



Demographic and Socioeconomic Profile 2010

TRACT: 198.03

Population by Race

| | Population | Percent |
|-------------------------|--------------|-------------|
| Total Population | 4,465 | 100% |
| White | 3,102 | 69% |
| Hispanic | 701 | 16% |
| Asian | 389 | 9% |
| Two or More | 163 | 4% |
| Black | 60 | 1% |
| American Indian | 24 | 1% |
| Pacific Islander | 13 | <1% |
| Other | 13 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|--------------|--------------|--------------|----------------|
| Total Population | 4,465 | 2,161 | 2,304 | 52% |
| Under 5 | 285 | 146 | 139 | 49% |
| 5 to 9 | 270 | 129 | 141 | 52% |
| 10 to 14 | 305 | 157 | 148 | 49% |
| 15 to 17 | 184 | 100 | 84 | 46% |
| 18 and 19 | 109 | 59 | 50 | 46% |
| 20 to 24 | 266 | 138 | 128 | 48% |
| 25 to 29 | 337 | 158 | 179 | 53% |
| 30 to 34 | 305 | 152 | 153 | 50% |
| 35 to 39 | 344 | 149 | 195 | 57% |
| 40 to 44 | 372 | 193 | 179 | 48% |
| 45 to 49 | 351 | 172 | 179 | 51% |
| 50 to 54 | 323 | 156 | 167 | 52% |
| 55 to 59 | 314 | 153 | 161 | 51% |
| 60 and 61 | 108 | 47 | 61 | 56% |
| 62 to 64 | 110 | 56 | 54 | 49% |
| 65 to 69 | 141 | 62 | 79 | 56% |
| 70 to 74 | 78 | 35 | 43 | 55% |
| 75 to 79 | 66 | 26 | 40 | 61% |
| 80 to 84 | 75 | 27 | 48 | 64% |
| 85 and Older | 122 | 46 | 76 | 62% |
| Under 18 | 1,044 | 532 | 512 | 49% |
| 65 and older | 482 | 196 | 286 | 59% |
| Median | 37.5 | 36.4 | 38.3 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 3,605 | 100% |
| Never Married | 1,051 | 29% |
| Married, excluding separated | 1,664 | 46% |
| Separated | 41 | 1% |
| Widowed | 174 | 5% |
| Divorced | 675 | 19% |

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 | 4,465 | 100% |
| Household | 4,366 | 98% |
| Group Quarters - Other | 99 | 2% |
| 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. | 4,465 | 701 | 3,102 | 60 | 24 | 389 | 13 | 13 | 163 |
| Under 5 | 285 | 48 | 181 | 1 | 0 | 24 | 0 | 1 | 30 |
| 5 to 9 | 270 | 68 | 144 | 2 | 2 | 25 | 0 | 2 | 27 |
| 10 to 14 | 305 | 69 | 185 | 2 | 2 | 22 | 1 | 0 | 24 |
| 15 to 17 | 184 | 39 | 120 | 2 | 2 | 9 | 1 | 0 | 11 |
| 18 and 19 | 109 | 26 | 68 | 2 | 1 | 6 | 1 | 0 | 5 |
| 20 to 24 | 266 | 55 | 170 | 6 | 2 | 24 | 2 | 0 | 7 |
| 25 to 29 | 337 | 47 | 217 | 8 | 4 | 47 | 1 | 3 | 10 |
| 30 to 34 | 305 | 47 | 207 | 4 | 1 | 38 | 1 | 0 | 7 |
| 35 to 39 | 344 | 69 | 218 | 3 | 2 | 38 | 0 | 2 | 12 |
| 40 to 44 | 372 | 58 | 265 | 5 | 2 | 33 | 0 | 0 | 9 |
| 45 to 49 | 351 | 58 | 240 | 6 | 2 | 38 | 1 | 2 | 4 |
| 50 to 54 | 323 | 41 | 248 | 3 | 0 | 21 | 3 | 0 | 7 |
| 55 to 59 | 314 | 32 | 246 | 7 | 4 | 20 | 1 | 1 | 3 |
| 60 and 61 | 108 | 11 | 83 | 3 | 0 | 8 | 0 | 0 | 3 |
| 62 to 64 | 110 | 5 | 95 | 1 | 0 | 7 | 0 | 0 | 2 |
| 65 to 69 | 141 | 7 | 120 | 3 | 0 | 9 | 1 | 0 | 1 |
| 70 to 74 | 78 | 5 | 68 | 0 | 0 | 5 | 0 | 0 | 0 |
| 75 to 79 | 66 | 3 | 58 | 1 | 0 | 4 | 0 | 0 | 0 |
| 80 to 84 | 75 | 5 | 60 | 0 | 0 | 10 | 0 | 0 | 0 |
| 85 and Older | 122 | 8 | 109 | 1 | 0 | 1 | 0 | 2 | 1 |
| Under 18 | 1,044 | 224 | 630 | 7 | 6 | 80 | 2 | 3 | 92 |
| 65 and older | 482 | 28 | 415 | 5 | 0 | 29 | 1 | 2 | 2 |
| Median | | 29.8 | 40.8 | 40.0 | 28.8 | 34.9 | 32.5 | 36.3 | 15.1 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|--------------|-------------|
| Total population age 5 and over | 4,180 | 100% |
| Speak Only English | 3,384 | 81% |
| Speak Spanish: | 211 | 5% |
| Speak English "well" or "very well" | 189 | 5% |
| Speak English "not well" or "not at all" | 22 | 1% |
| Speak Asian/Pacific Island language: | 276 | 7% |
| Speak English "well" or "very well" | 221 | 5% |
| Speak English "not well" or "not at all" | 55 | 1% |
| Speak other language: | 309 | 6% |
| Speak English "well" or "very well" | 271 | 6% |
| Speak English "not well" or "not at all" | 38 | 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 | 3,046 | 100% |
| Less than 9th grade | 63 | 2% |
| 9th through 12th grade, no diploma | 47 | 2% |
| High school grad (incl. equivalency) | 555 | 18% |
| Some college, no degree | 916 | 30% |
| Associate degree | 249 | 8% |
| Bachelor's degree | 753 | 25% |
| Master's degree | 331 | 11% |
| Professional school degree | 43 | 1% |
| Doctorate degree | 89 | 3% |

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 | 4,284 | 100% | --- | --- | --- | --- |
| Enrolled in school | 1,198 | 28% | 1,053 | 25% | 145 | 3% |
| Nursery / Preschool | 126 | 11% | 60 | 6% | 66 | 46% |
| Kindergarten to grade 4 | 294 | 25% | 282 | 27% | 12 | 8% |
| Grade 5 to grade 8 | 238 | 20% | 238 | 23% | 0 | 0% |
| Grade 9 to grade 12 | 284 | 24% | 284 | 27% | 0 | 0% |
| College, undergraduate | 222 | 19% | 183 | 17% | 39 | 27% |
| Graduate or Professional school | 34 | 3% | 6 | 1% | 28 | 19% |
| Not enrolled in school | 3,086 | 72% | --- | --- | --- | --- |

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 | 1,710 | 100% | 664 | 100% | 1,046 | 100% |
| Family Households: | 1,074 | 63% | 664 | 100% | 410 | 39% |
| Married couple family | 753 | 44% | 442 | 67% | 311 | 30% |
| Other family: | 321 | 19% | 222 | 33% | 99 | 9% |
| Male householder, no wife | 99 | 6% | 60 | 9% | 39 | 4% |
| Female householder, no husband | 222 | 13% | 162 | 24% | 60 | 6% |
| Nonfamily households: | 636 | 37% | 0 | 0% | 636 | 61% |
| Householder living alone | 531 | 31% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 105 | 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 | 1,837 | 100% | 1710 | 127 | 7% | 2.55 |
| Single family (detached) | 435 | 24% | 420 | 15 | 3% | 2.83 |
| Single family (attached) | 1,180 | 64% | 1,083 | 97 | 8% | 2.51 |
| 2 to 4 units | 113 | 6% | 106 | 7 | 6% | 2.39 |
| 5 to 9 units | 85 | 5% | 79 | 6 | 7% | 2.05 |
| 10 or more units | 24 | 1% | 22 | 2 | 8% | 2.05 |
| 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 | 843 | 100% |
| Less than \$150,000 | 16 | 2% |
| \$150,000 to \$199,999 | 0 | 0% |
| \$200,000 to \$249,999 | 26 | 3% |
| \$250,000 to \$299,999 | 51 | 6% |
| \$300,000 to \$399,999 | 194 | 23% |
| \$400,000 to \$499,999 | 152 | 18% |
| \$500,000 to \$749,999 | 325 | 39% |
| \$750,000 to \$999,999 | 70 | 8% |
| \$1,000,000 or more | 9 | 1% |

Median Value **\$488,487**

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 | 1,837 | 100% |
| 2005 or Later | 123 | 7% |
| 2000 to 2004 | 183 | 10% |
| 1990 to 1999 | 166 | 9% |
| 1980 to 1989 | 861 | 47% |
| 1970 to 1979 | 431 | 23% |
| 1960 to 1969 | 73 | 4% |
| 1950 to 1959 | 0 | 0% |
| 1940 to 1949 | 0 | 0% |
| 1939 or earlier | 0 | 0% |

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 | 1,710 | 100% | 867 | 100% | 843 | 100% |
| 1.00 occupant housing per room or less | 1,699 | 99% | 856 | 99% | 843 | 100% |
| 1.01 to 1.50 occupants per room | 11 | 1% | 11 | 1% | 0 | 0% |
| 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 | 867 | 100% |
| Less than \$500 | 7 | 1% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 0 | 0% |
| \$700 to \$799 | 0 | 0% |
| \$800 to \$899 | 59 | 7% |
| \$900 to \$999 | 71 | 8% |
| \$1,000 to \$1,249 | 113 | 13% |
| \$1,250 to \$1,499 | 65 | 7% |
| \$1,500 to \$1,999 | 426 | 49% |
| \$2,000 or more | 118 | 14% |
| No cash rent | 8 | 1% |
| Median contract rent | \$1,638 | |

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 | 867 | 100% |
| Less than 20 percent | 178 | 21% |
| 20.0 to 24.9 percent | 91 | 10% |
| 25.0 to 29.9 percent | 111 | 13% |
| 30.0 to 34.9 percent | 96 | 11% |
| 35.0 to 39.9 percent | 19 | 2% |
| 40.0 to 49.9 percent | 80 | 9% |
| 50.0 percent or more | 284 | 33% |
| Not computed | 8 | 1% |

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 | 1,710 | 100% |
| No vehicle | 158 | 9% |
| 1 vehicle | 611 | 36% |
| 2 vehicles | 615 | 36% |
| 3 vehicles | 269 | 16% |
| 4 or more vehicles | 57 | 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 | 2,355 | 100% |
| Worked in state of residence | 2,311 | 98% |
| Worked in county of residence | 2,163 | 92% |
| Worked outside county of residence | 148 | 6% |
| Worked outside state of residence | 44 | 2% |

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 | 3,542 | 100% | 1,697 | 48% |
| In labor force | 2,484 | 70% | 1,361 | 55% |
| Armed forces | 48 | 2% | 38 | 79% |
| Civilian (employed) | 2,298 | 93% | 1,283 | 56% |
| Civilian (unemployed) | 138 | 6% | 40 | 29% |
| Not in labor force | 1,058 | 30% | 336 | 32% |
| Pct. of civilian labor force unemployed | 5.7% | | 3.0% | |

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 | 2,355 | 100% |
| Car, truck or van: | 1,990 | 85% |
| Drove Alone | 1,784 | 76% |
| Carpooled | 206 | 9% |
| Public Transportation: | 104 | 4% |
| Bus | 44 | 2% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 60 | 3% |
| Other public transportation | 0 | 0% |
| Motorcycle | 14 | 1% |
| Bicycle | 12 | 1% |
| Walked | 60 | 3% |
| Other means | 36 | 2% |
| Worked at home | 139 | 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 | 2,355 | 100% |
| Did not work at home | 2,216 | 94% |
| Less than 10 minutes | 272 | 12% |
| 10 to 19 minutes | 554 | 24% |
| 20 to 29 minutes | 544 | 23% |
| 30 to 44 minutes | 526 | 22% |
| 45 to 59 minutes | 79 | 3% |
| 60 to 89 minutes | 176 | 7% |
| 90 minutes or more | 65 | 3% |
| Worked at home | 139 | 6% |
| Average time to work (minutes) | 31 | -- |

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+ | 2,330 | 100% |
| Agriculture, forestry, mining | 41 | 2% |
| Utilities | 15 | 1% |
| Construction | 50 | 2% |
| Manufacturing | 289 | 12% |
| Wholesale trade | 81 | 3% |
| Retail trade | 322 | 14% |
| Transportation & warehousing | 148 | 6% |
| Information & communications | 40 | 2% |
| Finance, insurance, & real estate | 248 | 11% |
| Professional, scientific, management, administration | 75 | 3% |
| Educational, social, & health services | 360 | 15% |
| Art, entertainment, recreation, accommodations, food | 228 | 10% |
| Other services | 182 | 8% |
| Public administration | 251 | 11% |

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+ | 2,330 | 100% |
| Management, professional & related: | 1,025 | 44% |
| Management (incl. farm managers) | 272 | 12% |
| Business & financial | 198 | 8% |
| Computer & mathematical | 115 | 5% |
| Architecture & engineering | 83 | 4% |
| Life, physical & social science | 10 | <1% |
| Community & social service | 37 | 2% |
| Legal | 0 | 0% |
| Education, training, & library | 166 | 7% |
| Art, entertainment, sports & media | 57 | 2% |
| Healthcare practitioners | 87 | 4% |
| Service: | 361 | 15% |
| Healthcare support | 80 | 3% |
| Protective service | 17 | 1% |
| Food preparation & serving | 54 | 2% |
| Building & grounds cleaning / maintenance | 86 | 4% |
| Personal care & service | 124 | 5% |
| Sales & office | 647 | 28% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 154 | 7% |
| Production, transport & material moving | 143 | 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 | 1,710 | 100% |
| Less than \$15,000 | 88 | 5% |
| \$15,000 to \$29,999 | 222 | 13% |
| \$30,000 to \$44,999 | 356 | 21% |
| \$45,000 to \$59,999 | 105 | 6% |
| \$60,000 to \$74,999 | 92 | 5% |
| \$75,000 to \$99,999 | 263 | 15% |
| \$100,000 to \$124,999 | 301 | 18% |
| \$125,000 to \$149,999 | 117 | 7% |
| \$150,000 to \$199,999 | 120 | 7% |
| \$200,000 or more | 46 | 3% |
| Median Income | \$73,696 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 1,710 | 100% |
| With earnings | 1,472 | 86% |
| With wage and salary income | 1,386 | 81% |
| With self-employment income | 271 | 16% |
| With interest, dividend, or net rental income | 499 | 29% |
| With Social Security income | 334 | 20% |
| With Supplemental Security income | 35 | 2% |
| With public assistance income | 35 | 2% |
| With retirement income | 311 | 18% |
| With other types of income | 218 | 13% |

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 | 4,421 | 100% |
| Under .50 | 128 | 3% |
| .50 to .99 | 52 | 1% |
| 1.00 to 1.24 | 138 | 3% |
| 1.25 to 1.49 | 32 | 1% |
| 1.50 to 1.84 | 241 | 5% |
| 1.85 to 1.99 | 120 | 3% |
| 2.00 and over | 3,710 | 84% |

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 | 4,421 | 100% |
| Above Poverty | 4,241 | 96% |
| Below Poverty | 180 | 4% |

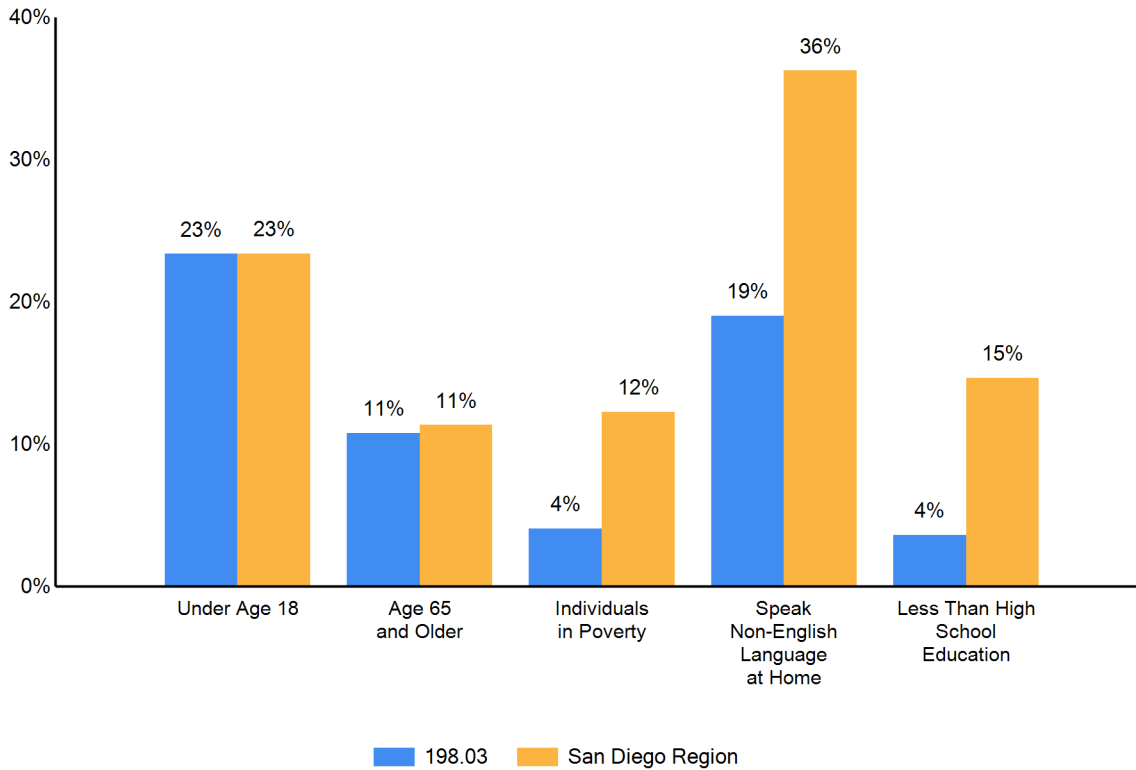
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 1,074 | 664 | 410 | 1,048 | 650 | 398 | 26 | 14 | 12 |
| Married couple family | 753 | 442 | 311 | 741 | 442 | 299 | 12 | 0 | 12 |
| Male householder, no wife present | 99 | 60 | 39 | 99 | 60 | 39 | 0 | 0 | 0 |
| Female householder, no husband present | 222 | 162 | 60 | 208 | 148 | 60 | 14 | 14 | 0 |

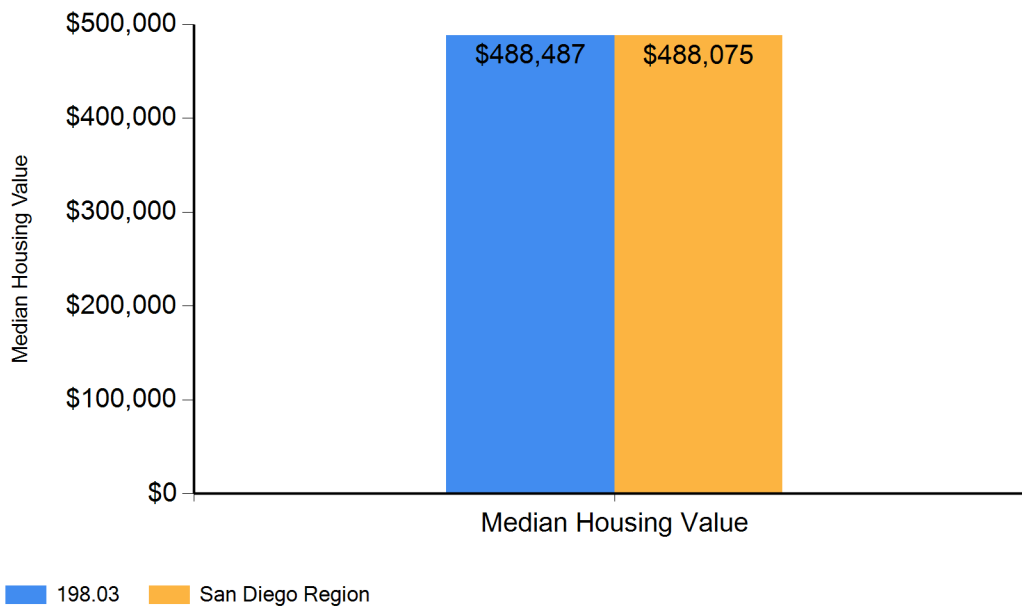
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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