



## Demographic and Socioeconomic Profile 2010

TRACT: 200.27

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>13,069</b>	<b>100%</b>
White	8,846	68%
Hispanic	2,115	16%
Asian	1,269	10%
Two or More	536	4%
Black	208	2%
American Indian	37	<1%
Pacific Islander	29	<1%
Other	29	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>13,069</b>	<b>6,066</b>	<b>7,003</b>	<b>54%</b>
Under 5	1,344	714	630	47%
5 to 9	1,214	527	687	57%
10 to 14	745	509	236	32%
15 to 17	345	170	175	51%
18 and 19	349	150	199	57%
20 to 24	467	264	203	43%
25 to 29	726	200	526	72%
30 to 34	1,170	615	555	47%
35 to 39	1,290	559	731	57%
40 to 44	1,102	608	494	45%
45 to 49	954	391	563	59%
50 to 54	657	263	394	60%
55 to 59	409	180	229	56%
60 and 61	95	35	60	63%
62 to 64	427	60	367	86%
65 to 69	393	187	206	52%
70 to 74	326	148	178	55%
75 to 79	362	188	174	48%
80 to 84	389	231	158	41%
85 and Older	305	67	238	78%
Under 18	3,648	1,920	1,728	47%
65 and older	1,775	821	954	54%
<b>Median</b>	<b>35.7</b>	<b>34.1</b>	<b>37.0</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>9,766</b>	<b>100%</b>
Never Married	1,726	18%
Married, excluding separated	6,295	64%
Separated	212	2%
Widowed	689	7%
Divorced	844	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>13,069</b>	<b>100%</b>
Household	13,065	100%
Group Quarters - Other	4	<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>13,069</b>	<b>2,115</b>	<b>8,846</b>	<b>208</b>	<b>37</b>	<b>1,269</b>	<b>29</b>	<b>29</b>	<b>536</b>
Under 5	1,344	272	916	6	0	96	0	1	53
5 to 9	1,214	251	754	38	4	44	0	1	122
10 to 14	745	91	466	0	1	108	0	0	79
15 to 17	345	152	157	5	0	11	1	2	17
18 and 19	349	60	264	0	2	3	2	0	18
20 to 24	467	146	264	31	1	10	5	0	10
25 to 29	726	192	444	1	1	65	0	0	23
30 to 34	1,170	226	790	8	0	127	0	1	18
35 to 39	1,290	210	861	58	0	143	1	1	16
40 to 44	1,102	66	807	5	1	195	0	19	9
45 to 49	954	151	660	12	25	45	18	0	43
50 to 54	657	63	498	11	2	67	0	0	16
55 to 59	409	32	288	19	0	58	0	1	11
60 and 61	95	5	77	2	0	4	0	0	7
62 to 64	427	47	309	6	0	36	0	0	29
65 to 69	393	78	217	3	0	72	0	1	22
70 to 74	326	3	233	0	0	76	0	2	12
75 to 79	362	34	239	1	0	71	1	0	16
80 to 84	389	31	317	1	0	31	0	0	9
85 and Older	305	5	285	1	0	7	1	0	6
Under 18	3,648	766	2,293	49	5	259	1	4	271
65 and older	1,775	151	1,291	6	0	257	2	3	65
<b>Median</b>		<b>27.2</b>	<b>37.1</b>	<b>36.3</b>	<b>46.7</b>	<b>40.7</b>	<b>46.5</b>	<b>42.2</b>	<b>17.5</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>11,725</b>	<b>100%</b>
Speak Only English	9,589	82%
Speak Spanish:	1,138	10%
Speak English "well" or "very well"	936	8%
Speak English "not well" or "not at all"	202	2%
Speak Asian/Pacific Island language:	557	5%
Speak English "well" or "very well"	538	5%
Speak English "not well" or "not at all"	19	<1%
Speak other language:	441	3%
Speak English "well" or "very well"	327	3%
Speak English "not well" or "not at all"	114	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>8,605</b>	<b>100%</b>
Less than 9th grade	143	2%
9th through 12th grade, no diploma	214	2%
High school grad (incl. equivalency)	896	10%
Some college, no degree	2,018	23%
Associate degree	924	11%
Bachelor's degree	2,819	33%
Master's degree	1,031	12%
Professional school degree	253	3%
Doctorate degree	307	4%

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>12,330</b>	<b>100%</b>	---	---	---	---
Enrolled in school	3,346	27%	2,696	22%	650	5%
Nursery / Preschool	414	12%	132	5%	282	43%
Kindergarten to grade 4	1,139	34%	1,089	40%	50	8%
Grade 5 to grade 8	649	19%	609	23%	40	6%
Grade 9 to grade 12	307	9%	285	11%	22	3%
College, undergraduate	616	18%	536	20%	80	12%
Graduate or Professional school	221	7%	45	2%	176	27%
Not enrolled in school	8,984	73%	---	---	---	---

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>4,823</b>	<b>100%</b>	<b>1,838</b>	<b>100%</b>	<b>2,985</b>	<b>100%</b>
Family Households:	3,356	70%	1,838	100%	1,518	51%
Married couple family	2,898	60%	1,594	87%	1,304	44%
Other family:	458	9%	244	13%	214	7%
Male householder, no wife	178	4%	85	5%	93	3%
Female householder, no husband	280	6%	159	9%	121	4%
Nonfamily households:	1,467	30%	0	0%	1,467	49%
Householder living alone	1,138	24%	----	----	----	----
Other nonfamily households	329	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>5,036</b>	<b>100%</b>	<b>4823</b>	<b>213</b>	<b>4%</b>	<b>2.71</b>
Single family (detached)	3,313	66%	3,208	105	3%	2.79
Single family (attached)	235	5%	200	35	15%	1.74
2 to 4 units	404	8%	384	20	5%	2.37
5 to 9 units	201	4%	191	10	5%	3.12
10 or more units	883	18%	840	43	5%	2.69
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>3,785</b>	<b>100%</b>
Less than \$150,000	15	<1%
\$150,000 to \$199,999	36	1%
\$200,000 to \$249,999	17	<1%
\$250,000 to \$299,999	79	2%
\$300,000 to \$399,999	491	13%
\$400,000 to \$499,999	538	14%
\$500,000 to \$749,999	1,874	50%
\$750,000 to \$999,999	599	16%
\$1,000,000 or more	136	4%

**Median Value** **\$596,108**

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>5,036</b>	<b>100%</b>
2005 or Later	777	15%
2000 to 2004	1,956	39%
1990 to 1999	909	18%
1980 to 1989	807	16%
1970 to 1979	371	7%
1960 to 1969	191	4%
1950 to 1959	12	<1%
1940 to 1949	0	0%
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
<b>Total occupied housing units</b>	<b>4,823</b>	<b>100%</b>	<b>1,038</b>	<b>100%</b>	<b>3,785</b>	<b>100%</b>
1.00 occupant housing per room or less	4,778	99%	993	96%	3,785	100%
1.01 to 1.50 occupants per room	40	1%	40	4%	0	0%
1.51 to 2.00 occupants per room	2	<1%	2	<1%	0	0%
2.01 or more occupants per room	3	<1%	3	<1%	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>1,038</b>	<b>100%</b>
Less than \$500	3	<1%
\$500 to \$599	43	4%
\$600 to \$699	58	6%
\$700 to \$799	113	11%
\$800 to \$899	31	3%
\$900 to \$999	0	0%
\$1,000 to \$1,249	15	1%
\$1,250 to \$1,499	258	25%
\$1,500 to \$1,999	150	14%
\$2,000 or more	298	29%
No cash rent	69	7%
<b>Median contract rent</b>	<b>\$1,498</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>1,038</b>	<b>100%</b>
Less than 20 percent	165	16%
20.0 to 24.9 percent	96	9%
25.0 to 29.9 percent	176	17%
30.0 to 34.9 percent	34	3%
35.0 to 39.9 percent	47	5%
40.0 to 49.9 percent	101	10%
50.0 percent or more	253	24%
Not computed	166	16%

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>4,823</b>	<b>100%</b>
No vehicle	173	4%
1 vehicle	1,369	28%
2 vehicles	2,404	50%
3 vehicles	637	13%
4 or more vehicles	240	5%

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>5,708</b>	<b>100%</b>
Worked in state of residence	5,642	99%
Worked in county of residence	5,384	94%
Worked outside county of residence	258	5%
Worked outside state of residence	66	1%

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>9,629</b>	<b>100%</b>	<b>4,250</b>	<b>44%</b>
In labor force	5,768	60%	2,912	50%
Armed forces	115	2%	115	100%
Civilian (employed)	5,326	92%	2,648	50%
Civilian (unemployed)	327	6%	149	46%
Not in labor force	3,861	40%	1,338	35%
Pct. of civilian labor force unemployed	5.8%		5.3%	

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>5,708</b>	<b>100%</b>
Car, truck or van:	4,910	86%
Drove Alone	4,343	76%
Carpooled	567	10%
Public Transportation:	63	1%
Bus	6	<1%
Trolley / Streetcar	0	0%
Railroad	57	1%
Other public transportation	0	0%
Motorcycle	52	1%
Bicycle	0	0%
Walked	50	1%
Other means	26	<1%
Worked at home	607	11%

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>5,708</b>	<b>100%</b>
Did not work at home	5,101	89%
Less than 10 minutes	308	5%
10 to 19 minutes	1,208	21%
20 to 29 minutes	1,206	21%
30 to 44 minutes	896	16%
45 to 59 minutes	986	17%
60 to 89 minutes	365	6%
90 minutes or more	132	2%
Worked at home	607	11%
<b>Average time to work (minutes)</b>	<b>35</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>5,595</b>	<b>100%</b>
Agriculture, forestry, mining	73	1%
Utilities	110	2%
Construction	215	4%
Manufacturing	513	9%
Wholesale trade	154	3%
Retail trade	541	10%
Transportation & warehousing	79	1%
Information & communications	182	3%
Finance, insurance, & real estate	760	14%
Professional, scientific, management, administration	108	2%
Educational, social, & health services	1,210	22%
Art, entertainment, recreation, accommodations, food	401	7%
Other services	248	4%
Public administration	1,001	18%

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>5,595</b>	<b>100%</b>
Management, professional & related:	3,185	57%
Management (incl. farm managers)	1,024	18%
Business & financial	513	9%
Computer & mathematical	177	3%
Architecture & engineering	380	7%
Life, physical & social science	96	2%
Community & social service	11	<1%
Legal	68	1%
Education, training, & library	518	9%
Art, entertainment, sports & media	112	2%
Healthcare practitioners	286	5%
Service:	597	11%
Healthcare support	70	1%
Protective service	93	2%
Food preparation & serving	155	3%
Building & grounds cleaning / maintenance	43	1%
Personal care & service	236	4%
Sales & office	1,506	27%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	173	3%
Production, transport & material moving	134	2%

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>4,823</b>	<b>100%</b>
Less than \$15,000	357	7%
\$15,000 to \$29,999	452	9%
\$30,000 to \$44,999	552	11%
\$45,000 to \$59,999	353	7%
\$60,000 to \$74,999	297	6%
\$75,000 to \$99,999	570	12%
\$100,000 to \$124,999	537	11%
\$125,000 to \$149,999	457	9%
\$150,000 to \$199,999	635	13%
\$200,000 or more	613	13%
<b>Median Income</b>	<b>\$92,566</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>4,823</b>	<b>100%</b>
With earnings	3,691	77%
With wage and salary income	3,460	72%
With self-employment income	827	17%
With interest, dividend, or net rental income	1,884	39%
With Social Security income	1,275	26%
With Supplemental Security income	78	2%
With public assistance income	57	1%
With retirement income	935	19%
With other types of income	396	8%

*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>13,068</b>	<b>100%</b>
Under .50	430	3%
.50 to .99	466	4%
1.00 to 1.24	175	1%
1.25 to 1.49	346	3%
1.50 to 1.84	581	4%
1.85 to 1.99	182	1%
2.00 and over	10,888	83%

*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>13,068</b>	<b>100%</b>
Above Poverty	12,172	93%
Below Poverty	896	7%

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

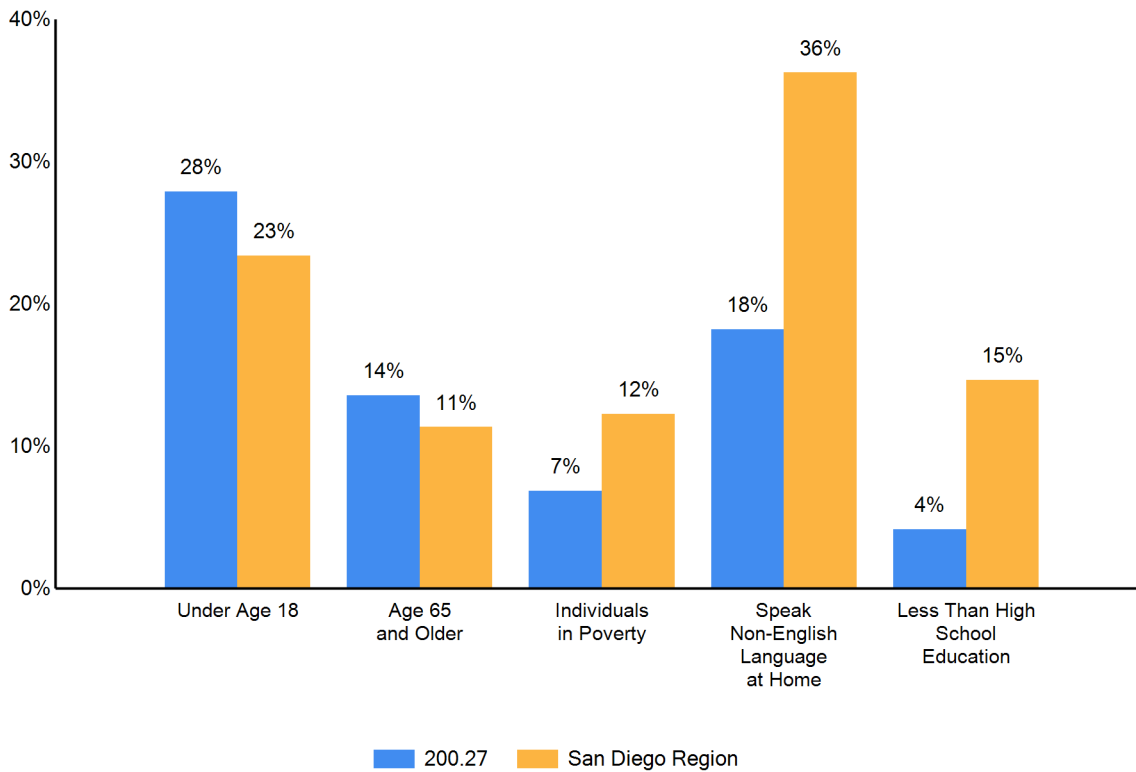
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>3,356</b>	<b>1,838</b>	<b>1,518</b>	<b>3,237</b>	<b>1,796</b>	<b>1,441</b>	<b>119</b>	<b>42</b>	<b>77</b>
Married couple family	2,898	1,594	1,304	2,797	1,555	1,242	101	39	62
Male householder, no wife present	178	85	93	178	85	93	0	0	0
Female householder, no husband present	280	159	121	262	156	106	18	3	15

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

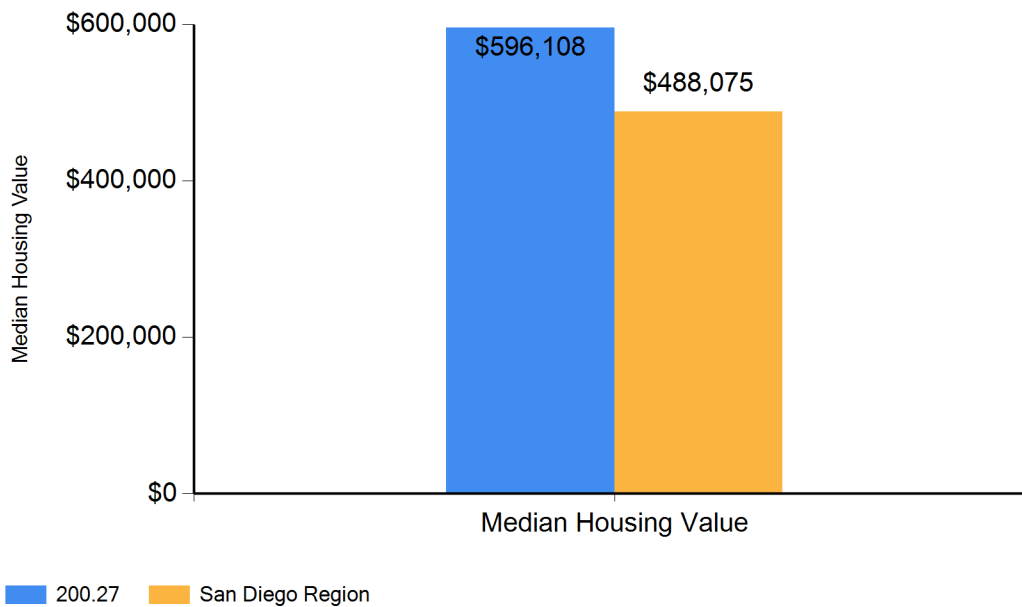


## Demographic and Socioeconomic Characteristics



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