



Demographic and Socioeconomic Profile 2010

ZIP: 92081

Population by Race

	Population	Percent
Total Population	27,422	100%
White	16,813	61%
Hispanic	6,577	24%
Asian	1,868	7%
Two or More	942	3%
Black	921	3%
Pacific Islander	117	<1%
American Indian	97	<1%
Other	87	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	27,422	13,545	13,877	51%
Under 5	1,782	941	841	47%
5 to 9	1,461	700	761	52%
10 to 14	1,523	702	821	54%
15 to 17	920	497	423	46%
18 and 19	756	398	358	47%
20 to 24	2,623	1,398	1,225	47%
25 to 29	2,438	1,297	1,141	47%
30 to 34	2,018	1,075	943	47%
35 to 39	1,734	885	849	49%
40 to 44	1,727	797	930	54%
45 to 49	2,016	1,042	974	48%
50 to 54	2,062	991	1,071	52%
55 to 59	1,540	687	853	55%
60 and 61	578	312	266	46%
62 to 64	749	350	399	53%
65 to 69	851	373	478	56%
70 to 74	645	269	376	58%
75 to 79	721	304	417	58%
80 to 84	654	289	365	56%
85 and Older	624	238	386	62%
Under 18	5,686	2,840	2,846	50%
65 and older	3,495	1,473	2,022	58%
Median	35.5	33.9	37.5	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	22,656	100%
Never Married	7,001	31%
Married, excluding separated	11,544	51%
Separated	399	2%
Widowed	984	4%
Divorced	2,728	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	27,422	100%
Household	26,471	97%
Group Quarters - Other	951	3%
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.	27,422	6,577	16,813	921	97	1,868	117	87	942
Under 5	1,782	650	821	44	4	106	3	10	144
5 to 9	1,461	531	666	45	3	95	4	5	112
10 to 14	1,523	475	776	35	2	113	7	3	112
15 to 17	920	314	463	34	1	32	14	3	59
18 and 19	756	267	369	25	8	34	2	1	50
20 to 24	2,623	818	1,475	99	7	116	10	3	95
25 to 29	2,438	738	1,252	134	9	184	18	13	90
30 to 34	2,018	547	1,156	77	10	153	11	12	52
35 to 39	1,734	460	954	88	3	187	5	6	31
40 to 44	1,727	427	995	89	4	144	5	4	59
45 to 49	2,016	400	1,287	68	12	199	6	3	41
50 to 54	2,062	290	1,504	79	11	130	8	9	31
55 to 59	1,540	218	1,149	29	5	116	7	3	13
60 and 61	578	56	465	13	3	30	3	1	7
62 to 64	749	76	589	13	1	47	5	6	12
65 to 69	851	94	670	16	2	54	3	1	11
70 to 74	645	89	479	11	4	45	4	1	12
75 to 79	721	66	582	12	4	50	1	1	5
80 to 84	654	24	600	4	1	19	1	1	4
85 and Older	624	37	561	6	3	14	0	1	2
Under 18	5,686	1,970	2,726	158	10	346	28	21	427
65 and older	3,495	310	2,892	49	14	182	9	5	34
Median		26.6	42.4	32.9	41.9	37.7	30.2	32.3	19.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	25,640	100%
Speak Only English	19,780	77%
Speak Spanish:	3,664	14%
Speak English "well" or "very well"	2,985	12%
Speak English "not well" or "not at all"	679	3%
Speak Asian/Pacific Island language:	1,108	4%
Speak English "well" or "very well"	712	3%
Speak English "not well" or "not at all"	396	2%
Speak other language:	1,088	4%
Speak English "well" or "very well"	994	4%
Speak English "not well" or "not at all"	94	<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	18,357	100%
Less than 9th grade	603	3%
9th through 12th grade, no diploma	1,227	7%
High school grad (incl. equivalency)	3,904	21%
Some college, no degree	4,669	25%
Associate degree	1,955	11%
Bachelor's degree	4,214	23%
Master's degree	1,189	6%
Professional school degree	425	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	26,296	100%	---	---	---	---
Enrolled in school	6,882	26%	5,970	23%	912	3%
Nursery / Preschool	302	4%	113	2%	189	21%
Kindergarten to grade 4	1,315	19%	1,251	21%	64	7%
Grade 5 to grade 8	1,212	18%	1,070	18%	142	16%
Grade 9 to grade 12	1,155	17%	1,145	19%	10	1%
College, undergraduate	2,631	38%	2,227	37%	404	44%
Graduate or Professional school	267	4%	164	3%	103	11%
Not enrolled in school	19,414	74%	---	---	---	---

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	10,285	100%	3,236	100%	7,049	100%
Family Households:	6,915	67%	3,203	99%	3,712	53%
Married couple family	5,351	52%	2,277	70%	3,074	44%
Other family:	1,564	15%	926	29%	638	9%
Male householder, no wife	414	4%	180	6%	234	3%
Female householder, no husband	1,150	11%	746	23%	404	6%
Nonfamily households:	3,370	33%	33	1%	3,337	47%
Householder living alone	2,351	23%	----	----	----	----
Other nonfamily households	1,019	10%	----	----	----	----

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	11,010	100%	10285	725	7%	2.57
Single family (detached)	5,969	54%	5,615	354	6%	2.73
Single family (attached)	316	3%	307	9	3%	2.44
2 to 4 units	484	4%	444	40	8%	2.77
5 to 9 units	1,410	13%	1,293	117	8%	2.36
10 or more units	2,295	21%	2,122	173	8%	2.36
Mobile home and Other	536	5%	504	32	6%	2.14

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	6,135	100%
Less than \$150,000	396	6%
\$150,000 to \$199,999	112	2%
\$200,000 to \$249,999	163	3%
\$250,000 to \$299,999	265	4%
\$300,000 to \$399,999	1,205	20%
\$400,000 to \$499,999	1,246	20%
\$500,000 to \$749,999	2,246	37%
\$750,000 to \$999,999	378	6%
\$1,000,000 or more	124	2%

Median Value **\$474,679**

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	11,010	100%
2005 or Later	368	3%
2000 to 2004	774	7%
1990 to 1999	2,117	19%
1980 to 1989	4,992	45%
1970 to 1979	1,989	18%
1960 to 1969	372	3%
1950 to 1959	285	3%
1940 to 1949	33	<1%
1939 or earlier	80	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
Total occupied housing units	10,285	100%	4,150	100%	6,135	100%
1.00 occupant housing per room or less	9,964	97%	3,952	95%	6,012	98%
1.01 to 1.50 occupants per room	225	2%	168	4%	57	1%
1.51 to 2.00 occupants per room	72	1%	30	1%	42	1%
2.01 or more occupants per room	24	<1%	0	0%	24	<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	4,150	100%
Less than \$500	16	<1%
\$500 to \$599	2	<1%
\$600 to \$699	18	<1%
\$700 to \$799	81	2%
\$800 to \$899	136	3%
\$900 to \$999	236	6%
\$1,000 to \$1,249	1,743	42%
\$1,250 to \$1,499	953	23%
\$1,500 to \$1,999	772	19%
\$2,000 or more	175	4%
No cash rent	18	<1%
Median contract rent	\$1,228	

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	4,150	100%
Less than 20 percent	538	13%
20.0 to 24.9 percent	842	20%
25.0 to 29.9 percent	506	12%
30.0 to 34.9 percent	410	10%
35.0 to 39.9 percent	429	10%
40.0 to 49.9 percent	498	12%
50.0 percent or more	759	18%
Not computed	168	4%

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	10,285	100%
No vehicle	170	2%
1 vehicle	3,433	33%
2 vehicles	4,583	45%
3 vehicles	1,490	14%
4 or more vehicles	609	6%

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	13,264	100%
Worked in state of residence	13,148	99%
Worked in county of residence	12,600	95%
Worked outside county of residence	548	4%
Worked outside state of residence	116	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	22,366	100%	11,044	49%
In labor force	13,640	61%	7,397	54%
Armed forces	605	4%	556	92%
Civilian (employed)	11,886	87%	6,266	53%
Civilian (unemployed)	1,149	8%	575	50%
Not in labor force	8,726	39%	3,647	42%
Pct. of civilian labor force unemployed	8.8%		8.4%	

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	13,264	100%
Car, truck or van:	12,037	91%
Drove Alone	10,741	81%
Carpooled	1,296	10%
Public Transportation:	272	2%
Bus	57	<1%
Trolley / Streetcar	0	0%
Railroad	215	2%
Other public transportation	0	0%
Motorcycle	62	<1%
Bicycle	33	<1%
Walked	140	1%
Other means	97	1%
Worked at home	623	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	13,264	100%
Did not work at home	12,641	95%
Less than 10 minutes	1,287	10%
10 to 19 minutes	4,505	34%
20 to 29 minutes	2,711	20%
30 to 44 minutes	1,877	14%
45 to 59 minutes	1,009	8%
60 to 89 minutes	814	6%
90 minutes or more	438	3%
Worked at home	623	5%
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+	12,708	100%
Agriculture, forestry, mining	37	<1%
Utilities	184	1%
Construction	878	7%
Manufacturing	1,448	11%
Wholesale trade	601	5%
Retail trade	1,991	16%
Transportation & warehousing	347	3%
Information & communications	365	3%
Finance, insurance, & real estate	726	6%
Professional, scientific, management, administration	576	5%
Educational, social, & health services	2,156	17%
Art, entertainment, recreation, accommodations, food	1,214	10%
Other services	576	5%
Public administration	1,609	13%

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+	12,708	100%
Management, professional & related:	5,044	40%
Management (incl. farm managers)	1,407	11%
Business & financial	653	5%
Computer & mathematical	452	4%
Architecture & engineering	427	3%
Life, physical & social science	75	1%
Community & social service	171	1%
Legal	85	1%
Education, training, & library	861	7%
Art, entertainment, sports & media	312	2%
Healthcare practitioners	601	5%
Service:	1,757	14%
Healthcare support	98	1%
Protective service	292	2%
Food preparation & serving	563	4%
Building & grounds cleaning / maintenance	307	2%
Personal care & service	497	4%
Sales & office	3,810	30%
Farming, fishing & forestry	4	<1%
Construction, extraction & maintenance	890	7%
Production, transport & material moving	1,203	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	10,285	100%
Less than \$15,000	643	6%
\$15,000 to \$29,999	1,220	12%
\$30,000 to \$44,999	1,679	16%
\$45,000 to \$59,999	1,428	14%
\$60,000 to \$74,999	1,113	11%
\$75,000 to \$99,999	1,587	15%
\$100,000 to \$124,999	966	9%
\$125,000 to \$149,999	755	7%
\$150,000 to \$199,999	519	5%
\$200,000 or more	375	4%
Median Income	\$62,325	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	10,285	100%
With earnings	8,409	82%
With wage and salary income	8,129	79%
With self-employment income	1,029	10%
With interest, dividend, or net rental income	2,882	28%
With Social Security income	2,375	23%
With Supplemental Security income	264	3%
With public assistance income	36	<1%
With retirement income	1,723	17%
With other types of income	1,454	14%

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	26,077	100%
Under .50	1,168	4%
.50 to .99	640	2%
1.00 to 1.24	831	3%
1.25 to 1.49	1,552	6%
1.50 to 1.84	1,236	5%
1.85 to 1.99	587	2%
2.00 and over	20,063	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	26,077	100%
Above Poverty	24,269	93%
Below Poverty	1,808	7%

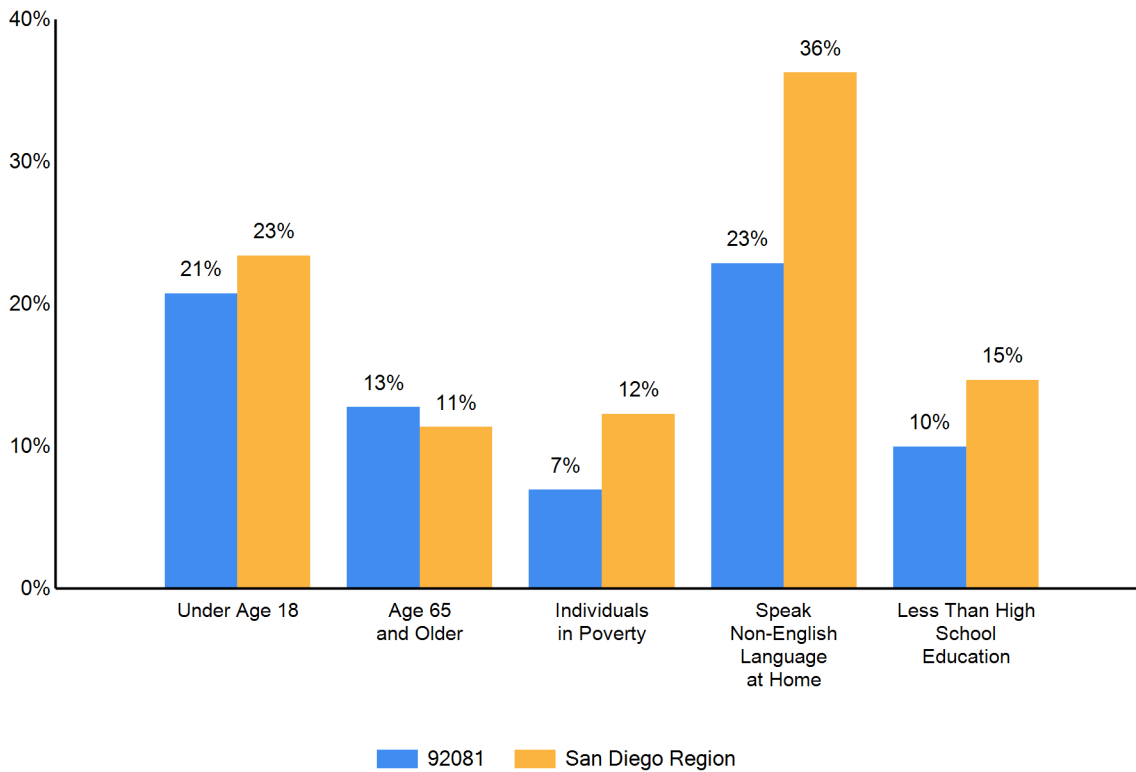
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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
Total Families	6,915	3,203	3,712	6,593	3,112	3,481	322	91	231
Married couple family	5,351	2,277	3,074	5,137	2,224	2,913	214	53	161
Male householder, no wife present	414	180	234	414	180	234	0	0	0
Female householder, no husband present	1,150	746	404	1,042	708	334	108	38	70

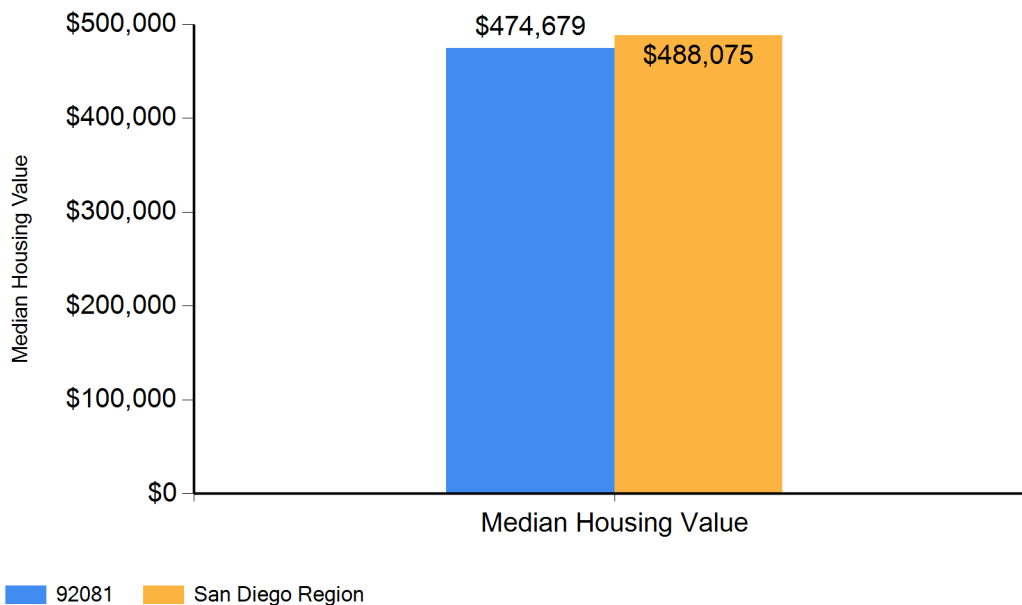
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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