



Demographic and Socioeconomic Profile 2010

ZIP: 92065

Population by Race

	Population	Percent
Total Population	35,365	100%
White	25,240	71%
Hispanic	8,267	23%
Two or More	713	2%
Asian	497	1%
Black	272	1%
American Indian	247	1%
Pacific Islander	86	<1%
Other	43	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	35,365	17,725	17,640	50%
Under 5	2,133	1,079	1,054	49%
5 to 9	2,258	1,144	1,114	49%
10 to 14	2,683	1,394	1,289	48%
15 to 17	1,862	981	881	47%
18 and 19	1,121	592	529	47%
20 to 24	2,240	1,151	1,089	49%
25 to 29	1,893	970	923	49%
30 to 34	1,788	885	903	51%
35 to 39	1,972	961	1,011	51%
40 to 44	2,376	1,168	1,208	51%
45 to 49	3,093	1,465	1,628	53%
50 to 54	3,315	1,678	1,637	49%
55 to 59	2,658	1,296	1,362	51%
60 and 61	971	514	457	47%
62 to 64	1,204	650	554	46%
65 to 69	1,353	683	670	50%
70 to 74	859	423	436	51%
75 to 79	668	311	357	53%
80 to 84	506	217	289	57%
85 and Older	412	163	249	60%
Under 18	8,936	4,598	4,338	49%
65 and older	3,798	1,797	2,001	53%
Median	39.3	38.5	40.1	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	28,291	100%
Never Married	6,859	24%
Married, excluding separated	17,359	61%
Separated	262	<1%
Widowed	1,486	5%
Divorced	2,325	8%

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	35,365	100%
Household	35,218	100%
Group Quarters - Other	147	<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.	35,365	8,267	25,240	272	247	497	86	43	713
Under 5	2,133	808	1,184	16	11	19	5	1	89
5 to 9	2,258	789	1,328	15	19	14	1	5	87
10 to 14	2,683	897	1,622	18	17	27	7	6	89
15 to 17	1,862	589	1,140	35	7	24	7	5	55
18 and 19	1,121	351	692	16	12	8	4	3	35
20 to 24	2,240	685	1,425	17	31	18	8	1	55
25 to 29	1,893	575	1,218	14	9	16	9	5	47
30 to 34	1,788	525	1,158	9	19	32	12	2	31
35 to 39	1,972	591	1,287	10	15	35	6	1	27
40 to 44	2,376	576	1,702	17	10	34	3	1	33
45 to 49	3,093	526	2,407	18	14	68	6	5	49
50 to 54	3,315	426	2,722	29	23	63	4	5	43
55 to 59	2,658	311	2,243	18	24	32	4	0	26
60 and 61	971	117	804	9	5	23	3	1	9
62 to 64	1,204	122	1,032	5	6	20	3	0	16
65 to 69	1,353	161	1,140	14	8	20	1	0	9
70 to 74	859	75	751	4	8	13	2	0	6
75 to 79	668	61	581	5	4	14	0	0	3
80 to 84	506	45	441	3	3	10	1	0	3
85 and Older	412	37	363	0	2	7	0	2	1
Under 18	8,936	3,083	5,274	84	54	84	20	17	320
65 and older	3,798	379	3,276	26	25	64	4	2	22
Median		25.1	44.6	32.8	34.6	46.6	30.8	25.5	20.1

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	33,232	100%
Speak Only English	26,788	81%
Speak Spanish:	5,550	17%
Speak English "well" or "very well"	4,408	13%
Speak English "not well" or "not at all"	1,142	3%
Speak Asian/Pacific Island language:	418	1%
Speak English "well" or "very well"	392	1%
Speak English "not well" or "not at all"	26	<1%
Speak other language:	476	1%
Speak English "well" or "very well"	454	1%
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
Total population age 25 and older	23,068	100%
Less than 9th grade	1,399	6%
9th through 12th grade, no diploma	1,738	8%
High school grad (incl. equivalency)	5,756	25%
Some college, no degree	6,460	28%
Associate degree	1,900	8%
Bachelor's degree	4,077	18%
Master's degree	1,196	5%
Professional school degree	371	2%
Doctorate degree	171	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	34,075	100%	---	---	---	---
Enrolled in school	9,906	29%	8,916	26%	990	3%
Nursery / Preschool	573	6%	310	3%	263	27%
Kindergarten to grade 4	2,389	24%	2,146	24%	243	25%
Grade 5 to grade 8	2,054	21%	2,019	23%	35	4%
Grade 9 to grade 12	2,898	29%	2,852	32%	46	5%
College, undergraduate	1,692	17%	1,420	16%	272	27%
Graduate or Professional school	300	3%	169	2%	131	13%
Not enrolled in school	24,169	71%	---	---	---	---

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	11,878	100%	4,979	100%	6,899	100%
Family Households:	9,650	81%	4,964	100%	4,686	68%
Married couple family	8,396	71%	4,216	85%	4,180	61%
Other family:	1,254	11%	748	15%	506	7%
Male householder, no wife	420	4%	251	5%	169	2%
Female householder, no husband	834	7%	497	10%	337	5%
Nonfamily households:	2,228	19%	15	<1%	2,213	32%
Householder living alone	1,900	16%	----	----	----	----
Other nonfamily households	328	3%	----	----	----	----

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	12,271	100%	11878	393	3%	2.96
Single family (detached)	9,609	78%	9,432	177	2%	2.98
Single family (attached)	648	5%	548	100	15%	3.00
2 to 4 units	333	3%	327	6	2%	2.70
5 to 9 units	226	2%	211	15	7%	3.06
10 or more units	1,003	8%	930	73	7%	3.05
Mobile home and Other	452	4%	430	22	5%	2.51

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	9,180	100%
Less than \$150,000	485	5%
\$150,000 to \$199,999	94	1%
\$200,000 to \$249,999	252	3%
\$250,000 to \$299,999	380	4%
\$300,000 to \$399,999	1,456	16%
\$400,000 to \$499,999	1,778	19%
\$500,000 to \$749,999	3,295	36%
\$750,000 to \$999,999	926	10%
\$1,000,000 or more	514	6%

Median Value **\$515,251**

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	12,271	100%
2005 or Later	269	2%
2000 to 2004	1,671	14%
1990 to 1999	2,096	17%
1980 to 1989	2,854	23%
1970 to 1979	3,592	29%
1960 to 1969	449	4%
1950 to 1959	646	5%
1940 to 1949	403	3%
1939 or earlier	291	2%

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	11,878	100%	2,698	100%	9,180	100%
1.00 occupant housing per room or less	11,400	96%	2,485	92%	8,915	97%
1.01 to 1.50 occupants per room	329	3%	96	4%	233	3%
1.51 to 2.00 occupants per room	41	<1%	10	<1%	31	<1%
2.01 or more occupants per room	108	1%	107	4%	1	<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	2,698	100%
Less than \$500	128	5%
\$500 to \$599	23	1%
\$600 to \$699	68	3%
\$700 to \$799	145	5%
\$800 to \$899	344	13%
\$900 to \$999	534	20%
\$1,000 to \$1,249	339	13%
\$1,250 to \$1,499	436	16%
\$1,500 to \$1,999	468	17%
\$2,000 or more	66	2%
No cash rent	147	5%
Median contract rent	\$1,083	

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	2,698	100%
Less than 20 percent	414	15%
20.0 to 24.9 percent	228	8%
25.0 to 29.9 percent	436	16%
30.0 to 34.9 percent	247	9%
35.0 to 39.9 percent	262	10%
40.0 to 49.9 percent	246	9%
50.0 percent or more	694	26%
Not computed	171	6%

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	11,878	100%
No vehicle	260	2%
1 vehicle	2,482	21%
2 vehicles	4,077	34%
3 vehicles	3,177	27%
4 or more vehicles	1,882	16%

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	16,779	100%
Worked in state of residence	16,692	99%
Worked in county of residence	16,086	96%
Worked outside county of residence	606	4%
Worked outside state of residence	87	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
Population age 16 and older	27,715	100%	13,824	50%
In labor force	18,144	65%	9,884	54%
Armed forces	163	1%	163	100%
Civilian (employed)	16,333	90%	8,816	54%
Civilian (unemployed)	1,648	9%	905	55%
Not in labor force	9,571	35%	3,940	41%
Pct. of civilian labor force unemployed	9.2%		9.3%	

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
Total Workers	16,779	100%
Car, truck or van:	14,979	89%
Drove Alone	12,986	77%
Carpooled	1,993	12%
Public Transportation:	47	<1%
Bus	47	<1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	73	<1%
Bicycle	125	1%
Walked	345	2%
Other means	54	<1%
Worked at home	1,156	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
Total Workers	16,779	100%
Did not work at home	15,623	93%
Less than 10 minutes	1,834	11%
10 to 19 minutes	2,274	14%
20 to 29 minutes	1,586	9%
30 to 44 minutes	4,376	26%
45 to 59 minutes	2,844	17%
60 to 89 minutes	2,271	14%
90 minutes or more	438	3%
Worked at home	1,156	7%
Average time to work (minutes)	40	--

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+	16,574	100%
Agriculture, forestry, mining	342	2%
Utilities	243	1%
Construction	2,231	13%
Manufacturing	1,554	9%
Wholesale trade	582	4%
Retail trade	1,793	11%
Transportation & warehousing	507	3%
Information & communications	410	2%
Finance, insurance, & real estate	1,220	7%
Professional, scientific, management, administration	671	4%
Educational, social, & health services	2,692	16%
Art, entertainment, recreation, accommodations, food	1,568	9%
Other services	1,038	6%
Public administration	1,723	10%

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+	16,574	100%
Management, professional & related:	6,000	36%
Management (incl. farm managers)	2,028	12%
Business & financial	832	5%
Computer & mathematical	446	3%
Architecture & engineering	568	3%
Life, physical & social science	127	1%
Community & social service	129	1%
Legal	217	1%
Education, training, & library	681	4%
Art, entertainment, sports & media	391	2%
Healthcare practitioners	581	4%
Service:	2,790	17%
Healthcare support	76	<1%
Protective service	391	2%
Food preparation & serving	728	4%
Building & grounds cleaning / maintenance	810	5%
Personal care & service	785	5%
Sales & office	4,491	27%
Farming, fishing & forestry	55	<1%
Construction, extraction & maintenance	2,013	12%
Production, transport & material moving	1,225	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	11,878	100%
Less than \$15,000	691	6%
\$15,000 to \$29,999	1,026	9%
\$30,000 to \$44,999	1,516	13%
\$45,000 to \$59,999	1,341	11%
\$60,000 to \$74,999	993	8%
\$75,000 to \$99,999	1,725	15%
\$100,000 to \$124,999	1,488	13%
\$125,000 to \$149,999	1,025	9%
\$150,000 to \$199,999	1,306	11%
\$200,000 or more	767	6%
Median Income	\$80,391	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	11,878	100%
With earnings	10,025	84%
With wage and salary income	9,348	79%
With self-employment income	2,595	22%
With interest, dividend, or net rental income	3,482	29%
With Social Security income	2,991	25%
With Supplemental Security income	321	3%
With public assistance income	309	3%
With retirement income	2,558	22%
With other types of income	1,989	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	35,187	100%
Under .50	1,510	4%
.50 to .99	1,225	3%
1.00 to 1.24	1,354	4%
1.25 to 1.49	1,543	4%
1.50 to 1.84	1,337	4%
1.85 to 1.99	715	2%
2.00 and over	27,503	78%

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	35,187	100%
Above Poverty	32,452	92%
Below Poverty	2,735	8%

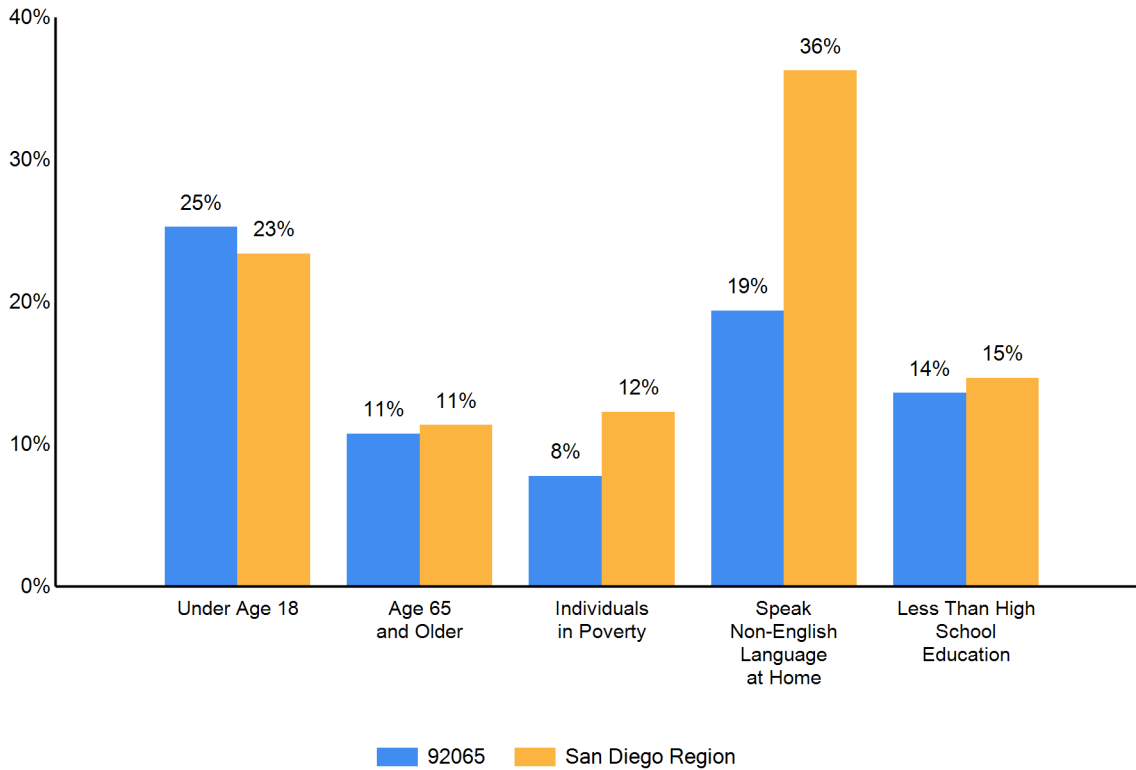
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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
Total Families	9,650	4,964	4,686	9,191	4,603	4,588	459	361	98
Married couple family	8,396	4,216	4,180	8,224	4,088	4,136	172	128	44
Male householder, no wife present	420	251	169	389	220	169	31	31	0
Female householder, no husband present	834	497	337	578	295	283	256	202	54

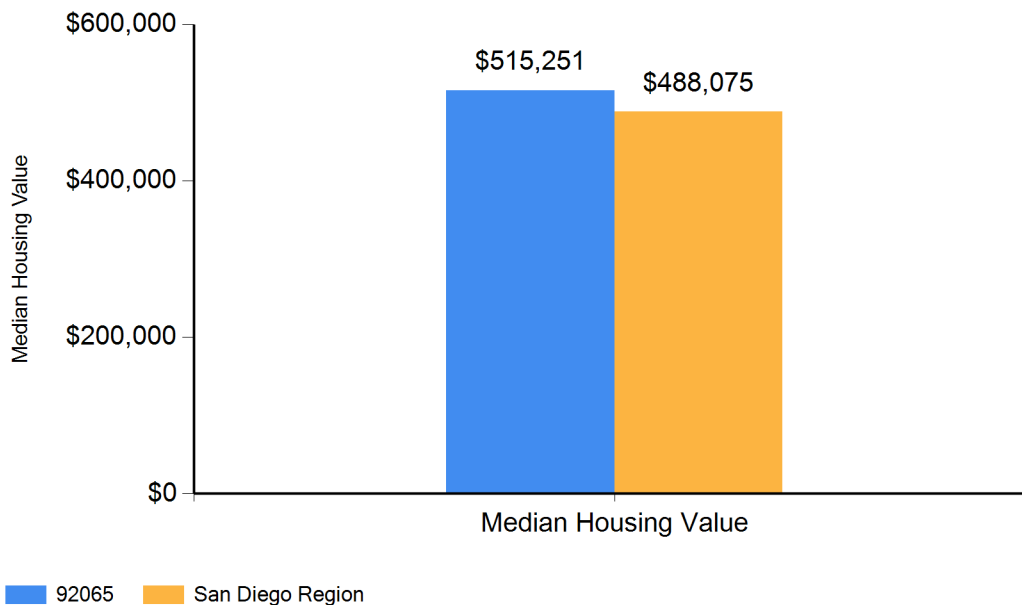
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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