



Demographic and Socioeconomic Profile 2010

TRACT: 198.06

Population by Race

	Population	Percent
Total Population	10,858	100%
White	7,176	66%
Hispanic	1,757	16%
Asian	1,134	10%
Two or More	427	4%
Black	260	2%
Pacific Islander	36	<1%
American Indian	36	<1%
Other	32	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	10,858	5,040	5,818	54%
Under 5	943	546	397	42%
5 to 9	763	311	452	59%
10 to 14	884	347	537	61%
15 to 17	384	241	143	37%
18 and 19	259	161	98	38%
20 to 24	557	249	308	55%
25 to 29	465	176	289	62%
30 to 34	881	406	475	54%
35 to 39	850	419	431	51%
40 to 44	664	229	435	66%
45 to 49	961	568	393	41%
50 to 54	832	377	455	55%
55 to 59	517	206	311	60%
60 and 61	229	163	66	29%
62 to 64	319	110	209	66%
65 to 69	268	109	159	59%
70 to 74	231	58	173	75%
75 to 79	372	164	208	56%
80 to 84	307	154	153	50%
85 and Older	172	46	126	73%
Under 18	2,974	1,445	1,529	51%
65 and older	1,350	531	819	61%
Median	36.7	36.0	37.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	8,268	100%
Never Married	1,829	22%
Married, excluding separated	5,255	64%
Separated	71	<1%
Widowed	355	4%
Divorced	758	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	10,858	100%
Household	10,799	99%
Group Quarters - Other	59	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.	10,858	1,757	7,176	260	36	1,134	36	32	427
Under 5	943	164	611	17	1	103	0	0	47
5 to 9	763	176	389	35	1	98	0	1	63
10 to 14	884	133	571	7	4	102	0	3	64
15 to 17	384	97	216	6	0	8	20	1	36
18 and 19	259	124	79	4	2	11	0	0	39
20 to 24	557	100	429	1	0	14	0	1	12
25 to 29	465	112	253	13	4	37	12	2	32
30 to 34	881	196	574	21	1	59	0	18	12
35 to 39	850	135	497	50	1	146	0	2	19
40 to 44	664	82	436	34	1	81	0	0	30
45 to 49	961	138	616	5	5	190	0	0	7
50 to 54	832	47	696	13	12	55	1	0	8
55 to 59	517	94	343	7	0	68	0	2	3
60 and 61	229	3	191	12	1	20	1	0	1
62 to 64	319	45	243	3	1	12	2	0	13
65 to 69	268	41	193	7	0	19	0	0	8
70 to 74	231	31	115	14	1	48	0	1	21
75 to 79	372	32	274	7	1	48	0	0	10
80 to 84	307	5	291	2	0	9	0	0	0
85 and Older	172	2	159	2	0	6	0	1	2
Under 18	2,974	570	1,787	65	6	311	20	5	210
65 and older	1,350	111	1,032	32	2	130	0	2	41
Median		28.8	39.7	37.6	48.0	39.6	17.7	32.2	18.2

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	9,915	100%
Speak Only English	8,135	82%
Speak Spanish:	923	9%
Speak English "well" or "very well"	832	8%
Speak English "not well" or "not at all"	91	1%
Speak Asian/Pacific Island language:	560	6%
Speak English "well" or "very well"	488	5%
Speak English "not well" or "not at all"	72	1%
Speak other language:	297	3%
Speak English "well" or "very well"	297	3%
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	7,068	100%
Less than 9th grade	49	1%
9th through 12th grade, no diploma	261	4%
High school grad (incl. equivalency)	1,037	15%
Some college, no degree	1,692	24%
Associate degree	787	11%
Bachelor's degree	1,909	27%
Master's degree	904	13%
Professional school degree	288	4%
Doctorate degree	141	2%

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	10,312	100%	---	---	---	---
Enrolled in school	3,086	30%	2,748	27%	338	3%
Nursery / Preschool	178	6%	45	2%	133	39%
Kindergarten to grade 4	928	30%	891	32%	37	11%
Grade 5 to grade 8	764	25%	702	26%	62	18%
Grade 9 to grade 12	516	17%	506	18%	10	3%
College, undergraduate	604	20%	545	20%	59	17%
Graduate or Professional school	96	3%	59	2%	37	11%
Not enrolled in school	7,226	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	3,870	100%	1,617	100%	2,253	100%
Family Households:	3,017	78%	1,600	99%	1,417	63%
Married couple family	2,515	65%	1,271	79%	1,244	55%
Other family:	502	13%	329	20%	173	8%
Male householder, no wife	81	2%	31	2%	50	2%
Female householder, no husband	421	11%	298	18%	123	5%
Nonfamily households:	853	22%	17	1%	836	37%
Householder living alone	710	18%	----	----	----	----
Other nonfamily households	143	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
Total Housing Units	4,068	100%	3870	198	5%	2.79
Single family (detached)	2,582	63%	2,474	108	4%	2.95
Single family (attached)	247	6%	219	28	11%	2.84
2 to 4 units	66	2%	65	1	2%	3.38
5 to 9 units	298	7%	293	5	2%	3.01
10 or more units	374	9%	371	3	1%	2.91
Mobile home and Other	501	12%	448	53	11%	1.59

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	3,189	100%
Less than \$150,000	20	1%
\$150,000 to \$199,999	36	1%
\$200,000 to \$249,999	34	1%
\$250,000 to \$299,999	106	3%
\$300,000 to \$399,999	506	16%
\$400,000 to \$499,999	983	31%
\$500,000 to \$749,999	1,077	34%
\$750,000 to \$999,999	427	13%
\$1,000,000 or more	0	0%

Median Value **\$491,293**

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	4,068	100%
2005 or Later	423	10%
2000 to 2004	763	19%
1990 to 1999	878	22%
1980 to 1989	1,727	42%
1970 to 1979	211	5%
1960 to 1969	26	1%
1950 to 1959	40	1%
1940 to 1949	0	0%
1939 or earlier	0	0%

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	3,870	100%	681	100%	3,189	100%
1.00 occupant housing per room or less	3,738	97%	611	90%	3,127	98%
1.01 to 1.50 occupants per room	120	3%	70	10%	50	2%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	12	<1%	0	0%	12	<1%

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	681	100%
Less than \$500	34	5%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	13	2%
\$800 to \$899	0	0%
\$900 to \$999	63	9%
\$1,000 to \$1,249	105	15%
\$1,250 to \$1,499	91	13%
\$1,500 to \$1,999	350	51%
\$2,000 or more	25	4%
No cash rent	0	0%
Median contract rent	\$1,549	

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	681	100%
Less than 20 percent	26	4%
20.0 to 24.9 percent	165	24%
25.0 to 29.9 percent	79	12%
30.0 to 34.9 percent	63	9%
35.0 to 39.9 percent	62	9%
40.0 to 49.9 percent	169	25%
50.0 percent or more	104	15%
Not computed	13	2%

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	3,870	100%
No vehicle	110	3%
1 vehicle	1,059	27%
2 vehicles	1,861	48%
3 vehicles	675	17%
4 or more vehicles	165	4%

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	5,109	100%
Worked in state of residence	5,016	98%
Worked in county of residence	4,614	90%
Worked outside county of residence	402	8%
Worked outside state of residence	93	2%

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	8,141	100%	3,759	46%
In labor force	5,547	68%	2,880	52%
Armed forces	110	2%	103	94%
Civilian (employed)	4,950	89%	2,561	52%
Civilian (unemployed)	487	9%	216	44%
Not in labor force	2,594	32%	879	34%
Pct. of civilian labor force unemployed	9.0%		7.8%	

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	5,109	100%
Car, truck or van:	4,559	89%
Drove Alone	4,099	80%
Carpooled	460	9%
Public Transportation:	91	2%
Bus	13	<1%
Trolley / Streetcar	0	0%
Railroad	78	2%
Other public transportation	0	0%
Motorcycle	49	1%
Bicycle	40	1%
Walked	30	1%
Other means	23	<1%
Worked at home	317	6%

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	5,109	100%
Did not work at home	4,792	94%
Less than 10 minutes	419	8%
10 to 19 minutes	1,468	29%
20 to 29 minutes	844	17%
30 to 44 minutes	654	13%
45 to 59 minutes	747	15%
60 to 89 minutes	337	7%
90 minutes or more	323	6%
Worked at home	317	6%
Average time to work (minutes)	37	--

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+	4,984	100%
Agriculture, forestry, mining	16	<1%
Utilities	174	3%
Construction	234	5%
Manufacturing	472	9%
Wholesale trade	290	6%
Retail trade	677	14%
Transportation & warehousing	131	3%
Information & communications	210	4%
Finance, insurance, & real estate	269	5%
Professional, scientific, management, administration	229	5%
Educational, social, & health services	979	20%
Art, entertainment, recreation, accommodations, food	246	5%
Other services	189	4%
Public administration	868	17%

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+	4,984	100%
Management, professional & related:	2,458	49%
Management (incl. farm managers)	602	12%
Business & financial	241	5%
Computer & mathematical	242	5%
Architecture & engineering	277	6%
Life, physical & social science	73	1%
Community & social service	79	2%
Legal	70	1%
Education, training, & library	461	9%
Art, entertainment, sports & media	136	3%
Healthcare practitioners	277	6%
Service:	647	13%
Healthcare support	66	1%
Protective service	111	2%
Food preparation & serving	149	3%
Building & grounds cleaning / maintenance	44	1%
Personal care & service	277	6%
Sales & office	1,294	26%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	274	5%
Production, transport & material moving	311	6%

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

Household Income

Number Percent

Total Households	3,870	100%
Less than \$15,000	86	2%
\$15,000 to \$29,999	329	9%
\$30,000 to \$44,999	418	11%
\$45,000 to \$59,999	466	12%
\$60,000 to \$74,999	444	11%
\$75,000 to \$99,999	581	15%
\$100,000 to \$124,999	368	10%
\$125,000 to \$149,999	457	12%
\$150,000 to \$199,999	416	11%
\$200,000 or more	305	8%
Median Income	\$83,262	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	3,870	100%
With earnings	3,234	84%
With wage and salary income	3,168	82%
With self-employment income	452	12%
With interest, dividend, or net rental income	1,262	33%
With Social Security income	894	23%
With Supplemental Security income	203	5%
With public assistance income	70	2%
With retirement income	672	17%
With other types of income	736	19%

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	10,836	100%
Under .50	142	1%
.50 to .99	139	1%
1.00 to 1.24	13	<1%
1.25 to 1.49	353	3%
1.50 to 1.84	369	3%
1.85 to 1.99	21	<1%
2.00 and over	9,799	90%

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	10,836	100%
Above Poverty	10,555	97%
Below Poverty	281	3%

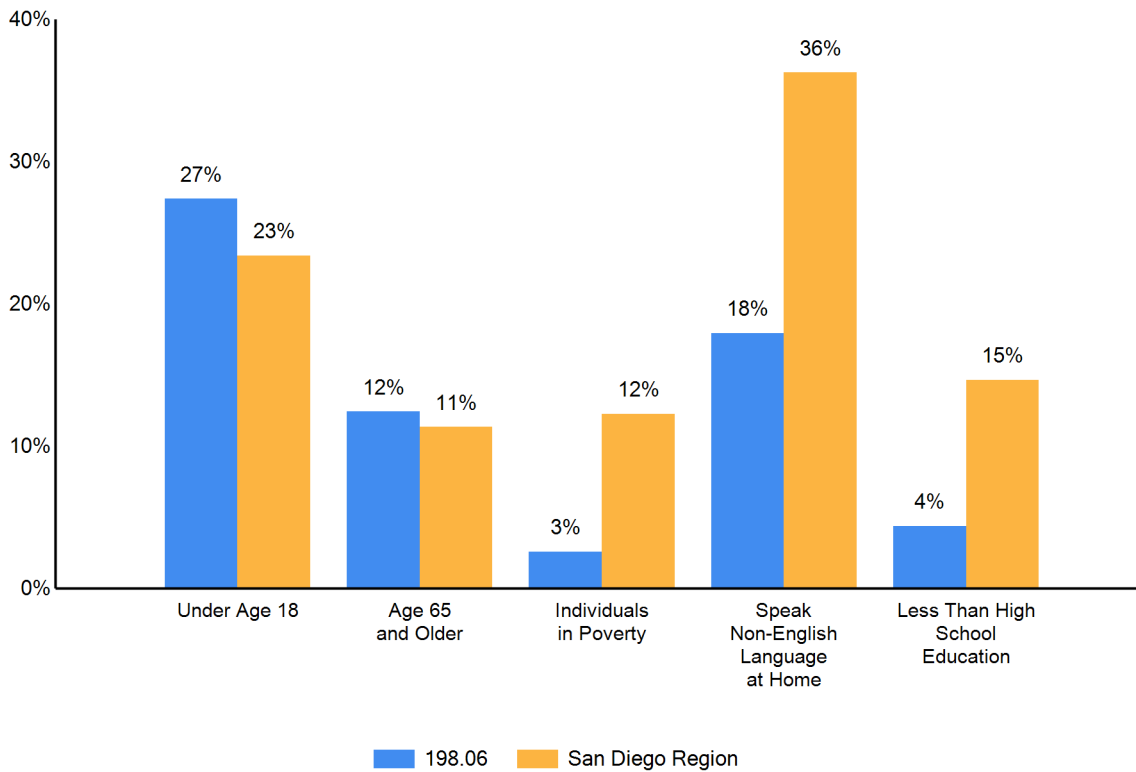
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	3,017	1,600	1,417	2,973	1,556	1,417	44	44	0
Married couple family	2,515	1,271	1,244	2,484	1,240	1,244	31	31	0
Male householder, no wife present	81	31	50	81	31	50	0	0	0
Female householder, no husband present	421	298	123	408	285	123	13	13	0

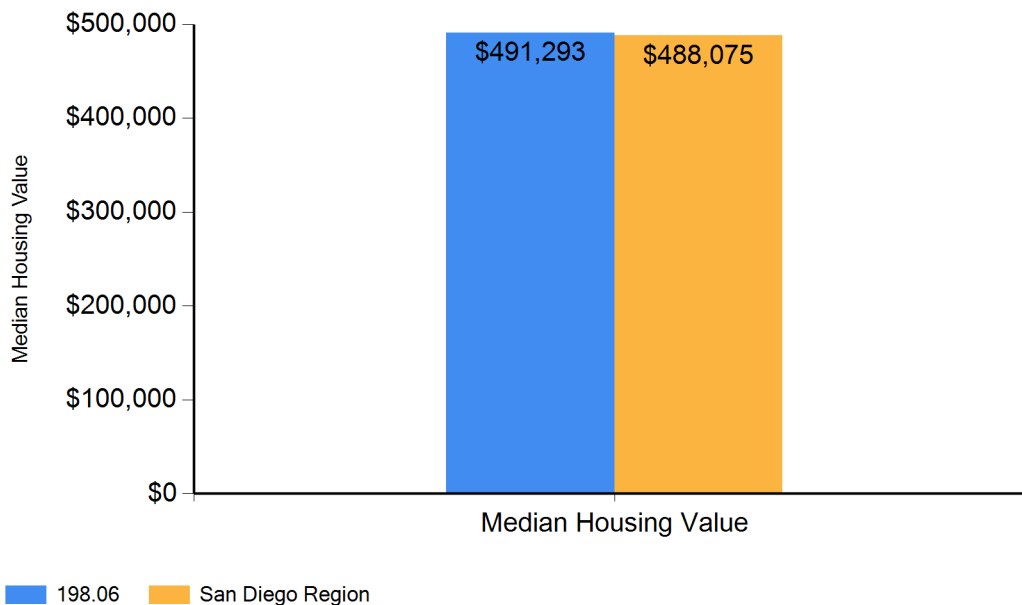
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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