



Demographic and Socioeconomic Profile 2010

TRACT: 154.04

Population by Race

	Population	Percent
Total Population	7,626	100%
White	5,248	69%
Hispanic	1,431	19%
Two or More	452	6%
Black	292	4%
Asian	146	2%
American Indian	31	<1%
Pacific Islander	14	<1%
Other	12	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	7,626	3,649	3,977	52%
Under 5	574	285	289	50%
5 to 9	478	239	239	50%
10 to 14	457	233	224	49%
15 to 17	332	162	170	51%
18 and 19	228	112	116	51%
20 to 24	516	256	260	50%
25 to 29	530	254	276	52%
30 to 34	513	255	258	50%
35 to 39	496	264	232	47%
40 to 44	451	198	253	56%
45 to 49	538	264	274	51%
50 to 54	522	231	291	56%
55 to 59	473	223	250	53%
60 and 61	195	96	99	51%
62 to 64	252	112	140	56%
65 to 69	309	133	176	57%
70 to 74	246	113	133	54%
75 to 79	213	91	122	57%
80 to 84	173	77	96	55%
85 and Older	130	51	79	61%
Under 18	1,841	919	922	50%
65 and older	1,071	465	606	57%
Median	36.9	35.5	38.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	6,117	100%
Never Married	1,890	31%
Married, excluding separated	3,369	55%
Separated	27	<1%
Widowed	440	7%
Divorced	391	6%

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	7,626	100%
Household	7,580	99%
Group Quarters - Other	46	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.	7,626	1,431	5,248	292	31	146	14	12	452
Under 5	574	175	317	20	1	4	0	2	55
5 to 9	478	140	276	22	1	1	0	4	34
10 to 14	457	109	280	27	3	5	0	0	33
15 to 17	332	73	198	20	5	7	0	0	29
18 and 19	228	52	133	13	1	5	0	0	24
20 to 24	516	116	325	19	2	9	2	0	43
25 to 29	530	112	356	19	1	9	2	0	31
30 to 34	513	113	325	30	1	13	0	1	30
35 to 39	496	103	342	17	3	6	1	1	23
40 to 44	451	87	301	18	4	13	1	0	27
45 to 49	538	75	389	28	3	20	1	0	22
50 to 54	522	74	385	16	2	12	3	1	29
55 to 59	473	54	375	13	1	10	1	1	18
60 and 61	195	24	155	2	0	5	0	1	8
62 to 64	252	31	196	9	1	4	0	0	11
65 to 69	309	33	251	7	1	7	1	0	9
70 to 74	246	26	190	6	1	5	1	1	16
75 to 79	213	14	181	4	0	7	0	0	7
80 to 84	173	11	155	1	0	2	1	0	3
85 and Older	130	9	118	1	0	2	0	0	0
Under 18	1,841	497	1,071	89	10	17	0	6	151
65 and older	1,071	93	895	19	2	23	3	1	35
Median		27.3	41.2	31.0	35.8	45.3	50.0	30.0	26.3

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	7,052	100%
Speak Only English	4,779	68%
Speak Spanish:	465	7%
Speak English "well" or "very well"	364	5%
Speak English "not well" or "not at all"	101	1%
Speak Asian/Pacific Island language:	101	1%
Speak English "well" or "very well"	101	1%
Speak English "not well" or "not at all"	0	0%
Speak other language:	1,707	15%
Speak English "well" or "very well"	1,081	15%
Speak English "not well" or "not at all"	626	9%

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	5,041	100%
Less than 9th grade	472	9%
9th through 12th grade, no diploma	644	13%
High school grad (incl. equivalency)	1,322	26%
Some college, no degree	1,253	25%
Associate degree	300	6%
Bachelor's degree	563	11%
Master's degree	317	6%
Professional school degree	131	3%
Doctorate degree	39	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	7,282	100%	---	---	---	---
Enrolled in school	1,777	24%	1,644	23%	133	2%
Nursery / Preschool	189	11%	174	11%	15	11%
Kindergarten to grade 4	405	23%	405	25%	0	0%
Grade 5 to grade 8	286	16%	268	16%	18	14%
Grade 9 to grade 12	383	22%	383	23%	0	0%
College, undergraduate	410	23%	368	22%	42	32%
Graduate or Professional school	104	6%	46	3%	58	44%
Not enrolled in school	5,505	76%	---	---	---	---

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	2,618	100%	1,050	100%	1,568	100%
Family Households:	2,072	79%	1,050	100%	1,022	65%
Married couple family	1,588	61%	819	78%	769	49%
Other family:	484	18%	231	22%	253	16%
Male householder, no wife	154	6%	86	8%	68	4%
Female householder, no husband	330	13%	145	14%	185	12%
Nonfamily households:	546	21%	0	0%	546	35%
Householder living alone	396	15%	----	----	----	----
Other nonfamily households	150	6%	----	----	----	----

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	2,716	100%	2618	98	4%	2.90
Single family (detached)	1,065	39%	1,008	57	5%	2.80
Single family (attached)	112	4%	111	1	1%	3.14
2 to 4 units	247	9%	242	5	2%	3.60
5 to 9 units	199	7%	189	10	5%	2.74
10 or more units	894	33%	869	25	3%	2.88
Mobile home and Other	199	7%	199	0	0%	2.62

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	1,238	100%
Less than \$150,000	140	11%
\$150,000 to \$199,999	53	4%
\$200,000 to \$249,999	126	10%
\$250,000 to \$299,999	96	8%
\$300,000 to \$399,999	222	18%
\$400,000 to \$499,999	132	11%
\$500,000 to \$749,999	347	28%
\$750,000 to \$999,999	88	7%
\$1,000,000 or more	34	3%

Median Value **\$393,304**

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	2,716	100%
2005 or Later	28	1%
2000 to 2004	28	1%
1990 to 1999	228	8%
1980 to 1989	451	17%
1970 to 1979	1,136	42%
1960 to 1969	270	10%
1950 to 1959	296	11%
1940 to 1949	207	8%
1939 or earlier	72	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	2,618	100%	1,380	100%	1,238	100%
1.00 occupant housing per room or less	2,434	93%	1,204	87%	1,230	99%
1.01 to 1.50 occupants per room	183	7%	175	13%	8	1%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	1	<1%	1	<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
Total Units	1,380	100%
Less than \$500	39	3%
\$500 to \$599	13	1%
\$600 to \$699	28	2%
\$700 to \$799	21	2%
\$800 to \$899	156	11%
\$900 to \$999	222	16%
\$1,000 to \$1,249	524	38%
\$1,250 to \$1,499	163	12%
\$1,500 to \$1,999	202	15%
\$2,000 or more	0	0%
No cash rent	12	1%
Median contract rent	\$1,102	

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	1,380	100%
Less than 20 percent	343	25%
20.0 to 24.9 percent	60	4%
25.0 to 29.9 percent	93	7%
30.0 to 34.9 percent	173	13%
35.0 to 39.9 percent	102	7%
40.0 to 49.9 percent	66	5%
50.0 percent or more	517	37%
Not computed	26	2%

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	2,618	100%
No vehicle	141	5%
1 vehicle	832	32%
2 vehicles	1,186	45%
3 vehicles	380	15%
4 or more vehicles	79	3%

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	3,243	100%
Worked in state of residence	3,224	99%
Worked in county of residence	3,224	99%
Worked outside county of residence	0	0%
Worked outside state of residence	19	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	6,017	100%	2,842	47%
In labor force	3,717	62%	2,017	54%
Armed forces	72	2%	22	31%
Civilian (employed)	2,989	80%	1,633	55%
Civilian (unemployed)	656	18%	362	55%
Not in labor force	2,300	38%	825	36%
Pct. of civilian labor force unemployed	18.0%		18.1%	

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	3,243	100%
Car, truck or van:	3,029	93%
Drove Alone	2,704	83%
Carpooled	325	10%
Public Transportation:	32	1%
Bus	32	1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	0	0%
Walked	13	<1%
Other means	25	1%
Worked at home	144	4%

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	3,243	100%
Did not work at home	3,099	96%
Less than 10 minutes	360	11%
10 to 19 minutes	967	30%
20 to 29 minutes	858	26%
30 to 44 minutes	613	19%
45 to 59 minutes	264	8%
60 to 89 minutes	14	<1%
90 minutes or more	23	1%
Worked at home	144	4%
Average time to work (minutes)	25	--

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+	3,152	100%
Agriculture, forestry, mining	19	1%
Utilities	109	3%
Construction	302	10%
Manufacturing	221	7%
Wholesale trade	142	5%
Retail trade	438	14%
Transportation & warehousing	92	3%
Information & communications	56	2%
Finance, insurance, & real estate	136	4%
Professional, scientific, management, administration	327	10%
Educational, social, & health services	716	23%
Art, entertainment, recreation, accommodations, food	120	4%
Other services	175	6%
Public administration	299	9%

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+	3,152	100%
Management, professional & related:	943	30%
Management (incl. farm managers)	290	9%
Business & financial	162	5%
Computer & mathematical	25	1%
Architecture & engineering	0	0%
Life, physical & social science	33	1%
Community & social service	51	2%
Legal	54	2%
Education, training, & library	144	5%
Art, entertainment, sports & media	47	1%
Healthcare practitioners	137	4%
Service:	642	20%
Healthcare support	65	2%
Protective service	131	4%
Food preparation & serving	110	3%
Building & grounds cleaning / maintenance	110	3%
Personal care & service	226	7%
Sales & office	989	31%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	420	13%
Production, transport & material moving	158	5%

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

Household Income

Number Percent

Total Households	2,618	100%
Less than \$15,000	333	13%
\$15,000 to \$29,999	447	17%
\$30,000 to \$44,999	308	12%
\$45,000 to \$59,999	403	15%
\$60,000 to \$74,999	293	11%
\$75,000 to \$99,999	245	9%
\$100,000 to \$124,999	277	11%
\$125,000 to \$149,999	92	4%
\$150,000 to \$199,999	164	6%
\$200,000 or more	56	2%
Median Income	\$53,226	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	2,618	100%
With earnings	2,080	79%
With wage and salary income	2,061	79%
With self-employment income	174	7%
With interest, dividend, or net rental income	737	28%
With Social Security income	640	24%
With Supplemental Security income	143	5%
With public assistance income	169	6%
With retirement income	760	29%
With other types of income	410	16%

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	7,626	100%
Under .50	379	5%
.50 to .99	887	12%
1.00 to 1.24	349	5%
1.25 to 1.49	167	2%
1.50 to 1.84	754	10%
1.85 to 1.99	183	2%
2.00 and over	4,907	64%

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	7,626	100%
Above Poverty	6,360	83%
Below Poverty	1,266	17%

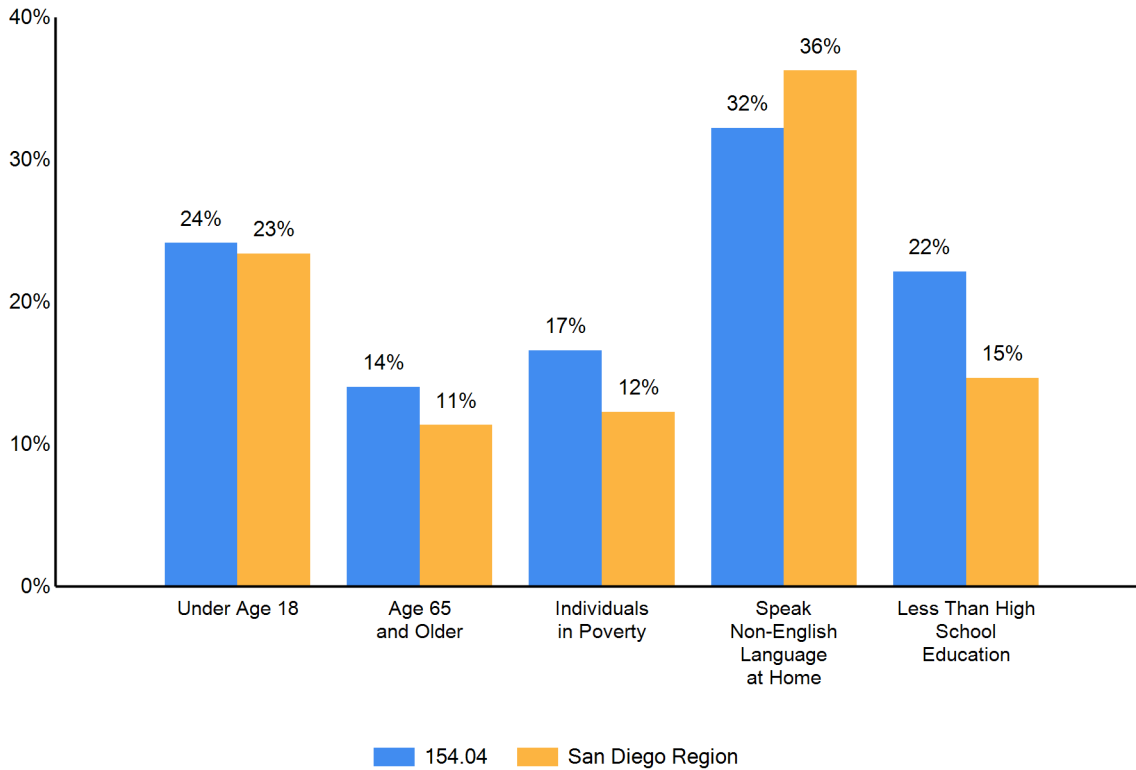
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	2,072	1,050	1,022	1,798	883	915	274	167	107
Married couple family	1,588	819	769	1,404	652	752	184	167	17
Male householder, no wife present	154	86	68	154	86	68	0	0	0
Female householder, no husband present	330	145	185	240	145	95	90	0	90

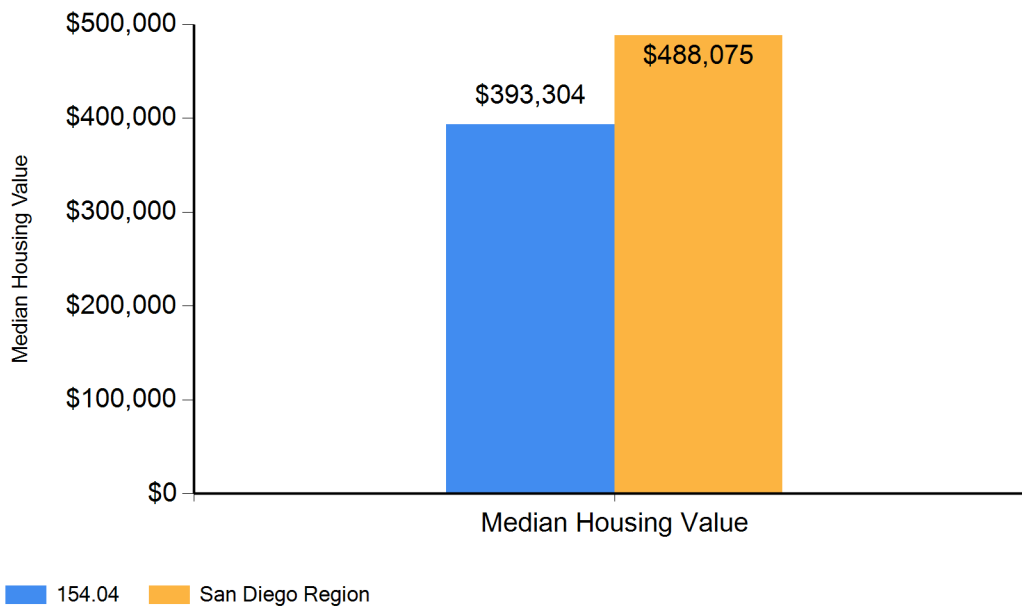
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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