b>100%</b>
No vehicle	43	2%
1 vehicle	729	28%
2 vehicles	1,058	41%
3 vehicles	430	17%
4 or more vehicles	304	12%

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>3,375</b>	<b>100%</b>
Worked in state of residence	3,375	100%
Worked in county of residence	3,297	98%
Worked outside county of residence	78	2%
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
<b>Population age 16 and older</b>	<b>5,184</b>	<b>100%</b>	<b>2,511</b>	<b>48%</b>
In labor force	3,595	69%	1,902	53%
Armed forces	40	1%	40	100%
Civilian (employed)	3,374	94%	1,746	52%
Civilian (unemployed)	181	5%	116	64%
Not in labor force	1,589	31%	609	38%
Pct. of civilian labor force unemployed	5.1%		6.2%	

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>3,375</b>	<b>100%</b>
Car, truck or van:	3,006	89%
Drove Alone	2,907	86%
Carpooled	99	3%
Public Transportation:	94	3%
Bus	60	2%
Trolley / Streetcar	0	0%
Railroad	34	1%
Other public transportation	0	0%
Motorcycle	51	2%
Bicycle	0	0%
Walked	61	2%
Other means	0	0%
Worked at home	163	5%

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>3,375</b>	<b>100%</b>
Did not work at home	3,212	95%
Less than 10 minutes	418	12%
10 to 19 minutes	853	25%
20 to 29 minutes	1,039	31%
30 to 44 minutes	683	20%
45 to 59 minutes	148	4%
60 to 89 minutes	56	2%
90 minutes or more	15	<1%
Worked at home	163	5%
<b>Average time to work (minutes)</b>	<b>25</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>3,375</b>	<b>100%</b>
Agriculture, forestry, mining	24	1%
Utilities	14	<1%
Construction	427	13%
Manufacturing	256	8%
Wholesale trade	78	2%
Retail trade	304	9%
Transportation & warehousing	72	2%
Information & communications	122	4%
Finance, insurance, & real estate	260	8%
Professional, scientific, management, administration	69	2%
Educational, social, & health services	733	22%
Art, entertainment, recreation, accommodations, food	352	10%
Other services	186	6%
Public administration	478	14%

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>3,375</b>	<b>100%</b>
Management, professional & related:	1,592	47%
Management (incl. farm managers)	517	15%
Business & financial	191	6%
Computer & mathematical	37	1%
Architecture & engineering	146	4%
Life, physical & social science	51	2%
Community & social service	13	<1%
Legal	43	1%
Education, training, & library	289	9%
Art, entertainment, sports & media	96	3%
Healthcare practitioners	209	6%
Service:	520	15%
Healthcare support	0	0%
Protective service	42	1%
Food preparation & serving	207	6%
Building & grounds cleaning / maintenance	151	4%
Personal care & service	120	4%
Sales & office	794	24%
Farming, fishing & forestry	11	<1%
Construction, extraction & maintenance	272	8%
Production, transport & material moving	186	6%

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>2,564</b>	<b>100%</b>
Less than \$15,000	212	8%
\$15,000 to \$29,999	41	2%
\$30,000 to \$44,999	260	10%
\$45,000 to \$59,999	342	13%
\$60,000 to \$74,999	294	11%
\$75,000 to \$99,999	299	12%
\$100,000 to \$124,999	345	13%
\$125,000 to \$149,999	269	10%
\$150,000 to \$199,999	218	9%
\$200,000 or more	284	11%
<b>Median Income</b>	<b>\$86,120</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,564</b>	<b>100%</b>
With earnings	2,183	85%
With wage and salary income	2,113	82%
With self-employment income	556	22%
With interest, dividend, or net rental income	1,163	45%
With Social Security income	595	23%
With Supplemental Security income	56	2%
With public assistance income	21	1%
With retirement income	421	16%
With other types of income	449	18%

*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>6,257</b>	<b>100%</b>
Under .50	206	3%
.50 to .99	134	2%
1.00 to 1.24	71	1%
1.25 to 1.49	27	<1%
1.50 to 1.84	622	10%
1.85 to 1.99	59	1%
2.00 and over	5,138	82%

*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>6,257</b>	<b>100%</b>
Above Poverty	5,917	95%
Below Poverty	340	5%

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

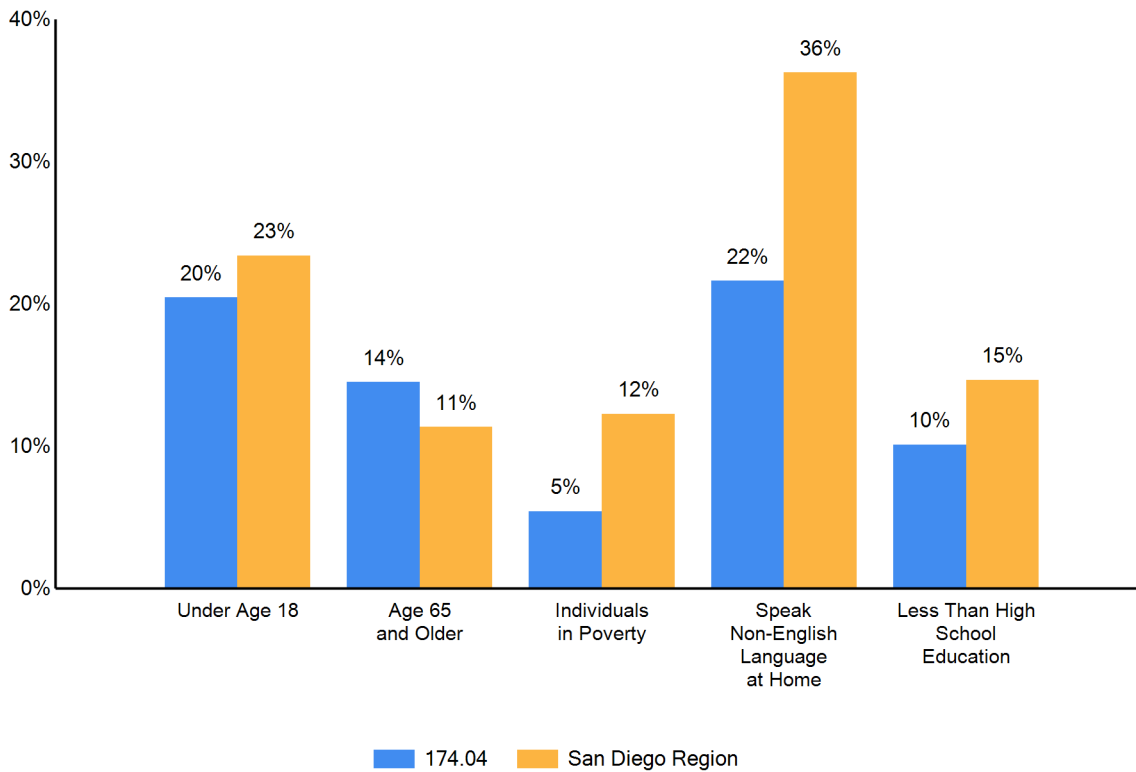
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>1,547</b>	<b>818</b>	<b>729</b>	<b>1,479</b>	<b>763</b>	<b>716</b>	<b>68</b>	<b>55</b>	<b>13</b>
Married couple family	1,275	639	636	1,274	638	636	1	1	0
Male householder, no wife present	51	38	13	38	38	0	13	0	13
Female householder, no husband present	221	141	80	167	87	80	54	54	0

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

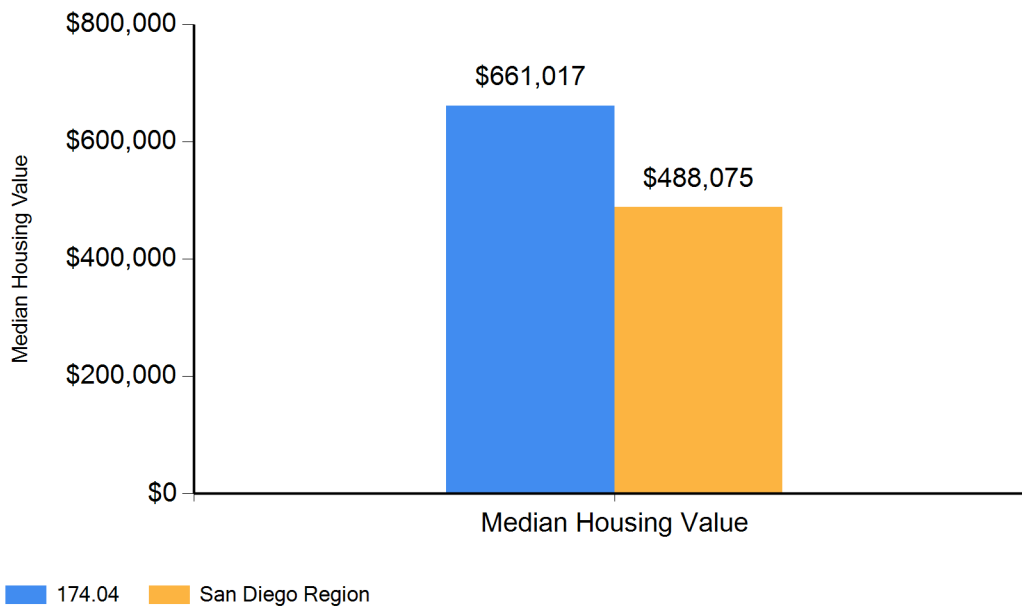


## Demographic and Socioeconomic Characteristics



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