



Demographic and Socioeconomic Profile 2010

TRACT: 28.04

Population by Race

	Population	Percent
Total Population	4,638	100%
White	3,067	66%
Hispanic	779	17%
Asian	396	9%
Black	203	4%
Two or More	167	4%
Other	11	<1%
American Indian	11	<1%
Pacific Islander	4	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	4,638	2,347	2,291	49%
Under 5	137	82	55	40%
5 to 9	128	66	62	48%
10 to 14	131	70	61	47%
15 to 17	84	40	44	52%
18 and 19	669	297	372	56%
20 to 24	1,244	639	605	49%
25 to 29	260	146	114	44%
30 to 34	217	111	106	49%
35 to 39	221	117	104	47%
40 to 44	221	122	99	45%
45 to 49	234	138	96	41%
50 to 54	232	119	113	49%
55 to 59	245	115	130	53%
60 and 61	80	35	45	56%
62 to 64	90	41	49	54%
65 to 69	121	72	49	40%
70 to 74	87	44	43	49%
75 to 79	72	27	45	63%
80 to 84	74	29	45	61%
85 and Older	91	37	54	59%
Under 18	480	258	222	46%
65 and older	445	209	236	53%
Median	24.7	24.8	24.6	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	4,242	100%
Never Married	2,618	62%
Married, excluding separated	1,180	28%
Separated	40	<1%
Widowed	175	4%
Divorced	229	5%

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	4,638	100%
Household	3,982	86%
Group Quarters - College	656	14%
Group Quarters - Other	0	0%
Group Quarters - Military	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.	4,638	779	3,067	203	11	396	4	11	167
Under 5	137	38	79	5	0	5	0	0	10
5 to 9	128	31	67	9	0	8	0	0	13
10 to 14	131	31	69	8	0	12	0	2	9
15 to 17	84	17	47	3	0	13	0	1	3
18 and 19	669	122	394	50	1	70	1	1	30
20 to 24	1,244	218	819	43	1	99	1	3	60
25 to 29	260	63	142	13	0	33	1	1	7
30 to 34	217	36	141	11	1	23	0	1	4
35 to 39	221	48	131	9	1	23	0	1	8
40 to 44	221	41	139	14	1	21	1	0	4
45 to 49	234	36	158	11	2	23	0	0	4
50 to 54	232	25	175	13	1	13	0	0	5
55 to 59	245	19	194	8	0	21	0	0	3
60 and 61	80	11	62	2	1	4	0	0	0
62 to 64	90	12	72	0	2	2	0	0	2
65 to 69	121	13	96	1	0	8	0	1	2
70 to 74	87	3	77	1	0	6	0	0	0
75 to 79	72	2	62	1	0	6	0	0	1
80 to 84	74	8	60	1	0	4	0	0	1
85 and Older	91	5	83	0	0	2	0	0	1
Under 18	480	117	262	25	0	38	0	3	35
65 and older	445	31	378	4	0	26	0	1	5
Median		23.5	27.1	23.1	46.3	24.5	25.0	22.5	21.5

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	4,501	100%
Speak Only English	3,586	80%
Speak Spanish:	370	8%
Speak English "well" or "very well"	283	6%
Speak English "not well" or "not at all"	87	2%
Speak Asian/Pacific Island language:	323	7%
Speak English "well" or "very well"	228	5%
Speak English "not well" or "not at all"	95	2%
Speak other language:	222	5%
Speak English "well" or "very well"	209	5%
Speak English "not well" or "not at all"	13	<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	2,245	100%
Less than 9th grade	168	7%
9th through 12th grade, no diploma	14	1%
High school grad (incl. equivalency)	308	14%
Some college, no degree	522	23%
Associate degree	131	6%
Bachelor's degree	809	36%
Master's degree	225	10%
Professional school degree	68	3%
Doctorate degree	0	0%

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	4,552	100%	---	---	---	---
Enrolled in school	2,133	47%	1,969	43%	164	4%
Nursery / Preschool	24	1%	0	0%	24	15%
Kindergarten to grade 4	163	8%	145	7%	18	11%
Grade 5 to grade 8	174	8%	127	6%	47	29%
Grade 9 to grade 12	80	4%	51	3%	29	18%
College, undergraduate	1,404	66%	1,381	70%	23	14%
Graduate or Professional school	288	14%	265	13%	23	14%
Not enrolled in school	2,419	53%	---	---	---	---

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	1,467	100%	322	100%	1,145	100%
Family Households:	704	48%	313	97%	391	34%
Married couple family	550	37%	250	78%	300	26%
Other family:	154	10%	63	20%	91	8%
Male householder, no wife	5	<1%	5	2%	0	0%
Female householder, no husband	149	10%	58	18%	91	8%
Nonfamily households:	763	52%	9	3%	754	66%
Householder living alone	472	32%	----	----	----	----
Other nonfamily households	291	20%	----	----	----	----

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	1,512	100%	1467	45	3%	2.71
Single family (detached)	1,155	76%	1,113	42	4%	2.80
Single family (attached)	105	7%	104	1	1%	2.53
2 to 4 units	134	9%	132	2	1%	2.10
5 to 9 units	9	1%	9	0	0%	2.89
10 or more units	109	7%	109	0	0%	2.74
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	954	100%
Less than \$150,000	25	3%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	36	4%
\$250,000 to \$299,999	0	0%
\$300,000 to \$399,999	143	15%
\$400,000 to \$499,999	277	29%
\$500,000 to \$749,999	422	44%
\$750,000 to \$999,999	51	5%
\$1,000,000 or more	0	0%

Median Value **\$498,556**

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	1,512	100%
2005 or Later	0	0%
2000 to 2004	0	0%
1990 to 1999	37	2%
1980 to 1989	46	3%
1970 to 1979	113	7%
1960 to 1969	171	11%
1950 to 1959	633	42%
1940 to 1949	206	14%
1939 or earlier	306	20%

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	1,467	100%	513	100%	954	100%
1.00 occupant housing per room or less	1,442	98%	513	100%	929	97%
1.01 to 1.50 occupants per room	9	1%	0	0%	9	1%
1.51 to 2.00 occupants per room	16	1%	0	0%	16	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
Total Units	513	100%
Less than \$500	22	4%
\$500 to \$599	0	0%
\$600 to \$699	40	8%
\$700 to \$799	78	15%
\$800 to \$899	23	4%
\$900 to \$999	0	0%
\$1,000 to \$1,249	26	5%
\$1,250 to \$1,499	105	20%
\$1,500 to \$1,999	197	38%
\$2,000 or more	17	3%
No cash rent	5	1%
Median contract rent	\$1,411	

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	513	100%
Less than 20 percent	104	20%
20.0 to 24.9 percent	0	0%
25.0 to 29.9 percent	71	14%
30.0 to 34.9 percent	53	10%
35.0 to 39.9 percent	65	13%
40.0 to 49.9 percent	39	8%
50.0 percent or more	176	34%
Not computed	5	1%

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	1,467	100%
No vehicle	53	4%
1 vehicle	493	34%
2 vehicles	532	36%
3 vehicles	247	17%
4 or more vehicles	142	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
Total Workers	2,161	100%
Worked in state of residence	2,104	97%
Worked in county of residence	2,087	97%
Worked outside county of residence	17	1%
Worked outside state of residence	57	3%

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	4,223	100%	2,124	50%
In labor force	2,282	54%	1,328	58%
Armed forces	68	3%	68	100%
Civilian (employed)	1,929	85%	1,137	59%
Civilian (unemployed)	285	12%	123	43%
Not in labor force	1,941	46%	796	41%
Pct. of civilian labor force unemployed	12.9%		9.8%	

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	2,161	100%
Car, truck or van:	1,886	87%
Drove Alone	1,701	79%
Carpooled	185	9%
Public Transportation:	0	0%
Bus	0	0%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	51	2%
Walked	114	5%
Other means	17	1%
Worked at home	93	4%

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	2,161	100%
Did not work at home	2,068	96%
Less than 10 minutes	230	11%
10 to 19 minutes	633	29%
20 to 29 minutes	773	36%
30 to 44 minutes	287	13%
45 to 59 minutes	105	5%
60 to 89 minutes	0	0%
90 minutes or more	40	2%
Worked at home	93	4%
Average time to work (minutes)	25	--

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+	2,086	100%
Agriculture, forestry, mining	0	0%
Utilities	11	1%
Construction	40	2%
Manufacturing	173	8%
Wholesale trade	37	2%
Retail trade	210	10%
Transportation & warehousing	62	3%
Information & communications	46	2%
Finance, insurance, & real estate	72	3%
Professional, scientific, management, administration	116	6%
Educational, social, & health services	447	21%
Art, entertainment, recreation, accommodations, food	305	15%
Other services	223	11%
Public administration	344	16%

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+	2,086	100%
Management, professional & related:	974	47%
Management (incl. farm managers)	146	7%
Business & financial	88	4%
Computer & mathematical	58	3%
Architecture & engineering	217	10%
Life, physical & social science	101	5%
Community & social service	118	6%
Legal	0	0%
Education, training, & library	224	11%
Art, entertainment, sports & media	22	1%
Healthcare practitioners	0	0%
Service:	482	23%
Healthcare support	14	1%
Protective service	89	4%
Food preparation & serving	202	10%
Building & grounds cleaning / maintenance	25	1%
Personal care & service	152	7%
Sales & office	380	18%
Farming, fishing & forestry	36	2%
Construction, extraction & maintenance	60	3%
Production, transport & material moving	154	7%

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

Household Income

Number Percent

Total Households	1,467	100%
Less than \$15,000	136	9%
\$15,000 to \$29,999	206	14%
\$30,000 to \$44,999	216	15%
\$45,000 to \$59,999	169	12%
\$60,000 to \$74,999	141	10%
\$75,000 to \$99,999	188	13%
\$100,000 to \$124,999	143	10%
\$125,000 to \$149,999	107	7%
\$150,000 to \$199,999	27	2%
\$200,000 or more	134	9%
Median Income	\$60,691	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	1,467	100%
With earnings	1,199	82%
With wage and salary income	1,176	80%
With self-employment income	198	13%
With interest, dividend, or net rental income	522	36%
With Social Security income	366	25%
With Supplemental Security income	55	4%
With public assistance income	21	1%
With retirement income	322	22%
With other types of income	250	17%

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	3,455	100%
Under .50	292	8%
.50 to .99	354	10%
1.00 to 1.24	123	4%
1.25 to 1.49	125	4%
1.50 to 1.84	101	3%
1.85 to 1.99	90	3%
2.00 and over	2,370	69%

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	3,455	100%
Above Poverty	2,809	81%
Below Poverty	646	19%

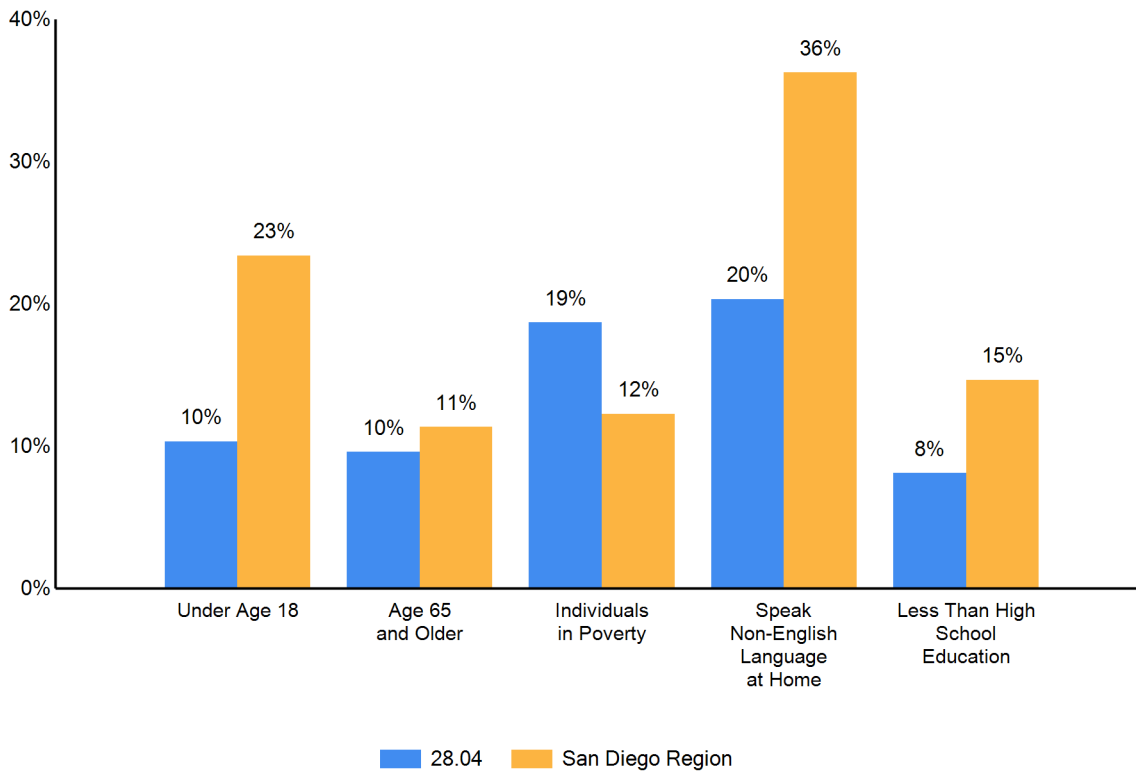
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	704	313	391	663	281	382	41	32	9
Married couple family	550	250	300	523	223	300	27	27	0
Male householder, no wife present	5	5	0	0	0	0	5	5	0
Female householder, no husband present	149	58	91	140	58	82	9	0	9

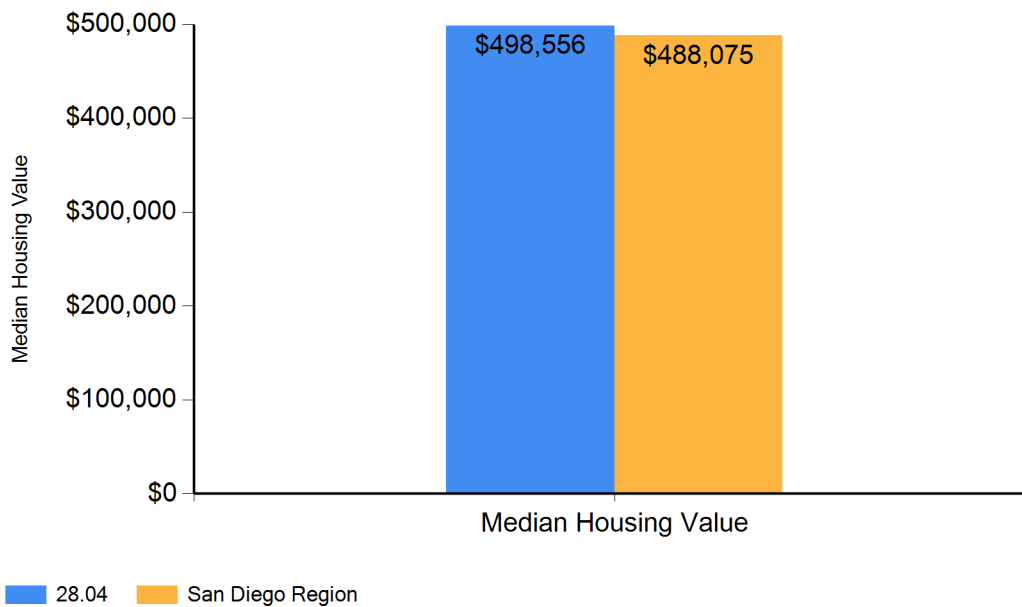
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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