



## Demographic and Socioeconomic Profile 2010

TRACT: 97.06

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>6,996</b>	<b>100%</b>
White	5,468	78%
Hispanic	710	10%
Asian	389	6%
Two or More	202	3%
Black	176	3%
American Indian	24	<1%
Pacific Islander	18	<1%
Other	9	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>6,996</b>	<b>3,338</b>	<b>3,658</b>	<b>52%</b>
Under 5	296	144	152	51%
5 to 9	332	176	156	47%
10 to 14	384	189	195	51%
15 to 17	231	126	105	45%
18 and 19	143	67	76	53%
20 to 24	366	180	186	51%
25 to 29	248	130	118	48%
30 to 34	248	120	128	52%
35 to 39	355	181	174	49%
40 to 44	458	228	230	50%
45 to 49	466	219	247	53%
50 to 54	540	253	287	53%
55 to 59	517	264	253	49%
60 and 61	210	97	113	54%
62 to 64	300	131	169	56%
65 to 69	446	193	253	57%
70 to 74	391	169	222	57%
75 to 79	416	183	233	56%
80 to 84	332	134	198	60%
85 and Older	317	154	163	51%
Under 18	1,243	635	608	49%
65 and older	1,902	833	1,069	56%
<b>Median</b>	<b>49.7</b>	<b>47.9</b>	<b>51.1</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>5,984</b>	<b>100%</b>
Never Married	1,353	23%
Married, excluding separated	3,496	58%
Separated	61	1%
Widowed	474	8%
Divorced	600	10%

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>6,996</b>	<b>100%</b>
Household	6,983	100%
Group Quarters - Other	13	<1%
Group Quarters - College	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
<b>Total Pop.</b>	<b>6,996</b>	<b>710</b>	<b>5,468</b>	<b>176</b>	<b>24</b>	<b>389</b>	<b>18</b>	<b>9</b>	<b>202</b>
Under 5	296	60	184	7	0	15	0	2	28
5 to 9	332	58	219	7	0	17	2	4	25
10 to 14	384	61	260	15	3	14	2	0	29
15 to 17	231	36	165	6	2	6	0	0	16
18 and 19	143	29	87	6	3	6	0	0	12
20 to 24	366	43	263	11	3	29	7	1	9
25 to 29	248	41	154	10	0	34	2	0	7
30 to 34	248	35	165	10	0	31	0	0	7
35 to 39	355	44	254	19	0	20	0	0	18
40 to 44	458	55	338	16	1	35	2	0	11
45 to 49	466	53	366	7	2	28	0	0	10
50 to 54	540	62	430	11	0	28	1	1	7
55 to 59	517	34	447	8	3	21	0	0	4
60 and 61	210	14	179	3	1	10	0	0	3
62 to 64	300	19	262	1	1	11	2	0	4
65 to 69	446	18	396	9	0	20	0	0	3
70 to 74	391	15	346	10	1	17	0	0	2
75 to 79	416	14	374	7	2	19	0	0	0
80 to 84	332	14	291	8	1	15	0	0	3
85 and Older	317	5	288	5	1	13	0	1	4
Under 18	1,243	215	828	35	5	52	4	6	98
65 and older	1,902	66	1,695	39	5	84	0	1	12
<b>Median</b>		<b>33.9</b>	<b>53.2</b>	<b>39.2</b>	<b>45.0</b>	<b>43.2</b>	<b>23.6</b>	<b>8.1</b>	<b>18.5</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>6,700</b>	<b>100%</b>
Speak Only English	5,555	83%
Speak Spanish:	351	5%
Speak English "well" or "very well"	314	5%
Speak English "not well" or "not at all"	37	1%
Speak Asian/Pacific Island language:	356	5%
Speak English "well" or "very well"	248	4%
Speak English "not well" or "not at all"	108	2%
Speak other language:	438	6%
Speak English "well" or "very well"	416	6%
Speak English "not well" or "not at all"	22	<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>5,244</b>	<b>100%</b>
Less than 9th grade	98	2%
9th through 12th grade, no diploma	95	2%
High school grad (incl. equivalency)	619	12%
Some college, no degree	1,122	21%
Associate degree	361	7%
Bachelor's degree	1,626	31%
Master's degree	819	16%
Professional school degree	362	7%
Doctorate degree	142	3%

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>6,812</b>	<b>100%</b>	---	---	---	---
Enrolled in school	1,770	26%	1,482	22%	288	4%
Nursery / Preschool	47	3%	20	1%	27	9%
Kindergarten to grade 4	340	19%	340	23%	0	0%
Grade 5 to grade 8	285	16%	216	15%	69	24%
Grade 9 to grade 12	345	19%	234	16%	111	39%
College, undergraduate	666	38%	645	44%	21	7%
Graduate or Professional school	87	5%	27	2%	60	21%
Not enrolled in school	5,042	74%	---	---	---	---

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>2,864</b>	<b>100%</b>	<b>721</b>	<b>100%</b>	<b>2,143</b>	<b>100%</b>
Family Households:	2,052	72%	721	100%	1,331	62%
Married couple family	1,732	60%	539	75%	1,193	56%
Other family:	320	11%	182	25%	138	6%
Male householder, no wife	107	4%	70	10%	37	2%
Female householder, no husband	213	7%	112	16%	101	5%
Nonfamily households:	812	28%	0	0%	812	38%
Householder living alone	618	22%	----	----	----	----
Other nonfamily households	194	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
<b>Total Housing Units</b>	<b>2,969</b>	<b>100%</b>	<b>2864</b>	<b>105</b>	<b>4%</b>	<b>2.44</b>
Single family (detached)	2,439	82%	2,367	72	3%	2.53
Single family (attached)	70	2%	67	3	4%	2.55
2 to 4 units	35	1%	32	3	9%	1.34
5 to 9 units	77	3%	71	6	8%	1.70
10 or more units	348	12%	327	21	6%	1.99
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>2,492</b>	<b>100%</b>
Less than \$150,000	28	1%
\$150,000 to \$199,999	35	1%
\$200,000 to \$249,999	15	1%
\$250,000 to \$299,999	124	5%
\$300,000 to \$399,999	239	10%
\$400,000 to \$499,999	247	10%
\$500,000 to \$749,999	881	35%
\$750,000 to \$999,999	611	25%
\$1,000,000 or more	312	13%

**Median Value** **\$659,375**

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>2,969</b>	<b>100%</b>
2005 or Later	23	1%
2000 to 2004	0	0%
1990 to 1999	59	2%
1980 to 1989	203	7%
1970 to 1979	920	31%
1960 to 1969	1,455	49%
1950 to 1959	244	8%
1940 to 1949	33	1%
1939 or earlier	32	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>2,864</b>	<b>100%</b>	<b>372</b>	<b>100%</b>	<b>2,492</b>	<b>100%</b>
1.00 occupant housing per room or less	2,864	100%	372	100%	2,492	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
<b>Total Units</b>	<b>372</b>	<b>100%</b>
Less than \$500	0	0%
\$500 to \$599	27	7%
\$600 to \$699	0	0%
\$700 to \$799	0	0%
\$800 to \$899	13	3%
\$900 to \$999	42	11%
\$1,000 to \$1,249	40	11%
\$1,250 to \$1,499	75	20%
\$1,500 to \$1,999	122	33%
\$2,000 or more	37	10%
No cash rent	16	4%
<b>Median contract rent</b>	<b>\$1,463</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>372</b>	<b>100%</b>
Less than 20 percent	75	20%
20.0 to 24.9 percent	63	17%
25.0 to 29.9 percent	13	3%
30.0 to 34.9 percent	25	7%
35.0 to 39.9 percent	21	6%
40.0 to 49.9 percent	13	3%
50.0 percent or more	146	39%
Not computed	16	4%

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>2,864</b>	<b>100%</b>
No vehicle	78	3%
1 vehicle	734	26%
2 vehicles	1,327	46%
3 vehicles	561	20%
4 or more vehicles	164	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
<b>Total Workers</b>	<b>3,204</b>	<b>100%</b>
Worked in state of residence	3,204	100%
Worked in county of residence	3,204	100%
Worked outside county of residence	0	0%
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>5,913</b>	<b>100%</b>	<b>2,791</b>	<b>47%</b>
In labor force	3,402	58%	1,790	53%
Armed forces	19	1%	19	100%
Civilian (employed)	3,258	96%	1,713	53%
Civilian (unemployed)	125	4%	58	46%
Not in labor force	2,511	42%	1,001	40%
Pct. of civilian labor force unemployed	3.7%		3.3%	

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>3,204</b>	<b>100%</b>
Car, truck or van:	2,853	89%
Drove Alone	2,632	82%
Carpooled	221	7%
Public Transportation:	11	<1%
Bus	0	0%
Trolley / Streetcar	11	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	15	<1%
Bicycle	0	0%
Walked	45	1%
Other means	42	1%
Worked at home	238	7%

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>3,204</b>	<b>100%</b>
Did not work at home	2,966	93%
Less than 10 minutes	302	9%
10 to 19 minutes	977	30%
20 to 29 minutes	950	30%
30 to 44 minutes	609	19%
45 to 59 minutes	115	4%
60 to 89 minutes	13	<1%
90 minutes or more	0	0%
Worked at home	238	7%
<b>Average time to work (minutes)</b>	<b>24</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>3,161</b>	<b>100%</b>
Agriculture, forestry, mining	0	0%
Utilities	25	1%
Construction	313	10%
Manufacturing	129	4%
Wholesale trade	33	1%
Retail trade	352	11%
Transportation & warehousing	47	1%
Information & communications	165	5%
Finance, insurance, & real estate	347	11%
Professional, scientific, management, administration	233	7%
Educational, social, & health services	746	24%
Art, entertainment, recreation, accommodations, food	219	7%
Other services	85	3%
Public administration	467	15%

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>3,161</b>	<b>100%</b>
Management, professional & related:	1,897	60%
Management (incl. farm managers)	565	18%
Business & financial	284	9%
Computer & mathematical	98	3%
Architecture & engineering	87	3%
Life, physical & social science	44	1%
Community & social service	43	1%
Legal	83	3%
Education, training, & library	176	6%
Art, entertainment, sports & media	260	8%
Healthcare practitioners	257	8%
Service:	350	11%
Healthcare support	42	1%
Protective service	128	4%
Food preparation & serving	86	3%
Building & grounds cleaning / maintenance	34	1%
Personal care & service	60	2%
Sales & office	668	21%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	161	5%
Production, transport & material moving	85	3%

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>2,864</b>	<b>100%</b>
Less than \$15,000	232	8%
\$15,000 to \$29,999	142	5%
\$30,000 to \$44,999	236	8%
\$45,000 to \$59,999	149	5%
\$60,000 to \$74,999	237	8%
\$75,000 to \$99,999	458	16%
\$100,000 to \$124,999	278	10%
\$125,000 to \$149,999	372	13%
\$150,000 to \$199,999	360	13%
\$200,000 or more	400	14%
<b>Median Income</b>	<b>\$98,799</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>2,864</b>	<b>100%</b>
With earnings	1,945	68%
With wage and salary income	1,838	64%
With self-employment income	524	18%
With interest, dividend, or net rental income	1,597	56%
With Social Security income	1,263	44%
With Supplemental Security income	75	3%
With public assistance income	56	2%
With retirement income	921	32%
With other types of income	535	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
<b>Total</b>	<b>6,996</b>	<b>100%</b>
Under .50	336	5%
.50 to .99	256	4%
1.00 to 1.24	35	1%
1.25 to 1.49	93	1%
1.50 to 1.84	160	2%
1.85 to 1.99	12	<1%
2.00 and over	6,104	87%

*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>6,996</b>	<b>100%</b>
Above Poverty	6,404	92%
Below Poverty	592	8%

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

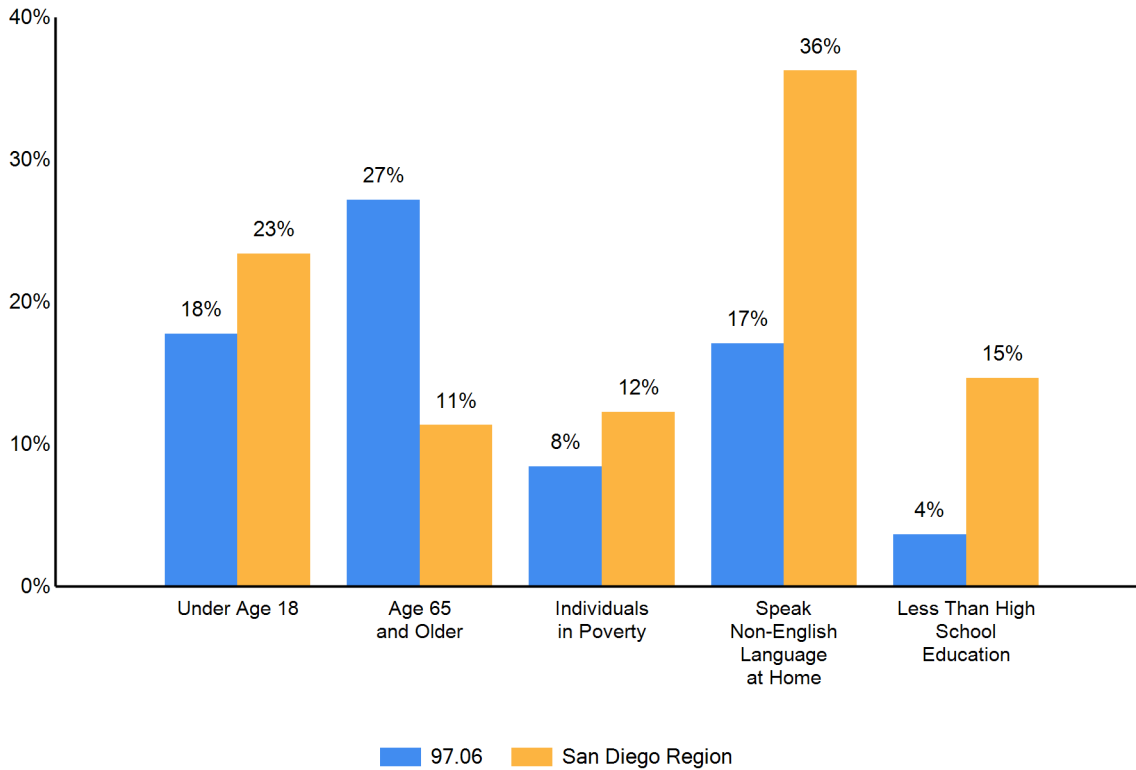
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>2,052</b>	<b>721</b>	<b>1,331</b>	<b>2,022</b>	<b>691</b>	<b>1,331</b>	<b>30</b>	<b>30</b>	<b>0</b>
Married couple family	1,732	539	1,193	1,732	539	1,193	0	0	0
Male householder, no wife present	107	70	37	107	70	37	0	0	0
Female householder, no husband present	213	112	101	183	82	101	30	30	0

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

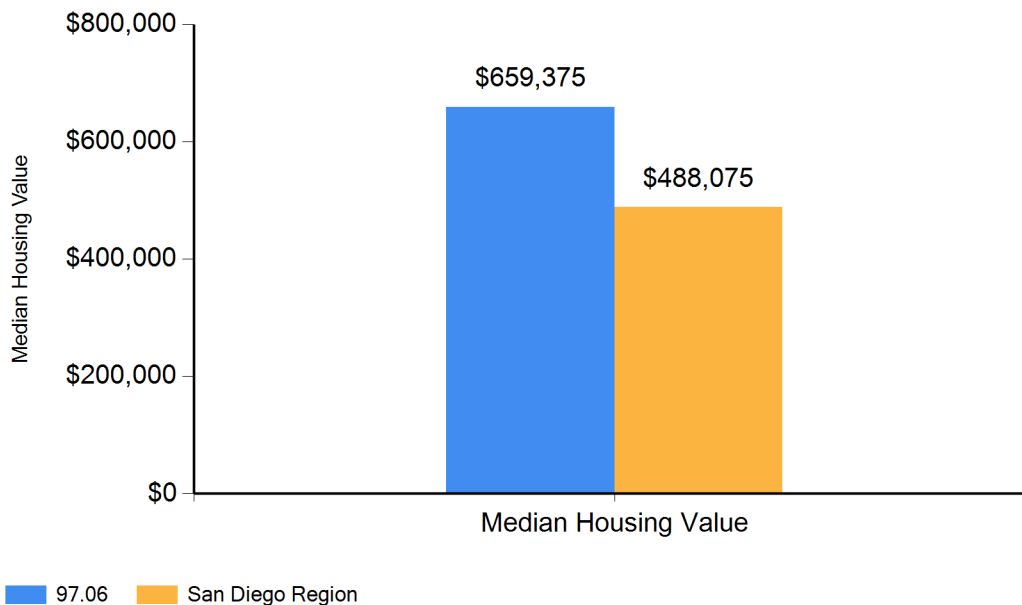


## Demographic and Socioeconomic Characteristics



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