



Demographic and Socioeconomic Profile 2010

ZIP: 92040

Population by Race

	Population	Percent
Total Population	40,286	100%
White	30,119	75%
Hispanic	7,076	18%
Two or More	1,072	3%
American Indian	657	2%
Asian	635	2%
Black	598	1%
Pacific Islander	106	<1%
Other	23	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	40,286	19,977	20,309	50%
Under 5	2,797	1,492	1,305	47%
5 to 9	2,522	1,302	1,220	48%
10 to 14	2,750	1,378	1,372	50%
15 to 17	1,779	983	796	45%
18 and 19	1,062	592	470	44%
20 to 24	2,805	1,362	1,443	51%
25 to 29	2,720	1,353	1,367	50%
30 to 34	2,370	1,215	1,155	49%
35 to 39	2,340	1,150	1,190	51%
40 to 44	2,663	1,261	1,402	53%
45 to 49	3,413	1,694	1,719	50%
50 to 54	3,306	1,645	1,661	50%
55 to 59	2,861	1,407	1,454	51%
60 and 61	945	457	488	52%
62 to 64	1,286	597	689	54%
65 to 69	1,482	709	773	52%
70 to 74	1,115	496	619	56%
75 to 79	895	415	480	54%
80 to 84	653	271	382	58%
85 and Older	522	198	324	62%
Under 18	9,848	5,155	4,693	48%
65 and older	4,667	2,089	2,578	55%
Median	37.9	36.4	39.3	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	32,217	100%
Never Married	8,314	26%
Married, excluding separated	17,726	55%
Separated	585	2%
Widowed	1,596	5%
Divorced	3,996	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	40,286	100%
Household	40,002	99%
Group Quarters - Other	284	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.	40,286	7,076	30,119	598	657	635	106	23	1,072
Under 5	2,797	759	1,725	76	65	26	5	2	139
5 to 9	2,522	725	1,566	48	39	23	5	1	115
10 to 14	2,750	691	1,769	56	71	18	7	0	138
15 to 17	1,779	421	1,201	22	38	21	2	2	72
18 and 19	1,062	276	692	23	30	9	5	1	26
20 to 24	2,805	555	2,041	43	35	39	9	0	83
25 to 29	2,720	550	1,911	78	45	41	8	1	86
30 to 34	2,370	502	1,646	49	50	57	6	3	57
35 to 39	2,340	484	1,692	33	29	48	7	6	41
40 to 44	2,663	432	2,012	28	40	49	6	2	94
45 to 49	3,413	476	2,686	37	62	72	10	2	68
50 to 54	3,306	333	2,769	29	44	60	15	2	54
55 to 59	2,861	311	2,375	34	40	64	8	1	28
60 and 61	945	86	811	6	6	22	2	0	12
62 to 64	1,286	96	1,128	7	9	24	3	0	19
65 to 69	1,482	131	1,280	14	17	22	2	0	16
70 to 74	1,115	94	976	5	13	14	2	0	11
75 to 79	895	73	786	4	12	14	1	0	5
80 to 84	653	48	584	4	4	9	1	0	3
85 and Older	522	33	469	2	8	3	2	0	5
Under 18	9,848	2,596	6,261	202	213	88	19	5	464
65 and older	4,667	379	4,095	29	54	62	8	0	40
Median		26.0	42.0	27.0	30.6	43.6	39.3	36.3	22.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	37,489	100%
Speak Only English	33,148	88%
Speak Spanish:	3,422	9%
Speak English "well" or "very well"	3,083	8%
Speak English "not well" or "not at all"	339	1%
Speak Asian/Pacific Island language:	277	1%
Speak English "well" or "very well"	227	1%
Speak English "not well" or "not at all"	50	<1%
Speak other language:	642	2%
Speak English "well" or "very well"	632	2%
Speak English "not well" or "not at all"	10	<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	26,571	100%
Less than 9th grade	812	3%
9th through 12th grade, no diploma	2,342	9%
High school grad (incl. equivalency)	7,251	27%
Some college, no degree	8,928	34%
Associate degree	2,353	9%
Bachelor's degree	3,375	13%
Master's degree	1,213	5%
Professional school degree	186	1%
Doctorate degree	111	<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	38,590	100%	---	---	---	---
Enrolled in school	10,581	27%	8,909	23%	1,672	4%
Nursery / Preschool	703	7%	368	4%	335	20%
Kindergarten to grade 4	2,346	22%	1,996	22%	350	21%
Grade 5 to grade 8	1,882	18%	1,694	19%	188	11%
Grade 9 to grade 12	2,668	25%	2,595	29%	73	4%
College, undergraduate	2,390	23%	1,905	21%	485	29%
Graduate or Professional school	592	6%	351	4%	241	14%
Not enrolled in school	28,009	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
Total households	14,490	100%	5,520	100%	8,970	100%
Family Households:	11,128	77%	5,447	99%	5,681	63%
Married couple family	8,744	60%	4,178	76%	4,566	51%
Other family:	2,384	16%	1,269	23%	1,115	12%
Male householder, no wife	848	6%	330	6%	518	6%
Female householder, no husband	1,536	11%	939	17%	597	7%
Nonfamily households:	3,362	23%	73	1%	3,289	37%
Householder living alone	2,694	19%	----	----	----	----
Other nonfamily households	668	5%	----	----	----	----

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	15,247	100%	14,490	757	5%	2.76
Single family (detached)	8,524	56%	8,229	295	3%	2.90
Single family (attached)	1,215	8%	1,135	80	7%	2.77
2 to 4 units	573	4%	536	37	6%	2.77
5 to 9 units	359	2%	332	27	8%	2.73
10 or more units	2,667	17%	2,477	190	7%	2.59
Mobile home and Other	1,909	13%	1,781	128	7%	2.35

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	9,709	100%
Less than \$150,000	1,820	19%
\$150,000 to \$199,999	289	3%
\$200,000 to \$249,999	482	5%
\$250,000 to \$299,999	654	7%
\$300,000 to \$399,999	1,394	14%
\$400,000 to \$499,999	1,748	18%
\$500,000 to \$749,999	2,807	29%
\$750,000 to \$999,999	440	5%
\$1,000,000 or more	75	1%

Median Value **\$412,321**

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	15,247	100%
2005 or Later	438	3%
2000 to 2004	714	5%
1990 to 1999	1,618	11%
1980 to 1989	2,493	16%
1970 to 1979	5,642	37%
1960 to 1969	1,943	13%
1950 to 1959	1,603	11%
1940 to 1949	407	3%
1939 or earlier	389	3%

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	14,490	100%	4,781	100%	9,709	100%
1.00 occupant housing per room or less	14,087	97%	4,565	95%	9,522	98%
1.01 to 1.50 occupants per room	306	2%	186	4%	120	1%
1.51 to 2.00 occupants per room	49	<1%	30	1%	19	<1%
2.01 or more occupants per room	48	<1%	0	0%	48	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	4,781	100%
Less than \$500	321	7%
\$500 to \$599	106	2%
\$600 to \$699	149	3%
\$700 to \$799	496	10%
\$800 to \$899	535	11%
\$900 to \$999	659	14%
\$1,000 to \$1,249	1,082	23%
\$1,250 to \$1,499	394	8%
\$1,500 to \$1,999	430	9%
\$2,000 or more	261	5%
No cash rent	348	7%
Median contract rent	\$1,029	

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	4,781	100%
Less than 20 percent	1,142	24%
20.0 to 24.9 percent	654	14%
25.0 to 29.9 percent	540	11%
30.0 to 34.9 percent	552	12%
35.0 to 39.9 percent	285	6%
40.0 to 49.9 percent	326	7%
50.0 percent or more	916	19%
Not computed	366	8%

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	14,490	100%
No vehicle	733	5%
1 vehicle	3,413	24%
2 vehicles	5,771	40%
3 vehicles	2,836	20%
4 or more vehicles	1,737	12%

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	18,953	100%
Worked in state of residence	18,917	100%
Worked in county of residence	18,657	98%
Worked outside county of residence	260	1%
Worked outside state of residence	36	<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	31,645	100%	15,497	49%
In labor force	20,705	65%	11,143	54%
Armed forces	396	2%	370	93%
Civilian (employed)	18,284	88%	9,630	53%
Civilian (unemployed)	2,025	10%	1,143	56%
Not in labor force	10,940	35%	4,354	40%
Pct. of civilian labor force unemployed	10.0%		10.6%	

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	18,953	100%
Car, truck or van:	17,272	91%
Drove Alone	15,537	82%
Carpooled	1,735	9%
Public Transportation:	369	2%
Bus	275	1%
Trolley / Streetcar	25	<1%
Railroad	69	<1%
Other public transportation	0	0%
Motorcycle	74	<1%
Bicycle	22	<1%
Walked	192	1%
Other means	106	1%
Worked at home	918	5%

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	18,953	100%
Did not work at home	18,035	95%
Less than 10 minutes	1,382	7%
10 to 19 minutes	4,875	26%
20 to 29 minutes	4,445	23%
30 to 44 minutes	4,817	25%
45 to 59 minutes	1,584	8%
60 to 89 minutes	649	3%
90 minutes or more	283	1%
Worked at home	918	5%
Average time to work (minutes)	30	--

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+	18,518	100%
Agriculture, forestry, mining	44	<1%
Utilities	211	1%
Construction	2,732	15%
Manufacturing	1,523	8%
Wholesale trade	543	3%
Retail trade	1,817	10%
Transportation & warehousing	574	3%
Information & communications	658	4%
Finance, insurance, & real estate	1,482	8%
Professional, scientific, management, administration	1,167	6%
Educational, social, & health services	3,446	19%
Art, entertainment, recreation, accommodations, food	1,641	9%
Other services	913	5%
Public administration	1,767	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+	18,518	100%
Management, professional & related:	5,620	30%
Management (incl. farm managers)	1,577	9%
Business & financial	956	5%
Computer & mathematical	611	3%
Architecture & engineering	332	2%
Life, physical & social science	70	<1%
Community & social service	129	1%
Legal	141	1%
Education, training, & library	1,084	6%
Art, entertainment, sports & media	229	1%
Healthcare practitioners	491	3%
Service:	3,085	17%
Healthcare support	482	3%
Protective service	569	3%
Food preparation & serving	797	4%
Building & grounds cleaning / maintenance	515	3%
Personal care & service	722	4%
Sales & office	5,225	28%
Farming, fishing & forestry	14	<1%
Construction, extraction & maintenance	2,910	16%
Production, transport & material moving	1,664	9%

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

Household Income

Number Percent

Total Households	14,490	100%
Less than \$15,000	909	6%
\$15,000 to \$29,999	1,630	11%
\$30,000 to \$44,999	2,029	14%
\$45,000 to \$59,999	2,041	14%
\$60,000 to \$74,999	1,456	10%
\$75,000 to \$99,999	2,415	17%
\$100,000 to \$124,999	1,703	12%
\$125,000 to \$149,999	855	6%
\$150,000 to \$199,999	968	7%
\$200,000 or more	484	3%
Median Income	\$66,552	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	14,490	100%
With earnings	11,811	82%
With wage and salary income	11,400	79%
With self-employment income	1,661	11%
With interest, dividend, or net rental income	3,411	24%
With Social Security income	4,304	30%
With Supplemental Security income	749	5%
With public assistance income	443	3%
With retirement income	3,161	22%
With other types of income	2,673	18%

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	40,166	100%
Under .50	965	2%
.50 to .99	1,616	4%
1.00 to 1.24	1,170	3%
1.25 to 1.49	1,759	4%
1.50 to 1.84	2,398	6%
1.85 to 1.99	1,153	3%
2.00 and over	31,105	77%

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	40,166	100%
Above Poverty	37,585	94%
Below Poverty	2,581	6%

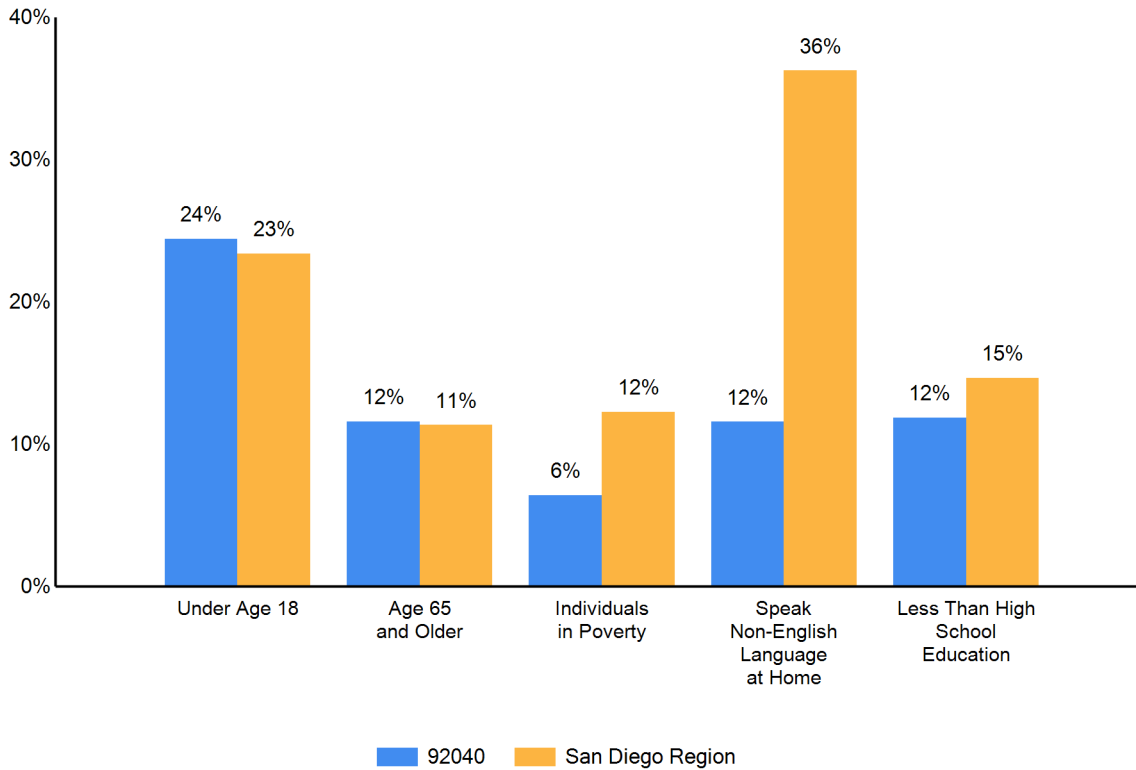
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	11,128	5,447	5,681	10,681	5,079	5,602	447	368	79
Married couple family	8,744	4,178	4,566	8,514	3,990	4,524	230	188	42
Male householder, no wife present	848	330	518	826	328	498	22	2	20
Female householder, no husband present	1,536	939	597	1,341	761	580	195	178	17

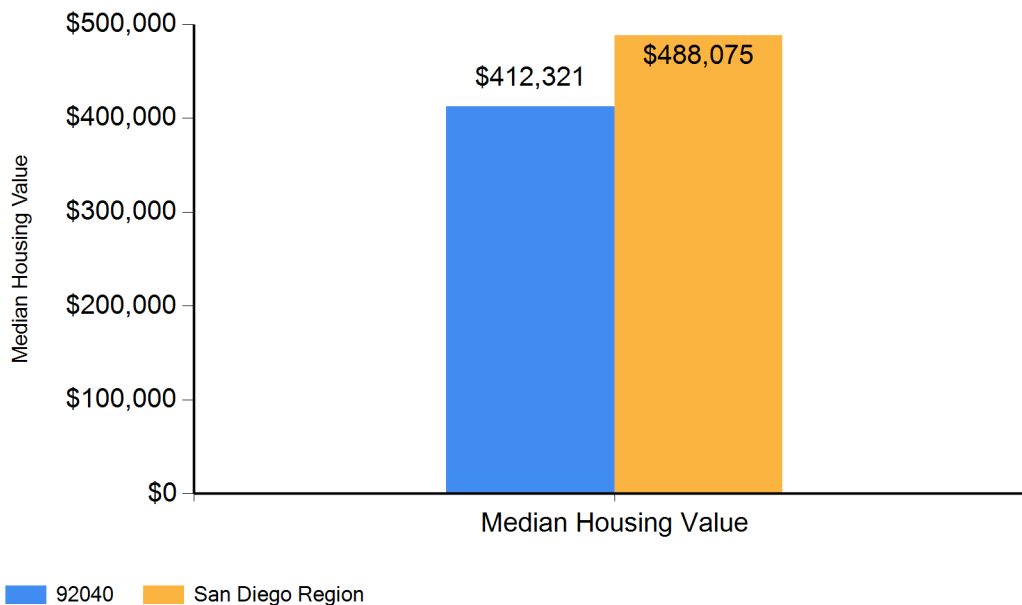
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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