



Demographic and Socioeconomic Profile 2010

TRACT: 98.04

Population by Race

	Population	Percent
Total Population	4,773	100%
White	3,534	74%
Hispanic	672	14%
Asian	254	5%
Two or More	147	3%
Black	124	3%
American Indian	19	<1%
Pacific Islander	13	<1%
Other	10	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	4,773	2,282	2,491	52%
Under 5	252	106	146	58%
5 to 9	255	131	124	49%
10 to 14	280	136	144	51%
15 to 17	174	84	90	52%
18 and 19	104	56	48	46%
20 to 24	238	128	110	46%
25 to 29	248	132	116	47%
30 to 34	234	114	120	51%
35 to 39	309	146	163	53%
40 to 44	339	169	170	50%
45 to 49	349	182	167	48%
50 to 54	369	176	193	52%
55 to 59	326	145	181	56%
60 and 61	127	66	61	48%
62 to 64	178	82	96	54%
65 to 69	258	114	144	56%
70 to 74	239	94	145	61%
75 to 79	239	116	123	51%
80 to 84	150	65	85	57%
85 and Older	105	40	65	62%
Under 18	961	457	504	52%
65 and older	991	429	562	57%
Median	44.3	43.2	45.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	3,986	100%
Never Married	805	20%
Married, excluding separated	2,423	61%
Separated	0	0%
Widowed	264	7%
Divorced	494	12%

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	4,773	100%
Household	4,752	100%
Group Quarters - Other	21	<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
Total Pop.	4,773	672	3,534	124	19	254	13	10	147
Under 5	252	57	161	6	0	4	2	0	22
5 to 9	255	60	157	4	1	10	0	0	23
10 to 14	280	67	165	10	2	16	0	2	18
15 to 17	174	34	116	3	3	4	0	3	11
18 and 19	104	30	54	5	1	3	0	1	10
20 to 24	238	49	144	6	0	26	0	0	13
25 to 29	248	46	172	4	1	18	0	1	6
30 to 34	234	47	155	6	2	15	2	1	6
35 to 39	309	38	225	16	0	18	3	0	9
40 to 44	339	62	236	14	2	22	1	0	2
45 to 49	349	35	283	6	4	15	0	1	5
50 to 54	369	36	298	10	1	19	0	0	5
55 to 59	326	27	258	6	1	26	1	0	7
60 and 61	127	9	101	3	0	12	1	0	1
62 to 64	178	13	148	5	0	7	1	1	3
65 to 69	258	18	217	6	0	14	1	0	2
70 to 74	239	14	207	7	1	8	0	0	2
75 to 79	239	15	208	3	0	13	0	0	0
80 to 84	150	11	135	1	0	2	0	0	1
85 and Older	105	4	94	3	0	2	1	0	1
Under 18	961	218	599	23	6	34	2	5	74
65 and older	991	62	861	20	1	39	2	0	6
Median		29.2	48.2	40.7	33.8	43.0	39.2	18.0	17.9

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	4,521	100%
Speak Only English	3,659	81%
Speak Spanish:	258	6%
Speak English "well" or "very well"	225	5%
Speak English "not well" or "not at all"	33	1%
Speak Asian/Pacific Island language:	163	4%
Speak English "well" or "very well"	92	2%
Speak English "not well" or "not at all"	71	2%
Speak other language:	441	8%
Speak English "well" or "very well"	378	8%
Speak English "not well" or "not at all"	63	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	3,470	100%
Less than 9th grade	134	4%
9th through 12th grade, no diploma	125	4%
High school grad (incl. equivalency)	531	15%
Some college, no degree	966	28%
Associate degree	415	12%
Bachelor's degree	840	24%
Master's degree	350	10%
Professional school degree	79	2%
Doctorate degree	30	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
Total population age 3 and older	4,635	100%	---	---	---	---
Enrolled in school	1,205	26%	1,067	23%	138	3%
Nursery / Preschool	125	10%	33	3%	92	67%
Kindergarten to grade 4	273	23%	273	26%	0	0%
Grade 5 to grade 8	289	24%	274	26%	15	11%
Grade 9 to grade 12	185	15%	176	16%	9	7%
College, undergraduate	273	23%	251	24%	22	16%
Graduate or Professional school	60	5%	60	6%	0	0%
Not enrolled in school	3,430	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
Total households	1,795	100%	486	100%	1,309	100%
Family Households:	1,260	70%	486	100%	774	59%
Married couple family	1,024	57%	410	84%	614	47%
Other family:	236	13%	76	16%	160	12%
Male householder, no wife	79	4%	35	7%	44	3%
Female householder, no husband	157	9%	41	8%	116	9%
Nonfamily households:	535	30%	0	0%	535	41%
Householder living alone	464	26%	----	----	----	----
Other nonfamily households	71	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	1,838	100%	1795	43	2%	2.65
Single family (detached)	1,630	89%	1,597	33	2%	2.65
Single family (attached)	208	11%	198	10	5%	2.61
2 to 4 units	0	0%	0	0	0%	0.00
5 to 9 units	0	0%	0	0	0%	0.00
10 or more units	0	0%	0	0	0%	0.00
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	1,572	100%
Less than \$150,000	57	4%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	29	2%
\$250,000 to \$299,999	29	2%
\$300,000 to \$399,999	322	20%
\$400,000 to \$499,999	554	35%
\$500,000 to \$749,999	569	36%
\$750,000 to \$999,999	0	0%
\$1,000,000 or more	12	1%

Median Value **\$463,043**

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	1,838	100%
2005 or Later	0	0%
2000 to 2004	0	0%
1990 to 1999	0	0%
1980 to 1989	231	13%
1970 to 1979	257	14%
1960 to 1969	1,212	66%
1950 to 1959	107	6%
1940 to 1949	18	1%
1939 or earlier	13	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
Total occupied housing units	1,795	100%	223	100%	1,572	100%
1.00 occupant housing per room or less	1,786	99%	217	97%	1,569	100%
1.01 to 1.50 occupants per room	9	1%	6	3%	3	<1%
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
Total Units	223	100%
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	0	0%
\$700 to \$799	0	0%
\$800 to \$899	0	0%
\$900 to \$999	0	0%
\$1,000 to \$1,249	51	23%
\$1,250 to \$1,499	20	9%
\$1,500 to \$1,999	105	47%
\$2,000 or more	29	13%
No cash rent	18	8%
Median contract rent	\$1,693	

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	223	100%
Less than 20 percent	8	4%
20.0 to 24.9 percent	0	0%
25.0 to 29.9 percent	28	13%
30.0 to 34.9 percent	16	7%
35.0 to 39.9 percent	9	4%
40.0 to 49.9 percent	78	35%
50.0 percent or more	65	29%
Not computed	19	9%

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	1,795	100%
No vehicle	24	1%
1 vehicle	465	26%
2 vehicles	864	48%
3 vehicles	337	19%
4 or more vehicles	105	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
Total Workers	2,277	100%
Worked in state of residence	2,277	100%
Worked in county of residence	2,259	99%
Worked outside county of residence	18	1%
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
Population age 16 and older	3,922	100%	1,879	48%
In labor force	2,556	65%	1,339	52%
Armed forces	1	<1%	1	100%
Civilian (employed)	2,312	90%	1,189	51%
Civilian (unemployed)	243	10%	149	61%
Not in labor force	1,366	35%	540	40%
Pct. of civilian labor force unemployed	9.5%		11.1%	

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	2,277	100%
Car, truck or van:	2,064	91%
Drove Alone	1,829	80%
Carpooled	235	10%
Public Transportation:	8	<1%
Bus	8	<1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	41	2%
Bicycle	15	1%
Walked	16	1%
Other means	0	0%
Worked at home	133	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	2,277	100%
Did not work at home	2,144	94%
Less than 10 minutes	151	7%
10 to 19 minutes	472	21%
20 to 29 minutes	710	31%
30 to 44 minutes	628	28%
45 to 59 minutes	135	6%
60 to 89 minutes	48	2%
90 minutes or more	0	0%
Worked at home	133	6%
Average time to work (minutes)	28	--

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+	2,277	100%
Agriculture, forestry, mining	0	0%
Utilities	31	1%
Construction	140	6%
Manufacturing	121	5%
Wholesale trade	65	3%
Retail trade	281	12%
Transportation & warehousing	82	4%
Information & communications	69	3%
Finance, insurance, & real estate	229	10%
Professional, scientific, management, administration	71	3%
Educational, social, & health services	581	26%
Art, entertainment, recreation, accommodations, food	202	9%
Other services	91	4%
Public administration	314	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

Total employed civilian age 16+	2,277	100%
Management, professional & related:	979	43%
Management (incl. farm managers)	287	13%
Business & financial	122	5%
Computer & mathematical	70	3%
Architecture & engineering	58	3%
Life, physical & social science	0	0%
Community & social service	57	3%
Legal	24	1%
Education, training, & library	224	10%
Art, entertainment, sports & media	58	3%
Healthcare practitioners	79	3%
Service:	287	13%
Healthcare support	24	1%
Protective service	43	2%
Food preparation & serving	79	3%
Building & grounds cleaning / maintenance	58	3%
Personal care & service	83	4%
Sales & office	699	31%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	174	8%
Production, transport & material moving	138	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	1,795	100%
Less than \$15,000	97	5%
\$15,000 to \$29,999	171	10%
\$30,000 to \$44,999	183	10%
\$45,000 to \$59,999	281	16%
\$60,000 to \$74,999	204	11%
\$75,000 to \$99,999	264	15%
\$100,000 to \$124,999	243	14%
\$125,000 to \$149,999	161	9%
\$150,000 to \$199,999	186	10%
\$200,000 or more	5	<1%
Median Income	\$72,169	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	1,795	100%
With earnings	1,328	74%
With wage and salary income	1,294	72%
With self-employment income	212	12%
With interest, dividend, or net rental income	674	38%
With Social Security income	636	35%
With Supplemental Security income	59	3%
With public assistance income	17	1%
With retirement income	583	32%
With other types of income	277	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
Total	4,753	100%
Under .50	90	2%
.50 to .99	114	2%
1.00 to 1.24	66	1%
1.25 to 1.49	41	1%
1.50 to 1.84	120	3%
1.85 to 1.99	193	4%
2.00 and over	4,129	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
Total	4,753	100%
Above Poverty	4,549	96%
Below Poverty	204	4%

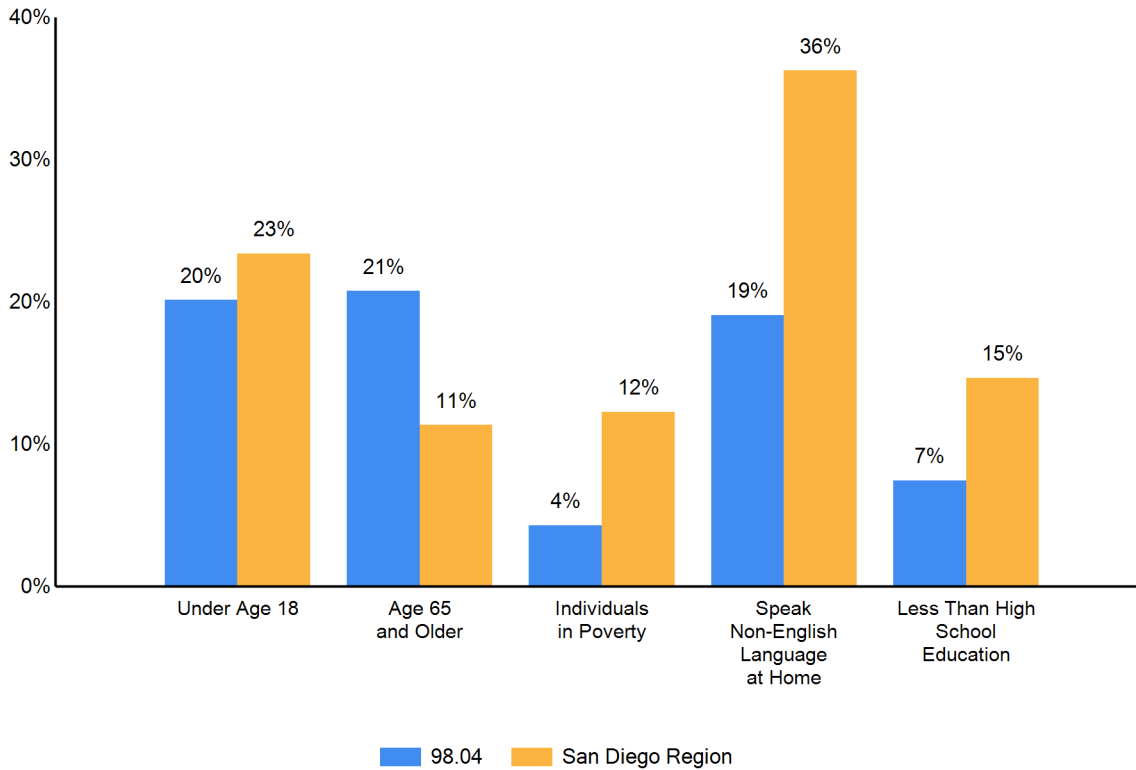
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	1,260	486	774	1,245	471	774	15	15	0
Married couple family	1,024	410	614	1,024	410	614	0	0	0
Male householder, no wife present	79	35	44	79	35	44	0	0	0
Female householder, no husband present	157	41	116	142	26	116	15	15	0

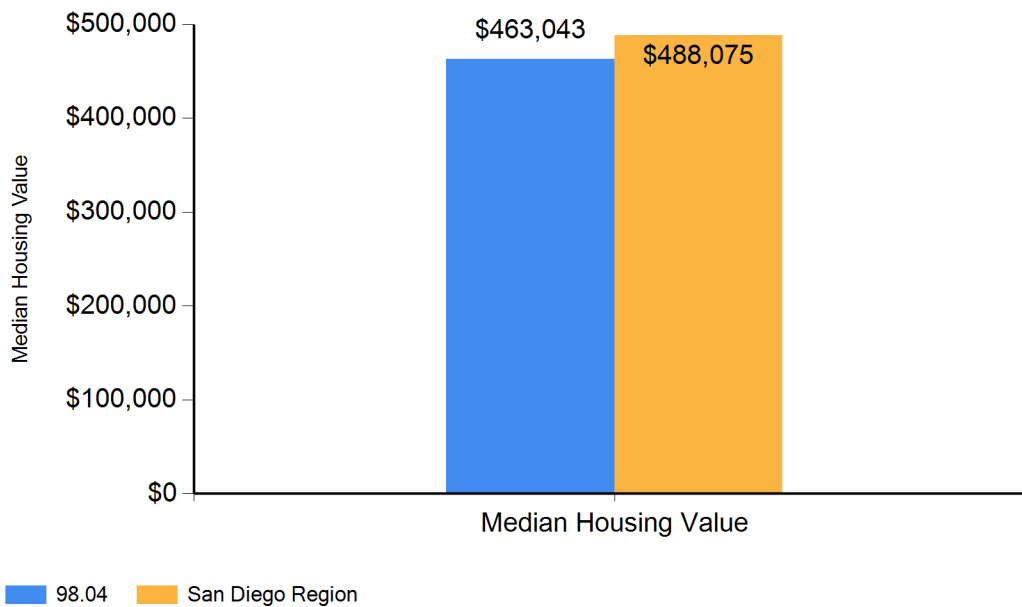
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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